

CHAD LOVE MEDIA AI: PITCH DECK

"A Health & Wellness AI Technology Firm dedicated to Serving Gen Z".

Chad Love Media AI

THE LOVE GEN MOVEMENT



THE BIG PICTURE

INTRODUCTION

The mental health app industry is experiencing significant growth, fueled by increasing awareness of mental health issues and the demand for accessible, affordable solutions. These apps provide diverse self-help tools and resources, catering to a wide range of user needs and preferences.

Key Points

Market Growth: The mental health app market is projected to exceed \$5 billion by 2026, reflecting rising consumer demand.

Accessibility: These apps offer affordable mental health support, reaching individuals who may not have access to traditional therapy.

Diverse Features: Offerings include meditation, CBT, mood tracking, and community support, addressing various user needs.

User Engagement: High engagement rates indicate strong user retention, with users consistently returning for resources and progress tracking.

THE PROBLEM

WHAT PROBLEM ARE YOU GOING TO SOLVE?

Modern mental health apps have largely missed the mark with Gen Z, who face rising anxiety and depression. Chad Love Media seeks to bridge this gap by combining self-help principles from figures like Tony Robbins and Jay Shetty with effective Cognitive Behavioral Therapy (CBT) techniques from apps like Calm and BetterHelp. Its unique selling proposition lies in merging wellness with entertainment through a hip hop album, motivational tours, a feature film trailer, and a merchandise store.

The brand's inspiring rags-to-riches story of a male of color overcoming adversity, including homelessness and mental health struggles, resonates with users. By integrating this narrative, Chad Love Media promotes well-being and empowers users to embark on transformative journeys.

A background image showing two young women with long hair, one holding a red smartphone and the other a silver one, both looking down at the screens. They are wearing casual clothing, and the woman on the right has pink nail polish.

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BIG FACT #1

RISING RATES OF ANXIETY AND DEPRESSION.

(WORLD HEALTH ORGANIZATION)

Studies show that the prevalence of anxiety and depression among young people has increased by **70%** over the past 25 years



BIG FACT #2

SUICIDE AS A LEADING CAUSE OF DEATH.



**(OFFICE FOR NATIONAL STATISTICS,
2021)**

Suicide is the leading cause of death for individuals aged 20-34 in the UK, emphasizing the critical need for effective mental health support

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BIG FACT #3

Investment in Mental Health Startups

(CB INSIGHTS, 2022)

In 2021, mental health startups received over **\$5 billion** in investment globally, showcasing a growing recognition of the sector's potential and the increasing willingness of investors to support mental health initiatives



THE SOLUTION WE PROVIDE

CHAD LOVE MEDIA AI & THE LOVE GENERATION MOVEMENT

Empowering Conversations

Chad Love Media fosters open dialogue about mental health, enabling young people to share their experiences and find community support.

Innovative AI Solutions

By leveraging AI technology, Chad Love Media provides personalized mental health resources, making support accessible and tailored to individual needs.

Positive Digital Engagement

The Love Generation movement creates uplifting content that promotes mental well-being, countering the negative effects of social media on youth mental health.

Building Resilience Together

Through workshops and community initiatives, Chad Love Media cultivates resilience among young people, equipping them with tools to navigate mental health challenges effectively.

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THE VALUE PROPOSITIONS

PERSONALIZED SUPPORT

The AI wellness app offers tailored resources and recommendations based on individual needs, ensuring users receive relevant and effective mental health support.

ENGAGEMENT THROUGH MUSIC AND ENTERTAINMENT

The company uniquely integrates music and entertainment into its offerings, making mental health and wellness more accessible and appealing to young audience.



SOCIAL MEDIA INTEGRATION

Recognizing the influence of social media on Gen Z, The Love Generation Movement utilizes popular platforms to reach and engage its target audience. Through innovative campaigns .

COMMUNITY AND SUPPORT FOCUS

The Love Generation Movement fosters a sense of community among users, encouraging peer support and collective participation in wellness activities.

improved mental health and lifestyle choices.

THE COMPETITION

WHO WE ARE UP AGAINST?



THE PLAN

FAILURE TO PLAN IS PLANNING TO FAIL

To empower Gen Z by leveraging innovative AI technology to address mental health and obesity through engaging music, entertainment, and community support.

BRAND DEVELOPMENT

QUARTER 1 REVIEW

The initiative includes creating an enterprise app, producing engaging music videos, developing film trailer content, and collaborating with a photographer to build a compelling brand identity.

APP & MARKETING LAUNCH

QUARTER 2 REVIEW

A comprehensive marketing strategy featuring a billboard and poster campaign across the UK, complemented by a major social media campaign to drive awareness and downloads.

TOUR & MEDIA ACTIVITY

QUARTER 3 REVIEW

A nationwide university tour across 30 institutions, designed to engage directly with students, alongside media outreach to major outlets such as BBC, Channel 4, Sky News, and YouTube, to maximize visibility and impact.

UPCOMING PROJECTS AND TOURS

QUARTER 4 REVIEW

Second Album: Date with Destiny 2

Chad Love Media AI is set to release the second album, "Date with Destiny 2," focusing on themes of mental health and empowerment with innovative sounds and European Tour.

CHAD LOVE AI MANIA



STORYTELLING

Chad Love's journey is one of resilience and authenticity. Orphaned at a young age—his father imprisoned and mother lost to cancer—he faced homelessness and severe mental health struggles, often marginalized as a man of color. Despite these challenges, Chad graduated with a BSc in Politics from Brunel University and built a successful 12-year career in technology sales, working for leading AI and banking firms. His achievements include purchasing a £400,000 flat in London, owning a Porsche Boxster GTS, and living in prestigious areas like Chelsea and Mayfair, where he became a member of exclusive clubs.

Now residing in the picturesque village of Bourton-on-the-Water, Chad is an MBA candidate at Oxford and Cambridge University. He is developing a pioneering tech firm that leverages AI to address the mental health and obesity crises facing Gen Z. Inspired by his creative upbringing in the music industry, Chad aims to engage and empower young people, transforming the stigma surrounding mental health. Join him in his vision to create a positive impact on the world.

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GENERATION Z: THE LOVE GENERATION MOVEMENT

THE WORLD IN 2046: A 20YR PLAN

Chad Love Media AI and The Love Generation Movement have embarked on a 20-year plan from 2026 to 2046 to transform public perception of mental health among young people. Much like the pioneers of the 19th century who fought against child labor and advanced human rights, this movement seeks to advocate for the mental well-being of youth. Over the next two decades, Chad Love Media AI aims to be instrumental in supporting and protecting the mental health rights of young people, fostering a culture of understanding and empowerment that will reshape societal views on mental health.

Pioneering: Comedy Corporate Rap

Chad Love's Corporate Comedy Rap blends wit, humor, and light entertainment with traditional hip-hop themes, creating a unique narrative that reflects the seductive allure of city living. Through clever lyrics, the rap showcases the glamorous lifestyles often associated with attractive women, fast cars, luxury homes, and designer clothes.

Delving into the secretive and intriguing lives of oligarchs and their daughters in Central London, the rap offers a satirical glimpse into a world of wealth and excess. However, beneath the surface glamour, it delivers a profound message: a lifestyle focused solely on material possessions and status is ultimately meaningless and empty. By juxtaposing humor with deeper insights, Chad Love's Corporate Comedy Rap aims to entertain while encouraging listeners to reflect on the true values that matter in life.

An Oxford or Cambridge University: AI Firm

Chad Love has transformed his life from being the first in his immediate family to graduate from Brunel University to now being a hot candidate for the Executive MBA at Oxford and Cambridge (Oxbridge). This remarkable achievement places him alongside influential figures who have emerged from these prestigious institutions, such as tech pioneers like Sir Tim Berners-Lee and Tech leaders like Alan Turning.

Chad is set to collaborate with some of the brightest minds in AI and business to develop a pioneering app aimed at creating a real global impact. His vision is to leverage cutting-edge technology to drive change, particularly in addressing mental health and empowerment for young people, continuing the legacy of innovation and social responsibility that Oxbridge embodies.



MEET THE TEAM

CHAD LOVE MEDIA AI



CHAD LOVE
CEO & FOUNDER



DR.MIRI HALPERIN WERNLI
BOARD MEMBER



MICK GILLICK MBE
BOARD MEMBER



MILTON LUACES
BOARD MEMBER

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TIMELINE

Chad Love Media AI
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2000

2002

2011

2017

2020

2025

FIRST HAD THE IDEA
FOR CHAD LOVE AI

MUM PASSES AWAY
DAD IN PRISON

GRADUATE FROM BRUNEL
UNIVERSITY

ATTAIN DREAM JOB IN
TECH SALES: NUMERIX

CHELSEA, MAYFAIR & COTSWOLDS, OXBRIDGE
PORSCHE GTS & CHAD LOVE AI

Tech not available: No highly
developed AI, Social Media,
Smart Phones or YouTube

Mental Health falls apart
family breakdown and
homelessness

1st in Family to get a
Academic Degree

After several years in Tech
Sales, achieve 6-Figure Job

From Bottom 1% & Homeless to top
1% Home Ownership, Chelsea &
Mayfair Homes & Porsche GTS

Now based in the
Cotswolds, Oxbridge
MBA Candidate & Tech
Available for Chad Love AI

STORYBOARD

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SUBSCRIPTION MODEL

SAAS BUSINESS MODEL

BRAND STRATEGY	PROFILE	PRICE
TIER 1 - STAR	Base User	£9.99 / Month
TIER 2 - SUPERSTAR	Intermediate User	£14..99/ Month
TIER 3 - HERO	Advance User	£19.99 / Month
TIER 4 - SUPERHERO	Influencer/Roster User	£24.99 / Month

CONTACT

PARTING THOUGHTS

Please join us on this amazing journey.

CHAD LOVE MEDIA AI
BERKELEY SQUARE HOUSE,
BERKELEY SQUARE, MAYFAIR,
LONDON W1 6BD

CHAD@CHADLOVEMEDIA.COM

CHAD LOVE -LINKEDIN
WWW.CHADLOVEMEDIA.COM

THANK YOU

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