

# 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.

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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 a respectable British 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



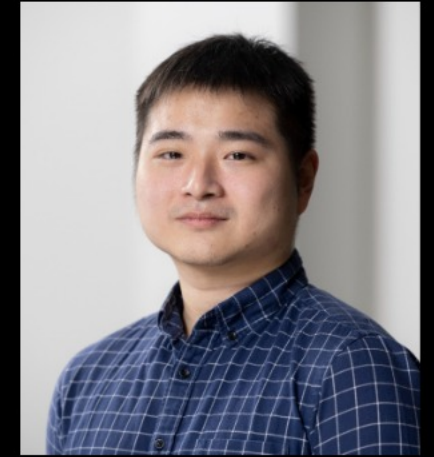
**CHAD LOVE**  
**CEO & FOUNDER**



**GRANGE JOHNSON**  
**BOARD MEMBER**



**BERTA HERRERO**  
**BOARD MEMBER**



**DR.SAM LI WEIXIAN**  
**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  
76 PORTLAND PLACE, MARYLEBONE  
LONDON, W1B 1NT

CHAD@CHADLOVEMEDIA.COM

CHAD LOVE -LINKEDIN  
[WWW.CHADLOVEMEDIA.COM](http://WWW.CHADLOVEMEDIA.COM)

THANK YOU

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