



Mend Taliti

Mending Minds, One Word at a Time

Meet The Team

Graphic Designer



Emma Elvington

Director of Sales



Nicole Lindley

Graphic Designer

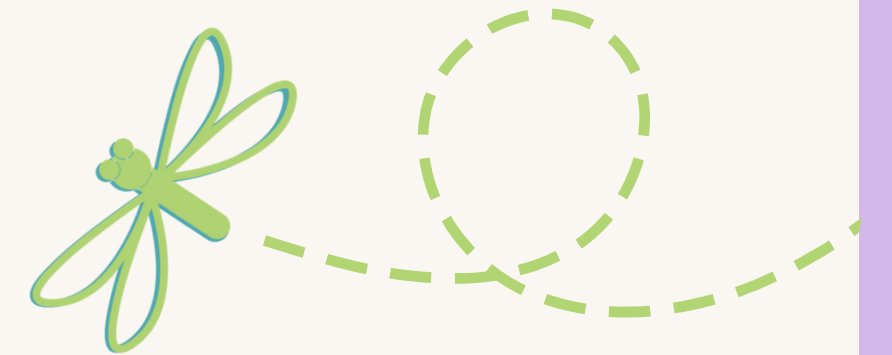


Lulu Scott

Web Designer

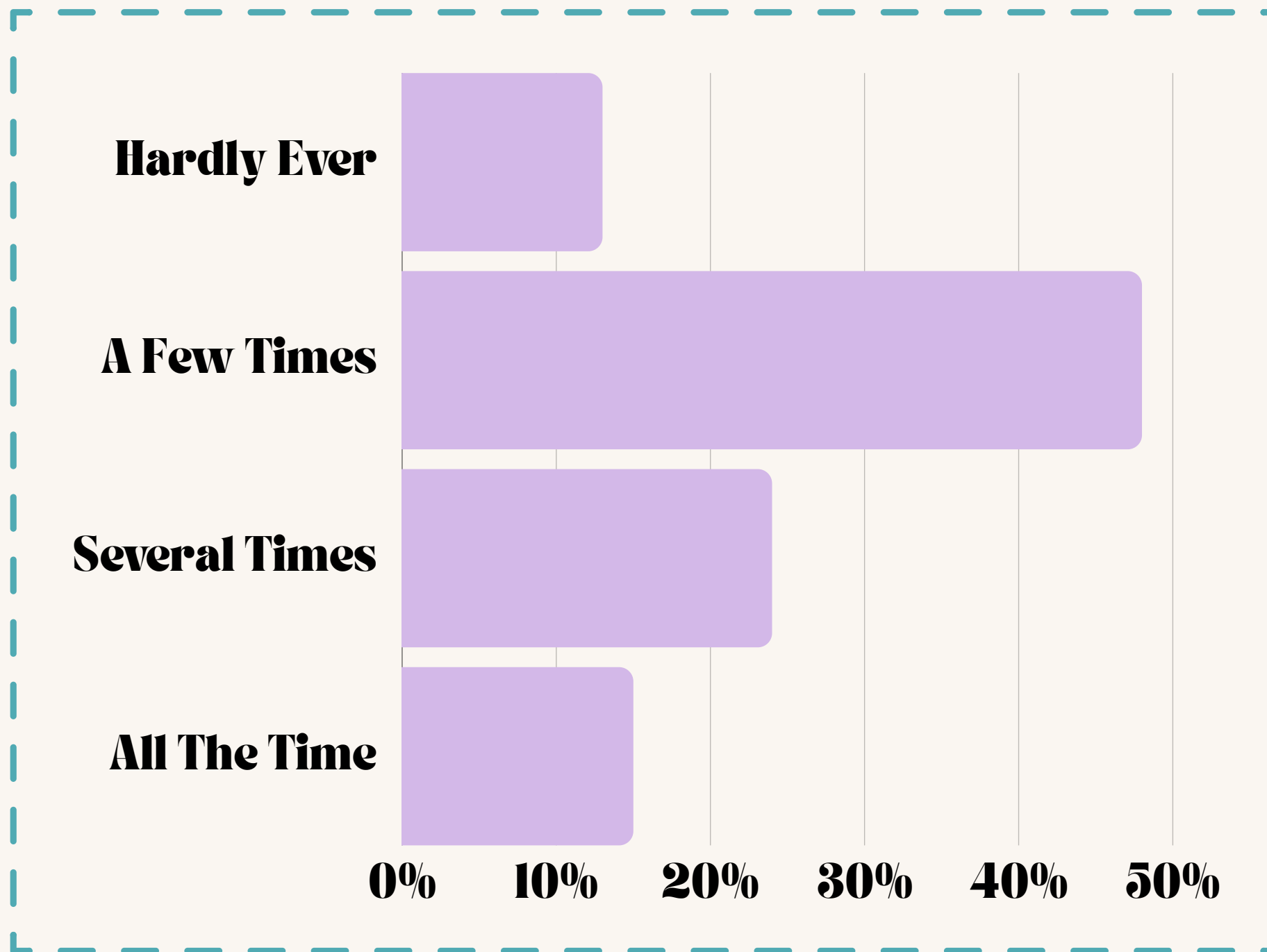


Titan Williamson



Problem Statement

Negative Thoughts In A Day



Data from in house market research

“Research has shown that negative self-talk can lead to feelings of depression.”

verywellmind



Solution

Empowerment

Prosperity

Confidence

Determination

Strength

Growth



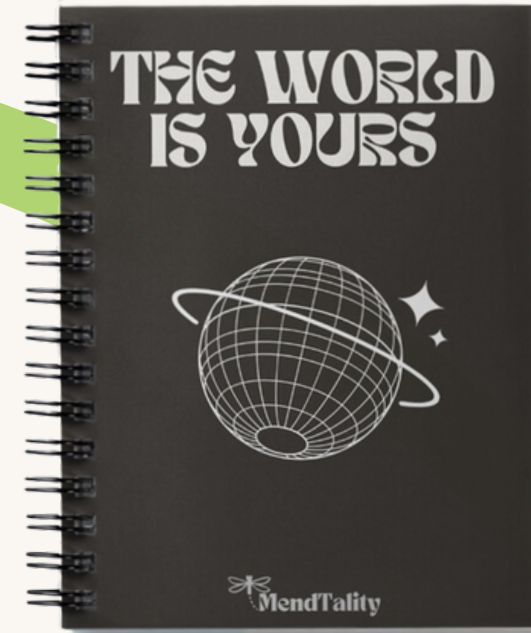
Solution

Determined

Happy

Resilient

Strong



**Words of Affirmation
Products**

Solution

Determined

Happy

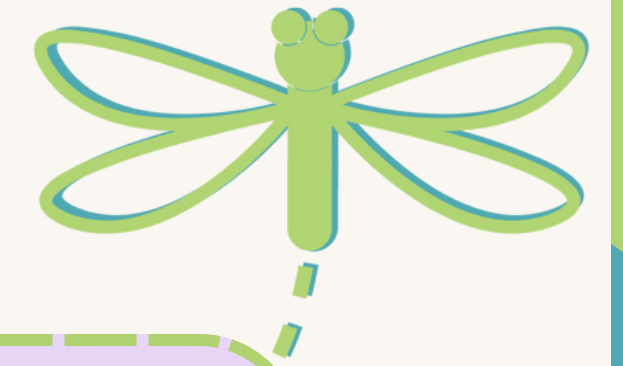
Resilient

Strong



Interactive Student Program

Mission Statement



MendTality's mission is to promote positive thinking among young adults to improve mental well-being and foster prosperity.

Company Overview



October 2023



Bakersfield, CA



**Established as an
S Corporation**

Target Market

Ages 13-24

Most impacted by negative thoughts

Primary



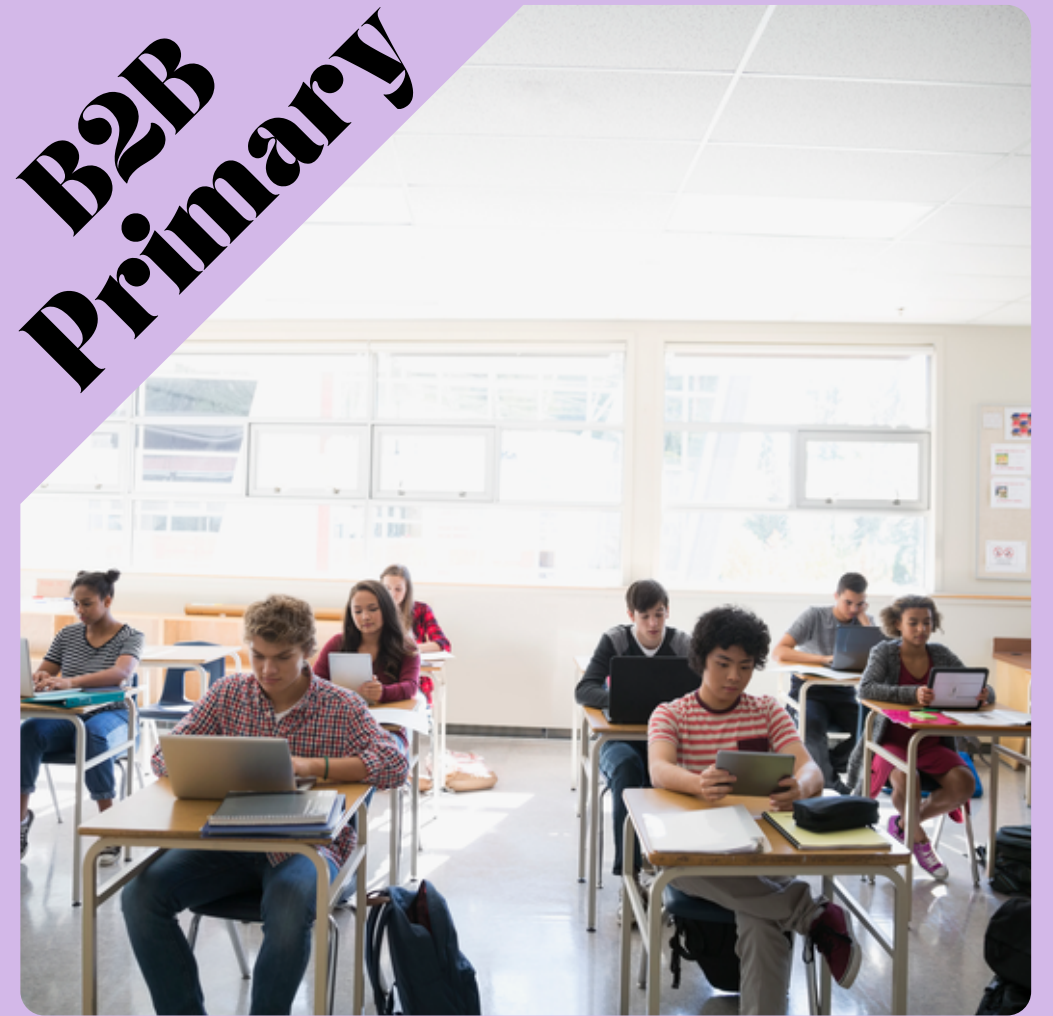
Secondary



High Schools

Desire a more positive school environment

**B2B
Primary**



Parents of Gen-Z

Desire to help their children be more positive

Segmentation



Demographic

- 13–24 years old
- All genders



Geographic

- Lives within the United States



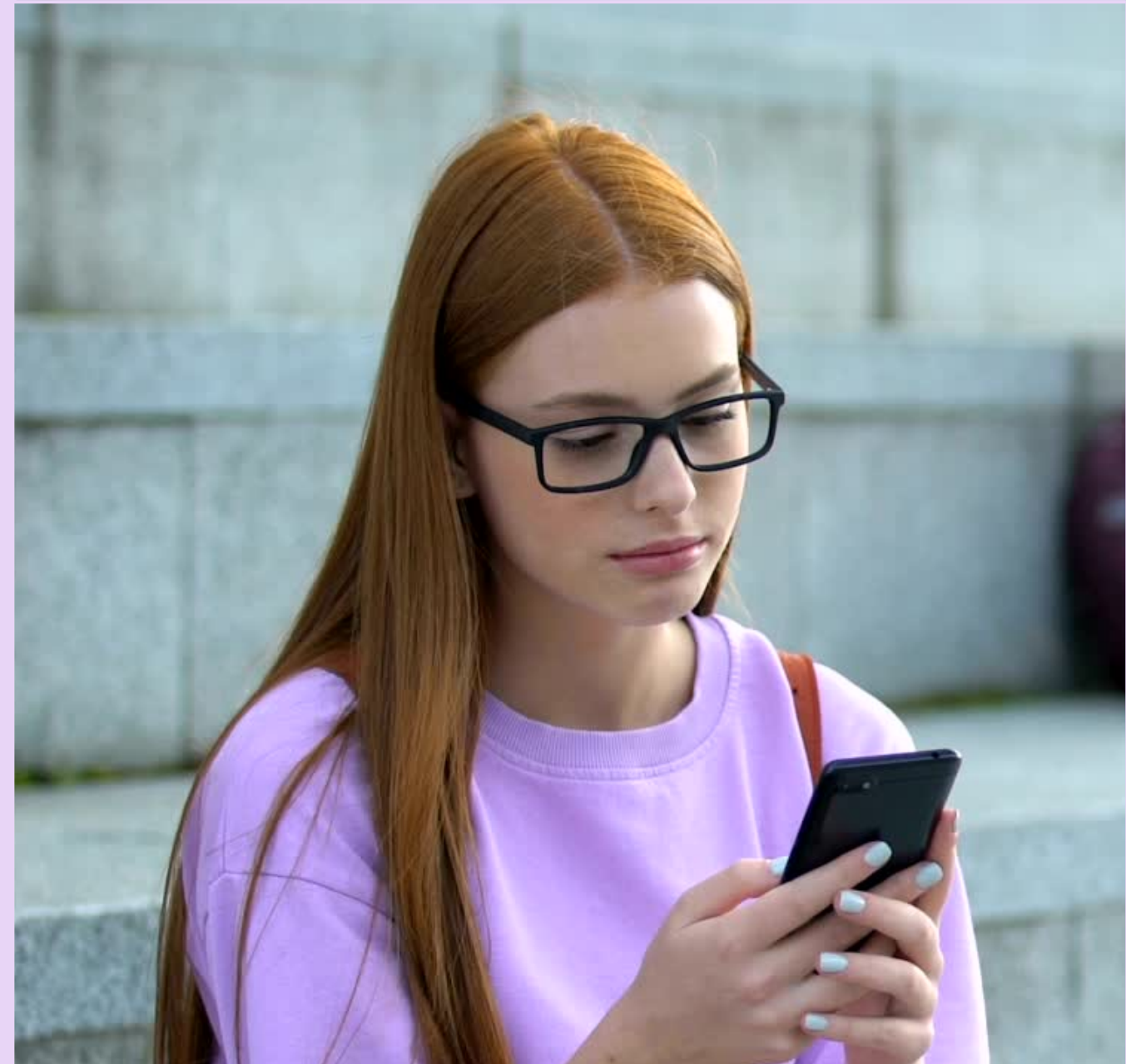
Psychographic

- Values their mental well-being
- Desire to change their mindset

Customer Persona

Lily Jones

- 16 years old
- High school junior
- Experiences negative thoughts
- Spends a lot of time on social media



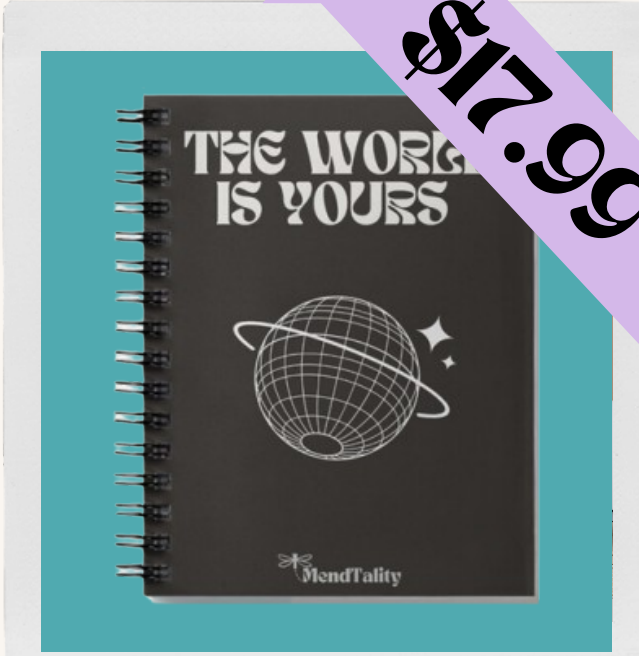
Product & Pricing



Metal Bracelet



Hanging Calendar



Wire-O-Journal



T-Shirt



Woven Bracelet



365 Day Tear Away



Leather Bound Journal



Hoodie

Interactive Student Program



Service



Price

- \$17,000



Offerings

- 1-4 day program
- 1 training day
- Affirmation products



SEL Funding

- Social Emotional Learning funding and grants

Placement

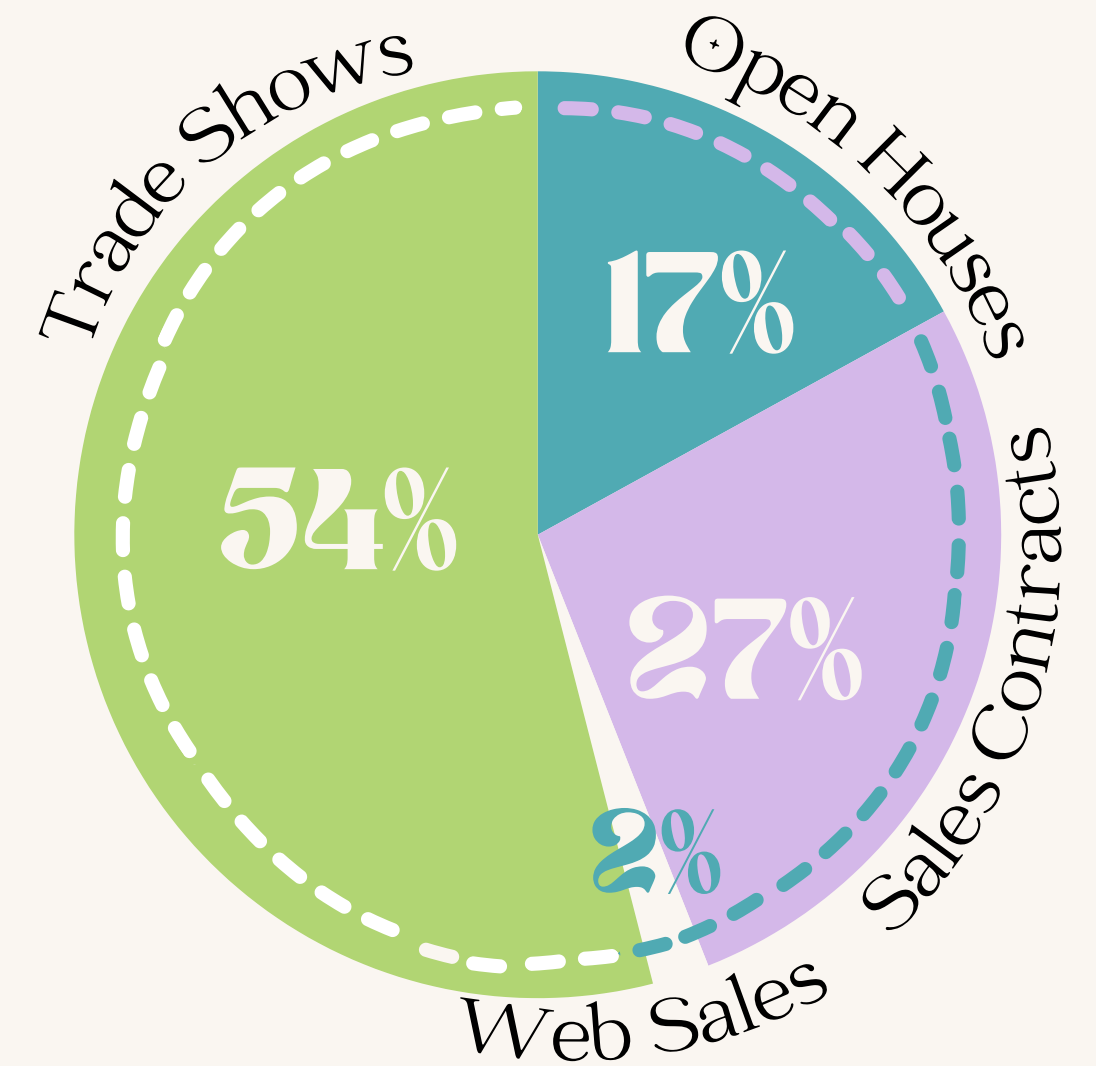
Trade Shows



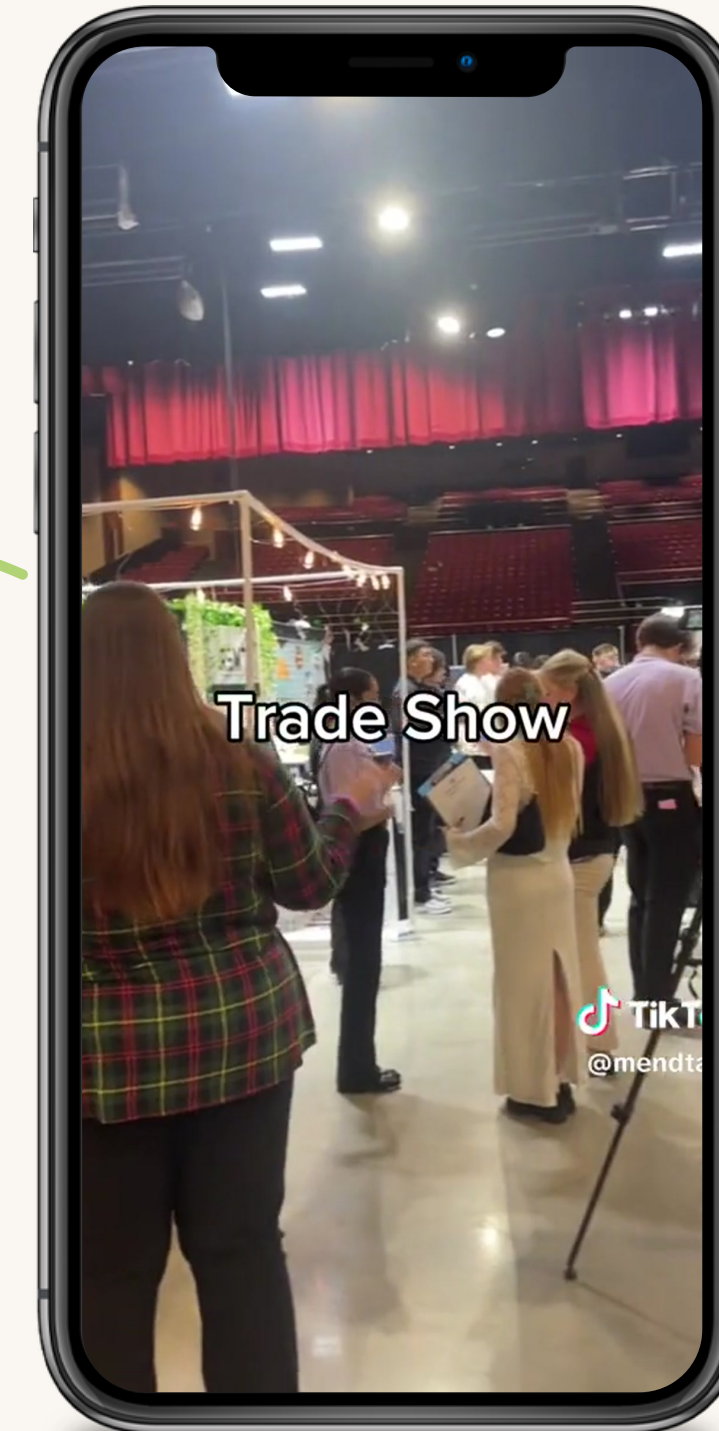
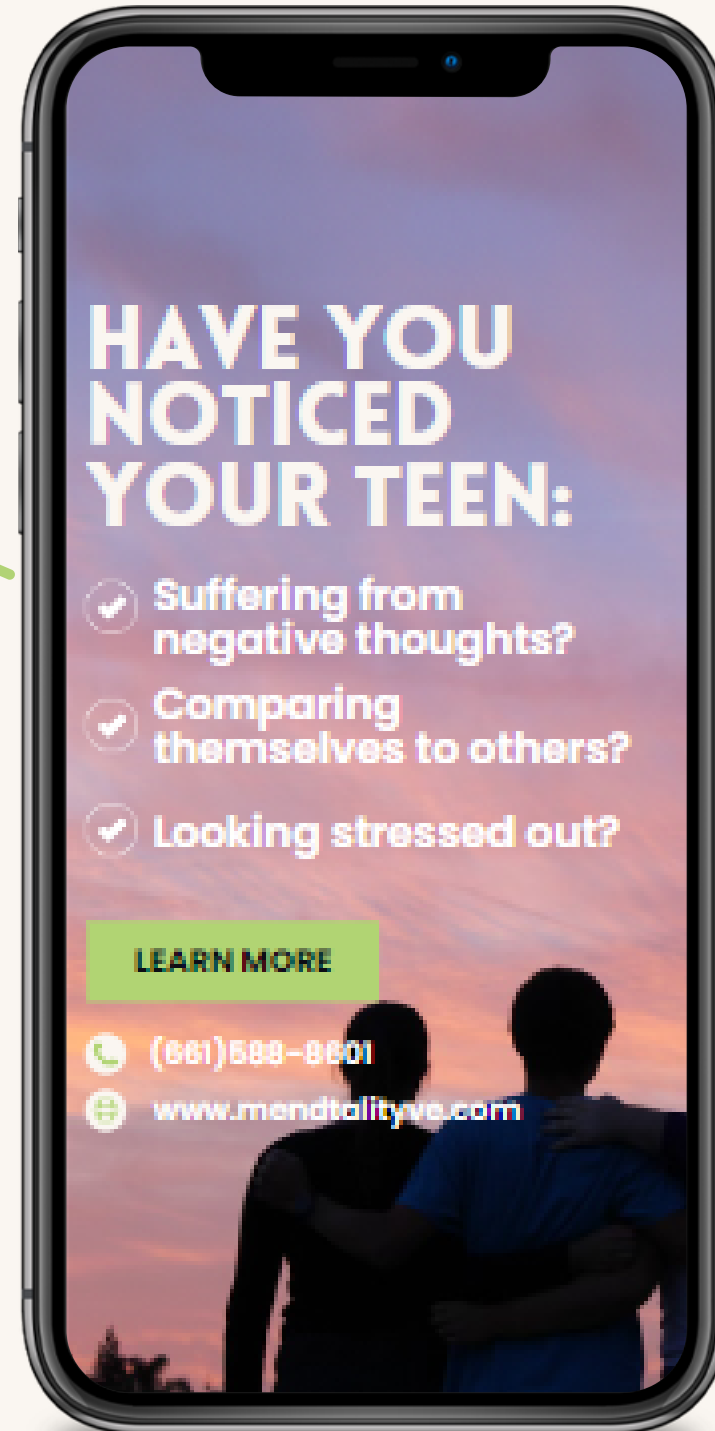
Web Sales



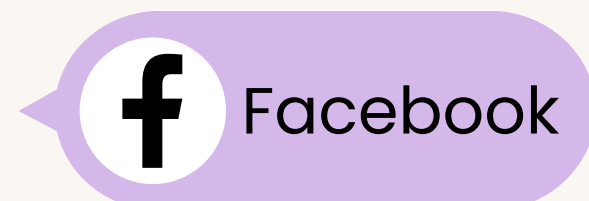
Sales Distribution



Promotions



Promotions



Social Media

- Advertisements
- Paid Sponsorships
- Commercials

Educational Conferences

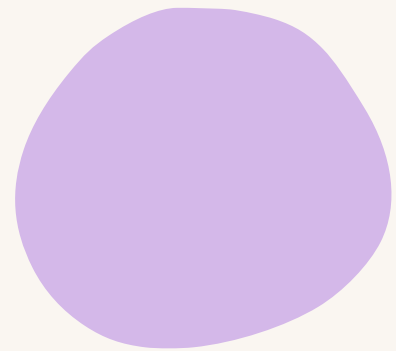
- Promotes The Prosperity Project to school admin.



Positioning



Mental health, Change,
Growth, Prosperity



Optimism, Kindness,
Relaxes, Soothes



Inviting, Tranquility,
Balances Emotions



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Marketing Strategies

Appealing



Booth Design

Enticing



Buying Incentives

Video

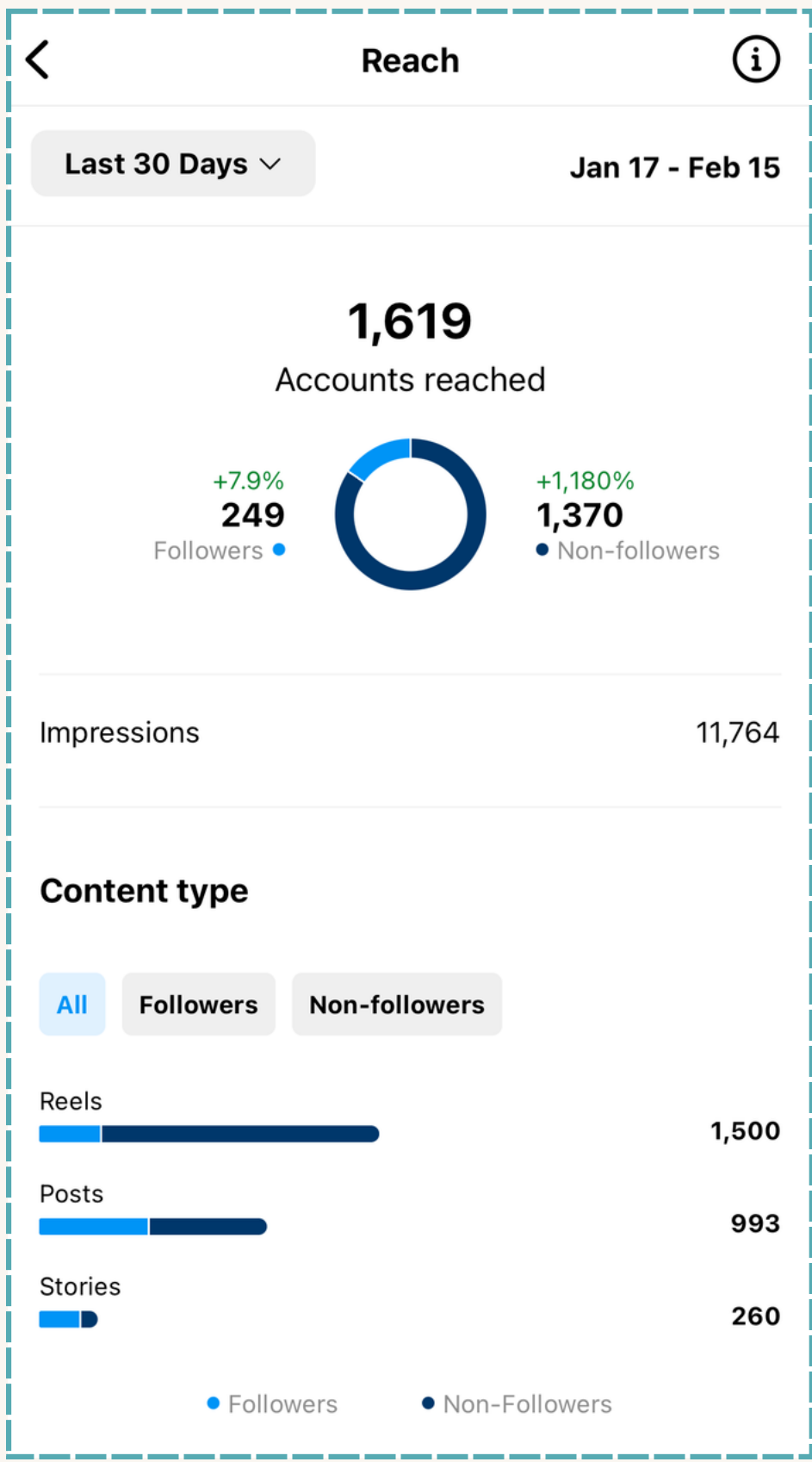


Commercial

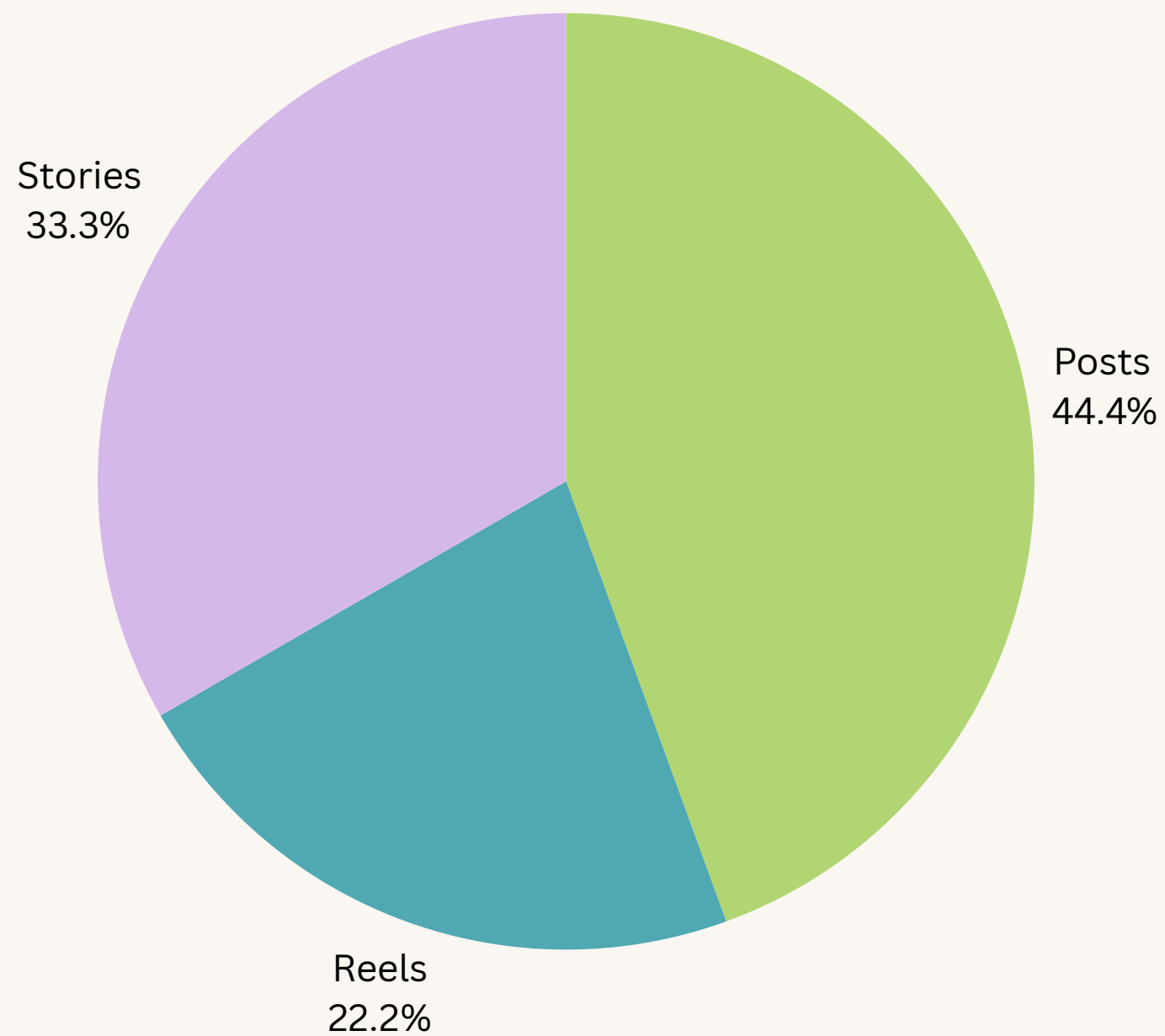
VE Competitive Analysis

	 Rizilient	 lune	 Empower	 MendTality
Wellness Products	✓	✓	✓	✓
Positive Affirmations				✓
Student Interactive Program				✓

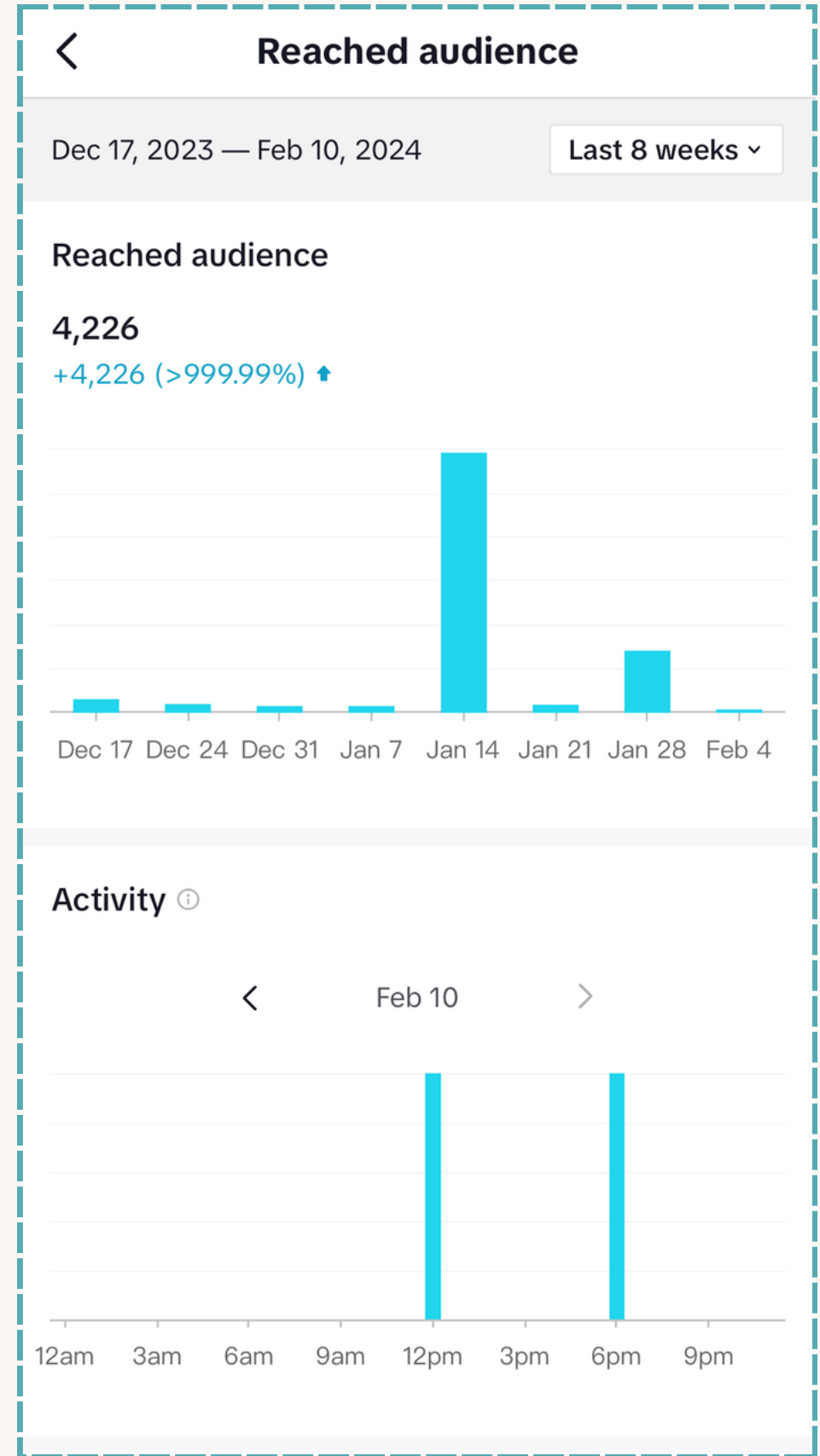
Results & Learning



■ Posts ■ Reels ■ Stories



Social Media Engagement





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Thank you

We are now open to questions



mendtality@outlook.com



mendtalityve.com



[@mend_tality](https://www.instagram.com/mend_tality)



[@mendtality](https://www.tiktok.com/@mendtality)