



Purpose Found Inc

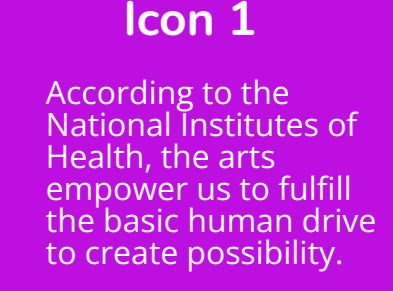
PITCH DECK

Problem

Culbertson (2019) suggested patients are relying on self-medication rather than lifestyle changes, spiritual faith, or therapy. In recent years there has been an increase interest in spiritual care integration within the mental health industry. "More than 81% of the participants reported using religious beliefs or activities to cope, 65% perceived religion as effective, and the majority devoted up to 50% of their total coping time to religion."

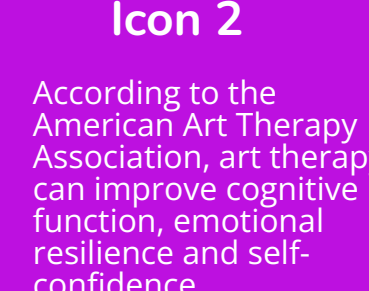
Solution

Purpose Found Inc. provides spiritual care and mental health awareness through conferences, art therapy, dance/drama and prayer services. We strive to provide services that will bring about self-care and love for oneself. Most of all, having fun while doing the things you love most. So, you will find journaling, art, dance, drama, and worship services. What an amazing way to tap into the moment of self-care.



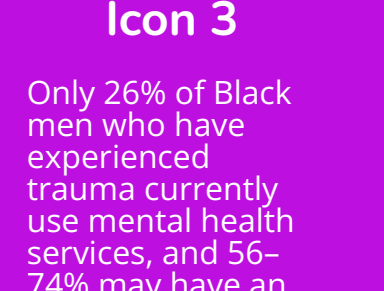
Icon 1

According to the National Institutes of Health, the arts empower us to fulfill the basic human drive to create possibility.



Icon 2

According to the American Art Therapy Association, art therapy can improve cognitive function, emotional resilience and self-confidence.



Icon 3

Only 26% of Black men who have experienced trauma currently use mental health services, and 56-74% may have an unmet need.

MARKET VALIDATION



www.purposefoundinthemoment.com

3,300

TOTAL VISTORS

MARKET SIZE



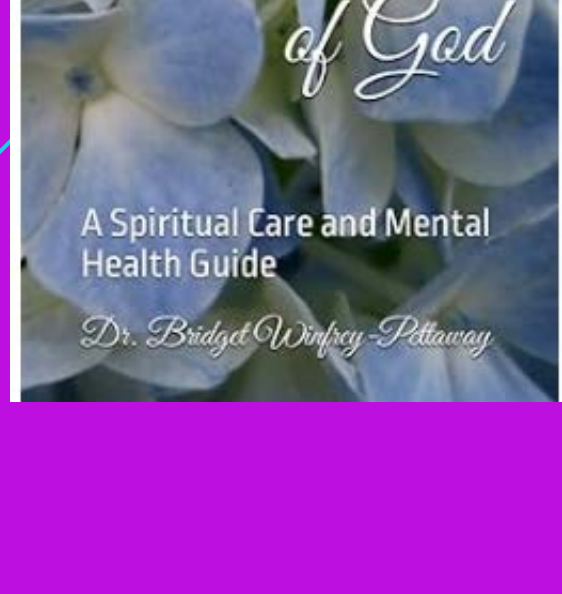
78

BILLION

According to research, the body, mind and healing market is growing. The growing emphasis on mental wellness significantly contributed to market expansion

*Data from Body, Mind And Energy Healing Market Size Report, 2030 (grandviewresearch.com)

PRODUCT



MARKET ADOPTION

- Strategy 1**
Here's how I plan to pursue this path:
- Local Radio
 - Facebook Ads
 - Website
 - Sponsors
 - Email Blast

- Strategy 2**
Here's how it will work:
1. Identify Audience
 2. Define Brand
 3. Research Media Sources.
 4. Set Budget

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Strengths

- Community Outreach
- Advocacy
- Spiritual Care Consultancy

Weaknesses

- Low Budget
- Building Brand

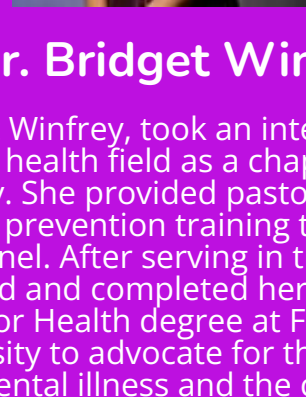
Opportunities

- Company Website
- Grow Audience
- Network with stakeholders
- Network with sponsors

Threats

- Competitors
- Market Demand
- Low budget

Owner



Dr. Bridget Winfrey

Bridget Winfrey, took an interest in the mental health field as a chaplain in the military. She provided pastoral care and suicide prevention training to military personnel. After serving in the military, she pursued and completed her Doctor of Behavior Health degree at Freed Hardeman University to advocate for those who struggle with mental illness and the chaos of life.

PRESS & TESTIMONIAL



"A spiritual care and mental health day was specifically geared towards Black men in the Little Rock area. THV11.com"

T H A N K / Y O U

