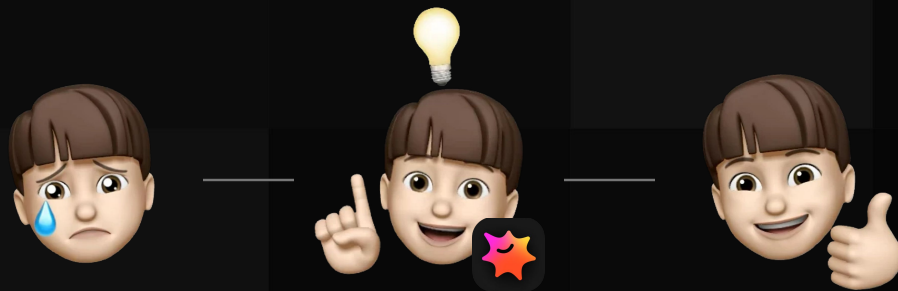




# Boom

**Powering Gen Z's Emotional Health. At Scale**



## #2 — Problem

# The Crisis On Campus

# 1 in 3

college students struggle with mental health



# 77%

of students feel stress over academic concern

# 30%

of students has increased in the number of students seeking counseling services



Mia, 20

Student

Meet Mia, a bright young freshman in college **struggling with the transition to college life, feeling overwhelmed, anxious, and disconnected from the support she needs.**



TIME ASLEEP

5h 15m ↗



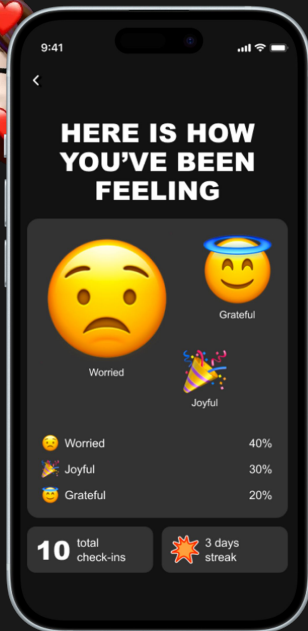


# Fast, Real Emotional Tools Integrated Into Daily Student Life

How it works



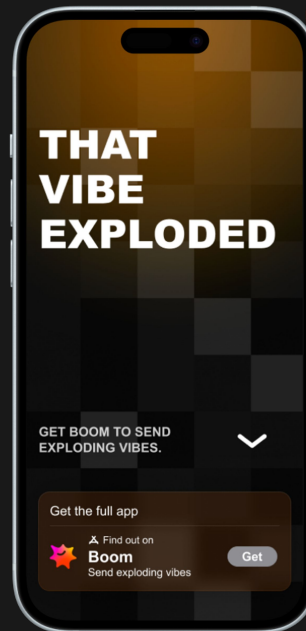
Check In Fast



Track Emotional Trends



Send Exploding Vibes



Safe, Disappearing Chats



## Key Features:



3-Second Check-Ins



Exploding Vibes



AI Emotional Insights



Streaks & Social Sharing



# Boom AI: The Fastest Way to Improve Student Well-Being on Your Campus

## What is Boom AI?

Boom AI is a fast, social mental health app designed for college students.

It's built for daily emotional check-ins, social sharing, and proactive mental health support helping students feel better, stay connected, and giving your team real-time emotional trend data to improve student success.

## Why Colleges Are Choosing Boom

- 👆 Students actually use it — average 4x a week
- 📱 Improves campus mental health without adding workload
- 🔥 Provides real-time mood trends to spot concerns early
- 🕒 Fast onboarding — fully campus-ready in 2 weeks

## Pricing & Contact Info

Investment:

**\$24,000**

**Annual License**

- ✓ Unlimited Student Access
- ✓ Custom Campus Setup
- ✓ Real-Time Engagement Dashboard
- ✓ Priority Support

Contact:

**[Hello@joinboomapp.com](mailto:Hello@joinboomapp.com)**

**[Schedule a call](#)**



# Boom's Expansion Flywheel: From Students to Campuses to Culture

Now

## Student / Campus

- UGC Content
- Viral TikTok Reach
- Organics College Partnerships
- Emotional Health Reporting
- 5-10x ARPC Upsell Opportunities

Next

## Creator Collective Engine

- Partner Creators
- Emotional Storytelling Content
- Cultural Normalization

Next

## Emotional Insights Engine

- FERPA-Compliant Anonymized Emotional Health Data
- University Dashboards
- Additional SaaS Revenue

# Untapped: Gen Z College Mental Health



21

million

Gen Z college students

60%

of students report seeking  
help for anxiety



TAM

\$2.65B

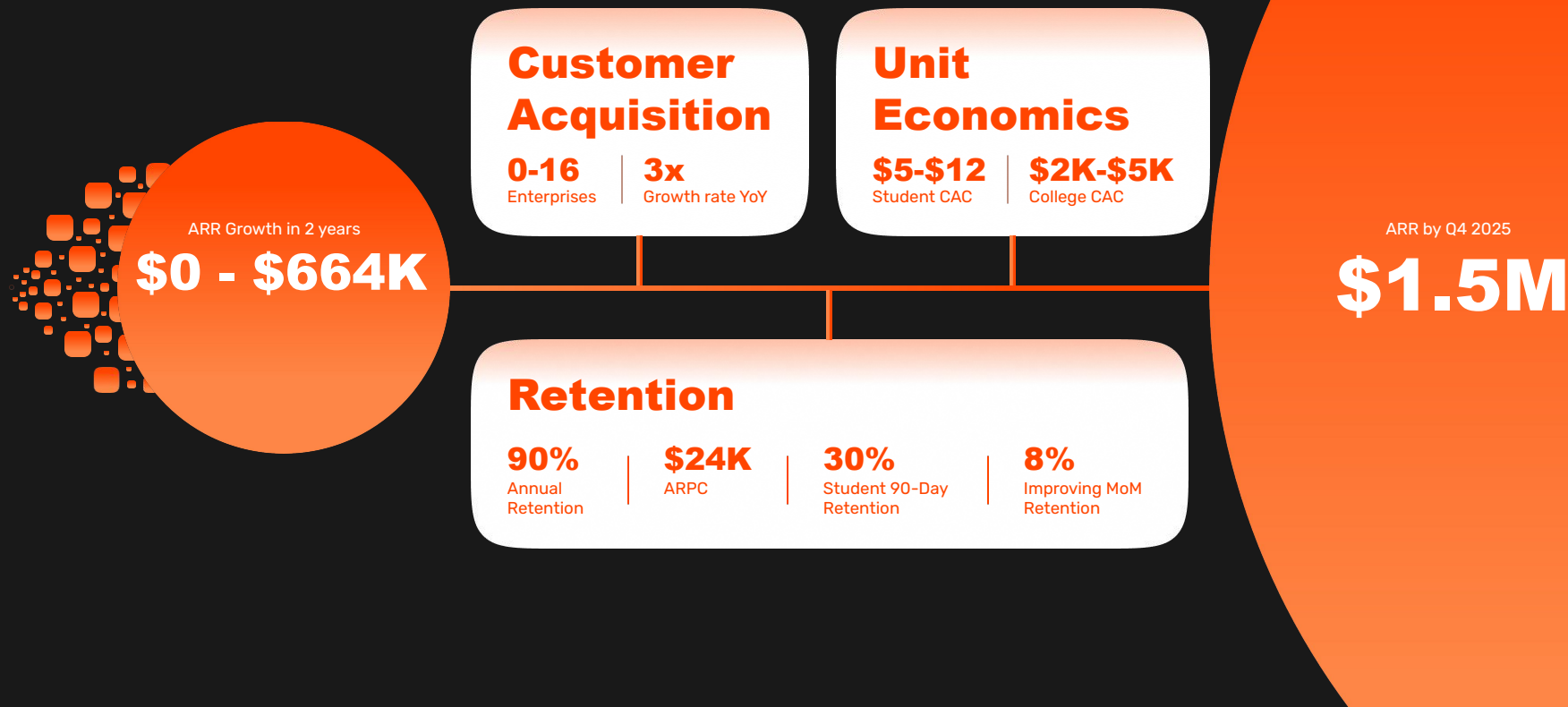
SAM

\$2.50B

SOM

\$50M

# Boom's Traction





# Proven Leaders, Passionate Builders

25+ Years of Experience Driving Student Mental Health Solutions on College Campuses

## Core Team



Founder & CEO  
**Matthew West**  
Pepperdine University  
MS & MA Psychology



Co-founder & CMO  
**Matt Cook**  
Loyola Marymount University,  
BA Marketing



CTO  
**Yev Rachkovan**  
Techstars Pre-seed Accelerator  
Entrepreneurship / Entrepreneurial

## Expert Advisors Guiding Our Growth



Professor of Computer Science  
**Andrew Campbell**  
Leading researcher in mobile  
sensing and behavior  
change.



Clinical Research Psychologist  
**Emily Treichler**  
Nationally recognized for  
advancing mental health  
equity.



Assistant Professor Nyuad  
**Tuka Alhanai**  
Expert in AI-driven social  
technologies and affective  
computing.



## Driven by Passion, United by Purpose

**Built by Founders. Backed by Experts. Focused on Students.**





# Ask & Target

Seeking  
**\$3,000,000**

Projected Runway  
**18 months**

2025

2026

2027

2028

Revenue

**\$1,578,380**  
by 2025

Projected Revenue

**\$30M**  
in 3 years

**\$1,000,000**  
Software  
Development

**33%**

**\$300,000**  
Legal Fees

**10%**

**\$900,000**  
Sales and Marketing

**30%**

**\$800,000**  
Operations and  
Team Expansion

**27%**

**Use of Funds**