AdFriend - Pitch Deck

Slide 1: Title Slide

• **Project Name:** AdFriend

• Tagline: Reimagine the Internet: Replace Ads with Positivity

• **Team Name & Members:** Daniel Muthama

Slide 2: Problem Statement

The Online Ad Problem

- The internet is filled with intrusive advertisements that disrupt user experience.
- Ads can be distracting, negatively impact productivity, and sometimes display inappropriate content.
- Many users resort to ad blockers, but they only remove ads without adding value.

The Need for a Better Solution

- Instead of just blocking ads, what if we could **replace them with something meaningful**?
- What if we could use those ad spaces to promote motivation, well-being, and productivity?

Slide 3: Solution - What is AdFriend?

AdFriend is a Chrome extension that intercepts online advertisements and replaces them with positive content.

of ads, users will see:

- 1. **Motivational Quotes** ♀ → Uplifting messages to keep users inspired throughout the day.
- Activity Reminders ← Encourages users to take small breaks, stretch, and maintain healthy habits.
- 3. **Customizable Options** → Weers can choose the type of content they prefer.
- Instead of blocking ads, AdFriend transforms them into a force for good!

Slide 4: How It Works

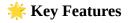
X Step-by-Step Process

- 1. **Detect Ads:** AdFriend scans web pages and identifies ad elements (e.g., banners, pop-ups, iframe ads).
- 2. **Replace Ads:** Instead of simply removing ads, AdFriend replaces them with meaningful content.
- 3. **Display Positive Content:** The user's chosen content (quotes/reminders) appears in place of ads.
- 4. **Sync Preferences:** Users can select their preferred content type, which is saved for future browsing sessions.

Nuilt Using:

- JavaScript, Chrome Extensions API, DOM Manipulation
- Local Storage for User Preferences
- External JSON Files for Content Library

Slide 5: Features & Benefits



Blocks ads without creating empty spaces

- **✓** Displays **motivational quotes & wellness reminders**
- Users can toggle between different content types
- Lightweight extension no slowdowns!
- **V** Free & easy to install
- **Why It Matters**
- **Property:** Less distraction from annoying ads
- **Encourages positivity:** Users see something uplifting instead of random commercials
- **Promotes well-being:** Encourages users to take breaks and care for themselves
- **Enhances user experience:** Creates a cleaner, ad-free browsing experience

Slide 6: Live Demo

Loom video: https://www.loom.com/share/a9dc43ee4b8941408a46fcb82ef86d22?

sid=12c4d9ed-9a84-4891-a2b0-c5cb54cb578c

Slide 7: Future Enhancements

What's Next for AdFriend?

- **Wer-Customized Content:** Allow users to add their own quotes and reminders.
- **Theme Customization:** Users can choose different styles for their replacement content.
- **Multi-Language Support:** Expand AdFriend to support different languages.
- **User Analytics & Insights:** Provide users with insights on how often they see each type of content.
- **Mobile Version:** Expand to mobile browsers for a seamless experience.

Slide 8: Monetization & Impact

& Potential Monetization Strategies

- Freemium Model: Basic features are free; premium users get advanced customization options.
- **Partnerships:** Collaborate with wellness brands, mental health platforms, and educational apps.
- **User Donations:** A simple donation-based model to support ongoing development.

Social Impact

- Reduces digital clutter and promotes a healthier online experience.
- Encourages daily motivation & well-being.
- Contributes to **mental health awareness** by replacing negativity with positivity.

Slide 9: Call to Action - Get AdFriend Today!

- **③** Join the Movement Replace Ads with Positivity!
- Install AdFriend from the Chrome Web Store
- Try it out and share your feedback
- Follow our progress and support our development

A Links:

- https://danielmuthama.github.io/my_portfolio/
- <u> ♦ https://github.com/danielmuthama23/AdFriend.git</u>
- Attps://www.linkedin.com/in/daniel-muthama-577b211a5/
- **Contact Us:** +254746815371