



# DDAAT-APP!

Digi-Dad Advice Any Time

**DDAAT-APP!**  
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Problem-Solving Skills | Emotional Self-Management | Self-Advocacy

# OUR MISSION

**Strengthen intervention strategies  
for teens & young adults  
with our innovative technology.**

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# OUR VISION

To empower individuals, leading to the development of stronger communities through the strategic and groundbreaking development of innovative technology, collaborative community-wide behavior intervention and education that will affect the nation for a brighter tomorrow.

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# OUR FOUNDER

## **Chanda Linell Spates**

Ms. Spates is the founder of DDAAT-APP!. She was in corporate training, development and management for twelve years in the financial, tech and pharma industries. Leaving corporate life, she turned her work into a passion and worked as a special needs teacher. Today she is the owner of 3 businesses.

In her spare time, she is a single mom to 5 amazing kids, including triplets, and she also fostered children for 3 years.

### **EDUCATION**

BA: Psychology (minor in socialwork)

MA: HR Management (concentration in training/development)



Ms. Spates is a  
Mother on a Mission



She is Driven to  
Make a Difference

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# RELEVANT QUOTES

“DDAAT-APP! is about the How-To’s. We are finding that children are aging but not growing up. Our app will allow the users to find the How-To’s of adulthood. We created it to be a two-way street. The users are actually involved in formulating what the questions are.”

“DDAAT-APP! has live streaming music. Users can hear the music they’re listening to on the radio, but we play the clean versions. Instead of commercials, we play motivational messages and share positive advice.”

“Our app is research based. Every video is recorded by a father figure providing an answer and modeling meta cognitive thought therapy of ‘How do I make better decisions?’ or something similar, helping users to make better choices.”

“Our videos are created by ‘Dads’ from all walks of lives. All ages, all races, all religions. We want our users to be able to relate to someone who looks and speaks like them.”

“We provide guidance and information about every part of growing up from employment to education and hygiene to finances. We are the One Stop Advice Shop for all things for teens and young adults.”

“It’s not just an app. It’s a community wide behavior intervention strategy. We will provide lesson plans for the school system for social emotional learning concepts that are common core based.”

“DDAAT-APP! is going to empower users to live the life they want to live or the life they didn’t know they could have.”

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## THE PROBLEM

# FATHERLESS HOMES

- 7,000,000 Dads Are Absent in Today's Households
- Teen Pregnancies Increase 7x
- 15,300,000 Children Live With Only Mom
- Higher Suicide Rate in High Schoolers
- More Families in Government Funded Programs
- Less Education for African American Girls
- Depression is 63% More Likely
- There is a Greater Risk of Incarceration and More Serious Delinquency

"Dad.  
A son's first hero.  
A daughter's first love."

- Unknown

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## THE STATISTICS

### Fatherless Homes by Race

This is an epidemic that effects all families.



**66%**

Black  
Children



**42%**

Hispanic  
Children



**34%**

White  
Children

THE SOLUTION

# WE ARE ADDRESSING A SOCIAL CRISIS

## Meeting Teens Where They Are

We focus on 5 identified core issues, directly on their phones:

- Suicide Prevention
- Substance Abuse/Prevention
- Academic Performance
- Reducing Crime
- Strengthening Families & Communities

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THE SOLUTION

# WE ARE CONQUERING COVID ISOLATION

## Meeting Teens Where They Are

Teens are dealing with trauma, the effects of isolation, and a shattered sense of security and safety.

## TEENS ARE EXPERIENCING...

- An increase in mental health issues.
- A worsening in anxiety.
- Negative changes in sleep.
- More withdrawal from the family.
- Heightened aggressive behavior.

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**“Peer groups and social interactions are a critical part of development during adolescence. But these opportunities have been limited during the pandemic.”**

Gary L. Freed, MD, M.P.H.  
C.S. Mott Children’s Hospital  
Ann Arbor, MI



# OUR PRODUCT & PATENT

We serve people, organizations and communities.

Our platform is designed for both Android and iPhone.



24/7 access to our nationwide network of content from dads.



We cut through the bureaucratic layers to be available when needed.



We honor privacy and take it seriously.



**DDAAT-APP!  
IS TRADEMARK & PATENT PROTECTED**



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Cognitive Thought Modeling  
Social Norm Instruction  
Social Emotional Learning  
Culturally Responsive Instruction  
Research Based Intervention

## Innovation For the Higher Good

- Lesson Plans & Support Plans for Educators
- Search & Play Video Answers
- Real Time Answers & Intervention on Live Chat with Resident “Dads”/Mental Health Professionals
- Engaging & Safe Platform
- Thousands of Topics with Customizable Content

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## CONTENT FEATURES

Our research has provided us with the most relevant ways to create interaction with today's teens.



### Video Content

Thousands of topics, all relevant and relatable for teens.



### 1-On-1 Chat

When the need arises our Digi Dads are there to talk.



### "Fatherly Advice"

Teens or young adult can find a father figure at their fingertips.



### In-App Clean Music

We offer an in-app radio channel with motivational messaging.

# OUR MARKET

We serve people, organizations and communities.



- ★ **Families**  
Low- to Moderate-Income Individuals,  
Families with Teens and Young Adults
- ★ **Education**  
Teachers, Administration, Schools, Colleges  
and Universities
- ★ **Health Care**  
Mental Health Practitioners,  
Healthcare Systems, Mental Health Systems
- ★ **Agencies**  
Foster Care, Health Departments, Human  
Service Organizations

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# JOIN US

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**PHONE**

(704) 594-5777

**ONLINE**

[DDAAT-APP.com](http://DDAAT-APP.com)

[Facebook.com/DDAAT-APP](https://Facebook.com/DDAAT-APP)

[Instagram.com/DDAAT-APP](https://Instagram.com/DDAAT-APP)

[TikTok.com/DDAAT-APP](https://TikTok.com/DDAAT-APP)

**EMAIL**

[info@DDAAT-APP.com](mailto:info@DDAAT-APP.com)

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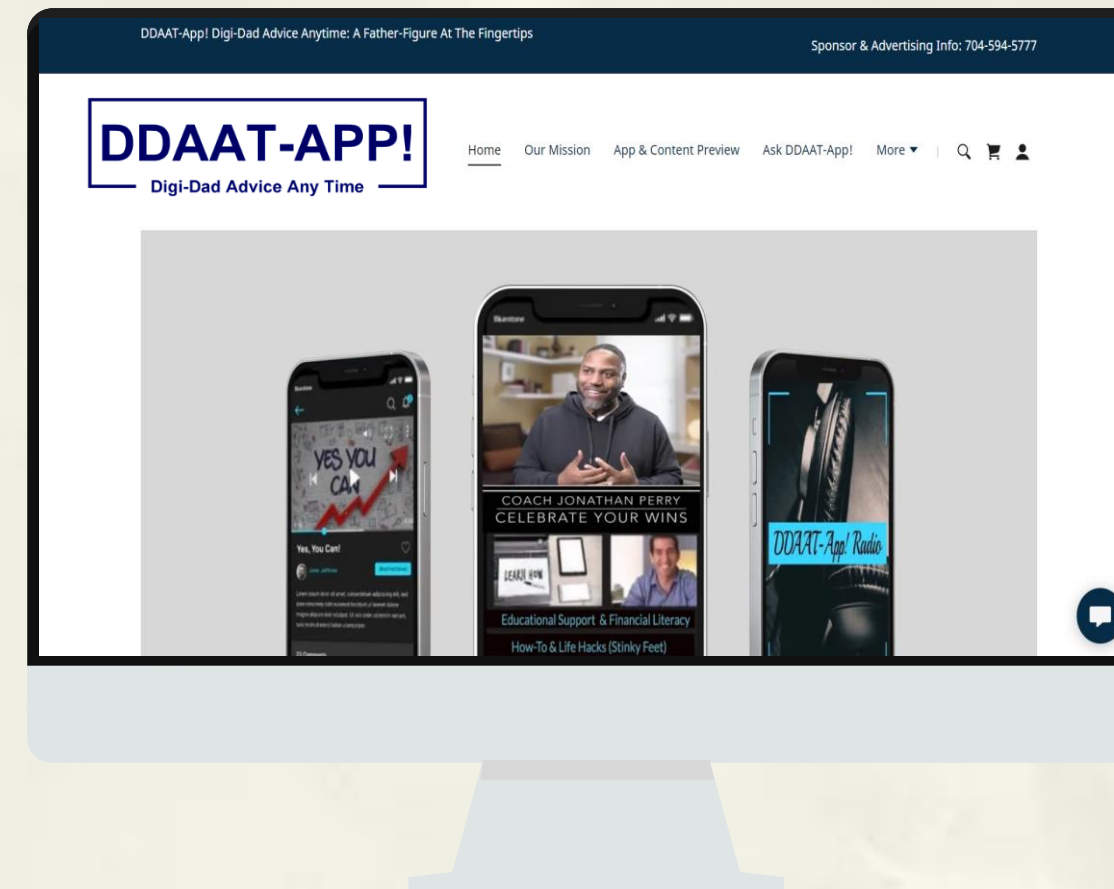
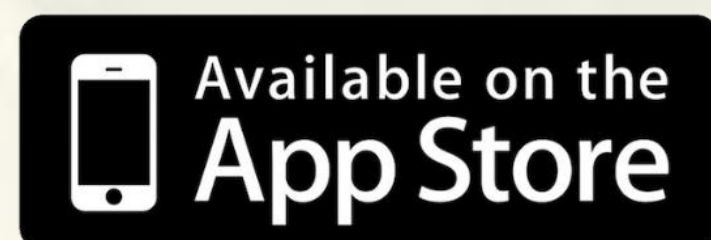
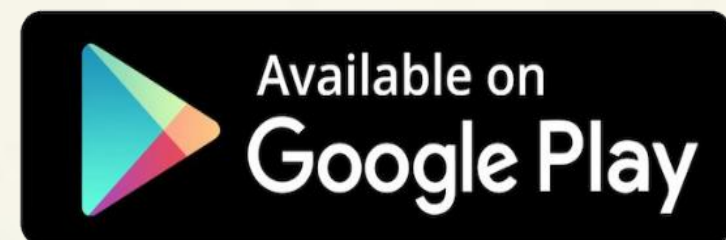
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(COMING SOON)



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