



MEDIA KIT

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OVERVIEW

ChooseFI Media is a personal finance organization that comprises a network of podcasts and YouTube channels; a blog, newsletter, and publishing arm; as well as a community that helps people discover and accelerate their path to financial independence.

Main themes covered by the ChooseFI network include discussions and content around personal finance and intentional living, with the goal of helping you earn more, spend less, and enjoy the journey towards FI.

Every podcast, video, or article is packed with content and actionable tips, crowdsourced from the world's largest FI community as they share their own life hacks, such as how to pay off debt, crush your grocery bill and living expenses, and travel the world for free.

Whether your preferred way to learn and take action is by listening, watching, or reading, there is no better time to start building towards FI – and there is no better team to help you get there than with ChooseFI. ChooseFI Media is led by Co-Founders and Co-Hosts Jonathan Mendonsa and Brad Barrett, and backed by a team led by CEO Edmund Tee.



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The financial independence movement has grown to be a movement in large part because of a podcast called ChooseFI.

Jean Chatzky,

CEO of HerMoney.com and Financial Editor
for NBC's TODAY Show

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Launched in **January 2017**



Over **15 million downloads**
in 190 countries



Over **785,000 views** on
YouTube



Active private Facebook group
with more than **58,000 members**



ChooseFI Local Groups in
200+ cities around the world



Top 25 iTunes business podcast
with more than 3,200
5-star reviews



Voted **#1 personal finance podcast**
in the world by Rockstar Finance
personal finance blogger poll



FinCon 2019 winner of
'Podcast of the Year'

JONATHAN MENDONSA

Co-Founder & Co-Host



Prior to discovering the financial independence / early retirement movement, Jonathan Mendonsa followed the “normal path,” which ultimately led him to graduate pharmacy school at the age of 28 with \$168,000 in student loans. Now, four years later, he has clawed his way out of debt and is aggressively pursuing financial independence. Jonathan and his wife Dani have a love/hate relationship with frugal living, but they’ve realized with a little thought and planning, they can maximize quality of life while also minimizing expenses. From his own experience, Jonathan is passionate about the pursuit of financial independence and its power to change lives. He is thrilled to share his experiments in life optimization as a co-host of the ChooseFI podcast.



BRAD BARRETT

Co-Founder & Co-Host

After a career as a CPA, Brad reached financial independence at the age of 35 through years of diligent savings and common-sense investing. Brad is passionate about everything from saving money, to living a healthier lifestyle and raising happy, well-adjusted children, to 'boring' things like tracking your finances and cutting down on your tax bill. But his favorite topic is leveraging credit card rewards to save more money and take trips you never would have dreamed possible for pennies on the dollar.

EDMUND TEE

Chief Executive Officer



After a career as a soldier, dive instructor, journalist, publisher, project manager, marketing consultant, event planner and serial entrepreneur, Ed reached financial independence and retired from corporate America at 40. He found a new direction in his life volunteering as a financial coach for first responders and veterans, and was among the first ChooseFI community members in 2017. His organizational abilities and enterprise experience prompted Brad and Jonathan to recruit him to bring financial independence to a wider audience. Ed is responsible for the day-to-day operations of ChooseFI.

Forbes

“Whether your goal is to build wealth, invest more wisely, or discover travel hacks now that the kids are off to college, this series’ tips and shortcuts actually work.”

THE WALL STREET JOURNAL.



The Motley Fool®

lifehacker

“FIRE is having a moment, and it’s not hard to understand the appeal. Financial independence? Sounds great! Retiring Early? Sign me up! It’s a movement that’s quickly gaining momentum, too.”



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