

THE WHOLE PLAN, ON ONE PAGE

A voice that calls every morning — with a safety net a family can trust.

Evergreen turns an aging parent's own phone into a daily companion that also screens scam calls and reaches a licensed human in an emergency. **The daily call is why she answers; the safety net is why the family pays.** It's built and live today.

THE PROBLEM

Days of silence

57% of Canadians 50+ are lonely and their children live cities away. Pendants wait for a fall; free apps wait to be opened.

THE PRODUCT

One warm voice, her own phone

Iris: a morning call, **scam screening in the network**, a licensed safety net, and a family dashboard that fills itself.

WHERE WE ARE

Built & live today

The voice, safety backstop, consent and dashboard all run in a prototype. **Pre-revenue; monitoring partner not yet signed.**

WHY US

Trust is the category

Carrier-native call control an app can't copy, and six months of knowing what **"a good morning" sounds like for her.**

THE MODEL

~81% gross margin

Basic \$100 · Full \$200 · Unlimited (BYO key) \$125 per month — at the real, AI-inclusive cost to serve.

THE ASK

Two weeks of lawyers, then ship

A legal-architecture sprint + a signed monitoring partner, then a small team to reach the **first Canadian families.**

THE ONE LINE

Everyone sells one slice — a device, a robot, or a spam blocker. Evergreen makes companionship, fraud protection and emergency response one thing, on the phone she already owns.

THE OPPORTUNITY — IN OUR OWN MARKET

Canadian seniors are lonely, and their children are three cities away.

We are a Canadian carrier, so here is the Canadian case — **and it is stronger than the American one.** Loneliness is the thing that erodes an aging parent every day, and the thing no free app or pendant actually touches.

57%

of Canadians 50+ report feeling lonely — **and it hasn't improved since 2022.**

1.1M

older Canadians live with loneliness — **nearly 1 in 5 seniors.**

8.1M

Canadians are 65+ today; **~28% of them live alone.**

THE HONEST MARKET — SIZED IN CANADA, NOT THE US

TAM 8.1M seniors · SAM ~1.1M lonely or living alone · SOM at just 1% ≈ \$97M ARR — on our own network, in our own regulatory home.

We are not sizing this on the US 65+ population — we don't own a network there and the moat wouldn't travel. And the fraud problem is real money: **CA\$137.9M in Canadian 60+ scam losses in 2024** (40% of all reported losses). The global "AI in elderly care" market is **~US\$39B (2025) → ~US\$90B by 2031 (≈15% CAGR).**

ASSUMPTION · CANADA-FIRST · FIGURES ILLUSTRATIVE

Evergreen

THE PRODUCT

FOUR THINGS · ONE WARM VOICE · HER OWN PHONE

A voice she talks to every morning. A dashboard that tells you how it went.

Nothing to install. Nothing to learn. She keeps her phone and her number — **even a flip phone**. Iris does the rest, and everything she notices lands in one place for the family.



The Morning Call

Iris says good morning, every day — the ritual she comes to love. It's the whole reason she picks up, and if she doesn't, somebody hears about it.



Scam Shield

We screen unknown callers **before her phone rings** — in the network, not an app. Family and doctors pass straight through.



CareCircle — today

**Morning check-in · 9:02**

Answered — sounded well, chatted 4 minutes.

**Scam blocked · 11:14**

A "tax agency" gift-card call — never reached her phone.

**Medication · 9:06**

Blue pill confirmed taken.

The dashboard that fills itself.



The safety net

No answer, no interaction — Iris calls. Still nothing, and it escalates to a **licensed monitoring partner** who can send real help. Alongside a medical alert, never instead.



CareCircle

The family dashboard that fills itself. Every signal above feeds it live, so nobody has to update anything.

Basic is the daily call and the safety net around it. StoryLine, Good News and games are the Full tier; the formatted keepsake book is a one-time order (\$100 for ~80k words, +\$10 per extra 50k). Companionship is why she answers the phone; the safety net is why the family trusts it.

Basic \$100 · Full \$200 · Unlimited (bring your own AI key) \$125 — per month.

ASSUMPTION · INACTIVITY DETECTION · MONITORING PARTNER

4 / 15

NOT A CONCEPT — A WORKING PRODUCT

We didn't pitch this and wait. We built it — and it's live today.

Everything on the last page is running right now: a real voice you can call, a safety net that texts the family on its own, and a dashboard that fills itself. Here is exactly what's built.

- LIVE

Iris, the morning voice

A real, spoken phone-style call in the browser — speech to text, Claude, and a warm synthesized voice — with natural interruption and **memory that carries from one morning to the next.**
- LIVE

Consent, on the first call

Iris introduces herself as an automated voice and **asks Margaret's permission** — recorded, and revocable any time.
- LIVE

The daily rhythm

Plan-aware call limits, a gentle wind-down as time runs low, and a graceful "that's all for today" that **still reaches the family if she's lonely and keeps calling.**
- NEXT

The licensed 24/7 monitoring partner

The regulated desk that can dispatch real help is **fully designed and specified** — signing it is the first gate on the final page, before we put this in front of families.

- LIVE

The safety backstop

Every call is screened for crisis, scam and emergency language and the **family is texted independently of the AI.** A second filter checks Iris's own words before Margaret hears them.
- LIVE

CareCircle

The family dashboard, filling itself from real check-ins, blocked scams and alerts — nobody updates anything.
- LIVE

Built to be trusted

Signed sign-in links, encrypted keys, hardened access — the unglamorous parts a family's trust actually depends on.

THE HONEST STATUS

You can call Iris today — what's left before launch is the licensed safety desk and the legal wrapper, not the product.

Live in a working prototype, with a public overview site. **No paying customers yet, and the monitoring partner isn't contracted** — everything the family *experiences* is real and running.

EVERYONE OWNS ONE SLICE

Three categories, and nobody has combined them.

The market splits into medical-alert pendants, AI companions, and scam blockers. **No competitor bundles a daily companion, in-network scam screening, a family dashboard and a licensed emergency path — on the phone she already owns.**

Capability	Evergreen	TELUS LivingWell	ElliQ	Alexa Together †	Scam apps
Daily AI companionship, with memory	●	—	●	partial	—
Scam screening before the phone rings	●	—	—	—	app only
Licensed 24/7 emergency dispatch	●	●	—	●	—
Family dashboard that fills itself	●	app	●	●	—
No device to buy or charge — her own phone	●	pendant	robot	speaker	●
Canada-first, carrier distribution	●	●	—	—	~
Price / month	\$100–200	~\$35–55	~\$249 + sub	\$19.99 (shut 2023)	~\$5–10

† Amazon Alexa Together discontinued 2023. Evergreen's emergency dispatch runs through a licensed monitoring partner (designed; signing is the first gate). Competitor facts from public sources; TELUS figures are promotional (existing-customer, 1-yr term). ElliQ is a US countertop robot; Papa (not shown) is human-companion, sold via US health plans.

THE QUESTION YOU'RE ABOUT TO ASK

If this is such a good idea, why is the field full of corpses?

Fair question. Here are the bodies — and what actually killed each one.

Alexa Together

\$19.99/mo · 2021 → 2025

Amazon had 500M devices, Prime's billing rails, and **real EMS dispatch** — at a fifth of our price. It died without an obituary, then relaunched the **emergency button alone** at \$5.99, sold to the senior, not the child.

Best Buy Health

\$800M in · \$475M written off

They didn't have to *find* customers — they **bought 900,000 already-paying subscribers** — and still impaired over half of it. They also owned Geek Squad and 1,000 stores full of the exact buyer.

Papa

\$1.4B → 36 payers lost

Human companions. **1,200+ complaints, allegations of assault and theft** — and Humana, Aetna, Cigna and ~36 others gone in a single renewal cycle after one Bloomberg story.

ElliQ

\$85M raised · ~900 units

The best-funded AI companion in the category. Its flagship deployment was **bought by a state agency**. Harvard wrote the case study; its central question is "*should we go back to consumers?*"

SO WHY US

Amazon sold a device she had to adopt. Papa sold a stranger she had to let in. We sell a phone call she only has to answer.

Papa proved health plans will pay for this — and that you cannot deliver it with gig workers. Iris costs cents a call and cannot assault anyone. That is why this works now and didn't in 2023.

WHAT COMPETITORS ACTUALLY CAN'T COPY

The moat isn't the network. It's the relationship.

Let's be honest: **owning the fibre saves about \$2 a month per subscriber.**
That's not a moat — it's a rounding error a well-funded rival erases on day one. Here is what actually compounds:

- 1

The family's escalation contract

Who we call, in what order, at 3 a.m., and what they're allowed to do. Nobody re-enrols their whole family to save ten dollars.
- 3

Carrier-native call control

We screen the scam call

in the signalling path, before the phone rings.

An app fundamentally cannot do this. *This* is what owning a telecom is worth.

- 2

Six months of knowing "normal"

Her cadence, her word-finding, her mood. The value isn't that Iris talks — it's that **Iris knows what a good morning sounds like for Margaret, and this one wasn't.**
- 4

Trust — which is the entire category

Papa was worth \$1.4B and lost the category in one news cycle. Trust is expensive to build, instant to destroy: a moat if you're careful, a cliff if you're not.

THE ONE-LINER

We own the family's escalation contract and six months of knowing what your mother sounds like when she's fine. Both compound. Neither can be bought.

THE SLIDE THAT DECIDES WHETHER WE CAN SHIP AT ALL

Every escalation reaches a licensed human.

An AI that detects an emergency and has **nowhere to send it** is not a safer product. So a licensed, insured monitoring partner sits in the path — and we get the parent's consent to be there.

- 1

Iris notices

No answer, no motion, slurred speech, a fall mentioned, the safe word.
- 2

Iris calls back, and stays on the line

Calm, patient, keeping her talking.
- 3

A licensed monitoring partner picks up — 24/7

A trained agent at a regulated PERS centre, white-labelled as Evergreen, who **decides**

— and can dispatch help under their own licence and insurance.
- 4

The family chain fires in parallel

Evergreen never dials 911 — the licensed partner does.

The family always gets the alert too, but they are never the only path.

AND SHE SAYS YES, OUT LOUD

On her very first call, Iris introduces herself, explains what she does — and asks Margaret's permission. Recorded. Revocable. Hers. This is already live in the product.

The daughter buys it; **the mother consents to it**. Under the TCPA an AI voice is an "artificial voice," and consent must come from the person being called. Twenty seconds of product; the whole legal foundation.

A CLEAR BUYER · A WARM CHANNEL · A CONSENT THAT'S ALSO THE MOAT

The daughter buys it. The mother consents to it. The carrier delivers it.

A buyer who feels the problem every day, a distribution channel no AI competitor has, and an enrolment step that doubles as the legal foundation.

- 1

Who pays — the adult child

Three cities away and carrying the worry. She buys peace of mind; **Mom keeps her own phone and number**, with nothing to install or learn.
- 2

Canada-first, through the carrier

Warm distribution into an existing telecom base (Fibernetics / Fongo) that **no US AI player has** — and that the device incumbent (TELUS) can't match on companionship.
- 3

Consent that's also the moat

Iris asks the senior's permission on the first call — the **enrolment step and the TCPA / CASL legal foundation at once.**
- 4

Land, then expand

Start on Basic (daily call + safety net); grow into Full (StoryLine, Good News, games) and the keepsake memoir. Later, a **B2B / white-label tier** for health plans.

WHY THE CHANNEL WINS

Warm carrier distribution plus a buyer who feels the problem daily is a customer-acquisition path the pure-software companions simply can't buy.

TOLD STRAIGHT

The AI costs more than the phone call.

Any deck that calls this an 80% gross-margin business is counting the minutes and ignoring the model. **Here is the real number** — and it's a number we now control, because we tune the AI ourselves.

COST TO SERVE · ONE PARENT · / MONTH

Telephony (our network)	~\$0.50
AI inference & voice	\$12–18
Monitoring desk (shared)	~\$3
Support, infra, alerts	~\$2
Total COGS	~\$19

WHAT THAT MEANS

Price · Evergreen Basic	\$100/mo
Gross margin, today	~81%
Gross margin, at scale	88%+
Payback on CAC	< 6 mo

The margin isn't the fibre.

Inference gets cheaper every quarter; the live product already **cascades routine turns to a small model, caches hard, and caps the tail**

— with daily limits built in.

Owning the network is worth about \$2 a month

— worth having, not the business. The business is charging a real price for real safety, while free AI companions race to zero and can never answer the 3 a.m. question.

ILLUSTRATIVE — PLANNING SCENARIO, NOT A FORECAST

A high-margin subscription with a short payback.

Real pricing, a cost to serve we now control, and a Canada-first ramp toward the SOM. **The figures below are illustrative planning assumptions** — to be replaced with a measured model.

THE MODEL, AT A GLANCE

ARPU (Basic → Full)	\$100–200/mo
Gross margin (today → scale)	~81% → 88%+
CAC payback	< 6 mo
North-star SOM (1% of seniors)	≈ \$97M ARR

THE RAMP · ILLUSTRATIVE

Phase 1 · Pilot	first families
Phase 2 · Scale on-net	carrier base
Phase 3 · Expand tiers + B2B	memoir · white-label
Path to	\$97M run-rate

Use of funds

The near-term spend is small and specific: the **two-week legal-architecture sprint**, integrating and **signing the licensed monitoring partner**, and a **small build + go-to-market team** to run the first-families pilot. The product itself is already built.

MILESTONES

From a working prototype to families, in three moves.

The hard part — the product — is done. What's left is the legal wrapper, the licensed partner, and a careful launch.

DONE · NOW

Built

- Iris voice pipeline
- Safety backstop + reply guardrail
- Consent on first call
- CareCircle dashboard
- Daily limits + hardened auth

NEXT · ~2 WEEKS

Legal + partner

- Consent / escalation legal sprint
- Litigator pass on all copy
- Sign the licensed monitoring partner

THEN

Pilot

- First Canadian families
- Prove retention + the safety desk
- Tune support & onboarding

SCALE

Grow on-net

- Roll out across the carrier base
- Full-tier features + keepsake memoir
- Explore B2B / white-label

WHAT COULD GO WRONG — AND HOW WE'VE BUILT AGAINST IT

The risks are real. So are the guardrails.

RISKS → MITIGATIONS

- › **Regulatory (TCPA · CASL · FTC)**
Consent-first onboarding, litigator-reviewed copy, breach-notification readiness.
- › **Liability of a safety promise**
A **licensed, insured partner** sits in the path; Evergreen never dials 911 itself.
- › **The AI says the wrong thing**
An **independent keyword backstop** + a reply guardrail + human escalation — already live.
- › **Trust — one bad incident (see Papa)**
Careful, consented launch; transparency; no gig strangers in the home.
- › **Inference cost drift**
Small-model cascade, caching and daily caps — **already shipped.**

TEAM & OPERATING MODEL

- › **Runs on our own stack**
Built on the AI-receptionist platform we already operate, on our own network.
- › **Emergencies are outsourced to experts**
A regulated, white-labelled monitoring desk handles dispatch — we don't reinvent PERS.
- › **Lean to launch**
A small build + go-to-market team runs the first-families pilot; the product is built.
- › **Leadership & advisors**
To be added for the board copy — names, roles, and the selected monitoring partner.

WHAT WE WANT

Basic is built. Now make it real.

BEFORE A FAMILY IS ENROLLED — THE GATE

A two-week legal-architecture sprint plus a signed monitoring partner: the consent flow, the escalation ladder, the licensed-partner crisis protocol, and a full pass over our marketing copy with a litigator holding the pen. In this category **your promise is your liability** — Life Alert lost seven figures on its *advertising*, not its protocol. Cheap now, ruinous to retrofit onto 100,000 subscribers later.

THEN — THE GREENLIGHT

A small team to take the working Basic product — the Morning Call, Scam Shield, the safety net and CareCircle, all already running on our stack — to the first Canadian families.

WHAT WE'VE ACTUALLY BUILT

The relationship is the product — with a safety net under it, and it's already on the line.

The daily call is why she picks up; six months of Iris knowing what "a good morning" sounds like for Margaret is the thing a free app can never copy. **The scam screening and the licensed-partner safety net are what a family pays for — loneliness is the need, and the relationship is the moat.**