



# Your mother goes days without a real conversation.

## *Who's checking in?*

Evergreen is a warm AI voice that calls every morning — today on a simple tablet or browser, built to grow onto the phone she already owns. Iris **screens what she hears on her calls for scam patterns** and tells the family; reaching a **licensed human** in an emergency is the partner path ahead. The daily call is why she answers; the safety net is why the family pays. The call, the screening and the family alerts are **built and live** today.

● Built · live in prototype

Canada-first · carrier-distributed

Simple tablet or browser · nothing to install

~81% gross margin

57%

OF CANADIANS 50+  
REPORT LONELINESS

1.1M

OLDER CANADIANS  
LONELY · ~1 IN 5

8.1M

CANADIANS 65+  
~28% LIVE ALONE

\$138M

CA 60+ SCAM LOSSES  
IN 2024

~81%

GROSS MARGIN  
TODAY

## 01 • EXECUTIVE SUMMARY

# The whole plan, on one page.

**Evergreen gives an aging parent a daily companion** — today on a simple tablet or browser, built to grow onto her own phone — that screens what it hears on her calls for scam patterns and texts the family; reaching a licensed human in an emergency is the partner path ahead. A warm voice — Iris — calls every morning, and everything she notices lands in one family dashboard that fills itself.

It is not a concept. The voice, the safety backstop, the honest first-call introduction, and the dashboard all **run in a working prototype today**. What's left before launch is a licensed 24/7 monitoring partner, the stored consent record and the legal wrapper — not the product. Pre-revenue; the monitoring partner is not yet signed.

### 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.** A morning call, scam screening of what she hears, family alerts, and a dashboard that fills itself — with her own phone, in-network screening and a licensed safety net on the roadmap.

### WHERE WE ARE

**Built & live today.** Everything the family experiences is real and running. Pre-revenue; monitoring partner not yet signed.

#### WHY US

**Trust is the category.** A roadmap to carrier-native call control an app can't copy, plus 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 — priced 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 brings companionship, scam screening and emergency escalation together in one warm voice — built to grow onto the phone she already owns.**

## 02 · MARKET & WHY NOW

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

We're a Canadian carrier, so here's the Canadian case — **and it's stronger than the American one.** Loneliness erodes an aging parent every day, and it's 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).**

Sources: NIA Ageing in Canada Survey • Statistics Canada (2025) • CAFC (2024 60+ fraud losses) • Mordor Intelligence. TAM/SAM/SOM and ARR are **illustrative planning assumptions** (SOM ≈ \$100 Basic × 1% of 8.1M seniors), not a forecast.

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

Nothing to install. Nothing to learn. Today she talks to Iris on a simple tablet or browser; her own phone and number — **even a flip phone** — is where the carrier roadmap takes it. 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

Today Iris screens what she hears on her calls for scam patterns and tells the family. The roadmap moves it into the network, **before her phone rings** — where an app can't follow.



## The safety net

No answer, no interaction — Iris calls. Still nothing, and it escalates on the family's standing order — and to a **licensed monitoring partner** as we sign one. 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.**

### HOW THE TIERS WORK

#### Basic is the daily call and the safety net around it.

StoryLine, Good News and games are the Full tier; the formatted keepsake memoir 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.**

### 04 · TRACTION & STATUS

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

Everything on the product 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's exactly what's built.

| CAPABILITY              | STATUS | WHAT IT IS                                                                                                                                                                                    |
|-------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Iris, the morning voice | ● LIVE | A real spoken phone-style call in the browser — speech-to-text, Claude, and a warm synthesized voice — with natural interruption and <b>memory that carries from one morning to the next.</b> |
|                         |        |                                                                                                                                                                                               |

| CAPABILITY                       | STATUS | WHAT IT IS                                                                                                                                                                                                                      |
|----------------------------------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The safety backstop              | ● LIVE | Every call is screened for crisis, scam and emergency language and the <b>family is texted independently of the AI</b> . A second filter checks Iris's own words before Margaret hears them.                                    |
| Honest, from the first call      | ● LIVE | Iris says plainly she's an automated voice on the very first call, and any "no" or "stop" is <b>honoured immediately — calls pause and the family is told</b> . The stored, revocable consent record ships with the phone line. |
| CareCircle dashboard             | ● LIVE | The family dashboard, filling itself from real check-ins, blocked scams and alerts — nobody updates anything.                                                                                                                   |
| The daily rhythm                 | ● LIVE | Plan-aware call limits, a gentle wind-down, and a graceful "that's all for today" that <b>still reaches the family if she's lonely and keeps calling</b> .                                                                      |
| Built to be trusted              | ● LIVE | Signed sign-in links, encrypted keys, hardened access — the unglamorous parts a family's trust actually depends on.                                                                                                             |
| Licensed 24/7 monitoring partner | ● NEXT | The regulated desk that can dispatch real help is <b>fully designed and specified</b> — signing it is the first gate, before we put this in front of families.                                                                  |

THE HONEST STATUS

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

Live in a working prototype — [try the interactive demo ↗](#) — with a public overview site. **No paying customers yet, and the monitoring partner isn't contracted** — but everything the family *experiences* is real and running.

05 · COMPETITIVE ANALYSIS

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, scam screening of her calls, a family dashboard and an emergency escalation path** — let alone a carrier roadmap that moves the screening into the network itself.

| CAPABILITY                                             | EVERGREEN | TELUS LIVINGWELL | ELLIQ | ALEXA TOGETHER |
|--------------------------------------------------------|-----------|------------------|-------|----------------|
| Daily AI companionship, with memory                    | ●         | —                | ●     | partial        |
| Scam screening (in-call today · in-network on roadmap) | ●         | —                | —     | —              |
|                                                        |           |                  |       |                |

| CAPABILITY                                 | EVERGREEN | TELUS LIVINGWELL | ELLIQ        | ALEXA TOGETHER      |
|--------------------------------------------|-----------|------------------|--------------|---------------------|
| Licensed 24/7 emergency dispatch           | planned   | ●                | —            | ●                   |
| Family dashboard that fills itself         | ●         | app              | ●            | ●                   |
| No device to buy or charge — her own phone | roadmap   | pendant          | robot        | speaker             |
| Canada-first, carrier distribution         | ●         | ●                | —            | —                   |
| Price / month                              | \$100–200 | ~\$35–55         | ~\$249 + sub | \$19.99 (shut 2023) |

● Full **partial** Partial — None

† Amazon Alexa Together discontinued 2023. Evergreen's emergency dispatch runs through a **licensed monitoring partner (designed; signing is the first gate)**. "planned" / "roadmap" mark the carrier path Evergreen grows into — today Iris's call runs on a simple tablet or browser. 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.

## 06 • THE GRAVEYARD

# 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 daily 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's why this works now and didn't in 2023.

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## 07 • WHY WE WIN

**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's 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.**

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.**

3

### Carrier-native call control — the moat we grow into

Today the scam shield lives in Iris's calls. Because we own the network, the roadmap moves it into the signalling path — **the call dies before her phone rings**. An app can never follow us there. *This* is what owning a telecom is worth.

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.**

## 08 • SAFETY ARCHITECTURE

### Designed so every escalation reaches a licensed human.

An AI that detects an emergency and has **nowhere to send it** is not a safer product. So the architecture puts a licensed, insured monitoring partner in the path — signing one is the first gate — and Iris is honest with the parent from the very first call.

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.

Signing this partner is the first gate before launch.

4

## **The family chain fires in parallel**

**Evergreen never dials 911 — that's the licensed partner's job once signed.**

The family always gets the alert too — those independent family texts are live today — and escalation runs on the family's standing order.

AND SHE'S HONEST, OUT LOUD

**On her very first call, Iris says plainly that she's an automated voice — and any "no" or "stop" is honoured immediately: calls pause and the family is told. That honesty is live today; the stored, revocable consent record ships with the phone line.**

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.

# 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, with nothing for Mom to install or learn — today a simple tablet or browser, **her own phone and number on the carrier roadmap.**

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

## Honesty that becomes the moat

Iris says plainly she's automated on the first call and honours any "stop" — live today. The recorded, revocable consent step ships with the phone line: 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.

## The funnel

### LAND

#### **Basic — the daily call + safety net**

The adult child signs up; Mom just answers Iris's call. Iris is honest about being automated from call one.

### ENGAGE

#### **The morning ritual & CareCircle**

She comes to love the call; the family watches it fill the dashboard. Six months of "normal" accrues.

### EXPAND

#### **Full tier + keepsake memoir**

StoryLine, Good News, games, and a one-time formatted memoir order.

### SCALE

#### **Carrier base + B2B / white-label**

Roll out on-net; open a 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.**

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## 10 · BUSINESS MODEL & ECONOMICS

## The AI costs more than the phone call.

Any deck that calls this an 80%-gross-margin business by ignoring inference is lying to itself. **Here's the real number** — one we now control, because we tune the AI ourselves.

#### COST TO SERVE · /PARENT/MO

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

#### WHAT THAT MEANS

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

#### THE TIERS

|                           |                |
|---------------------------|----------------|
| Basic — call + safety net | \$100/mo       |
| Full — + StoryLine, games | \$200/mo       |
| Unlimited — BYO AI key    | \$125/mo       |
| Keepsake memoir           | \$100 one-time |

#### THE MARGIN ISN'T THE FIBRE

**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.**

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.

#### 11 • FINANCIAL OUTLOOK

### **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   |
| Gross margin (today → scale) | ~81 → 88%+  |
| CAC payback                  | < 6 mo      |
| SOM · 1% of seniors          | ≈ \$97M ARR |

#### THE RAMP · ILLUSTRATIVE

|                        |                      |
|------------------------|----------------------|
| Phase 1 · Pilot        | first families       |
| Phase 2 · Scale on-net | carrier base         |
| Phase 3 · 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.

Illustrative planning assumptions — not a forecast. COGS pending a measured model; SOM/ARR figures sized for order-of-magnitude.

# Built on a stack we already run — emergencies left to the experts.

Evergreen isn't starting from zero: it runs on the AI-receptionist platform we already operate, on our own network. The hard, regulated parts are outsourced to specialists by design.



## Runs on our own stack & network

Built on the AI-receptionist platform we already operate, made to distribute over our own carrier network — not a greenfield build and not someone else's cloud economics.



## Emergencies outsourced to experts

A regulated, white-labelled monitoring desk handles dispatch under its own licence and insurance — **we don't reinvent PERS**. Evergreen never dials 911 itself.



## Lean to launch

A small build + go-to-market team runs the first-families pilot. The expensive, risky part — building the product — is already done.



## Leadership & advisors

To be named for the board copy — leadership, advisors, and the selected licensed monitoring partner.

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### 13 · RISKS & MITIGATIONS

## The risks are real. So are the guardrails.

Named plainly, with the mitigation for each — most already engineered into the live product.

#### ↳ Regulatory (TCPA · CASL · FTC)

**Mitigation:** consent-first onboarding, litigator-reviewed copy, breach-notification readiness.

#### ↳ Liability of a safety promise

**Mitigation:** a licensed, insured partner sits in the path; Evergreen never dials 911 itself.

#### ↳ The AI says the wrong thing

**Mitigation:** an independent keyword backstop + a reply guardrail + human escalation — already live.

#### ↳ Trust — one bad incident (see Papa)

**Mitigation:** careful, consented launch; transparency; no gig strangers in the home.

#### ↳ Inference cost drift

**Mitigation:** small-model cascade, caching and daily caps — already shipped.

↳ **Single-team execution risk**

**Mitigation:** runs on an existing platform + network; first hires are a lean build + GTM team for the pilot.

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14 · ROADMAP & THE ASK

## Basic is built. Now make it real.

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

### Milestones

Done · now

#### Built LIVE

- Iris voice pipeline
- Safety backstop + reply guardrail
- Honest self-introduction on first call
- CareCircle dashboard · daily limits + hardened auth

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Next · ~2 weeks

#### Legal + partner

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

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Then

#### Pilot

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

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Scale

#### Grow on-net

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

## The ask

### A two-week legal-architecture sprint + a signed monitoring partner

#### THE GATE

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.

~2 weeks

### A small team to reach the first Canadian families

#### THE GREENLIGHT

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. Prove retention and the safety desk.

Post-gate

#### 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 of her calls and the safety net around them — with the licensed partner ahead — are what a family pays for — **loneliness is the need, and the relationship is the moat.**

# Evergreen

*So you're not the only one checking in.*

