

THE QUESTION THIS COMPANY EXISTS TO ANSWER

Your mother goes days without a real conversation.

Who's checking in?

Friday	Margaret's last real conversation — a neighbour, at the mailbox.
Saturday	Nothing.
Sunday	Nothing.
Monday	Her daughter calls, guilty, from three cities away. "I'm fine," Margaret says.

57% of Canadians over 50 feel lonely — and the products on the shelf either wait for a fall or wait to be opened.

Evergreen is a warm voice that calls every morning, on the phone she already owns — so the silence doesn't run that long. Everything else in this deck follows from that.



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

1% of Canadian seniors on Evergreen is roughly \$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. Canada first, properly. The US is a second, different conversation.

Sources: NIA Ageing in Canada Survey (57% of 50+ report loneliness) · Statistics Canada (~1.1M older Canadians lonely; 28% live alone)
ARR illustrative at \$100 Basic × 1% of 8.1M seniors.

ASSUMPTION · CANADA-FIRST

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. Today she talks to Iris on a simple tablet or browser; the roadmap puts Iris on the phone and number she already keeps — **even a flip phone**. Everything Iris 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.



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.

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).

ASSUMPTION · INACTIVITY DETECTION + MONITORING PARTNER — that is why the family trusts it.

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

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.

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.

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.

THE WORDS WE USE — AND THE WORDS WE NEVER USE

"May attempt." Never **"will."** We do not promise to detect an emergency, and we do not promise a call — to the family or through the monitoring partner — will be placed, connected or answered. **The liability in this category lives in the promise, not the capability** — so we hold the capability and promise nothing. And the loudest line of all: *"Evergreen works alongside a medical alert pendant, never instead of one. Keep the pendant."*

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.

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.

TOLD STRAIGHT

The AI costs twenty-four times more than the phone call.

Any deck that ignores the AI bill is counting the minutes, not the model. **Here is the real number — and why it holds at a real price.**

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; we cascade routine turns to a small model, cache hard, cap the tail.

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.

WHAT WE WANT

Two weeks of lawyers. Then build the thing.

BEFORE A LINE OF PRODUCT CODE — THE GATE

A two-week legal-architecture sprint: 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 ship Basic — the Morning Call, Scam Shield, the safety net and CareCircle — on the AI-receptionist stack we already run, with a licensed monitoring partner, launched to Canadian families first.

WHAT WE ARE ACTUALLY BUILDING

The relationship is the product — with a safety net under it.

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.**

Evergreen

So you're not the only one checking in.