

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

Evergreen gives an aging parent a daily voice 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; a licensed human safety net 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 running in a working prototype today — pre-revenue, with the licensed monitoring partner still to be signed.

THE PROBLEM

Days of silence, cities away

57% of Canadians 50+ report feeling lonely, and their adult children often live cities away. Medical-alert pendants wait for a fall; free companion apps wait to be opened. Neither touches the loneliness itself.

THE SOLUTION

One warm voice, nothing to learn

Iris calls every morning — today on a simple tablet or browser, built to grow onto the phone she already owns. She screens what she hears on her calls for scam patterns and tells the family; the roadmap moves screening into the network, with a licensed monitoring partner behind the escalation ladder as we sign one.

WHY IT WINS

Trust is the category, not the phone

A roadmap to carrier-native call screening a pure software app can't copy, plus months of knowing what a good morning sounds like for her. Competitors sell a device, a robot, or a spam blocker alone; Evergreen bundles all three into one call.

57%

AGE 50+ WHO FEEL LONELY

~81%

GROSS MARGIN, ILLUSTRATIVE

Live

BUILT & RUNNING IN PROTOTYPE

\$97M

ILLUSTRATIVE SOM ARR, 1% OF SENIORS

UNIT ECONOMICS

\$100–\$200/mo Basic → Full pricing

~81% gross margin at ~\$19 cost to serve

→ CAC payback in under 6 months

One warm voice, priced like real safety.

Model: recurring per-parent subscription (Basic / Full / Unlimited), Canada-first via carrier distribution. Figures illustrative.

WHERE WE ARE

- ✓

Iris voice pipeline, live in prototype

DONE
- ✓

Safety backstop + reply guardrail

DONE
- ✓

Honest first-call self-ID & CareCircle dashboard

DONE
- !

Licensed 24/7 monitoring partner

GATE
- !

Legal-architecture & consent sprint

GATE

THE ASK

A two-week legal-architecture sprint and a signed licensed monitoring partner — then a small team to bring the working Basic product to the first Canadian families. The build risk is behind us: Iris's morning call, in-call scam screening, and the self-filling CareCircle dashboard already run in prototype. What's left is the legal wrapper and the licensed safety desk, not the product.

