

# 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 voice companion that also screens scam calls before they ring through, backed by a licensed human safety net. The daily call is why she answers; the safety net is why the family pays. It’s 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, her own phone

Iris calls every morning on the phone she already owns — nothing to buy or charge. Scam calls are screened in the network before her phone even rings, with a licensed monitoring partner behind an escalation ladder if she doesn’t answer.

## WHY IT WINS

### Trust is the category, not the phone

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
- ✓

Consent flow & 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, 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.