

# The AI employee a person stands behind.

Donna is an AI executive assistant operated under a named human reviewer — designed by a 15-year EA from her own desk, run by a Canadian carrier. She drafts at agent speed; nothing reaches another human until a person has read it. Two engines: supervised executive seats at \$1,500 CAD/mo today, and the reviewer platform sold to the world’s ~2M executive assistants tomorrow. The endgame is the trust layer for the agentic workforce.

THE PROBLEM

**Can’t hire, can’t trust**  
Executives lose ~18 hrs/week to admin. A senior EA runs \$10–13.5K CAD/mo loaded and can’t be found; raw AI agents are instant — and 40% of agentic projects will be scrapped by 2027 because nobody owns the output.

THE SOLUTION

**Draft → review → release**  
Three authority tiers the customer sets once: routine runs alone, outbound is person-checked in <30 business-minutes, money and commitments wait for an explicit yes. Logged, attributable, reversible. Silence is a no.

WHY IT WINS

**Supervision is the product**  
Every rival sells the model and leaves you as reviewer at 11 p.m. We sell the signature: a named person, carrier-grade operations, data in Canada — and the only pitch in the category that EAs forward instead of fear.

|                       |                         |                            |                       |
|-----------------------|-------------------------|----------------------------|-----------------------|
| 2                     | \$1,500                 | ~\$150B                    | \$100M                |
| PRODUCTS LIVE IN BETA | CAD/SEAT/MO · PUBLISHED | NA ADMIN LABOUR · ILLUSTR. | ARR TARGET · ILLUSTR. |

BUSINESS MODEL · TWO ENGINES

supervised seat = **\$1,500/mo**, reviewer across 8–10 seats → **~55% margin**  
platform seat (their EA reviews) = **\$99–299/mo** · **~85% margin**  
path: 4,000 seats + 25,000 EA seats ≈ **\$100M ARR**  
**A seventh of an EA. Less than a VA.**  
Then FIN / SUP / VOX agents on the same desk, sold through NEWT’s carrier & VAR channel. Figures illustrative.

WHERE WE ARE

✓ Two product sites live

✓ Application intake → DB → email, verified

✓ Pricing published · 5-seat beta open

✓ Desk dashboard live (AI meeting notes → review queue)

! SOC 2 Type I · reviewer #2 hire

DONE

DONE

DONE

DONE

GATE

THE ASK

**Constitute Donna as a NEWT product line: \$1.5M CAD over 18 months, Dawn formally allocated.** Next 30 days: fill the five beta seats from live intake, start the Desk dashboard, recruit reviewer #2. Gate for the next tranche: five seats retained through day 30 with the review SLA held — evidence, not projections.