



is here to help young people
turn adversity into resiliency
using Empathy AI™

a smart companion

that helps everyone build
core values and a path forward

30k USERS 
583% user growth
per month

1st MOVER ADVANTAGE
using emotion AI
for underserved youth

2020 HEADSTREAM
Accelerator Finalist
with support from Melinda Gates'
Pivotal Ventures



Pamela Pavliscak
Author of Emotionally Intelligent Design - O'Reilly



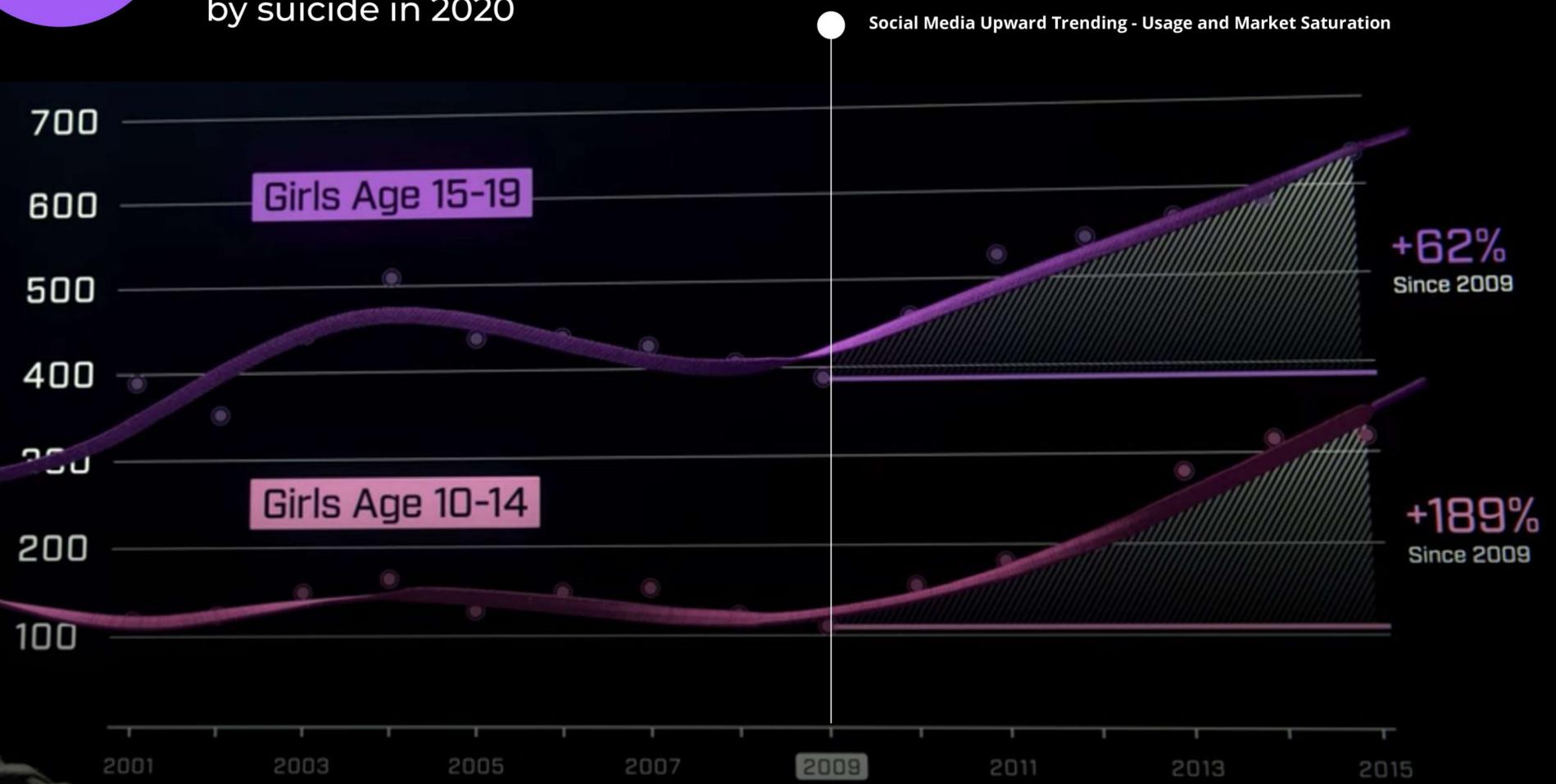
Evrmore is a compelling, intuitive experience for young people to understand themselves and bring compassion to others in a particularly anxious time.

PROBLEM: Social technologies have been delivering grave metrics for youth

#2

Leading cause of death for 13-25 yr olds

48,344 Americans died
by suicide in 2020



current social platforms are not geared towards
quality of life and wellness at scale and
don't provide young people with the care and connections they need

OPPORTUNITY: A breakthrough category in social technology that combines wellness and personal development

UTILITY + COMMUNITY BASED ON LIFE CONTEXT

Personal/Life Events Social Interactions Environmental Changes



93% of youth surveyed want a VOICE TOOL for talking things out and self-discovery.

”
We want our own tool that helps us build confidence and future opportunities.

At a time when despair & trauma are compounded at home/school/virtually

we have the tech to address them at scale

ALL parents surveyed want a single tool that helps with building a GOOD HOME LIFE

”
We have report cards for everything: school, health and fitness, but **how about for well-being?**

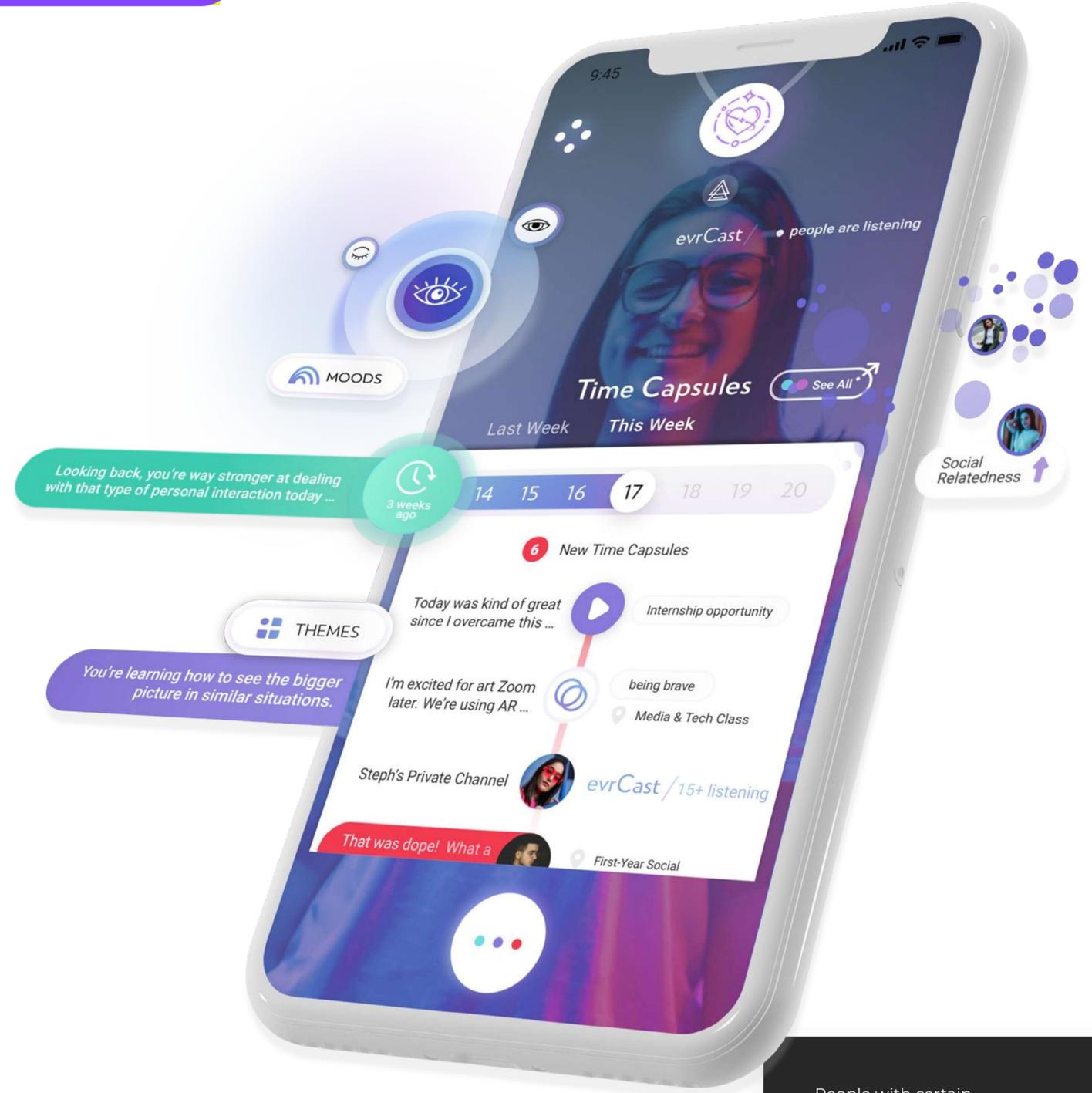
SOLUTION: An app that uses the latest AI to achieve empathy in caring for **YOUNG PEOPLE (13-25)** & **FOR SCHOOLS**

powered by **Empathy AI**[®]

A smart journal you talk to that helps you
make important self-discoveries
form interest-based connections
stay on track across all life stages



Fastest & Most Accurate Speech Recognition + **Emotion Calibration Using Machine Learning**



People with certain learning disabilities such as dysgraphia and dyslexia will benefit from a consistent channel for vocalization *

Starter Market - D2C
+ B2B2C Edtech



Pricing Models

MRR - Consumer

D2C

\$10 / month

Freemium with in-app paid features



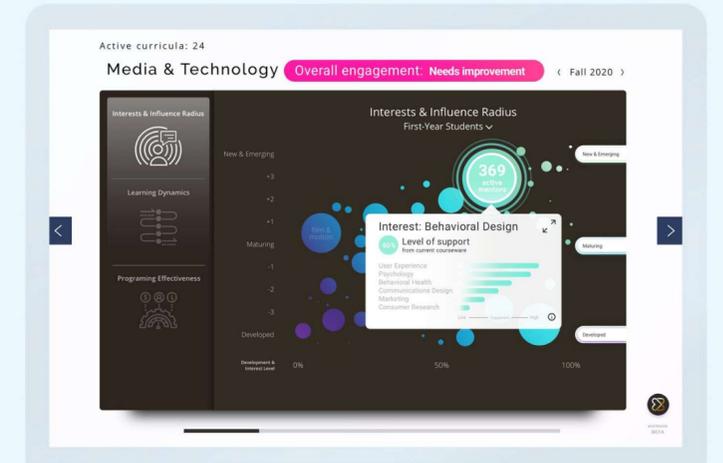
YRR - Edtech

B2B2C

\$100k / year

\$ 2-5 / student

Tiered contract model with customizations or LMS integration



Revenue target

Beta

DEC 2020 - App Launch
30k+ consumer and academia users
with international representation
(English-Speaking)

\$800_k

Initial Investment Opportunity

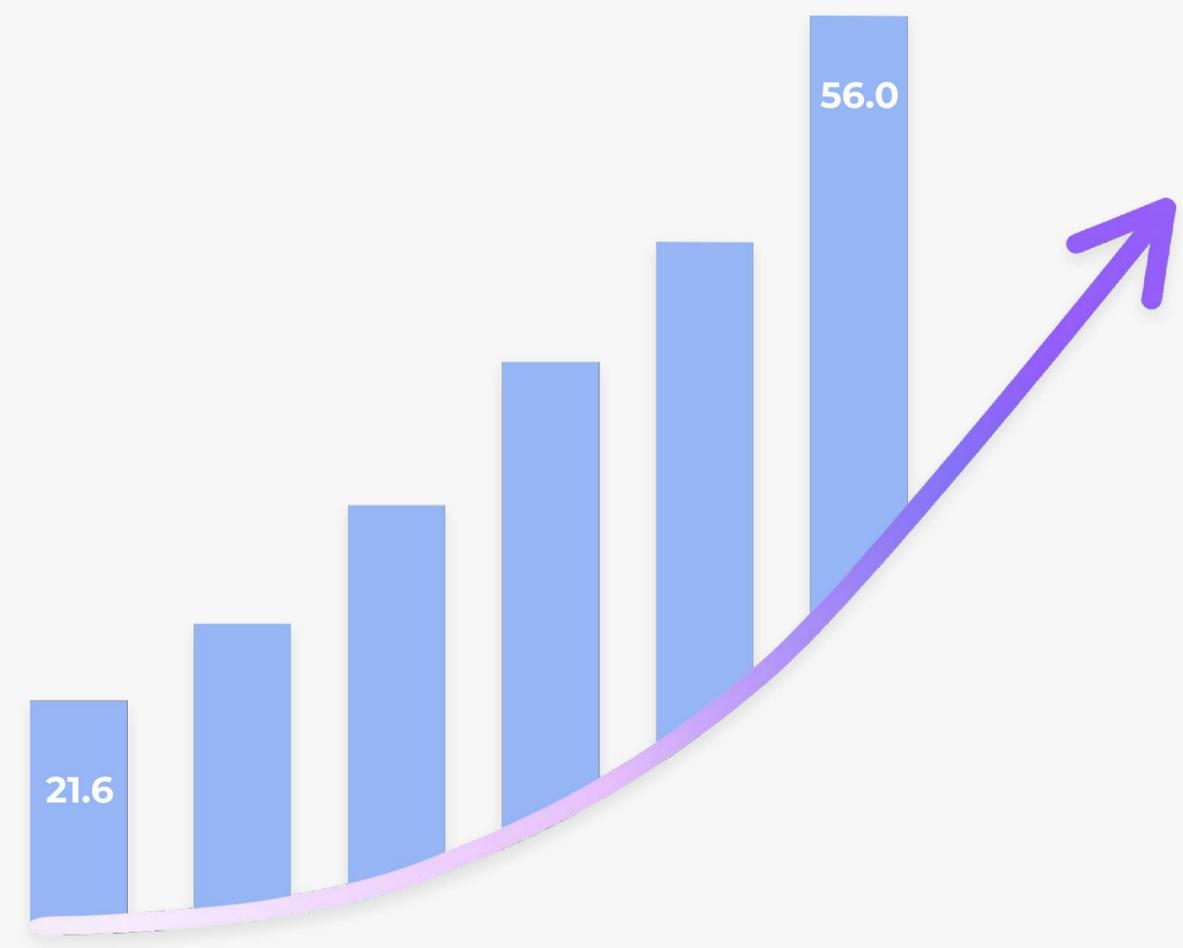
**\$8.2
million**

Revenue First 12 Months

these are forward looking projections and are not guaranteed

\$56 billion by 2024

Augmented psychometrics for learner insight will continue to accelerate the global education & training expenditure



Emotion detection and soft skills development are completely untapped and desperately needed in edu & wellness sectors.

Plus adjacent

\$42 billion

personal development market

Evrmore uses emotion AI that provides life context and a natural user experience

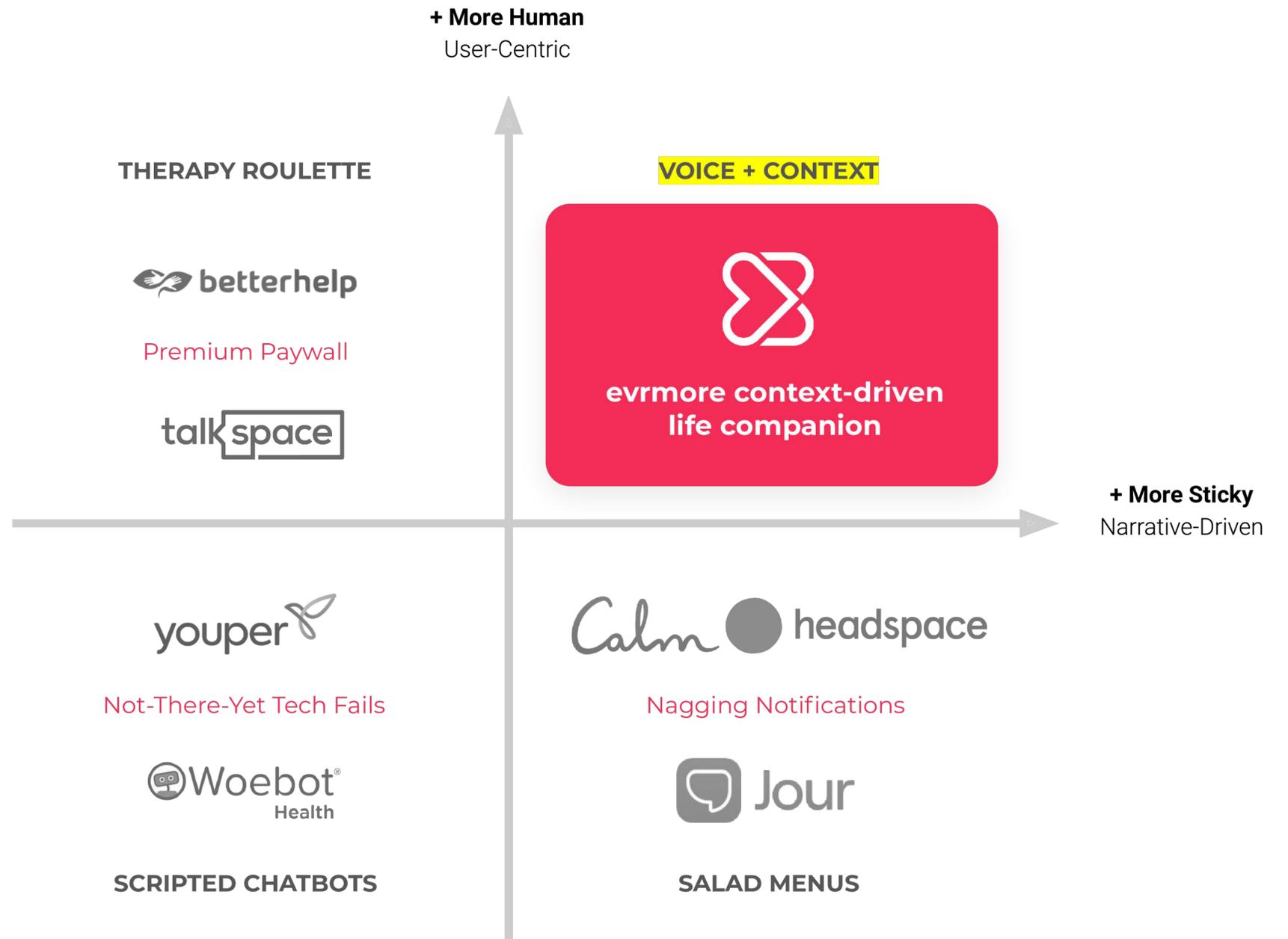
Evrmore breaks out of boring chat-based experiences and heightens engagement with context + narrative that doesn't pigeon-hole the user's emotional states

Our traction so far

30k+ adolescent users & parents/caretakers

contract intents **6-8** edu institution & wellness partnerships

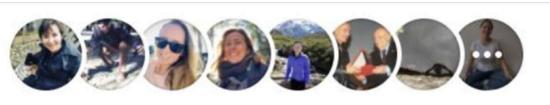
patents in-progress **2-3** software & business methods



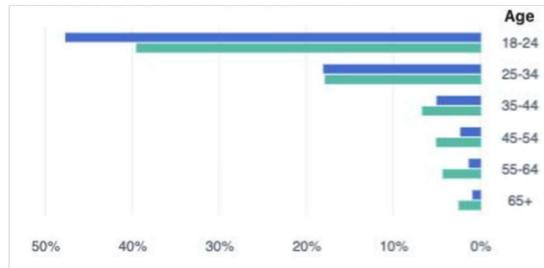
MILESTONES — NEXT 12 MONTHS



Please launch already.
We can't wait to use it!!!



This is fascinating and I wish it existed when I was falling apart ...



Market research & initial traction

Preboard 30k users

Q4 2019



App launch

- + boost launch marketing efforts
- + develop higher ed partnerships

Onboard 25k+ student users and 2 schools

RAISING PRE-SEED \$800K

Now



Edtech dashboard launch

- + phase 1 mentors onboarding
- + Alexa Skills development

RAISING \$250k on Wefunder
with overall goal of raising \$800k by Q1 2021

Q1 2021



Healthtech dashboard launch

- + phase 2 therapists onboarding
- + develop health systems partnerships

Revenue target \$8.3 million

Q4 2021



CAC <\$1.00/user

Consistent and scalable growth via social marketing and partnerships

D2C

Per user MRR \$10 / month

B2B2C (edu)

Per contract YRR \$100k / year

Weekly user growth

+572.6%

User retention

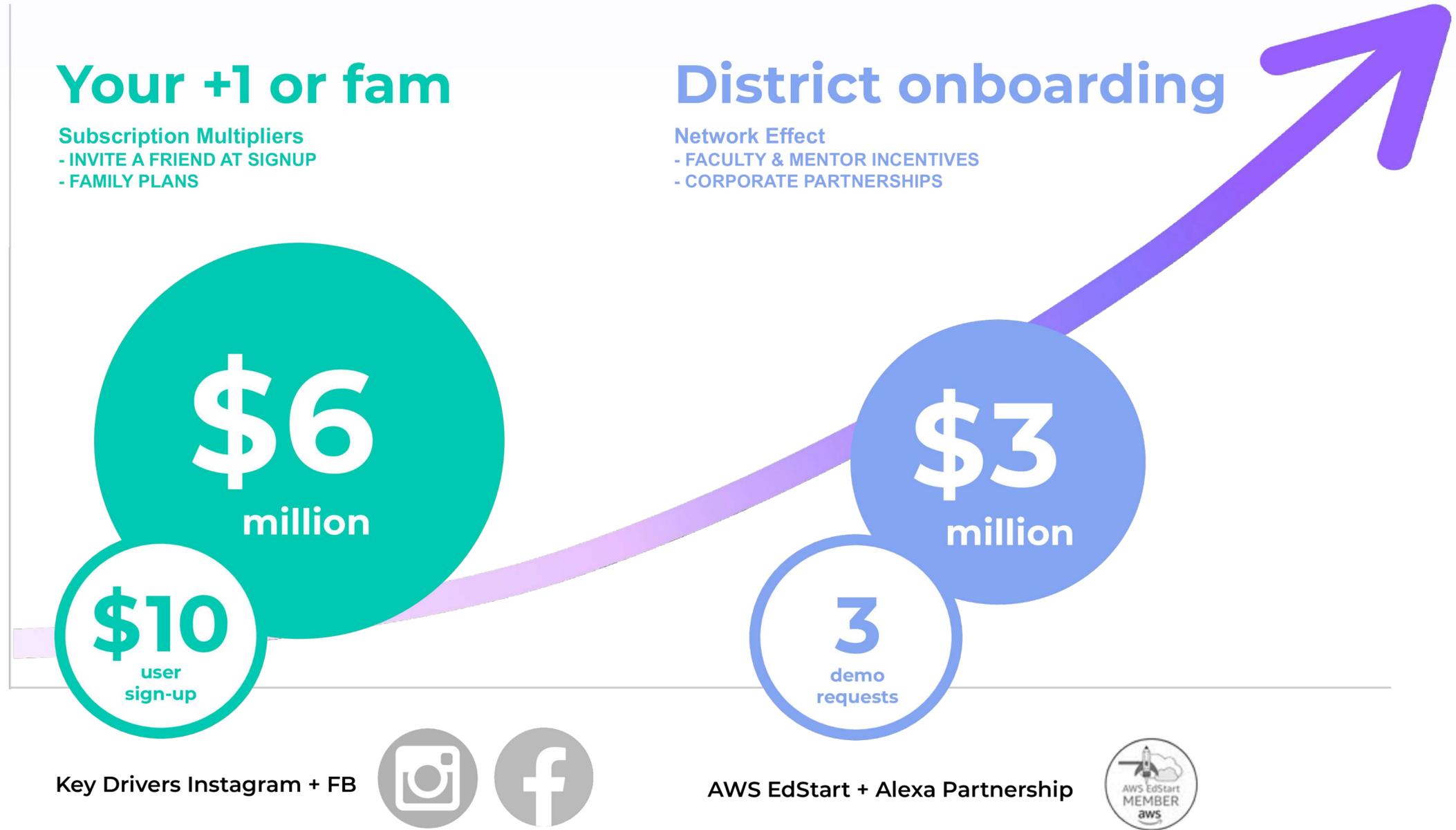
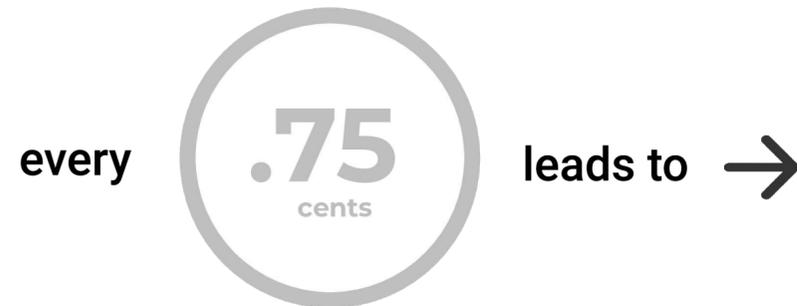
97.3%

Your +1 or fam

- Subscription Multipliers
- INVITE A FRIEND AT SIGNUP
 - FAMILY PLANS

District onboarding

- Network Effect
- FACULTY & MENTOR INCENTIVES
 - CORPORATE PARTNERSHIPS



these are forward looking projections and are not guaranteed

THE TEAM — A POTENT MIX OF DIGITAL HEALTH, PSYCHOLOGY, PRODUCT + EQUITY



Weill Cornell
Medicine



ADVISOR

Fabio Gratton
Voice Technology

Life Sciences Innovator & Leader
CEO of Inc. 5000 Companies in
Patient Research + Engagement



ADVISOR

Ali Mostashari, PhD
Growth & Strategy

World Economic Forum & UNDP
CEO of Lifenome
Systems + Programmatic Development



FOUNDER
Ivy Mahsciao
CEO

Product Management
MIT System Dynamics
Learning Sciences
& Digital Psychology



ADVISOR

Dr. Miles Neale, PhD
Psychotherapy

Weill Cornell Medical College
Faculty Member
Trauma-Informed Psychotherapy



ADVISOR

Pamela Pavliscak
Behavioral Research

Author, Keynote Speaker
Pratt Institute Professor
Behavioral + Affective Health



Because we're not a passive receiver of sensory inputs — but an active constructor of our action & human potential

SUMMARY

When people know how to develop their personal values, they're empowered to own their own narrative and do well in life

Big Opportunity in Growth Markets

\$8T psychometrics for education & wellness



Strong and Agile Team

Deep market/tech/execution experience



Technology Advantage

2 provisional patents in-progress



\$2,724,000+
of monetary benefit per adolescent