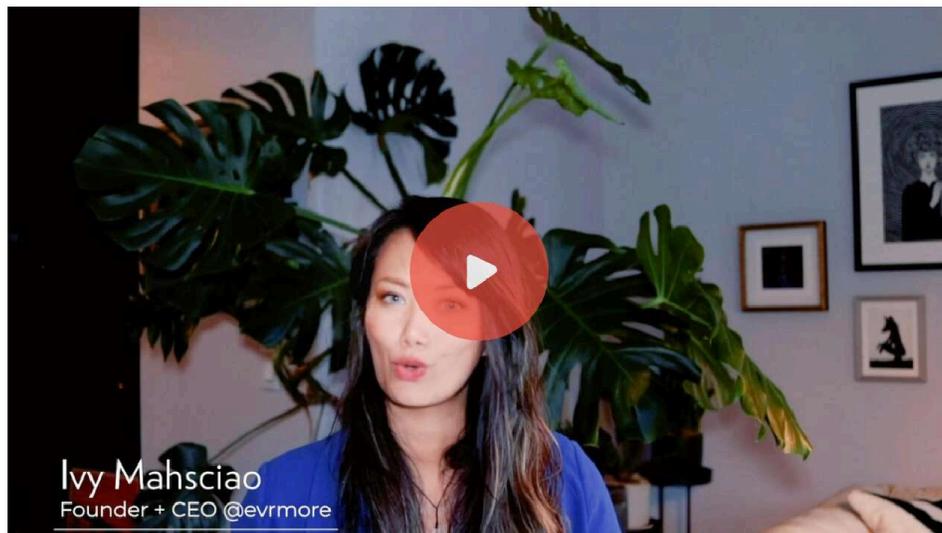


🏆 1st Mover Digital Wellness App Using Emotion AI for Underserved Youth



Ivy Mahsciao
Founder + CEO @evrmore

evrmore.io New York NY

Software Technology Social Social Impact Female Founder

LEAD INVESTOR



Natanya Wachtel Board Member, Women Who Create

To be a part of this amazing platform is as much a gift to me as is this contribution to evrmore. The intersection of innovative technology, with access to mental health and positive psychology tools and mentorship for young people is a mission very close to my personal and professional goals. This is the future of wellness and AI. It is my hope that we can make a new kind of interface for digital communities based on positive reinforcement, motivation and inter-group elevation as a viable alternative to the current, limited and not necessarily positive environments that exists for young people today.

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Highlights

- 1 30k users + explosive traction at 583% user growth per month
- 2 Headstream Accelerator 2021 Finalist with support from Melinda Gates' Pivotal Ventures
- 3 6-8 B2B customer contract intents from health and education worth \$600k
- 4 \$8 trillion market for augmented health and social learning
- 5 Advisory team from Inc. 5000 voice technology and patient research companies
- 6 Defensible positioning with 2x provisional IPs for Empathy AI owned by evrmore
- 7 The Clubhouse for equity of opportunity and social mobility
- 8 Social tech backlashes + COVID aftermaths will continue to demand for digital wellness

Our Team



Ivy Mahsciao Founder + CEO

A champion for human potential with a 20+ year category-defining product management portfolio that includes GE, J&J, Microsoft, and Nike. evrmore is a



culmination of Ivy's expertise domains to address the trauma and despair being compounded at scale.

Volatility and traumatic life events are at the center of mental health issues, yet we're drowning in apps that offer reactionary measures at a premium, with limited support that lacks the time horizon or practicality to give young people the transferable life skills and social mobility they need, especially for the digitally invisible.



Fabio Gratton Advisor - Voice Technology

Fabio is the CEO of InVibe, a pioneering speech emotion market research platform for health; and Alchemy Factory, a digital healthtech incubator that led to a series of successful ventures.



Pamela Pavliscak Advisor - Behavioral Health

Pamela is the author of Emotionally Intelligent Design. Her work has been featured in the New York Times, NPR, LA Times, and the CBC. She currently teaches emotional design and affective computing at NY's Pratt Institute.

SEE MORE

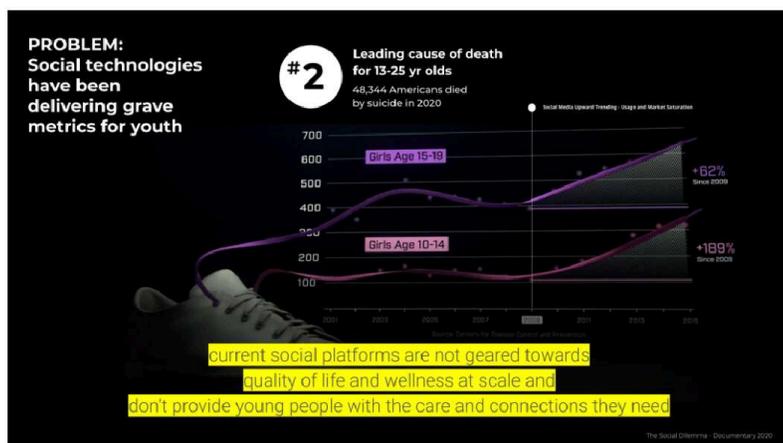
Finally, a social + mentor network for young people to speak their truth and stay on track!

What old school social media platforms have been taking away from us.

For 15 to 25-yr old transitional age young people (and us adults, too!), it's been the top contributing factor to rising cases of mental health issues and suicides.

We fall prey to unhealthy ways of looking at the world and how we look at ourselves – our worth, and our ability to naturally bounce back from setbacks.

Social media as we know it, has been exacerbating body-image issues, bullying, and seeming harmless things like worry-spirals that we all experience.



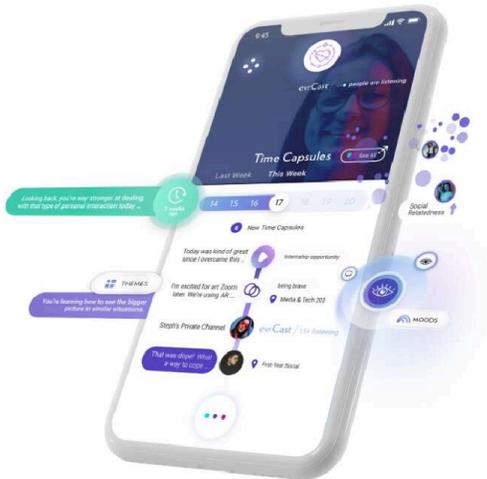
Heavy use of text-based and video platforms have been hijacking our life stories.

We're drowning in apps that offer surface connections that are overly reliant on text-based communication or introduce video-based stressors that don't translate into wellbeing and meaningful relationships. At a time when trauma and despair are compounded, we have the technology to address them at scale.

SOLUTION: An app that uses the latest AI to achieve empathy
in caring for **YOUNG PEOPLE (15-25)** & **FOR SCHOOLS**

**THE ONLY VOICE TOOL IN THE MARKET TODAY THAT'S
ACTUALLY A GREAT (AND EMPATHETIC) LISTENER!**

It's the Clubhouse for young people to speak their truth
without more FOMO!



A breakthrough social platform for
making important self-discoveries
forming interest-based connections
improving wellness using simple conversations



**Fastest & Most Accurate
Speech Recognition**



**Emotion Calibration
Using Machine Learning**

powered by **Empathy AI®**

Give the gift of awareness, core values, and actual
mentors who would support their growth — for now or
for life.

This is crucial for young people, especially during this unprecedented time we're
experiencing in 2020.

evmore delivers social and emotional development and support that
integrates seamlessly in virtual learning environments and everyday wellness,
with practical tools that are trauma-informed and provides the psychological
safety that's been missing in social technologies, for far too long.

By integrating our senses, memories, and experiences into a cohesive story,
evmore helps us see into what we want to become by understanding our past
and where we stand to gain now and in the future. It's the most powerful
technology that's practical, repeatable, and sociable.

RESEARCH SHOWS

Just **15 mins** / day  made people

- physically stronger
- less stressed and more in control
- better adjusting to school / work / life

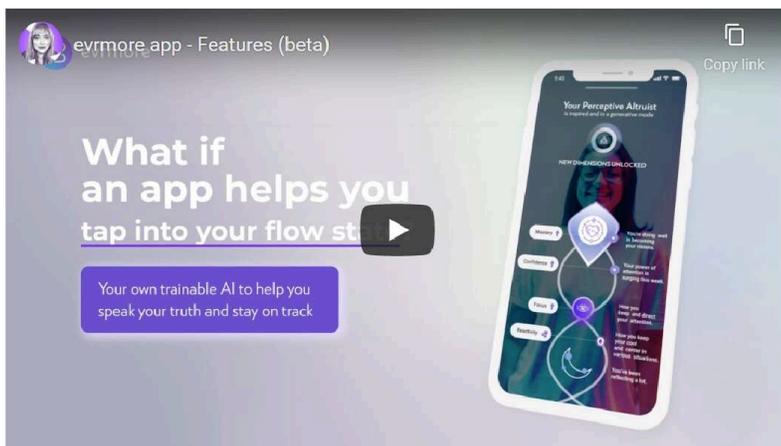
 get unstuck & ability to move on

 boost working memory

 no worry spirals

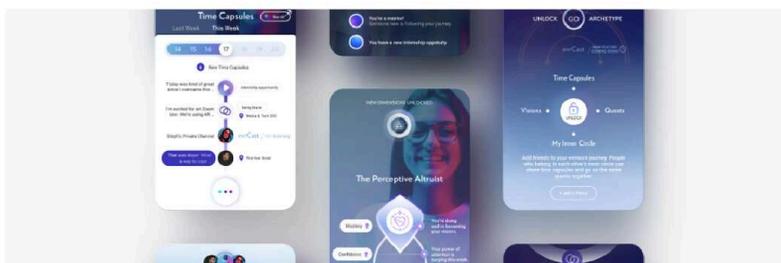
When you take the time to reflect and commit learning to memory, you are literally creating new pathways in your brain that allow for more complex cognitive functioning, divergent thinking, and the likelihood that you will adapt easily to changing conditions and learn new things quicker.

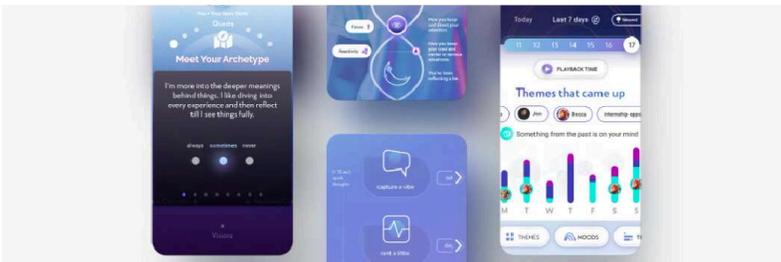
Because having the right mindset at the right moment can define who we might become.



Key components of evrmore

1. **Voice AI with Psychometrics NLP** – Built on the Empathy AI™ platform, with cutting-edge language and emotion analysis – evrmore provides a comprehensive snapshot of the user's current mental state and situational context to reveal hidden patterns and useful tools to improve wellness. ✨
2. **Individualized Feedback & Self-Narrative Development** – Each user has an internalized, evolving story of the self that provides an ongoing sense of developing values, based on their own interests, perspectives, and world view. 💬
3. **Mentor Access & School Integration** – The core user experience presents a game-like path for users to go on quests, safely set and share their goals to gain access to interest-based mentors, dynamically matched to their current academic and personal trajectory. 🧡

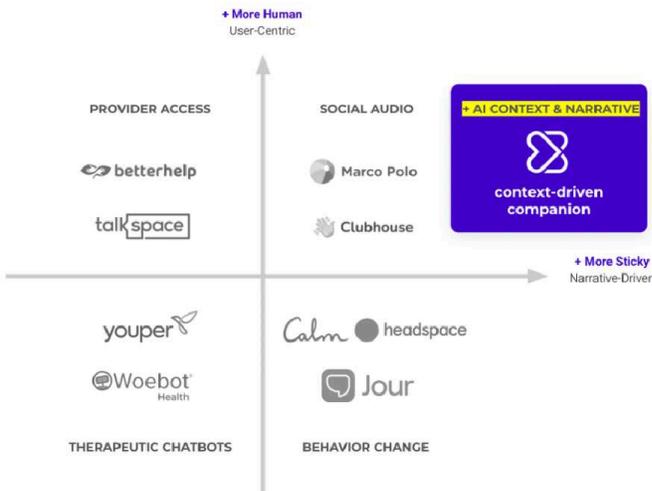




evmore app features

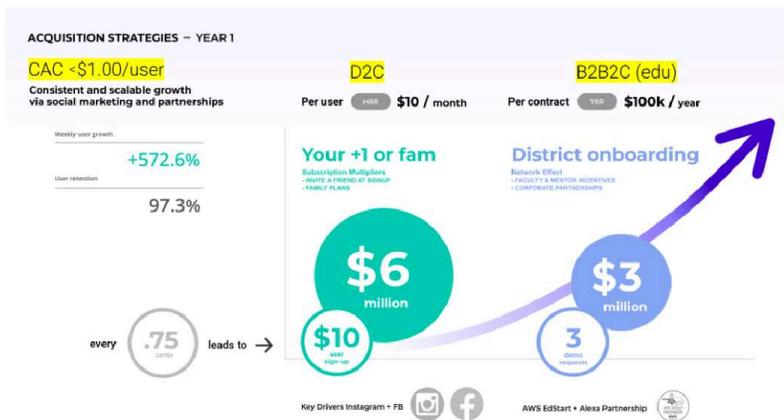
🚀 We're growing our user base that's scalable and consistent @ 583% just the past month!

Our target market is hyper-responsive because evmore fills a void.



For every .75 cents we get a sign-up @ 10x and demo requests that we hope will lead to a \$3 million B2B pipeline in the first 12 months.

*these are forward-looking projections and are not guaranteed



We're raising \$250k on Wefunder so we can hit important milestones based on our current growth.

- 📱 launch iOS app and Alexa skill (Amazon)
- 🤝 increase business development to expand into B2B markets
- 🏫 onboard and integrate with more schools, districts, and health systems

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





FOUNDER
Ivy Mahsciao
CEO

Product Management
Ex-PwC Experience Consulting
MIT System Dynamics
Learning Sciences & Digital Psychology



ADVISOR
Fabio Gratton
Voice Technology
CEO of InVibe



ADVISOR
Ali Mostashari, PhD
Programming & Partnerships
CEO of Lifenome



ADVISOR
Pamela Pavliscak
Behavioral Health
Author of Emotionally Intelligent Design



ADVISOR
Dr. Miles Neale, PhD
Psychotherapy
Author of Gradual Awakening



ADVISOR
Ritesh Patel
Global Growth & Strategy
Chief Digital Officer
Ogilvy Consulting

HELP US HELP YOUNG PEOPLE THRIVE!

PARENTS-APPROVED

Maximize Learning, & Empower Independence.

”

I'm thinking along with tuition, I need to know how well my kid will use the opportunity. How well have I taught her to be mature, independent, open to new experiences, able to make good decisions and be aware of the her new surroundings?

Dad of High School Daughter
Charlottesville, VA



”

I wish this was available before FB/Snapchat/all the platforms that have been silencing their real needs.

Parents

”

I love how I can stress less about myself by just talking stuff out in the app!

17yo-old user



We're here to help young people **turn adversity into resiliency** using Empathy AI™

a smart companion

that helps young people build core values and a path forward

30k USERS **583% user growth** per month

1st MOVER ADVANTAGE using **emotion AI** for underserved youth

2021 HEADSTREAM Accelerator Finalist with support from Melinda Gates' Pivotal Ventures

”

I love talking about my day, but smart speakers are poor listeners! - Fans of evmore



Pamela Pavliscak
Author of Emotionally Intelligent Design - O'Reilly

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

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

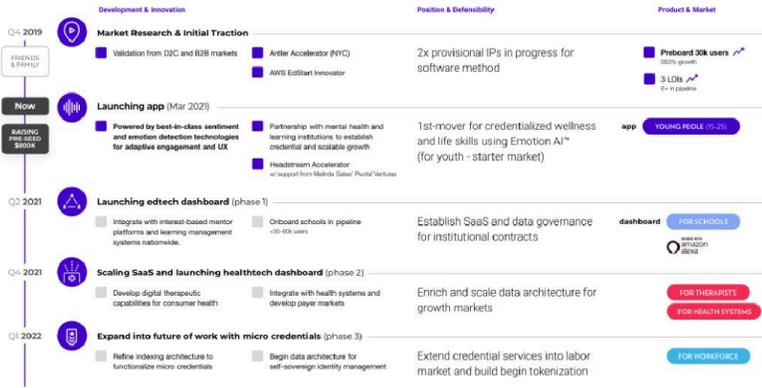
The Collaborative for Academic, Social, and Emotional Learning (CASEL)

Our growth plan & innovation cycle

11/11/2020 11:00 AM

- App launch is scheduled for March/early April (followed by Alexa Skills and Apple Watch)
- Q2 2021 – SaaS for edtech – We're currently working with a few school districts for pilots of the edtech dashboard
- Q4 2021 – SaaS for healthtech – We're having similar co-creation sessions with leading mental health practitioners and clinicians for pilots of the healthtech dashboard
- Q1 2022 – SaaS for enterprise – EAP (employee assistance and integration with health systems)

GROWTH PLAN – DEFENSIBILITY & MARKETS



Made with in NYC