# evrmore

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

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

**Pamela Pavliscak**
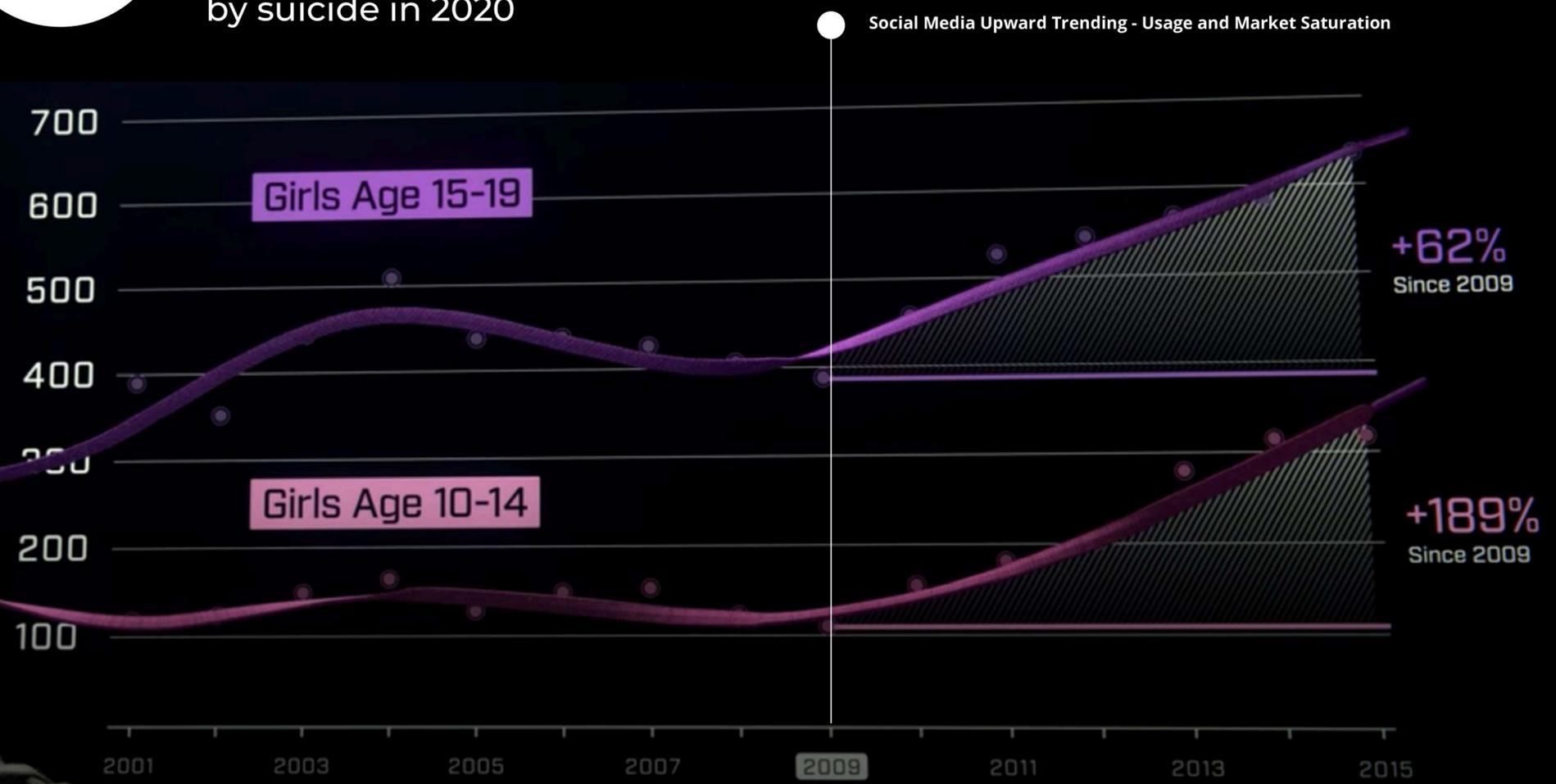Author of Emotionally Intelligent Design - O'Reilly

Pratt

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

Art by Keiji Yano

**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

○ **Social Media Upward Trending - Usage and Market Saturation**

700

600 — Girls Age 15-19

500

400

~~300~~                        +62%
                               Since 2009

Girls Age 10-14

200                            +189%
                               Since 2009
100

2001      2003      2005      2007      2009      2011      2013      2015

Source: Centers for Disease Control and Prevention

==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==

The Social Dilemma - Documentary 2020

# OPPORTUNITY: A Siri for everything you wish you could say
## that combines digital wellness and personal development

At a time when despair & trauma are compounded at home/school/virtually
<mark>we have the tech to address them at scale</mark>

## 93%
### of youth
surveyed want a VOICE TOOL for talking things out.

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

**Personal/Life**
Events

**Environmental**
Changes

**Social**
Interactions

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

"
We have report cards for everything: school, health, and work ... **how about for well-being?**
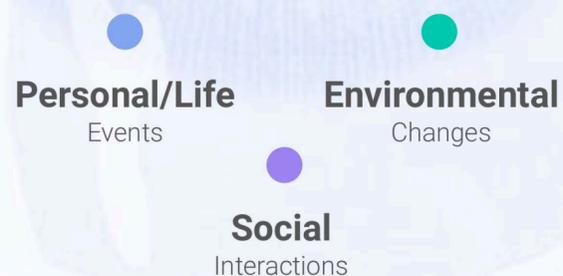
**SOLUTION:** An app that uses the latest AI to achieve empathy in caring for **YOUNG PEOLE** (15-25) & **FOR SCHOOLS**

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

ˇ

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

**powered by Empathy AI®**
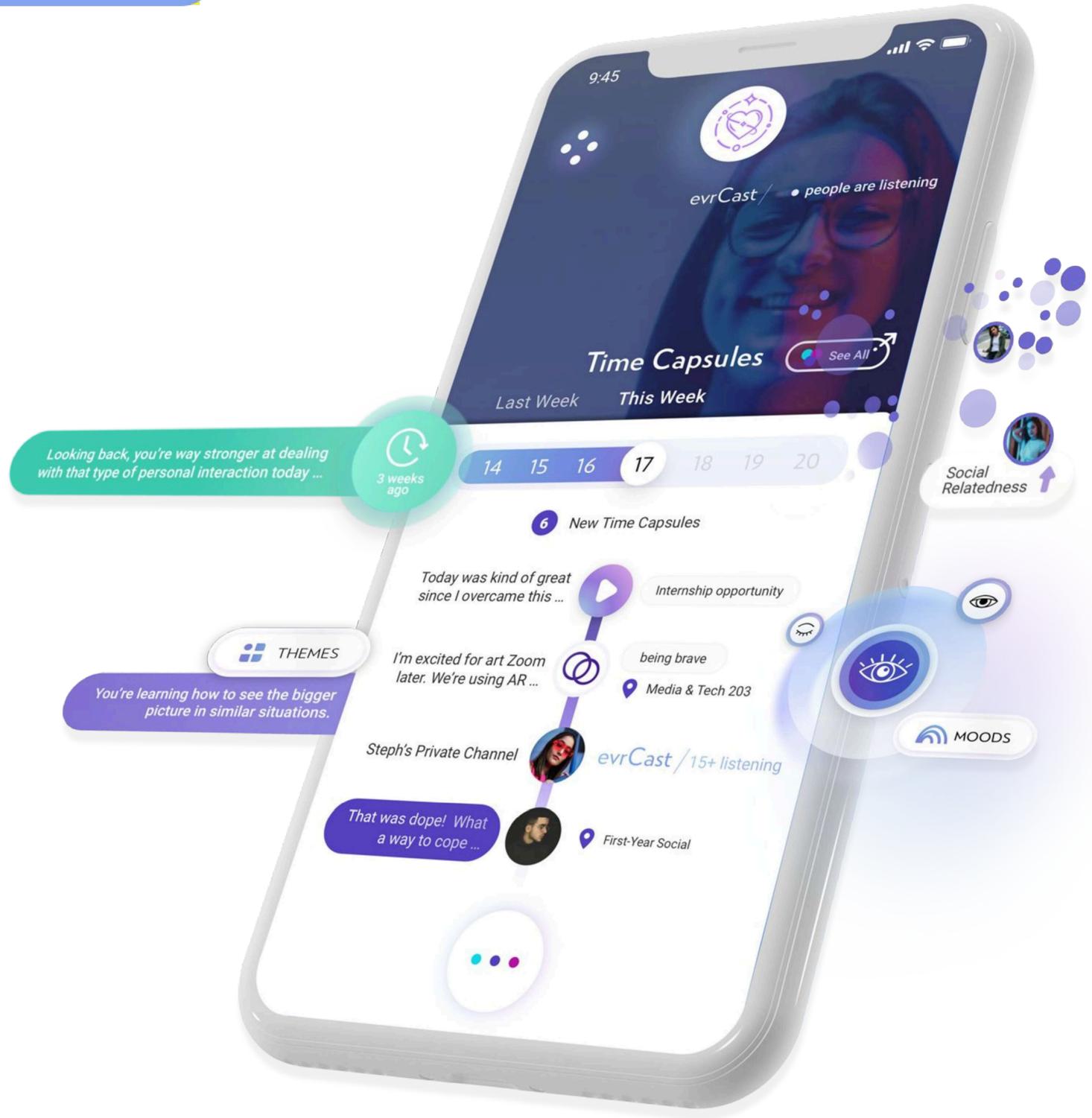
## Starter Market - D2C + B2B2C Edtech

### Pricing Models

**MRR - Consumer App**

D2C

**$10 / month**

Freemium with
in-app paid features

**+**

**YRR - Edtech SaaS**

B2B2C

**$100k / year**
$ 2-5 / student

Tiered contract model with
customizations or LMS integration

**Revenue target**

## Beta
MAR 2021 - App Launch
**30k+ consumer and academia users**

# $800k

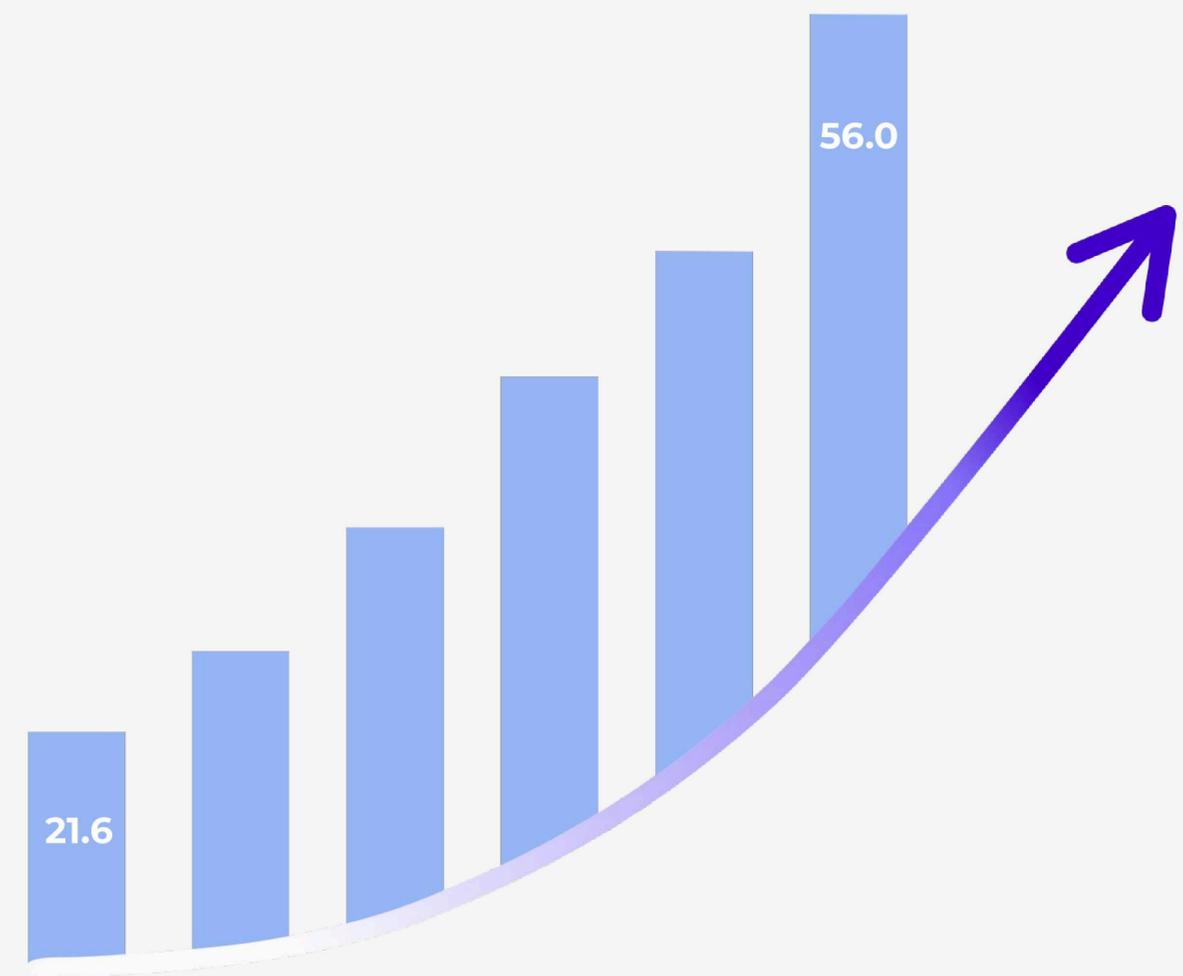Initial Investment Opportunity

# $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**

56.0

21.6

<mark>Anxiety detection</mark> and core skills development are untapped and desperately needed in edu & wellness.

Plus adjacent

**$42** billion

**personal development market**

Markets and Markets - Emotion Detection and Recognition Market        **these are forward looking projections and are not guaranteed**

# evrmore uses emotion AI that distills life context and best-class 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**
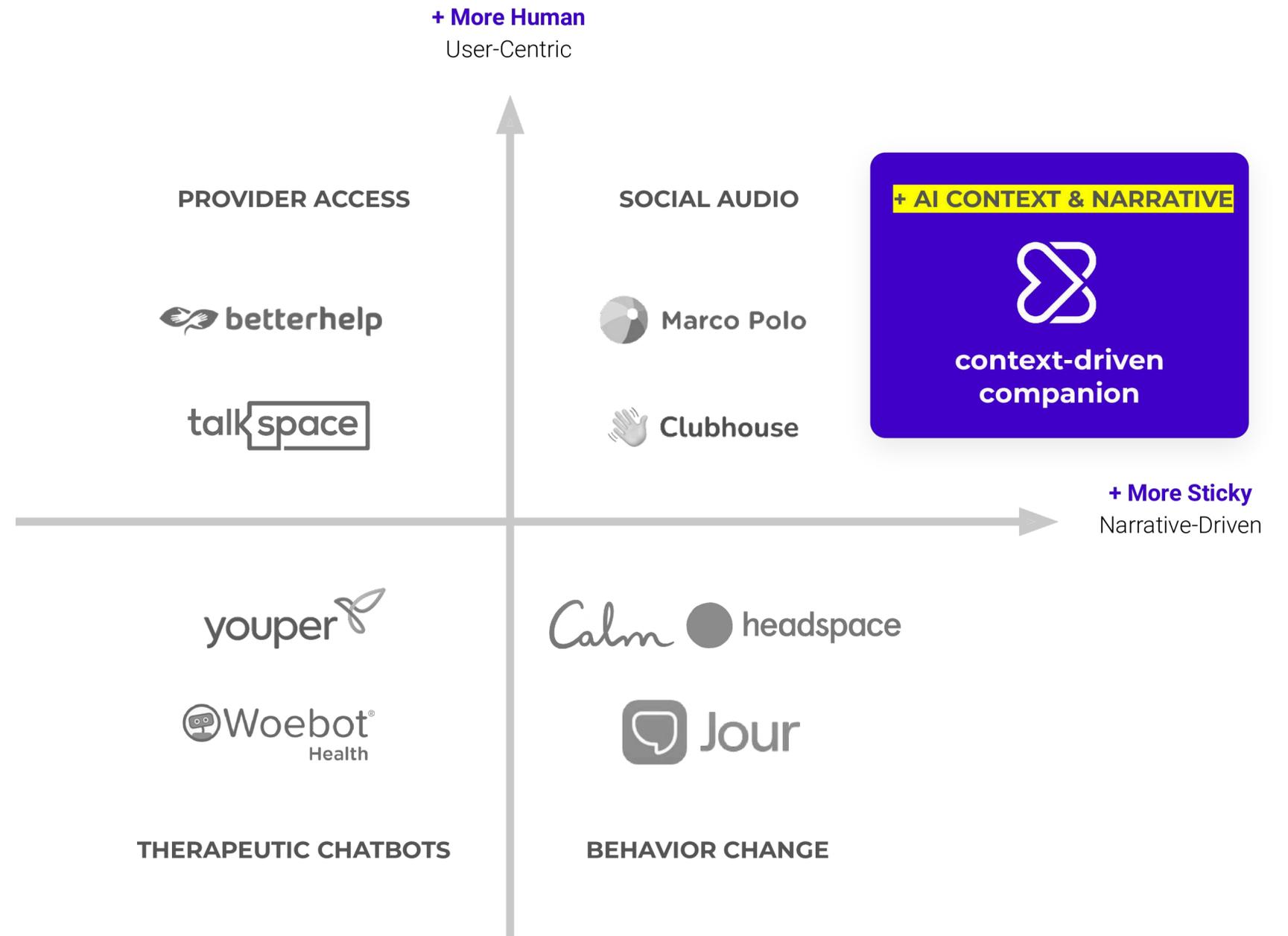
## Our traction so far

**30k+** adolescent users & parents/caretakers

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

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

**+ More Human**
User-Centric

PROVIDER ACCESS

SOCIAL AUDIO

**+ AI CONTEXT & NARRATIVE**

betterhelp

Marco Polo

talkspace

Clubhouse

context-driven companion

**+ More Sticky**
Narrative-Driven

youper

Calm  headspace

Woebot Health

Jour

THERAPEUTIC CHATBOTS

BEHAVIOR CHANGE

Bloomberg Business 2019
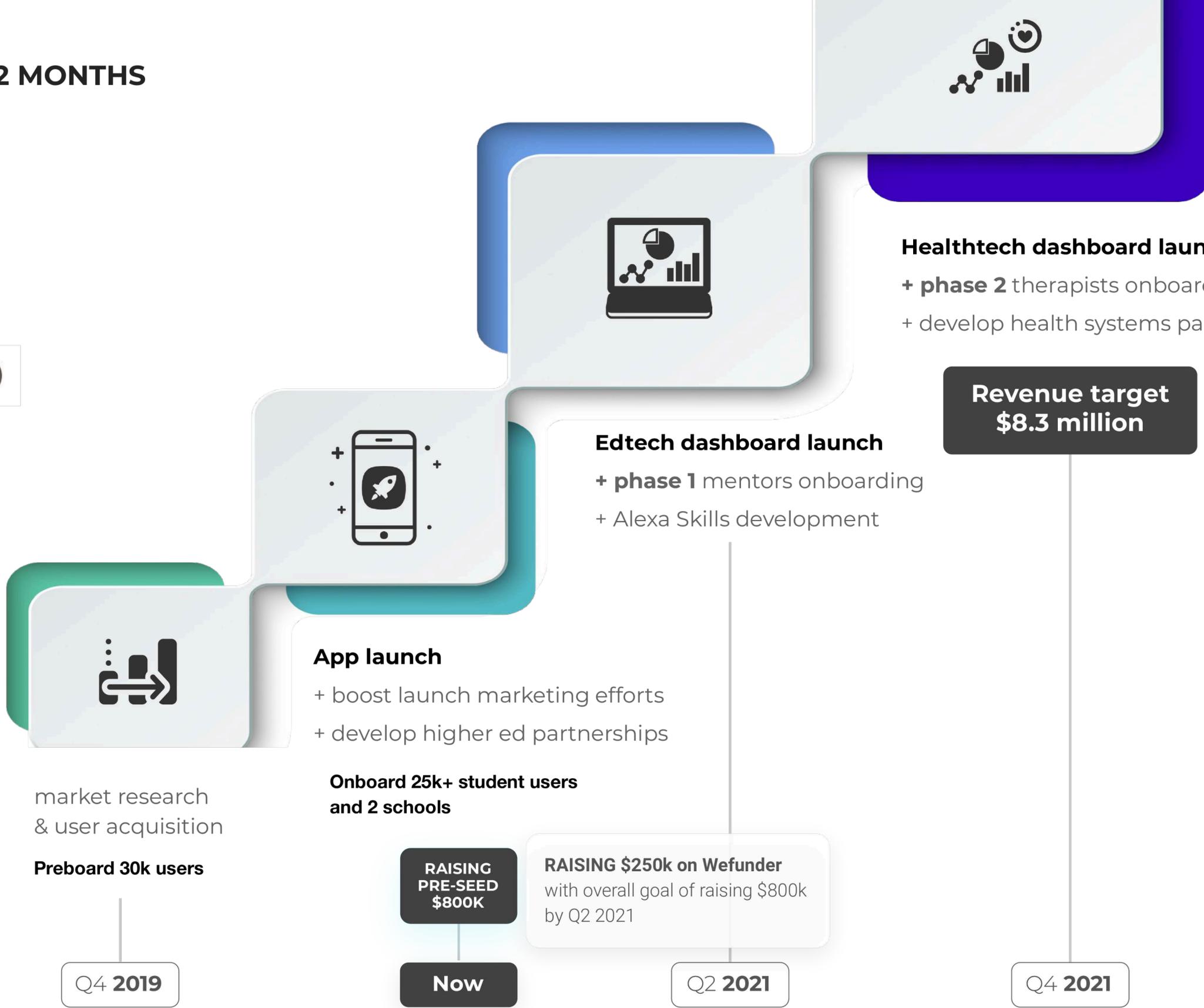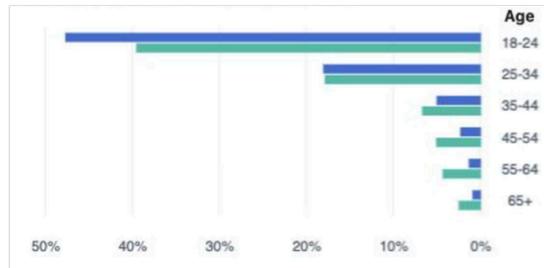
> Please launch already.
> We can't wait to use it!!!

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

**Healthtech dashboard launch**

**+ phase 2** therapists onboarding

+ develop health systems partnerships

**Revenue target
$8.3 million**

**Edtech dashboard launch**

**+ phase 1** mentors onboarding

+ Alexa Skills development

**App launch**

+ boost launch marketing efforts

+ develop higher ed partnerships

**Onboard 25k+ student users
and 2 schools**

market research
& user acquisition

**Preboard 30k users**

**RAISING
PRE-SEED
$800K**

**RAISING $250k on Wefunder**
with overall goal of raising $800k
by Q2 2021

Q4 **2019**

**Now**

Q2 **2021**

Q4 **2021**

these are forward looking projections and are not guaranteed

**CAC <$1.00/user**

**Consistent and scalable growth
via social marketing and partnerships**

**D2C**

**B2B2C (edu)**

Weekly user growth

**+572.6%**

User retention

**97.3%**

Per user    MRR    **$10** / month

Per contract    YRR    **$100k** / year

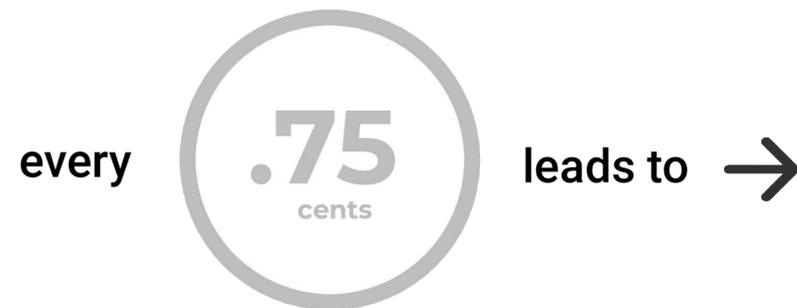**Your +1 or fam**

Subscription Multipliers
- INVITE A FRIEND AT SIGNUP
- FAMILY PLANS

**District onboarding**

Network Effect
- FACULTY & MENTOR INCENTIVES
- CORPORATE PARTNERSHIPS

**$6 million**

**$3 million**

every    **.75 cents**    leads to →

**$10 user sign-up**

**3 demo requests**

Key Drivers Instagram + FB

AWS EdStart + Alexa Partnership

AWS EdStart MEMBER aws

these are forward looking projections and are not guaranteed

Inc. 5000

MIT

WORLD ECONOMIC FORUM

UNDP

Weill Cornell Medicine

TEDx

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

# evrmore

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

# SUMMARY

When people have the 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

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

# GROWTH PLAN — DEFENSIBILITY & MARKETS

**Development & Innovation**
**Position & Defensibility**
**Product & Market**

## Q4 2019

**Market Research & Initial Traction**

FRIENDS & FAMILY

- Validation from D2C and B2B markets
- Antler Accelerator (NYC)
- AWS EdStart Innovator

2x provisional IPs in progress for software method

- **Preboard 30k users** 📈
  583% growth
- **3 LOIs** 📈
  6+ in pipeline

## Now

**Launching app** (Mar 2021)

RAISING PRE-SEED $800K

- **Powered by best-in-class sentiment and emotion detection technologies for adaptive engagement and UX**
- Partnership with mental health and learning institutions to establish credential and scalable growth
- Headstream Accelerator
  w/ support from Melinda Gates' Pivotal Ventures

1st-mover for credentialized wellness and life skills using Emotion AI™ (for youth - starter market)

**app**  YOUNG PEOLE (15-25)

## Q2 2021

**Launching edtech dashboard** (phase 1)

- Integrate with interest-based mentor platforms and learning management systems nationwide.
- Onboard schools in pipeline
  +30-60k users

Establish SaaS and data governance for institutional contracts

**dashboard**  FOR SCHOOLS

WORKS WITH
amazon alexa

## Q4 2021

**Scaling SaaS and launching healthtech dashboard** (phase 2)

- Develop digital therapeutic capabilities for consumer health and EAP for enterprise
- Integrate with health systems and develop payer markets

Enrich and scale data architecture for growth markets

FOR THERAPISTS

FOR HEALTH SYSTEMS

## Q1 2022

**Expand into future of work with micro credentials** (phase 3)

- Refine indexing architecture to functionalize micro credentials
- Begin data architecture for self-sovereign identity management

Extend credential services into labor market and build begin tokenization

FOR WORKFORCE