
EVA

The founder is the operating system

A private workspace that turns scattered business
context into reviewable action.

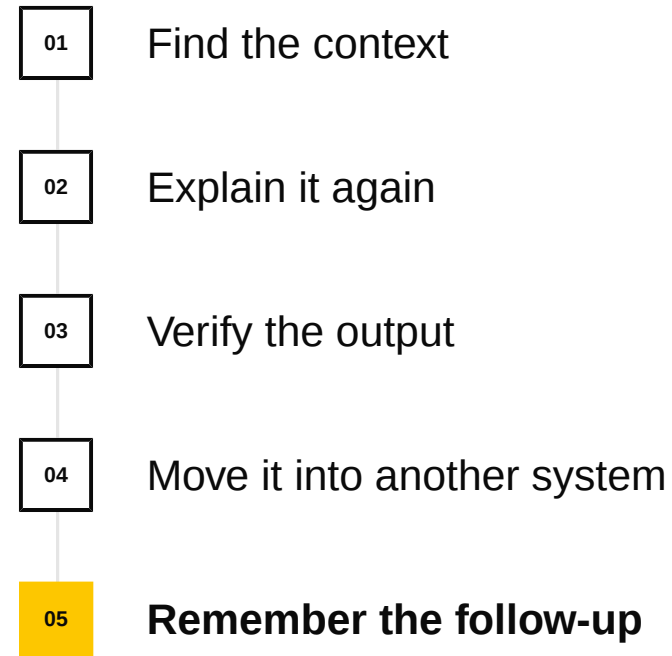


Private by design. Owner controlled.

AI answers do not complete the workflow

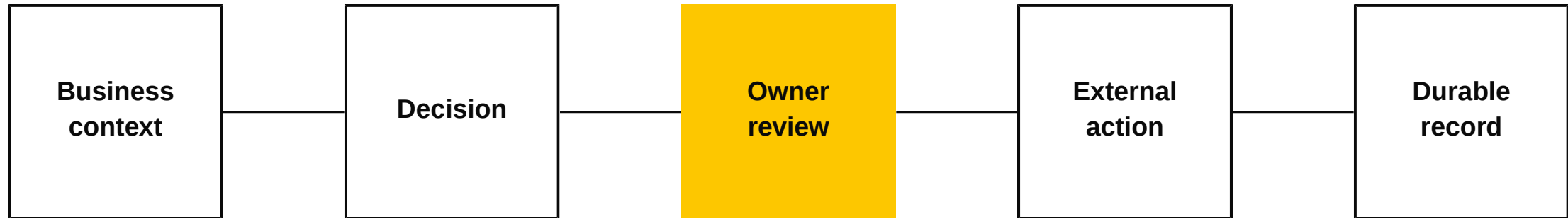
AI can produce an answer. The founder still has to carry the work across the business.

The apparent time saving disappears into coordination and checking.



Eva carries context through to reviewed action

Set the business context once. Keep the owner in control of every meaningful external action.



FIRST WORKFLOW

Receivables follow-up through email

01 Invoice due

02 Relevant history

03 Exact reminder

04 Owner approval

05 Send and record

Market and customer wedge

AI interest exists. Eva starts where follow-through has a visible customer or cash consequence.

2.66M

Australian small businesses
with fewer than 20 employees

1.74M

Non-employing businesses

41%

of SMEs reported adopting AI
in the June 2025 tracker

BEACHHEAD

Australian solo operators and 1-5 person service businesses

The owner delivers the work, manages customer
communication, and handles follow-through.

FREE

1 useful project

PRO

US\$29/mo or US\$290/yr

Pricing remains a hypothesis until customers show repeat use and
willingness to pay.

Product feasibility and customer validation

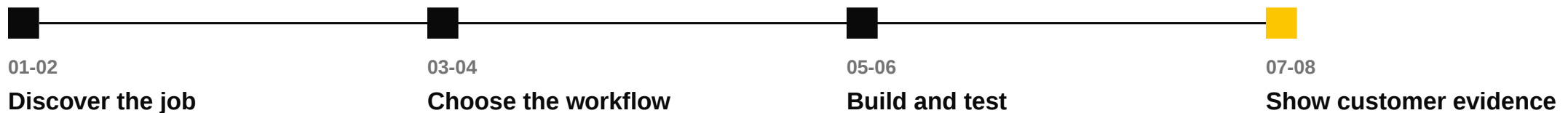
READY NOW

- Project-scoped workspace and durable records
- Durable agent runs and bounded retrieval
- Gmail and Outlook integration architecture
- **Exact approval before meaningful external actions**
- Free and Pro billing foundation

PROVE NEXT

- **The highest-value recurring job**
- Time saved or cash-flow impact
- Willingness to connect a real inbox
- Repeat use and willingness to pay
- One reliable provider workflow for the live demo

EIGHT-WEEK PROOF PLAN



Research references

Public online sources supporting the external market figures on slide 4

⁰¹ **Australian small-business population**

Australian Bureau of Statistics, Counts of Australian Businesses, July 2021 - June 2025. Table 13 records 2,656,469 businesses with 0-19 employees and 1,735,470 non-employing businesses at 30 June 2025.

[ABS archived release](#)

[Download Table 13 data](#)

⁰² **SME adoption of AI**

Australian Government media release, 4 June 2025. Reports that 41% of SMEs were adopting AI. The National AI Centre methodology states that the tracker collects 400 completed surveys each month and weights the data by industry, location and employee count.

[Government release](#)

[Tracker methodology](#)