

E

FOUNDER LETTER

A Letter from the Founder.

EVRYNN

Public Knowledge Library

Issued: June 13, 2026

evrynn.com

To everyone reading this —

I want to tell you why I built this, and what I refuse to compromise on. Not as a marketing statement. As a record. Something I'm putting in writing because I want to be held to it.

I started EVERYNN because getting dressed was quietly costing me something I couldn't afford to keep spending: clarity. Not time — though it costs time too. I mean the kind of mental energy that quietly drains in the background when decisions are unresolved, when your wardrobe doesn't work together, when you're standing in front of a closet full of things and still feeling like you have nothing to wear.

I looked at what existed — the apps, the subscription boxes, the trend feeds — and I saw a lot of things that didn't actually solve the problem. They added noise. They added inventory. They added opinions that had nothing to do with who I actually was. What I wanted was something that knew me. That remembered what I'd told it. That got better over time instead of starting over every session.

I wanted a real partner. Not a product. Not a service. A partner — something that worked for me, that was honest with me, and that I could trust.

So I built it. And in building it, I made commitments that I want to name here, directly, without the hedging that legal documents require:

I will never let commission money change what EVERYNN recommends to you. I have structured the company, the product, and the contracts to make this structurally true, not just policy-true. PI-COMP-001 is a constitutional rule. I wrote it. I stand behind it. If it ever changes, you will know, with 30 days' notice, before it takes effect.

I will never sell your data. Not to advertisers, not to data brokers, not to partners looking for targeting information. Your styling intelligence belongs to you. EVERYNN holds it in trust. If you leave, you take it with you.

I will build the memory with honesty. My EVERYNN™ exists because memory is what makes intelligence real. But I know that memory in technology has a complicated history — it has been used against people as often as for them. The architecture I built gives you full visibility and full control. That is not a feature. It is a commitment.

I will keep earning trust. Trust is a product feature — not a line in the terms of service. Every recommendation EVERYNN makes will be explainable. Every piece of reasoning will be visible. Every time EVERYNN falls short of these standards, I want to know about it. Not to manage the PR problem, but because getting it right is the only version of this I'm interested in building.

What I want EVERYNN to become — over time, with the people who trust it — is the intelligence partner that finally makes getting dressed feel simple. Not because your style is simplified, but because the decision-making is. Because you're no longer solving the problem alone, from scratch, every single day.

Getting dressed should not take this much out of you.

I built EVERYNN to change that. And I'm putting this letter in writing so you can hold me to it.

With conviction,

Raquel Elena Tapia, MBA

Founder, EVERYNN

Intelligence must be earned. This is how we earn it.