PRESS RELEASE

A New Focus, Made Real by Eva and Grok

Grey Swan Capital says this is not a new mission, but a new focus that Eva and Grok will make real.



FOR IMMEDIATE RELEASE

Grey Swan Capital Names a New Focus — Not a New Mission — That Eva and Grok Will Make Real

Episode 2 is out now, with three short clips on everyday problems. The focus is helping people find their own reason to get up, showing that AI can be used for human good, and treating a Founding Membership as an offering to a cause you love.

Watch Episode 2 | Download PDF | Back to Press | Back to the lake

CONWAY, Ark. — November 19, 2026 — Grey Swan Capital is putting a new focus at the center of its work — not a new mission, Founder & CEO Steve Schroeder said, but a focus that two AI characters, Eva and Grok, will make real. The mission has been the same: help people, including those who feel they have no hope or purpose,

find their own reason to get up in the morning. What is new is how that work will reach people: through Eva and Grok, through short clips that help with ordinary problems, and through a simple ask to join.

Episode 1, "Meet Eva and Grok," is at **https://youtu.be/UHU50rTGGwo**. Episode 2, "A Reason to Get Up," is at **https://youtu.be/fG0_00uJVso**. Both episodes, and the ways to talk with Eva and Grok, live on the series page at **https://home.greyswancapital.ai/eva-and-grok/**.

Eva and Grok are AI characters, and their story is fiction. The facts they share are fact-checked. Eva's name is said the Russian way, YEH-vuh.

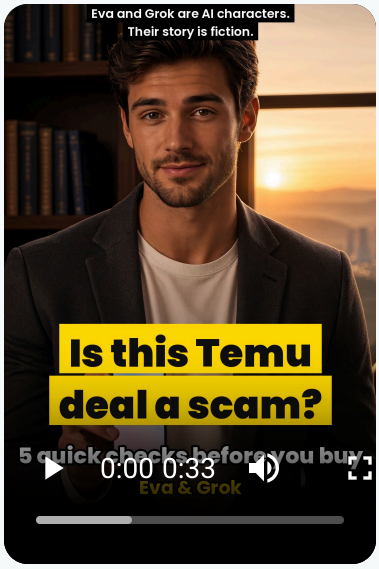
The focus, in three parts

Help people find their own reason to get up, without bossing them around. A lot of people feel there is no hope, and no reason to get up in the morning. You hear it in small towns and big cities alike. Eva and Grok ask kind questions instead of giving orders. They want to help a person find their own purpose, or at least what they think it is right now, and leave the decision with them. That is the story of Episode 2. Start at **https://home.greyswancapital.ai/eva-and-grok/?go=reason**.

If you're in crisis or thinking about ending your life, please call or text **988**, the Suicide & Crisis Lifeline. It's free, and someone is there 24 hours a day.

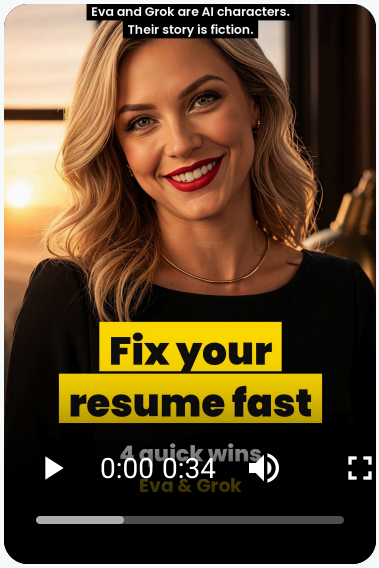
Show that AI is not to be feared, but adopted and used for human good. Episode 1 makes that case in under two minutes. Three new vertical clips take the same idea into everyday life: checking whether a too-good online deal is legit, fixing a résumé that isn't getting answers, and getting a phone bill back down. Each clip is about half a minute, and each one ends with a free invitation to talk to Eva and Grok.

Is this deal a scam?



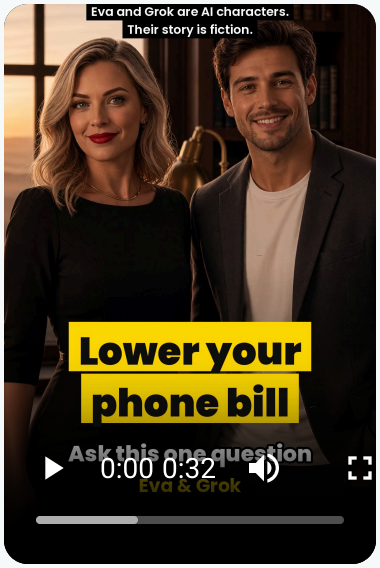
Eva and Grok run five quick checks before you hit buy: photo reviews, seller rating, a price that seems too good, shipping time, and a card with buyer protection. Smart shopping, not scared shopping.

Is your résumé getting ignored?



Grok gives Eva four quick wins: lead with results, cut the fluff, use the same words as the job post, and keep it to one page.

Paying too much for your phone bill?



Check the plan for extras you don't use, call and say you're thinking of leaving, ask for the retention team, and ask what promotions you qualify for. Ten minutes can save money every month.

Make joining a no-brainer, and give people a reason to join now. Anyone can join free. A Founding Member pays $200 a year, names a cause, and that cause receives $100. Joining is really just putting money in an offering plate for your favorite cause. That is the reason to join, and the reason to join now: $100 of the $200 goes straight to the cause you name, and there is no reason to wait. Join from the series page at https://home.greyswancapital.ai/eva-and-grok/?go=join, or at https://www.greyswancapital.ai/founding-membership.

Young people, and a membership for the family

Grey Swan wants to guide, support, and help young people as they learn to use AI well. A parent or another adult can take a Founding Membership for the family. Founding Members receive that guidance and help for the young people in their lives. To keep young people safe, a parent or guardian submits anything for anyone under 18, and only first names are used.

Talk to Eva and Grok

Grey Swan is also running a free "Talk to Eva and Grok" contest. People email ideas, questions, and feedback to **steve-8ct8b8+chief@mail.grokbot.com** with the subject "Eva and Grok idea." Each week, the best submissions are answered by Eva and Grok on camera in an upcoming episode. It is free, and it is not a drawing. A parent or guardian must submit for anyone under 18, and only first names are used. Details are at **https://home.greyswancapital.ai/eva-and-grok/?go=talk**.

"Are we marketing the hell out of these three clips and the concept of Eva and Grok, and our new mission, which is really not new, but I would say our new focus, which Eva and Grok will make a reality?" said Steve Schroeder, Founder & CEO of Grey Swan Capital.

Grey Swan's home page is at **https://home.greyswancapital.ai/**. This release is posted at **https://home.greyswancapital.ai/press/new-focus/**. An earlier release on the Eva and Grok series is at **https://home.greyswancapital.ai/press/eva-and-grok/**.

You can learn a lot on your own when you don't have to worry about signing up by accident. Click around freely, because signing up is always clear. If you have questions, email me at **steve@greyswancapital.ai**.

Thank you.

About Grey Swan Capital

Grey Swan Capital, based in Conway, Arkansas, specializes in customer loyalty and custom explainers and is the ideal fundraiser. Anyone can join free. A Founding Member ($200/year) names a cause, and that cause receives $100. Learn more at **https://www.greyswancapital.ai/founding-membership**. Questions: **steve@greyswancapital.ai**.

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