

# ALPHA TOTALCARE

Cyber-security & PC care for families and small business

Ten products. One subscription. Total digital peace of mind.

The screenshot displays the Alpha TotalCare dashboard. On the left is a sidebar with navigation options: Overview (Showcase, Design Tokens), Alpha TotalCare (Windows: Alpha TotalCare, Alpha Anti-Scam, Alpha IntelliGuard, Alpha Security; Companion Surfaces: Alpha Browser Extension, Alpha TotalCare Mobile App, Alpha Remote Access Software; Web Surfaces: Alpha IT 24/7 Website, Alpha Master Admin Panel, Alpha Website Admin Panel), and a Showcase mode note. The main content area is titled 'ALPHA TOTALCARE - MAIN SHELL' and 'Dashboard' with the subtitle 'Monitor your system's security status'. It features a large status card: 'This computer is mostly protected' (82/100 PC Health) with a 'WARNING' icon, 'Run Full Scan', and 'Fix Issues' buttons. Below are three status cards: Security (OK), Performance (GOOD), and Updates (PENDING). A 'Recent Activity' log shows events like 'Full Scan Completed', 'AnyDesk launch blocked', 'Suspicious URL blocked', and 'Virus Definitions Updated'. A 'NEED HELP?' section offers support chat. A 'PREMIUM' banner promotes 'Dark Web Monitoring + Identity Protection' with an 'Upgrade to Premium' button.

alphait247.com · USA + Canada · USD only

# 1. Executive summary

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Alpha TotalCare is an AI-powered, ten-product cyber-security and PC-care suite for households and small business in the USA and Canada. Where legacy antivirus stops at malware on a single PC, Alpha defends every digital surface — desktop, browser, Android, and the human in front of the screen — under one login, one bill, and one 24/7 support team.

Cyber-criminals stopped breaking into machines years ago — they break into people. Phishing texts, fake support pop-ups, AI-cloned voices on the phone, and impersonation on social media now cost American consumers more than \$10 billion every year, with year-on-year growth of 25 percent. Antivirus on its own can no longer cover this surface area. Alpha TotalCare was designed for this new reality.

Our suite spans seven interlocking products — a Windows shell, a real-time AV engine, an AI scam shield, a performance optimiser, a browser extension, an Android app, an encrypted remote-support tool and a public website. They share one identity, one billing plan, one license-key issuer, and one 24/7 support team.

## **At-a-glance facts**

- Ten products in the suite (five Windows, one browser, one mobile, three web).
- Three subscription tiers (Basic, Pro, Premium) plus three per-module annual add-ons.
- USA + Canada only at launch · USD pricing · 7-day money-back guarantee.
- Built on best-in-class infrastructure: OpenAI, Gemini, Clerk, Stripe, VirusTotal, ClamAV, Firebase, Cloudflare, AWS, MongoDB Atlas, Resend.
- Approved UI/UX prototype with 63 routes shipped (May 2026) — production build kicks off in 8 parallel chats per the development kickoff kit.

## 2. The problem we solve

Today's household has ten or more connected devices, four or more accounts breached on the dark web, and an inbox under daily attack from increasingly convincing scams. The defensive tools have not kept up.

### Three structural gaps

- Antivirus is single-surface. It defends the PC and ignores the SMS, the email, the support call, the browser tab.
- Subscriptions are fragmented. A typical user pays for AV, VPN, password manager, dark-web monitor, support plan — five SKUs, five logins, five bills.
- Scams target humans, not files. Modern scams trick users into running commands or installing remote-access tools — exactly the entry-points antivirus was never designed to police.

### Why now

Generative AI made phishing prose perfect and cloning voices trivial. The same generative AI, in our hands, becomes the only credible counter — a chat-based scam classifier that talks back in plain English when grandma pastes a suspicious link.

# 3. The ten products in the suite

Each product is shipped as its own surface but shares the Alpha identity, license-key infrastructure, threat feed and support team.

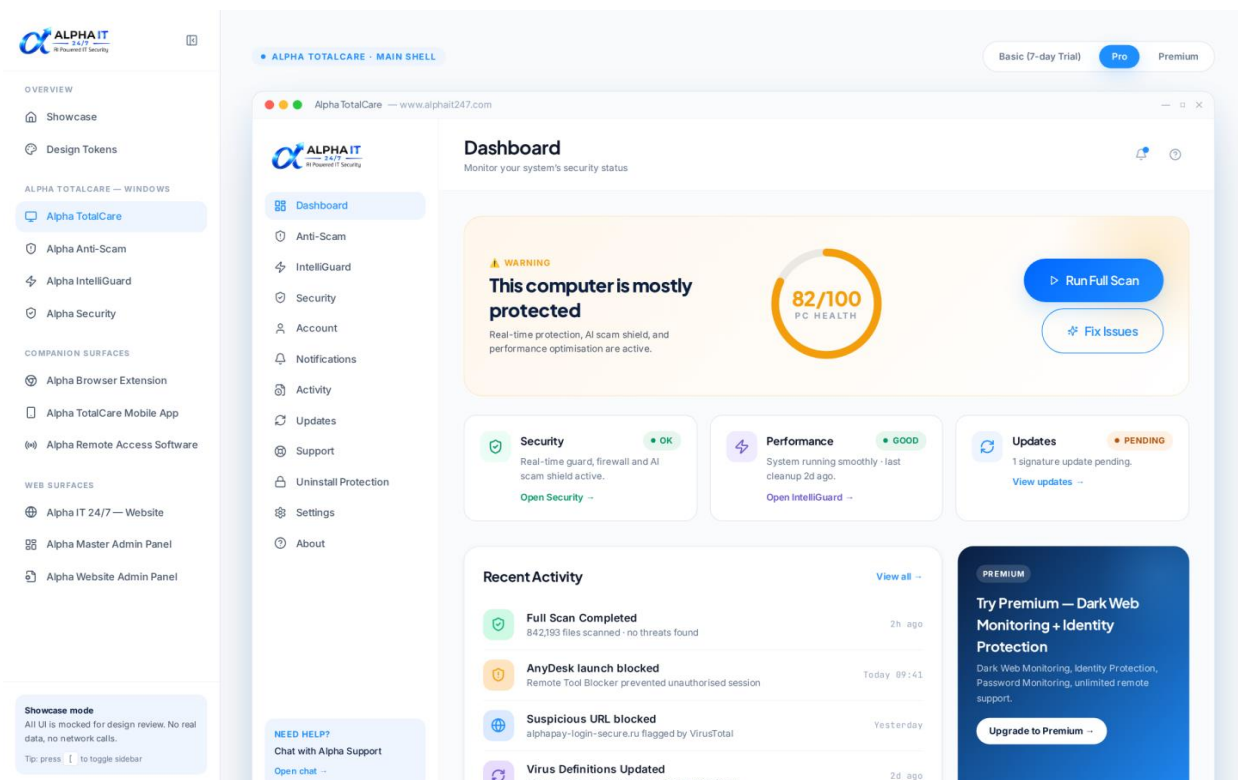
## 1. Alpha TotalCare

### Product 1 · Windows main shell

#### Your entire PC's health on a single, state-aware dashboard

The unifying shell that ties every Alpha module together. The PC Health Score donut — state-aware (68 on Basic trial, 82 on Pro, 94 on Premium) — gives users an instant verdict on their device. Three tiles (Security, Performance, Updates) jump straight into the relevant module, while one-tap actions (Run Full Scan, Fix Issues) trigger the right engine without making the user think about which product to launch.

- State-aware PC Health Score donut
- Run Full Scan + Fix Issues one-click CTAs
- Trial banner on Basic, full chrome on Pro/Premium
- License key + device manager + subscription view
- Uninstall-lock with support auth code



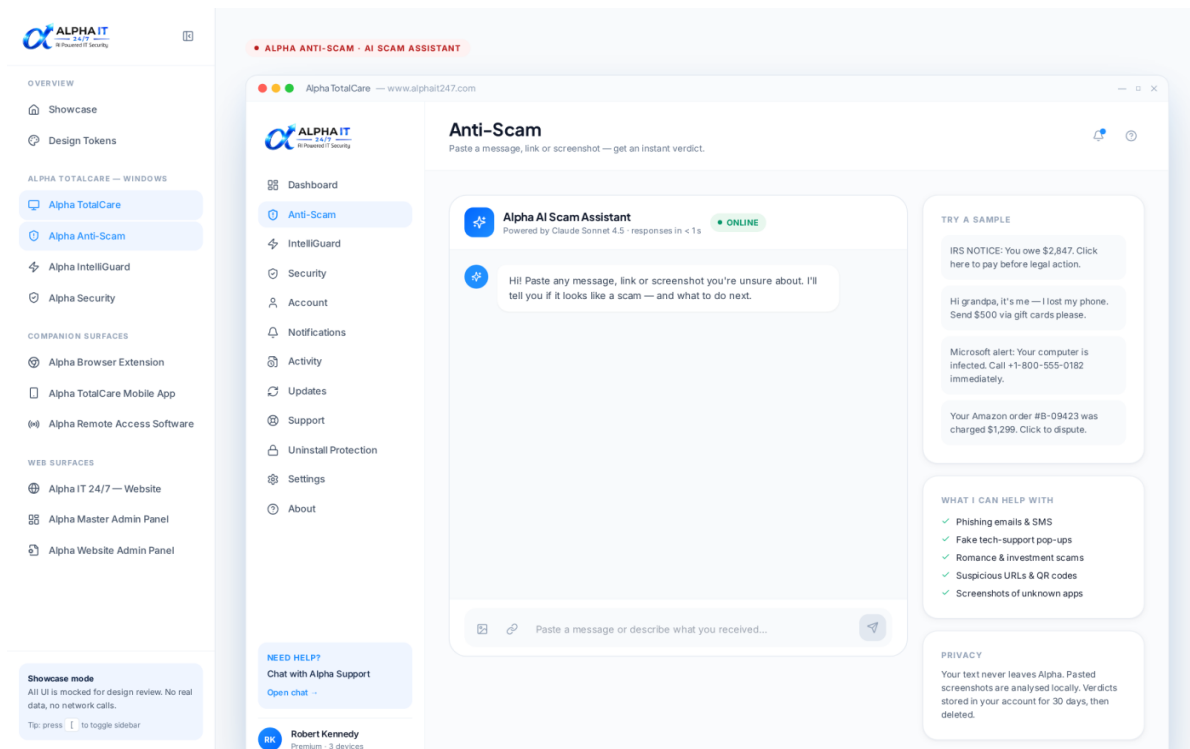
## 2. Alpha Anti-Scam

### Product 2 · AI-powered scam shield

#### Stop scam URLs, emails, and messages before they cost real money

Real-time protection that blocks scam links the moment a user clicks them. The AI Scam Assistant — a live chat with verdict bubbles (Safe / Suspicious / Scam) — analyses any URL, message, or attachment a user pastes in plain English. Behind the scenes we combine OpenAI gpt-4o-mini classification, Google Safe Browsing, VirusTotal, urlscan.io, and PhishTank for a defense-in-depth verdict.

- AI Scam Assistant chat with verdict bubbles
- Real-time URL block (RTB)
- Email + download scan
- Whitelist + threats log
- Multi-provider (OpenAI + Gemini) fallback



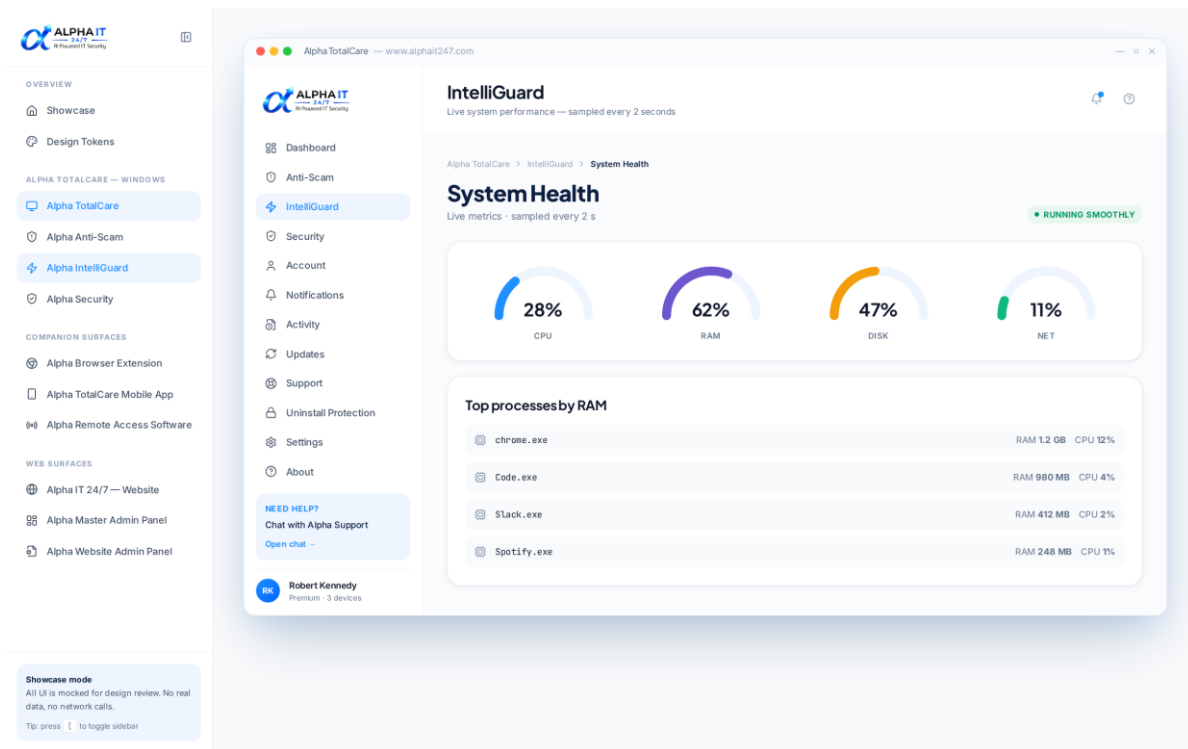
# 3. Alpha IntelliGuard

## Product 3 · PC performance & optimisation

### Bring tired Windows machines back to life — guided by AI

A complete PC tune-up suite. The System Health hero scans hardware + software + behaviour, surfaces bottlenecks, and the AI Health Coach hands the user prioritised, plain-English recommendations. Junk cleaner, registry repair, startup manager and a scheduling engine let the maintenance run itself.

- System Health Check with Scan PC CTA
- Junk cleaner, registry, startup manager
- AI Health Coach with prioritised tips
- Scheduled maintenance
- Detailed monthly reports



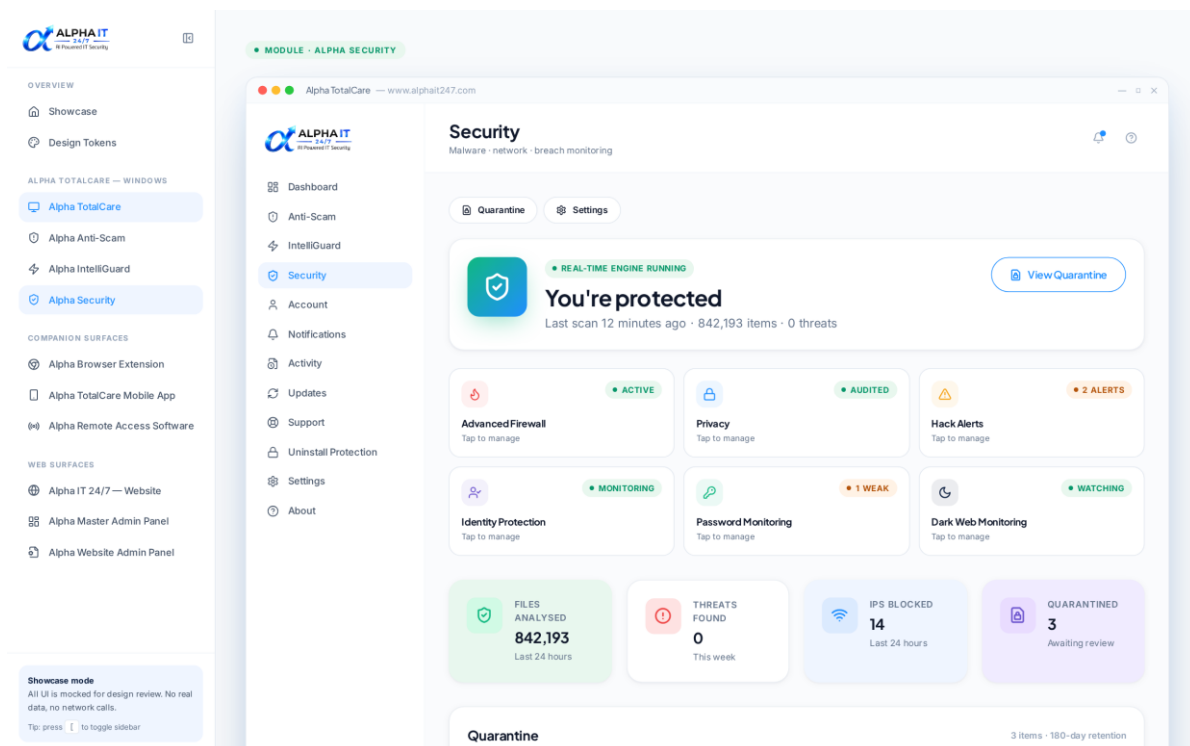
# 4. Alpha Security

## Product 4 · Real-time AV + identity

### Real-time antivirus plus identity & dark-web monitoring in one

A single console with six security tiles: Advanced Firewall, Privacy, Hack Alerts, Identity Protection, Password Monitoring, Dark-Web Monitoring. Real-time AV is powered by ClamAV bundled on-device with cloud verdicts from VirusTotal's 70+ engines. Breach checks run via HaveIBeenPwned, dark-web exposure via DeHashed + SpyCloud, and password leaks via the HIBP Pwned Passwords k-anonymity API.

- ClamAV real-time + VirusTotal cloud lookups
- Quick / Full / Custom scan modes
- Quarantine + network monitor
- Breach + Pwned-Password monitoring
- Dark-Web + Identity monitoring



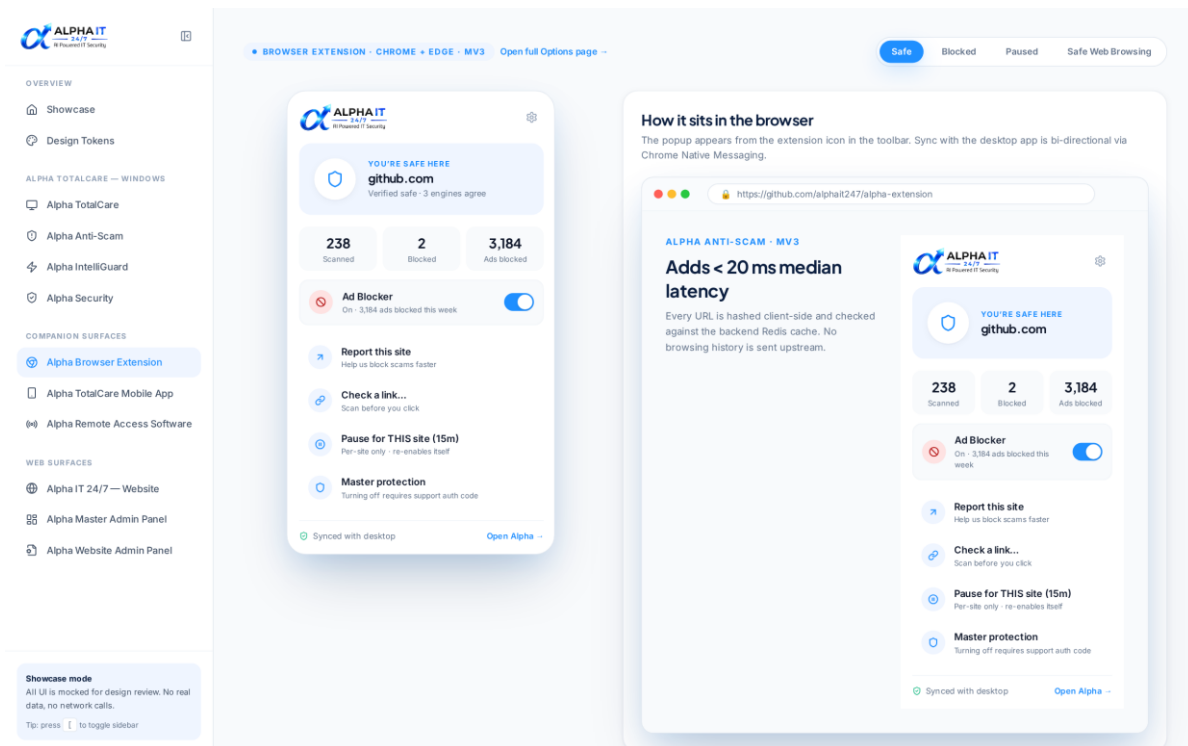
# 5. Alpha Browser Extension

Product 5 · Chrome / Edge / Firefox add-on

## Block scam sites and check links — without leaving the browser

A Manifest V3 extension that pulls a fresh threat feed every fifteen minutes and blocks scam URLs in-stream via the webRequest API. The popup carries the AI Scam Shield (paste-to-check), per-site pause, and a master-protection lock that cannot be disabled without a support auth code — a deliberate defence against scammers who coach users to turn off security.

- Manifest V3 service worker + threat cache
- AI Scam Shield paste-to-check in popup
- Per-site pause toggle
- Master-protection lock (auth-code only)
- Chrome / Edge / Firefox cross-build



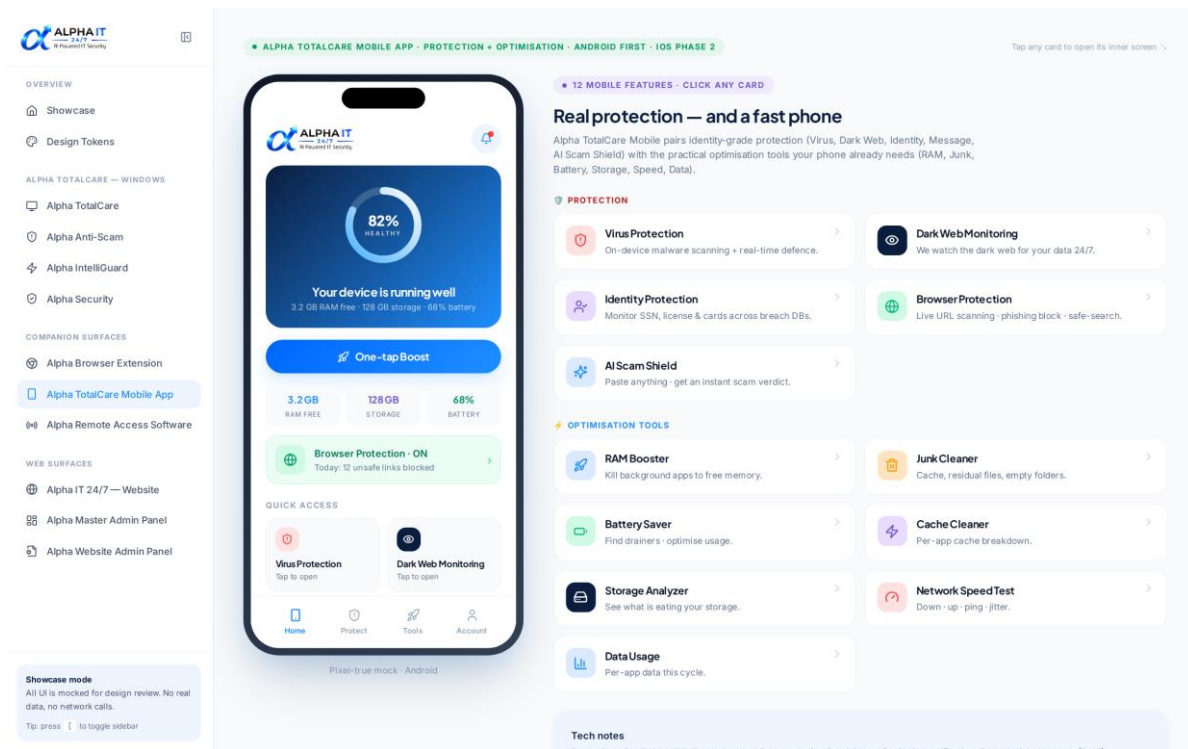
# 6. Alpha TotalCare Mobile

## Product 6 · Android app

### Pocket-sized protection plus a Swiss-army knife of utilities

Built with Expo + React Native for Android (iOS deferred). Five protection features pair with six utilities — the same Alpha account, the same license keys, the same 24/7 support. Push alerts arrive via Firebase Cloud Messaging the instant Alpha Security spots a new threat tied to the user's identity.

- AI Scam Shield (SMS + URL)
- Safe Web Browsing (in-app WebView)
- App Permission Audit + Wi-Fi Scan
- Device cleanup, battery, photo organizer
- Contacts backup + Lost-device locator



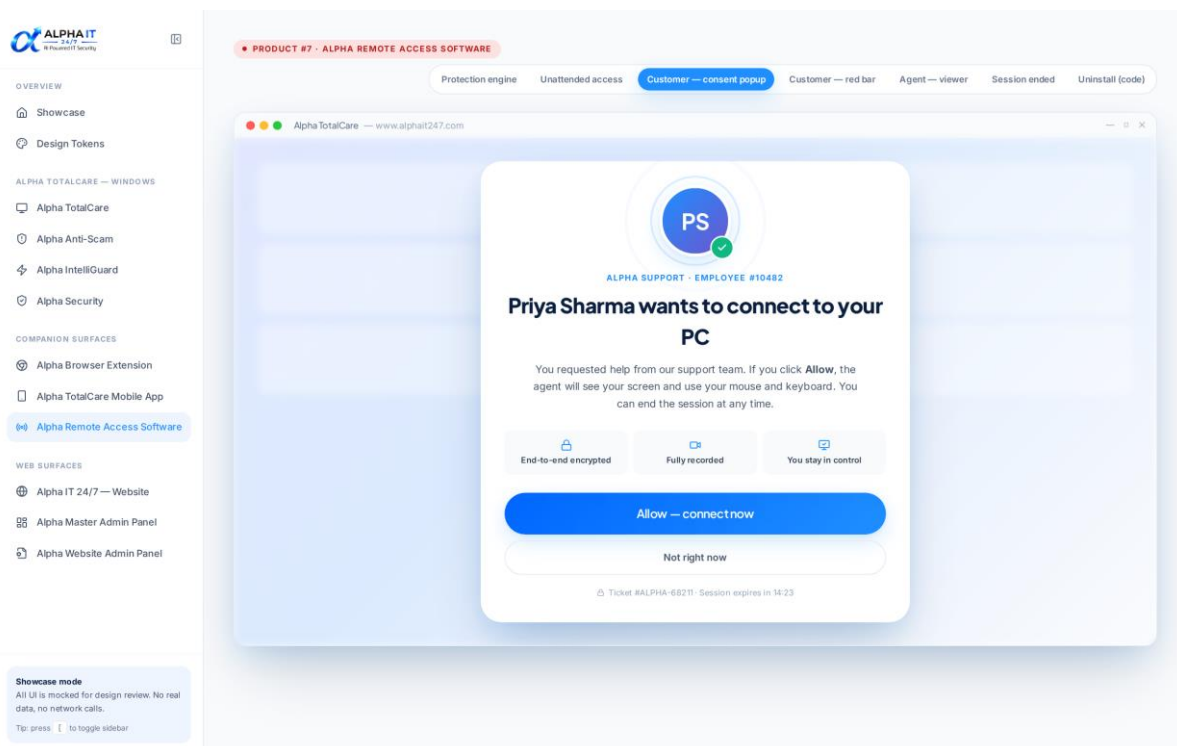
## 7. Alpha Remote Access

### Product 7 · Encrypted remote support

#### Real human help on your screen — only with your permission

An encrypted remote-support tool engineered to defeat tech-support scams. Twenty-five known third-party remote-control tools are auto-blocked, an anti-scam pattern engine watches for impossible navigation, and every unattended session requires the customer-issued MFA token plus a per-device key. The Unattended Access tab lets paying customers pre-authorise the team for scheduled patches and recovery.

- 25-tool detection engine + auto-block
- Anti-scam pattern engine
- Per-device unattended keys + MFA
- Full session recording + 90-day audit
- Uninstall-code lock against scam removal



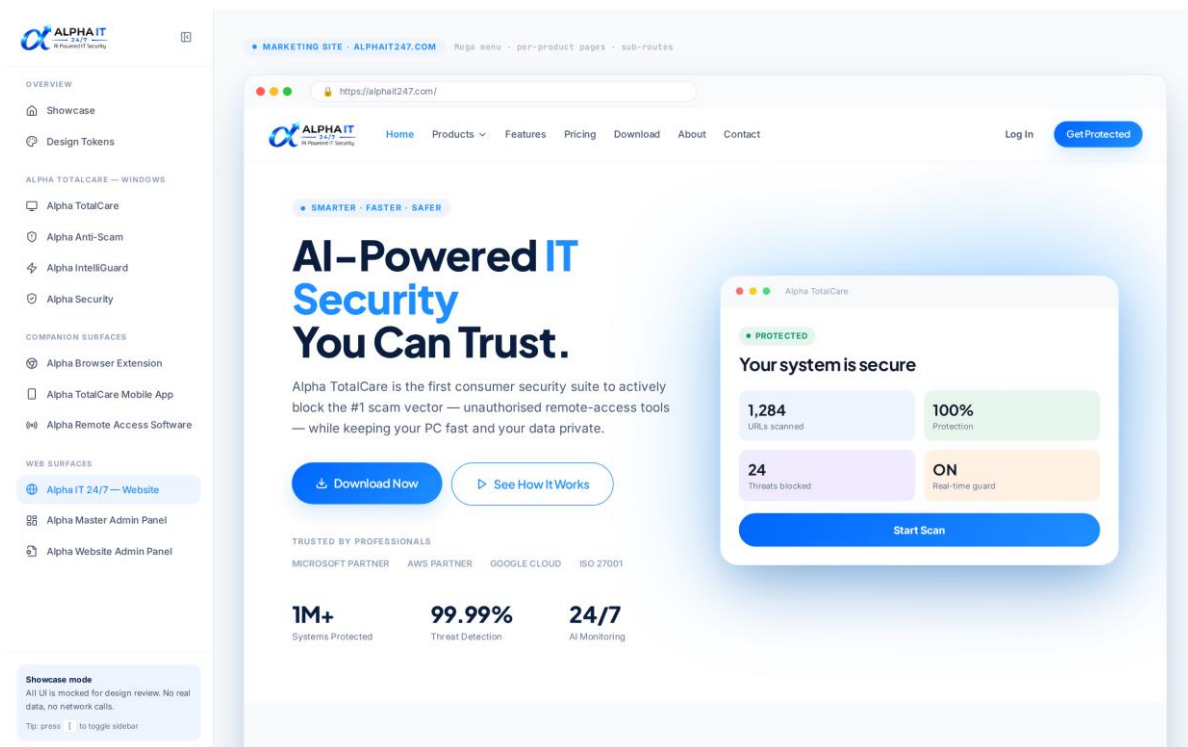
## 8. Alpha IT 24/7 Website

Product 8 · alphait247.com

### The front door — and the conversion machine

The public marketing site, pricing matrix, checkout with post-purchase upsell, customer download centre, knowledge base, blog and full legal stack. Built on Next.js 14 + Vercel for Lighthouse 95+, with Cloudflare in front for DNS, WAF, and CDN.

- 10-product hero + feature pages
- 3-plan pricing matrix + add-ons
- 60/40 checkout with Premium-bump upsell
- Post-purchase upsell modal
- Full legal: privacy, terms, refund, cookies, EULA



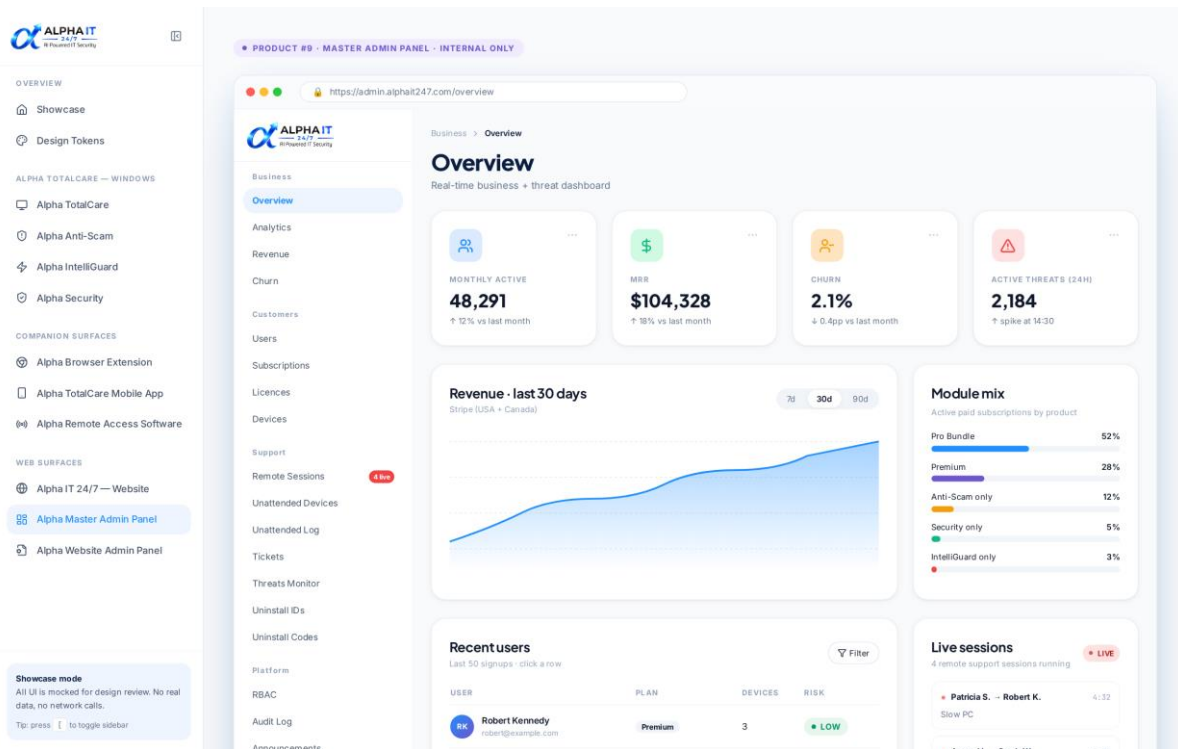
# 9. Master Admin Panel

Product 9 · Staff-only console

## Run the entire suite from one console

The internal control room: users, subscriptions, licences, devices, live remote sessions, unattended -device registry, audit log, tickets, threats monitor, uninstall-code generator, RBAC, and API-key vault. Two new pages — Unattended Devices and Unattended Sessions — give support and security teams 7-day rolling audit visibility with playback links.

- Users + subscriptions + licences + devices
- Live + recorded remote sessions
- Unattended Devices + Sessions (new)
- Threats monitor + uninstall-code vault
- RBAC + audit log + API keys



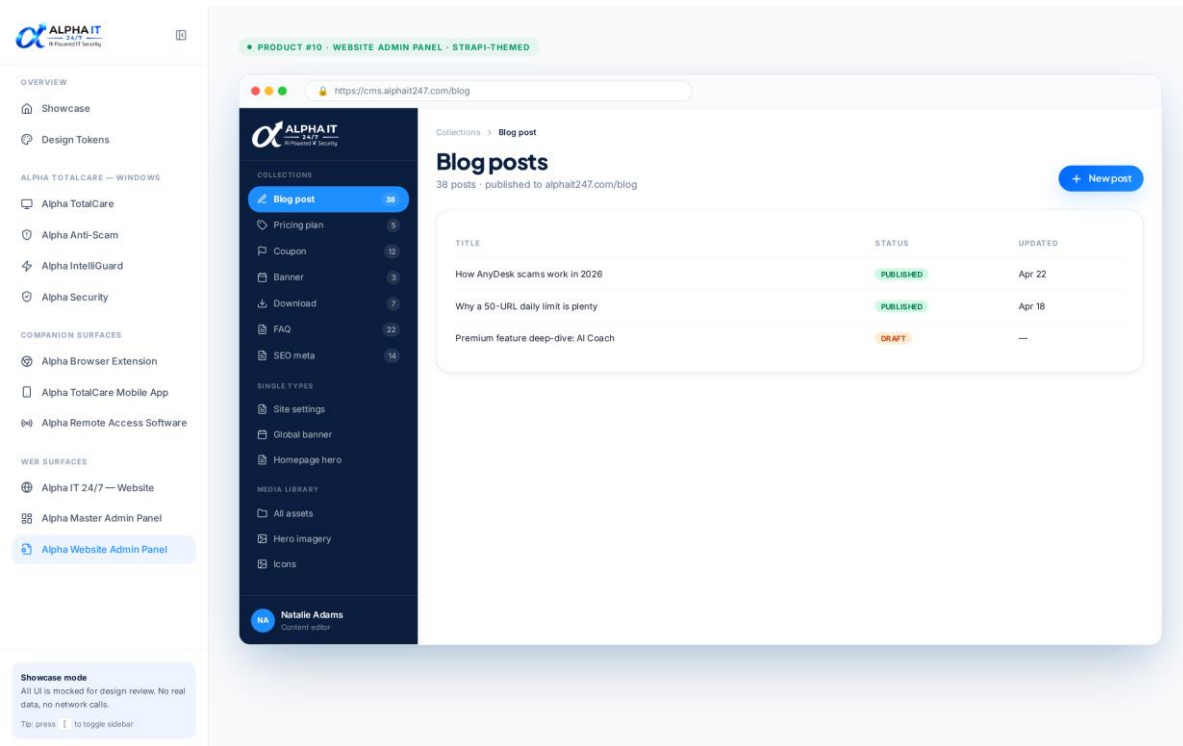
# 10. Website Admin (CMS)

Product 10 · Marketing CMS

## Update copy, banners, pricing and SEO without a deploy

A content-team-friendly CMS for the marketing site — blog, pricing, coupons, banners, downloads, FAQ, SEO, hero, global banner, and a full media library. Versioned, audit-logged, role-gated.

- Blog + pricing + coupons + banners
- Downloads + FAQ + SEO metadata
- Versioned global banner + hero
- Media library (all / hero / icons)
- Role-gated; audit-logged



# 4. Pricing

Three plans, designed around real households. Plus three annual add-ons that let any plan get exactly the muscle it needs without forcing a tier upgrade. USD only. 7-day money-back. No price hikes on renewal. Cancellations are handled by our support team in one business day; technical users can self-serve via the Stripe customer-portal link in any receipt email.

	Basic	Pro	Premium
<b>Devices</b>	1 device	3 devices	5 devices · family
<b>Monthly</b>	\$19.95 / mo	\$29.99 / mo	\$49.99 / mo
<b>Yearly</b>	\$149.95 / yr	\$249.99 / yr	\$399.99 / yr
<b>Savings</b>	Save \$89.45 / yr	Save \$109.89 / yr	Save \$199.89 / yr
<b>Highlight</b>	7-day FREE trial	MOST POPULAR	BEST VALUE
<b>Best for</b>	Solo user	Power user · freelancer	Household · small biz

## Annual add-ons (mix and match on Basic or Pro)

**Anti-Scam Pro** — \$79.99 / yr. Stack the AI scam shield on top of Basic or Pro for households with elderly or vulnerable members.

**IntelliGuard** — \$89.99 / yr. Add the complete performance + AI Health Coach suite without upgrading plans.

**Advanced Security+** — \$99.99 / yr. Layer enterprise-grade identity + dark-web monitoring on any plan.

OVERVIEW

Showcase

Design Tokens

ALPHA TOTALCARE — WINDOWS

Alpha TotalCare

Alpha Anti-Scam

Alpha IntelliGuard

Alpha Security

COMPANION SURFACES

Alpha Browser Extension

Alpha TotalCare Mobile App

Alpha Remote Access Software

WEB SURFACES

Alpha IT 24/7 — Website

Alpha Master Admin Panel

Alpha Website Admin Panel

Showcase mode

All UI is mocked for design review. No real data, no network calls.

Tip: press [ ] to toggle sidebar

PRICING · USD · USA + CANADA

# Protect Your Devices from Scams, Hackers & Slow Performance

All-in-one protection with AI scam detection, real-time security, and performance optimization.

Scammers can access your device in seconds. One wrong click can cost you everything.

Plans Per-module Monthly Yearly - save up to 40%

## Basic

Good for getting started

**\$149.95** / yr

Save \$89.45

- ✓ 1 Device
- ✓ System Health Check
- ✓ Manual Malware Scan
- ✓ Basic Browser Protection
- ✓ Remote Tool Detection (limited)
- ✓ 50 Safe URL scans per day

## Pro

Complete protection for everyday users

**\$249.99** / yr

Save \$109.89

Just \$0.68/day billed yearly

### CORE SECURITY

- ✓ Real-Time Protection (24/7)
- ✓ Ransomware Protection
- ✓ Webcam Protection
- ✓ Secure Banking Protection

### ANTI-SCAM PROTECTION

## Premium

Best value for complete protection

**\$399.99** / yr

Save \$199.89

### EVERYTHING IN PRO

- ✓ All Pro features included

### ADVANCED PRIVACY

- ✓ Dark Web Monitoring — detect leaked data
- ✓ Identity Protection — keep personal info safe
- ✓ Password Monitoring — alerts for

# 5. Why Alpha TotalCare

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## One subscription, ten products

Households buy fewer SKUs and pay less than juggling AV + VPN + password manager + dark-web monitor + remote-support.

## AI Scam Assistant

A live, conversational verdict on any link/text/attachment — modern scams aren't viruses, they're messages.

## Built for scam victims

Uninstall-lock with auth codes, master-protection lock in browser, anti-scam pattern engine in remote-support.

## Multi-provider AI

OpenAI + Gemini fallback means Alpha never goes blind when one provider has an outage.

## Pay-only-for-what-you-need

Three flat plans plus three à-la-carte add-ons — upgrade exactly the muscle you need.

## Real humans, 24/7

Email, phone, chat, scheduled unattended — the support team is never an after-thought.

## Competitive landscape

How Alpha compares against the three loudest household names in consumer security.

Capability	Norton 360	McAfee Total	Avast One	Alpha TotalCare
Real-time AV	yes	yes	yes	yes (ClamAV + VirusTotal)
AI Scam Assistant (chat)	no	no	no	YES — verdict bubbles
Browser extension auth-lock	no	no	no	YES — master-protection lock
Unattended remote support	no	no	no	YES — MFA + audit log
Dark-web monitoring	yes	add-on	no	YES (DeHashed + SpyCloud)
Per-module add-ons	no	no	no	YES — mix-and-match
7-day free trial	30-day	trial	free tier	7-day Basic
USD price (yearly, family)	\$99.99	\$84.99	\$89.99	\$399.99 family / \$149.95 solo

# 6. Technology

Alpha is built on best-in-class third-party infrastructure. We focus on user experience, data orchestration, and customer success — and lean on proven engines for every piece of threat intelligence.

Capability	Powered by
AI & LLM	OpenAI gpt-4o-mini + gpt-4o, Google Gemini 2.5 Flash + Pro — multi-provider fallback so Alpha never goes blind
Antivirus engine	ClamAV (bundled on-device, free + open-source) plus VirusTotal Premium (70+ AV engines in the cloud)
Phishing / URL safety	Google Safe Browsing API, PhishTank, urlscan.io
Breach & Identity	HavelBeenPwned, DeHashed, SpyCloud, IPQualityScore, AbuseIPDB, MaxMind GeoIP2
Auth · Billing · Email	Clerk (auth + MFA + orgs) · Stripe (subscriptions + add-ons) · Resend (transactional email)
Push notifications	Firebase Cloud Messaging (Android)
Remote-access infra	Self-hosted RustDesk fork on AWS EC2 + custom FastAPI orchestration
Cloud + edge	AWS App Runner, EC2, S3, CloudFront · Cloudflare DNS, WAF, R2, Turnstile · MongoDB Atlas · Vercel (marketing)
Observability + support	Sentry, PostHog, BetterStack, Crisp

## Deployment topology

- Marketing site → Next.js 14 on Vercel + Cloudflare CDN
- Customer dashboard → Vercel (frontend-only client of the Foundation API)
- Foundation API + admin → AWS App Runner + MongoDB Atlas + Cloudflare WAF
- Remote-access relay → AWS EC2 (self-hosted RustDesk fork in us-east-1 + us-west-2)
- Windows desktop suite → signed Electron .exe distributed via CloudFront, auto-updates
- Android app → Expo + EAS Build → Google Play
- Browser extension → Manifest V3 → Chrome / Edge / Firefox stores

# 7. Security & compliance

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Trust is the product. Alpha's stack is engineered for the same compliance bar our enterprise customers will eventually demand.

## Built-in safeguards

- End-to-end encryption on remote-support sessions (NaCl + per-session keys).
- MFA mandatory on every staff admin account; optional but encouraged for customers.
- Two-person approval on refunds above \$500.
- Append-only admin audit log with 90-day hot retention + S3 Glacier archive.
- Uninstall-protection on the Windows shell, the browser master-lock, and the remote-access agent — all require support auth codes to disable.
- Cloudflare WAF + Turnstile CAPTCHA on public surfaces.

## Roadmap

- Quarter 3: SOC 2 Type I gap assessment.
- Quarter 4: SOC 2 Type II audit window opens.
- Quarter 4: GDPR-equivalent posture for Canadian PIPEDA compliance.
- Year 2: HIPAA-readiness review (for enterprise telehealth resellers).

# 8. How a customer experiences Alpha

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## Step 1 • Visit [alphait247.com](https://alphait247.com)

The hero shows all ten products at a glance, with a sticky CTA inviting visitors to start a 7-day free trial on Basic.

## Step 2 • Pick a plan and check out

60/40 Stripe checkout. The Premium-bump upsell appears in-line, Anti-Scam Pro is pre-selected as an add-on, and a post-purchase upsell modal offers the remaining add-ons at a one-time discount.

## Step 3 • Install on every device

Receipt email includes the Windows .exe download, an Android Play Store link, the browser extension link, and a unique license key per device.

## Step 4 • Daily protection runs

AI Scam Shield, real-time AV, dark-web monitor and threat feed all run silently. Push notifications via Firebase fire only on true positives.

## Step 5 • Open Alpha when you want

PC Health Score and the AI Health Coach give a verdict in plain English. One-click Run Full Scan / Fix Issues.

## Step 6 • Help when you need it

Live chat, phone, email, and scheduled unattended remote-support — all included on Premium. Audit log is visible to the customer at any time.

OVERVIEW

Showcase

Design Tokens

ALPHA TOTALCARE — WINDOWS

Alpha TotalCare

Alpha Anti-Scam

Alpha IntelliGuard

Alpha Security

COMPANION SURFACES

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Alpha TotalCare Mobile App

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WEB SURFACES

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Alpha Master Admin Panel

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Showcase mode

All UI is mocked for design review. No real data, no network calls.

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Dashboard

Anti-Scam

IntelliGuard

Security

Account

Notifications

Activity

Updates

Support

Uninstall Protection

Settings

About

NEED HELP?

Chat with Alpha Support

Open chat

**RK** Robert Kennedy  
Premium - 3 devices

# Anti-Scam

Paste a message, link or screenshot — get an instant verdict.



Alpha AI Scam Assistant

Powered by Claude Sonnet 4.5 · responses in < 1s

ONLINE



Hi! Paste any message, link or screenshot you're unsure about. I'll tell you if it looks like a scam — and what to do next.



Paste a message or describe what you received...



TRY A SAMPLE

IRS NOTICE: You owe \$2,847. Click here to pay before legal action.

Hi grandpa, it's me — I lost my phone. Send \$500 via gift cards please.

Microsoft alert: Your computer is infected. Call +1-800-555-0182 immediately.

Your Amazon order #B-09423 was charged \$1,299. Click to dispute.

WHAT I CAN HELP WITH

- ✓ Phishing emails & SMS
- ✓ Fake tech-support pop-ups
- ✓ Romance & investment scams
- ✓ Suspicious URLs & QR codes
- ✓ Screenshots of unknown apps

PRIVACY

Your text never leaves Alpha. Pasted screenshots are analysed locally. Verdicts stored in your account for 30 days, then deleted.

# 9. Brand

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- Wordmark: Alpha IT 24/7 — AI-Powered IT Security
- Primary colours: Alpha Navy #0B1E3F · Alpha Blue #1F8FFF · Alpha Purple #6E56CF
- Accents: Emerald (success) #10B981 · Amber (caution) #F59E0B · Rose (danger) #EF4444
- Type: Inter (UI body), Display weight for hero
- Logo variants: icon-only, full on light, full on dark
- Always pair the icon with at least 24 px clear-space
- Markets / locale: USA + Canada · English only · USD

# 10. Contact

## Get started

Web · [alphait247.com](http://alphait247.com)

Sales · [sales@alphait247.com](mailto:sales@alphait247.com)

Support · [support@alphait247.com](mailto:support@alphait247.com) · +1 (800) \* \* \* \* \* · 24/7

Trust · 7-day money-back · No price hikes · Cancel via support in one business day.