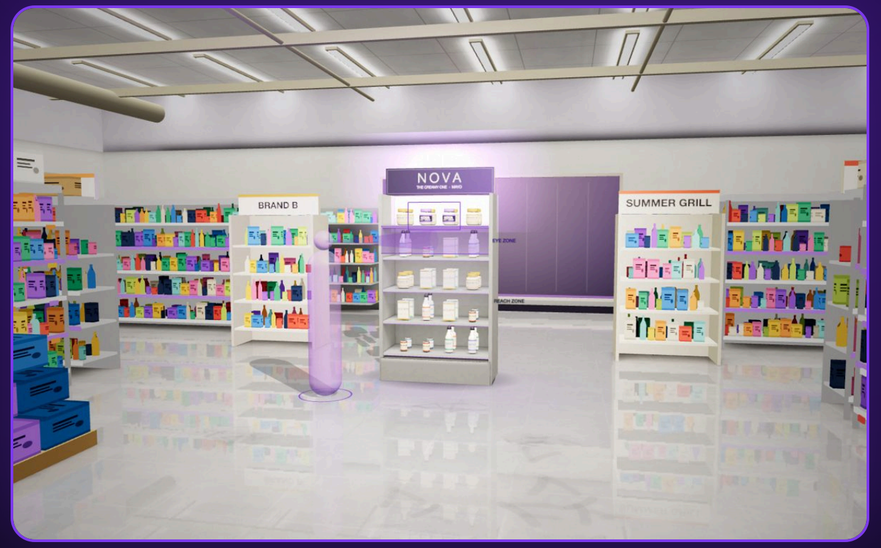
Metsu
XR

Simulate everything.

The XR company for every industry.
Rehearse. Measure. Decide.



Shelf Lab, built. A real-size store in VR.

// PRE-SEED // BENTONVILLE, ARKANSAS

// 02 THE PROBLEM

The biggest companies still build it to find out.

BUILD IT, FIX IT

$177B

U.S. construction rework, every year

FMI, 2018

OVER BUDGET BY DEFAULT

+80%

average megaproject cost overrun

McKinsey, 2022

LAUNCH AND HOPE

76%

of new grocery products fail in a year

Nielsen, 2014, Europe

CARDBOARD DISPLAYS

29%

never reached the floor, one chain

M&SOM, 2024

SHIP IT, RECALL IT

$5.3B

one phone maker, one recall, at least

AP, 2016

THE INJURY BILL

$58.6B

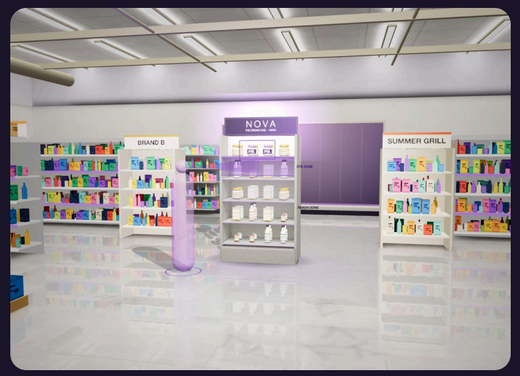
serious U.S. workplace injuries a year

Liberty Mutual, 2021

The same fix every time: rehearse it in VR, at real scale, first.

// 03 THE SOLUTION

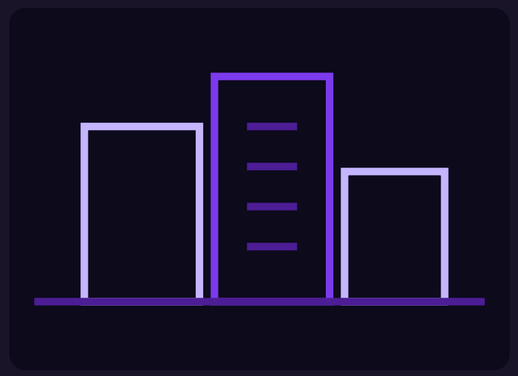
Rehearse. Measure. Decide. In every industry.



Shelf Lab

BUILT

Retail and CPG, walked at real scale.



Build Lab

SCOPED

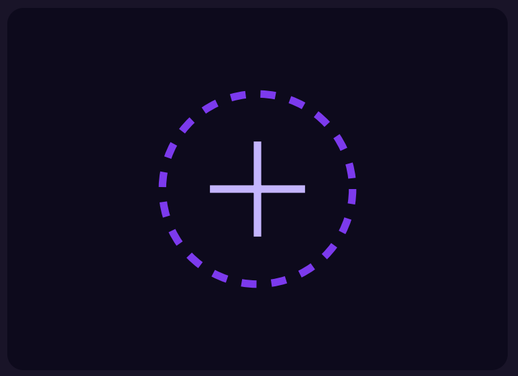
Buildings, before they are built.



Safety Lab

SCOPED

Frontline safety, without the injury.



Your industry

THEN

One more mode per industry.

12 wk → days prototype to virtual test Ford, 2007

8 to 14 mo faster, VR design review Ford, 2008

FAA qualified a VR flight simulator 2024

Metsu XR

Shelf Lab: test the display before it exists.

A buyer walks a real-size store in VR with 10,000 synthetic shoppers. You get a yes or no, with numbers, before the cardboard is cut.



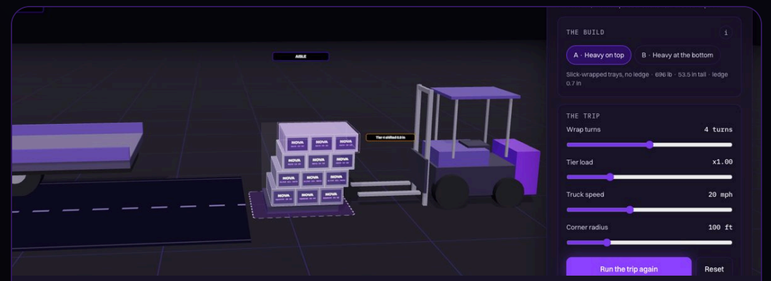
01 **Walk**



02 **Line Review**



03 **Display Pre-Flight**



04 **Transit**



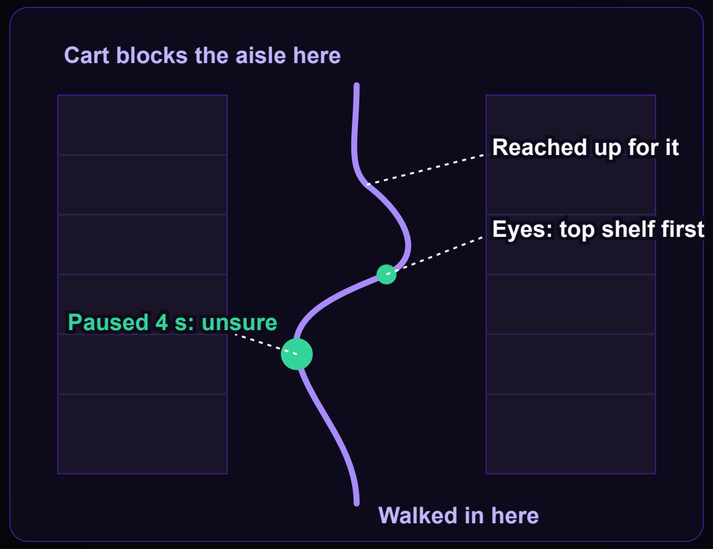
05 **Safety**



06 **Durability**

Six modes, built and running on web and Quest. Fictional brands, illustrative data, our own captures.

On a screen: what they picked. In VR: how they got there.



ONE RUN RETURNS, PER SHOPPER

Path and speed	walked 38 m at 0.9 m/s
Hesitation	paused 4.1 s at the third shelf
First look	eyes land on the top shelf first
Cart clearance	a loaded cart blocked the aisle at 1.1 m
The pick	Layout B chosen 2 s faster

Illustrative output from our demo. Fictional brands.

-50%
SIMULATE TO SAVE
cost, under half the time P&G

+7.3%
MEASURE TO EARN
sales lift on the floor M&SOM, 2024

The moat: this data does not exist until a body walks the shelf.

// 06 WHY NOW AND THE MARKET

The window is open now. We are early.

Three things just got cheap enough.

80%

less time per task with AI agents

Anthropic, 2025

$1.6B

CoStar bought Matterport, a spatial-data company

CoStar, Feb 2025

506%

return on VR mockups, one health system study

Alberta HQC

THE MARKET: IMMERSIVE TRAINING

$17.4B 2026

$43.2B by 2031, about 20% a year

→

OUR FIRST METROS

98 accounts

Northwest Arkansas, 15 first-tier

→

FIRST REVENUE

1 seat per category

Shelf Lab, one brand each

Market: Mordor Intelligence. XR totals differ up to 17x by definition; we use the narrowest: training and simulation.

Who pays, and who signs.



Shelf Lab

BUILT

WHO PAYS

Suppliers selling to big retailers

WHO SIGNS

Category and shopper-marketing leads

THE PAIN

Cardboard displays, failed launches

Build Lab

SCOPED

WHO PAYS

Builders of large campuses

WHO SIGNS

Preconstruction leads

THE PAIN

Rework found after the walls are up

Safety Lab

SCOPED

WHO PAYS

Plants, warehouses, frontline employers

WHO SIGNS

EHS and operations directors

THE PAIN

New hires learn the hazard by getting hurt

Prove
Walkthroughs with the 1,000+ suppliers near Bentonville

→

Saturate
Every Northwest Arkansas industry with a real problem

→

Expand
The playbook ships to the next region

// 08 TRACTION

What is built, what we have heard, what is signed.

BUILT

The engine, six Shelf Lab modes and a live event loop, on web and Quest.

HEARD

Multiple independent reactions: people find use cases in their own industries at once.

SIGNED

0

First letters are next.

> “This would completely change how pilots are trained.”

A 20-year Air Force veteran, after trying the demo.

// 09 BUSINESS MODEL

Premium, sold in three layers.

LAYER 1

Per project

One job, done and handed over.

$10K to $25K
physical mockup, 6 to 8 weeks Courier

<15%
of a physical mockup budget DPR, VCU

LAYER 2

Platform

Private access across projects. Buyers lock in.

$1,850
per seat, per year (Unreal) Epic, 2024

$169.7M
2024 revenue, Matterport CoStar

LAYER 3

Exclusivity

One brand per category owns the technology and the data. Paid up front.

~$400K
saved by one hospital VR mockup Robins and Morton

Proven elsewhere, open here: STRIVR raised $16M for enterprise VR training.

Illustrative, not a forecast or our pricing: 15 first-tier accounts x one $10K to $25K project = $150K to $375K. Clients own raw data; Metsu keeps the aggregate learning.

Two founders. One builds the engine. One opens the rooms.



Emmanuel Akanmu

FOUNDER AND CPTO

Built the engine and Shelf Lab’s six modes in 3 weeks, with AI agents.

Ships agentic MCP pipelines: context assembly from 15 min to under 2.

BA Computer Science in 3 years. US Air Force (Air Reserve Component), Secret clearance.



Alexcia Trejo

CO-FOUNDER AND PRESIDENT

Runs one of the largest multi-million-dollar accounts at a major CPG company.

On track for an executive seat, already in rooms with presidents.

Leads sales, marketing, operations and the CPG node.

Why us: the tech is built, by us, on our own money. $0 outside funding so far. Funding lets us both go full-time.

One engine. Two lanes.

Think Palantir for XR: one engine, forward-deployed, a data layer that compounds. **Now in development, AI on top:** tell it the outcome you want. It builds it, tests it, and shows you.

ONE ENGINE UNDER BOTH

Real-scale VR
Synthetic people
Telemetry

Ours. Never sold.

THIS PITCH

B2B: sold to companies

Shelf Lab | Build Lab | Safety Lab

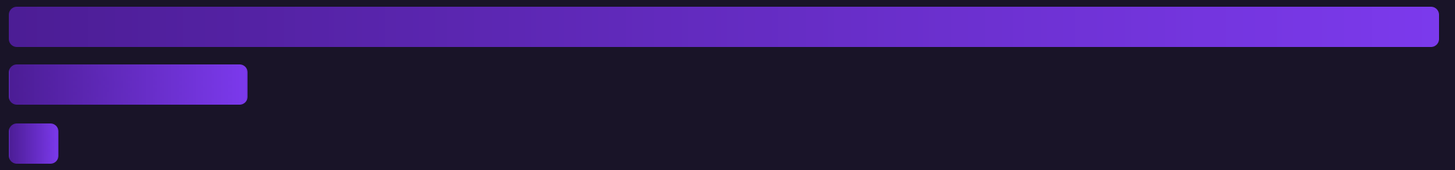
↑ Research feeds B2B: crowds become synthetic people, physics becomes safety tests.

NOT STARTED

B2C: shown to players

VR locomotion comfort | 3D spatial flight | Destruction physics | Crowd simulation

THE B2C UNIVERSE WE HAVE NOT TOUCHED



Games	**$201.6B** Newzoo, 2025
Film box office	**$33.6B** Gower Street, 2025
VR headsets	**$5 to 8B** estimates vary

// 12 THE ASK

This is the window.

PRE-SEED SAFE

$500K

Legal, headsets, first pilots.

18 MONTHS

Both founders full-time.

FIRST PAID SEATS

Shelf Lab first, one seat per category.

IN PARALLEL, THEN MORE

Safety Lab and Build Lab, then a lab for each new industry.

The round is open now. Connections matter more than the check.

Try the live demo: metsu-app.onrender.com