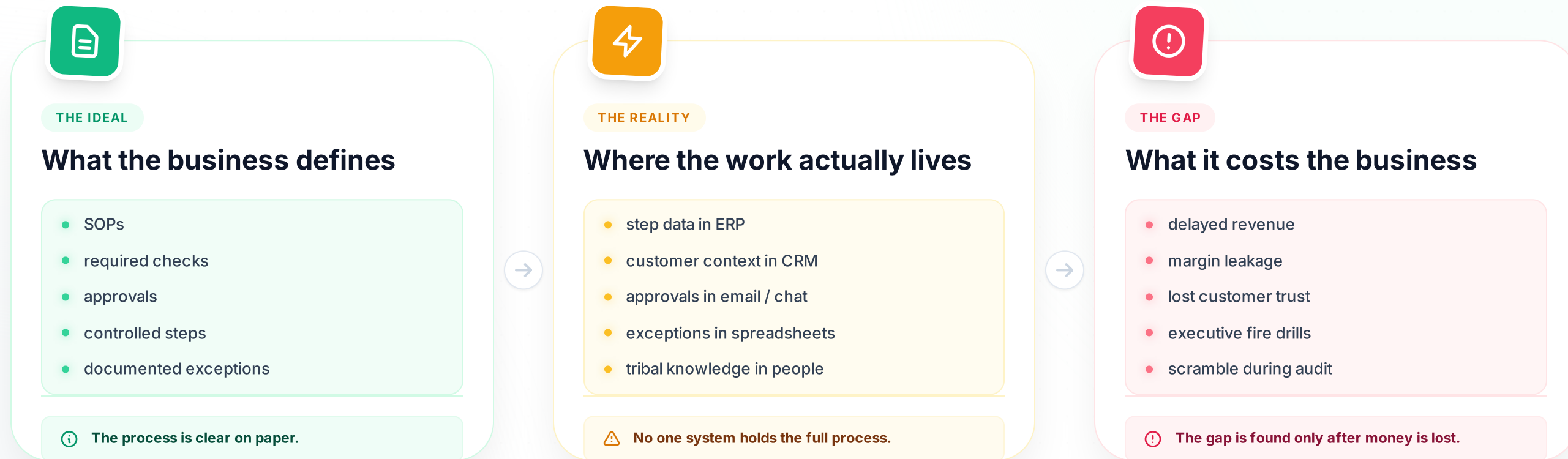


# Turn tribal knowledge into institutional memory.

The process is documented. The real work often is not. That gap turns into rework, delays, escalations, and audit pain.



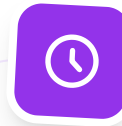
## THE RESULT

No system captures the full execution thread.

# There is no 800 lb gorilla for standards-bound operations.

# Critical operational processes still run on **tribal knowledge** — costing up to 35% of revenue.

⚠ Not an audit problem. A daily operations problem — every single shift.



## OPERATIONAL DRAG

Every process case,  
handled from scratch.

- Complaint → Spreadsheet → Emails → "Operator error"
- Any issue → **Same disconnected process**
- No prior links + No patterns = **Same failure 6mo later**

### PER PROCESS CASE

Chasing info across email, drives & chat

**4+ hrs**

### WEEKLY LOAD PER TEAM

Complaints · deviations · supplier issues · rework

**5-15 x**

📉 Hundreds of engineering hours lost — every month, every plant



## AUDIT SCRAMBLE

Proof that should  
already exist.

- Auditor arrives → All-hands scramble → Digging thru drives
- Fixes were real ≠ **Evidence survived**
- Solving **today's** problems vs **Recreating yesterday's**

### AUDIT PREP LABOR

Reassembling proof that should  
already exist

**80-600 hrs**

### REPEATS EVERY YEAR

Per plant, per year — unavoidable without structure

**1-3 x**

📉 Evidence never captured — just assembled after the fact



## INSTITUTIONAL AMNESIA

Knowledge walks out  
with every resignation.

- Data in Silos (Inbox/WhatsApp) → **AI can't see it**
- Lead leaves → 5yrs patterns gone → **Starts from zero**
- Defect resurfaces + New engineer = **No system memory**

### PROCESS DATA, UNSTRUCTURED

In inboxes, drives & chat — invisible to AI

**~70%**

### AVG. PROCESS LEAD TENURE

Knowledge resets every time someone leaves

**2-3 yrs**

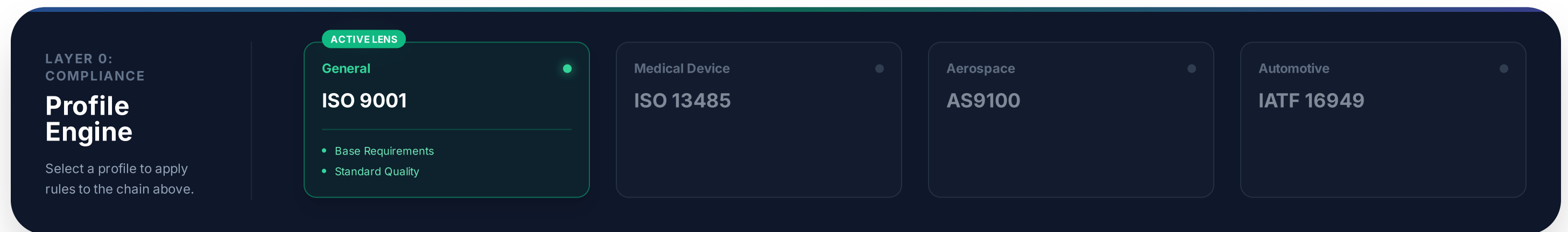
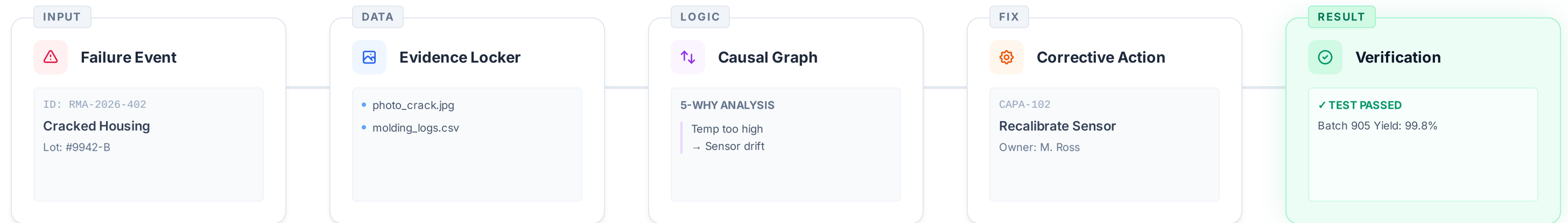
📉 Same root cause. Different engineer. Different year.

# Every industry has a different surface. But the operating structure underneath is the same.

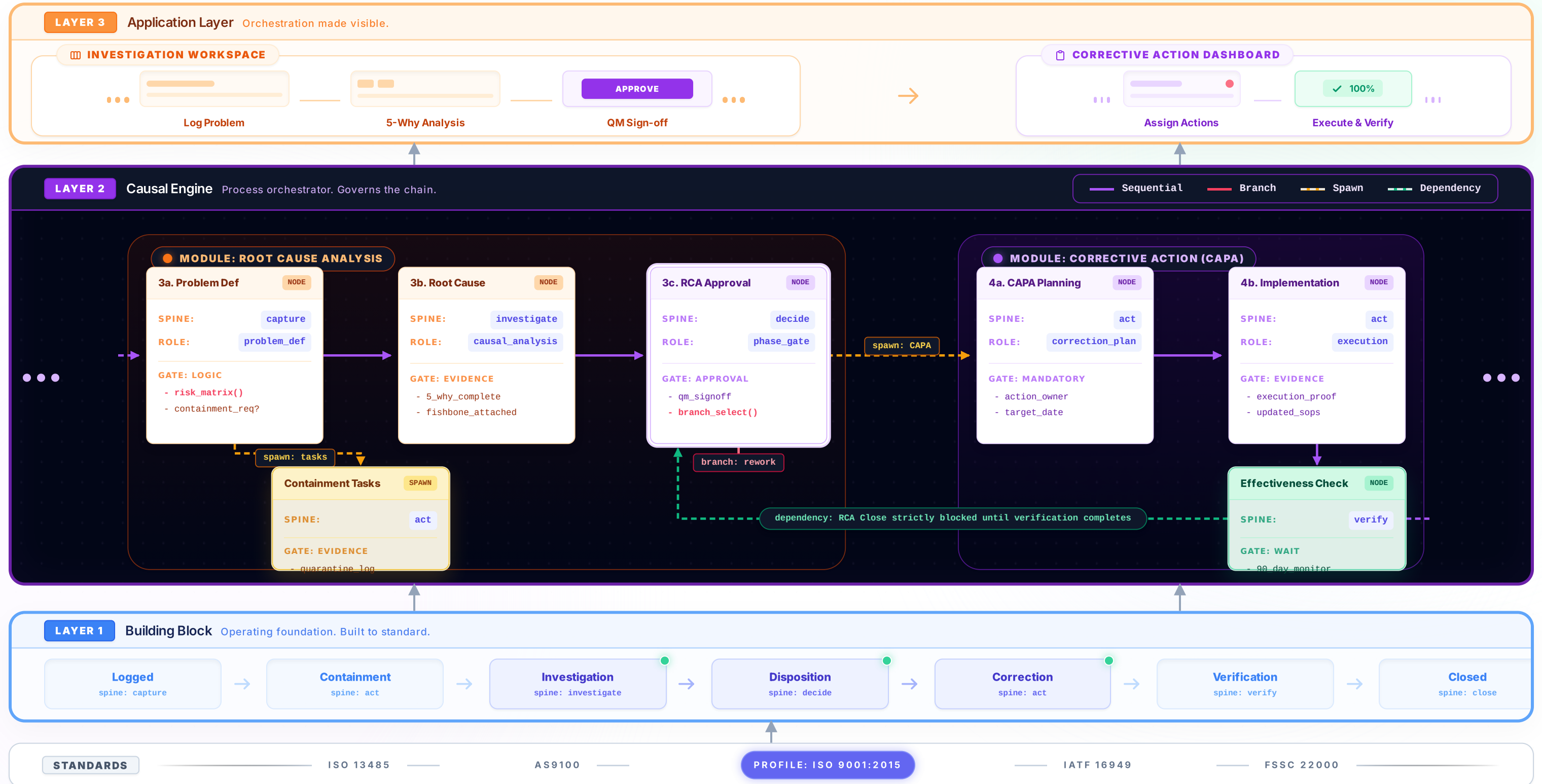
We built the universal process chain behind standardized operations. Industry requirements are just a lens.

## LAYER 1: INCIDENT WORKFLOW

### The Universal Chain



# Operations Management as a Governed Causal Graph



# Capturing Operational Memory in Real-Time

WHAT USERS EXPERIENCE (STANDARD APP UI)

The screenshot shows the MetaFloor AI standard app UI. At the top, there is a dark navigation bar with the MetaFloor AI logo, 'Quality Events', 'Dashboards', and 'OPERATIONAL UI' buttons. Below the navigation bar, the main content area is titled 'Non-Conformances' with the subtitle 'Active quality event workflow tracking'. A 'New Event' button is located in the top right corner. The workflow is divided into three stages: 'Triage' (3 items), 'Investigation' (2 items), and 'CAPA Implementation' (1 item). In the 'Investigation' stage, the item 'NCR-2026-088' is highlighted with a blue border and contains the text 'Failed calibration check on ECG sub-assembly', 'High Priority', and 'Line 3'. Below it is another item 'NCR-2026-085' with the text 'Capacitor batch leakage current high'.

WHAT METAFLOOR SEES (UNDER THE HOOD)

The screenshot shows the 'under the hood' view of the MetaFloor AI system. It features a vertical timeline on a grid background, titled 'HOW WE CAPTURE INTERACTIONS'. The timeline starts with a green dot for 'Workspace Accessed'. It then lists several events: 'Viewed Event: NCR-2026-088', 'AI Hypothesis Evaluated' (with sub-events 'Accept: Component Reel Error' and 'Reject: Contradicts Logs'), 'Stage Rollback', 'Scope Boundary Selected' (with sub-events 'Keep Default Scope' and 'Extend Scope Manually'), 'Initiated RCA Workflow', and 'Mapped 1st Order Cause' (with sub-events 'Supplier Quality Issue', 'Design Spec Flaw', and 'Link to Physical Root'). A 'vs' icon is positioned between the two screenshots.

AI IN ACTION

↗ LIVE PRODUCT

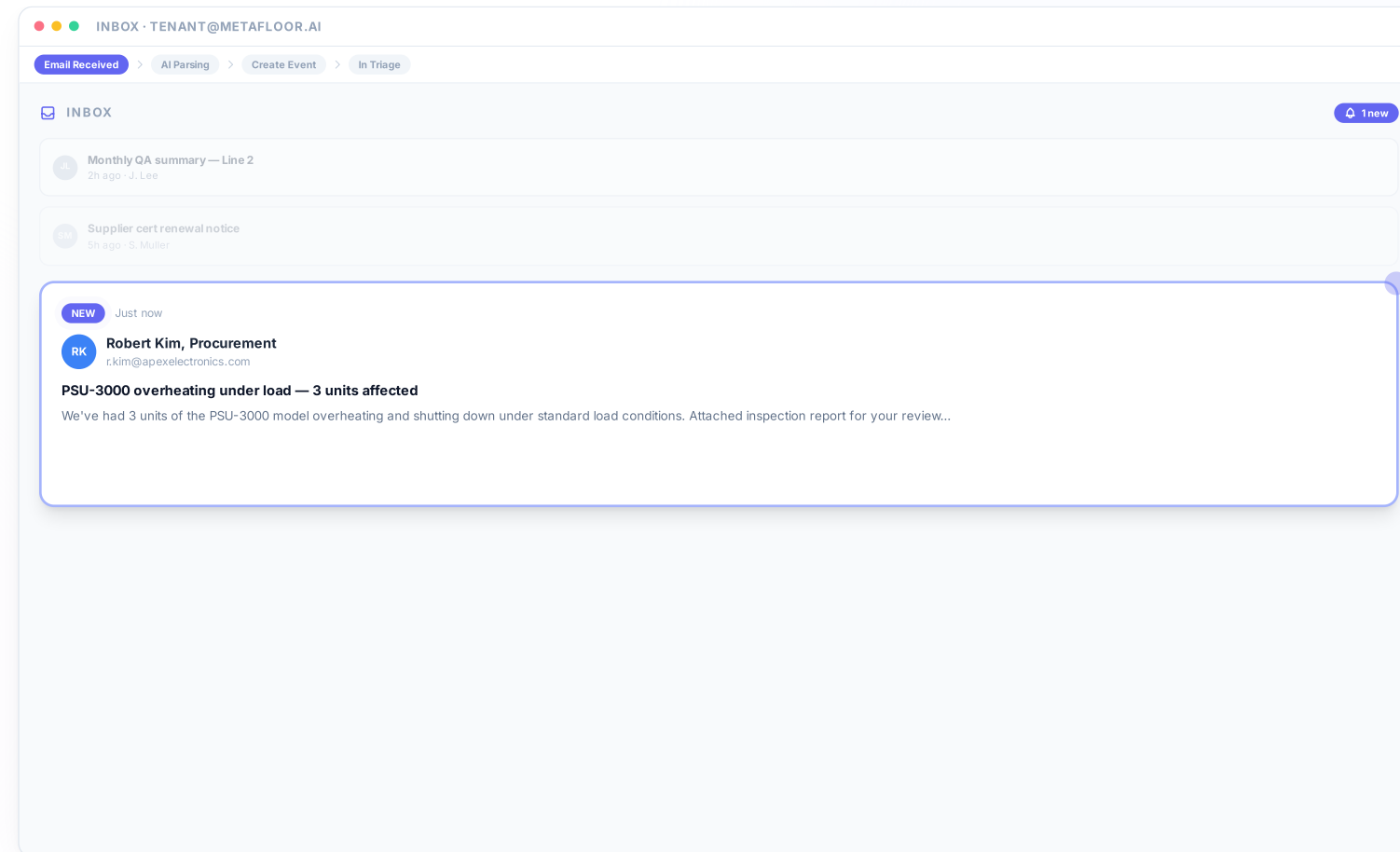
# Intelligence at Every Touchpoint.

AI isn't a feature — it's woven into every workflow. From email ingestion to compliance scoring, the system thinks alongside your team.

## Email Ingestion

Receive an email at [tenant@metafloor.ai](mailto:tenant@metafloor.ai) — the system parses content, classifies the event type, extracts attachments, and creates a quality event directly in **Triage**.

- ✓ Incoming email auto-parsed & classified
- ✓ Attachments extracted & linked to event
- ✓ Kanban card created — zero manual entry



The screenshot shows a web-based email inbox interface. At the top, it says 'INBOX · TENANT@METAFLOOR.AI'. Below that is a breadcrumb trail: 'Email Received > AI Parsing > Create Event > In Triage'. The inbox list shows three items: 'Monthly QA summary — Line 2' (2h ago, J. Lee), 'Supplier cert renewal notice' (5h ago, S. Muller), and a new email from 'Robert Kim, Procurement' (Just now) with the subject 'PSU-3000 overheating under load — 3 units affected'. The body of the email reads: 'We've had 3 units of the PSU-3000 model overheating and shutting down under standard load conditions. Attached inspection report for your review...'. The interface includes navigation arrows on the left and right sides of the slide.

● INTELLIGENCE ENGINE

# We're building the next generation of data.

Tactical knowledge that can't be extracted from experts, textbooks, or the internet — unless there's a real framework capturing it in a real scenario.

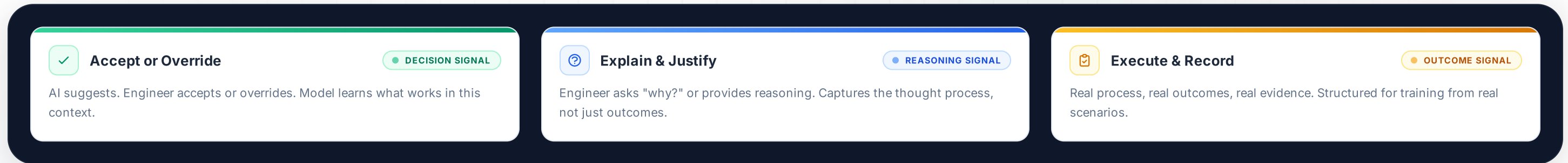
## Can't produce this data

- ~~✗ Textbooks & Standards~~  
Theoretical — no plant context
- ~~✗ Internet / General LLMs~~  
Generic — no operational specificity
- ~~✗ Expert Interviews~~  
Tacit — can't articulate outside the moment
- ~~✗ Hired Annotators~~  
No domain expertise to simulate

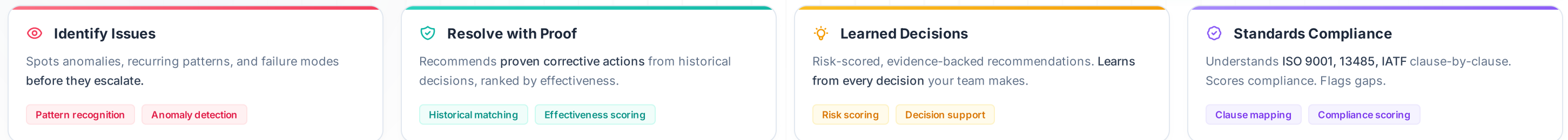
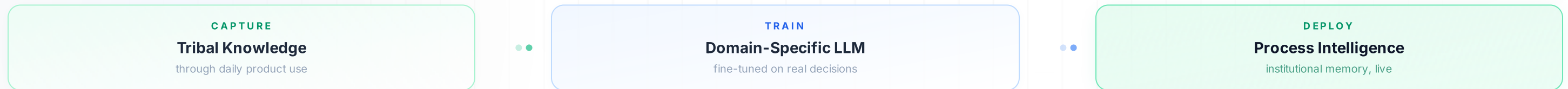
*Only surfaces when a real expert faces a real problem with real stakes.*

⚡ THE DATA CAPTURE FRAMEWORK

Embedded in real work — tactical knowledge captured as a natural byproduct of use.



Three signal types · every session · every engineer → Purpose-built training data that compounds with every use.



# Legacy enterprise systems cost \$50K–\$500K/yr. Teams still use spreadsheets.

A \$20B market with two options — and neither one supports the work as it happens.

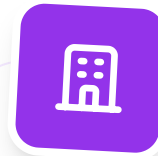


## THE STATUS QUO

### Spreadsheets and Jira

- ✗ **No Traceability**  
Today's defect ↔ last year's CAPA: no link.  
Every investigation = restart.
- ✗ **Single Point of Failure**  
Master file has one owner.  
They leave → system gone.
- ✗ **Zero Visibility**  
No live view of failures or causes.  
Risk appears at recall.

COST **\$0 upfront, millions in rework**



## THE INCUMBENTS

### Legacy Enterprise Systems

Veeva, EtQ, MasterControl

- ✗ **Workflow Friction**  
Built for admins and reporting.  
Teams bypass it in real work.
- ✗ **Static Records**  
PDF archive after the fact.  
Documents, not operational memory.
- ✗ **18-Month Deploy**  
12–18 month setup.  
60%+ never become daily workflow.

COST **\$50k–\$500k/yr + consultants**



## THE MISSING LINK

### MetaFloor

- ✓ **Team-First**  
Built for process owners.  
Records generate as work happens.
- ✓ **Connected Truth**  
Issue + evidence + root cause + action.  
One search → full lineage.
- ✓ **Compounds Over Time**  
Every investigation trains the system.  
Tribal knowledge → institutional memory.

COST **Starts at \$499 · Self-serve**

# Sign up in minutes. Expand à la carte. Enterprise when ready.

Starts at \$499. No contracts. No consultants. Value on day one.

### STEP 1 Sign Up

**WHO**  
Any quality professional  
Individual or small team. No procurement cycle.

**WHAT THEY GET**

Full platform access. Cases, investigations, corrective actions, AI search. Value on day one.

**INCLUDED**

- ✓ Data + AI credits included
- ✓ No setup, no consultants

**Pricing** **Starts at \$499**

Self-serve · No contracts · Instant access

### STEP 2 Personas & Org

**PERSONA-BASED PRICING**

- New Persona Seat \$499/mo
- Team Members \$49/user
- Organization Free
- Executive View \$499/mo

**DATA TIER ADD-ONS**

Standard Incl.	Growth \$199	Scale \$499
-------------------	-----------------	----------------

**WHY IT WORKS**

- ⚡ Persona-based — expand within org
- ⚡ Data tiers grow with usage

**Revenue** **Personas + Users + Data**

Organic horizontal & vertical expansion within the org

### STEP 3 Enterprise

**WHO**  
Large orgs · Multi-site  
The upsell, not the entry point.

**INCLUDES**

- ✓ Custom compliance profiles
- ✓ SSO · API · Dedicated support

**VS. INCUMBENT ENTERPRISE QMS**

Conventional QMS	<b>\$50K-\$500K/yr</b>
<b>MetaFloor Enterprise</b>	<b>Fraction of the cost</b>
Same coverage. Faster deploy. No consultants.	

**Pricing** **Enterprise License**

Multi-site · Negotiated · Still a fraction of incumbents

# They digitized the paperwork. We built the system of intelligence.

They started from the audit. We started from the failure. That's why the matrix looks like this.

WHAT MATTERS	SPREADSHEETS <small>Excel · Sheets</small>	TASK TRACKERS <small>Jira · Monday</small>	ENTERPRISE QMS <small>ETQ · Veeva</small>	VERTICAL NICHE <small>Greenlight Guru</small>	METAFLOR
<b>Quality System of Information</b>	×	×	●	●	✓
<b>AI Copilot Intelligence</b>	×	×	×	×	✓
<b>Configurable Compliance</b>	×	×	●	×	✓
<b>Institutional Memory</b>	×	×	×	×	✓
<b>Multi-Persona Daily Platform</b>	●	●	×	×	✓
COVERAGE	~1/5	~1/5	~2/5	~1/5	5/5

### Why the gap widens

Structural advantages incumbents cannot retrofit.

- The Adoption Trap**
  - QMS sold to compliance — **engineers never adopted it**
  - We built for the engineer — **compliance follows from daily work**
- Compounding Data Moat**
  - Every closed case makes AI smarter — **lock-in grows with usage**
  - Competitors store documents — **we store causal evidence graphs**
- Horizontal Scale Engine**
  - New industry = **compliance profile, not code fork**
  - Incumbents are **vertical-locked** — can't become a platform

# Live product. Real customers. The economics work.

\$30K ARR live · \$220K in pipeline · \$2M ARR path in 18 months · Series A ready.

### Product Readiness

● LIVE ● BUILDING ● NEXT

- Case Management (RMA + NCR) LIVE
- Investigation Workbench (RCA) LIVE
- Corrective Action (CAPA) LIVE
- Audit OS (Proof Packets) LIVE
- OpCenter (KPIs + AI Search) LIVE
- Multi-Tenant Cloud LIVE
- Mobile Friendly Interface LIVE
- Mobile App LAUNCHING
- Doc Control BUILDING
- Profile Engine BUILDING
- Supplier Quality (SCARs) NEXT
- Change Management PLANNED

### Market Said Yes

## \$30K ARR

LIVE · PAYING · NOW

Launch → First Revenue 30 days

Entry price \$499 / persona

How they sign up Self-serve · no demo

*Not pilots. Not trials. Paying customers. The market didn't need convincing.*

### The Deal Works

## \$15K ACV

PER SITE · AT SIGN-UP

Expansion potential 5.8x per account

Beachhead Small & Mid-Market

Top accounts → Enterprise License

Active pipeline \$220K ARR

*Entry is affordable. Expansion is inevitable. 85%+ gross margin at every tier.*

### We Know How to Grow

## \$2M ARR

18-MONTH TARGET · SERIES A

Sales engine In-house automation

Outbound AI-driven · low CAC

Expansion Same engine · new markets

*Series A funds the accelerant. The engine is already built.*

### Revenue Model

Entry Starts at \$499 · Self-serve

Expansion À la carte add-ons · Shared data users

Day-1 value Sign up → working in minutes

### Measurable Impact

TARGET IMPACT · INDUSTRY BENCHMARKS (ETQ, GARTNER)

- ↓ 50% RMA Cycle Time
- Days → Hrs Root Cause Inv.
- ↓ 50% Audit Prep Hours
- 90 sec Auditor Response
- Wks → Days Supplier Resolution
- ↓ 5-35% Cost of Poor Quality

VERTICAL SCALE ———— ISO 9001 > ISO 13485 > IATF 16949 > AS9100 ———— SAME ENGINE

**BUSINESS TRACTION**  
Live revenue. Strong pipeline. A clear path to \$2M ARR. **The market validated us**  
— fast.

**\$30K**  
ARR · LIVE

**\$220K**  
PIPELINE

**\$2M**  
ARR / 18MO

**85%+**  
GROSS MARGIN

METAFLOR AI // SLIDE 11

# Built on factory floors. Not in a product lab.

WHERE WE STARTED → WHERE WE ARE: OUR JOURNEY

We spent years inside manufacturers — automotive, food, aerospace, construction. Running quality operations, consulting on transformation, building production AI. Every plant, **same pattern**: quality work trapped in spreadsheets and WhatsApp. The \$500K platforms sat in the corner — used for audits, ignored for everything else.

WHY EVERY ATTEMPT FAILED

ENTERPRISE QMS

**\$200K–\$500K**

per deployment

12–18 month rollouts, IT project required  
Executive approval, org-wide commitment  
Built for auditors, not engineers  
**Floor adoption: 30–40% at best**

NEW STARTUPS

**Cheaper QMS**

same fundamental model

Still document-centric, still top-down  
Still needs org buy-in + IT involvement  
AI bolted on for marketing, not value  
**Couldn't crack bottom-up adoption**

THE COST NOBODY TALKS ABOUT

**5–35%**

of revenue lost every year  
to rework & repeat failures

**3x**

same root cause resurfaces  
because systems have no memory

**30%**

of engineering time hunting  
information that already exists

**Institutional amnesia.** Knowledge walks out with every person who leaves.

MEET THE EXECUTION CREW



**Anup Mehta**

CEO · BUSINESS BUILDER

25+ years scaling businesses. 2 exits. Deep ecosystem relationships and channel-driven GTM execution.



**Sridhar Perepa**

COO · OPERATIONS AUTHORITY

30+ years at GE and across industries. Manufacturing quality from floor to boardroom. Technical + operational depth.



**Arun CS Kumar**

HEAD, AI / PRODUCT · AI ARCHITECT

PhD in AI/CV. 12+ years — self-driving cars, fleet intelligence. Production ML rigor applied to quality: evidence-grounded, accountable.

## WHY WE'LL SUCCEED WHERE OTHERS DIDN'T

● STRATEGIC MOAT



**À la carte pricing. No \$50K minimum.**

Starts at \$499. Sits within discretionary budgets.



**No IT approval. No executive sign-off.**

Email signup. No org-wide deployment needed.



**Your team builds on each other's work.**

Every fix logged becomes context for the next person. New hires start informed, not from scratch.



**Day-1 value. No training. No config.**

Productive in minutes, not months.



**AI as copilot, not automation.**

Augments the engineer — doesn't replace them.



**Hard to replace because we solve the problem.**

Not because we lock you in.

Built from first principles. Data at the center. Tribal knowledge turned into institutional memory. **Real problems solved with the least friction possible.**



# Institutional Memory For Operational Processes

Regulated industries don't have a quality problem. They have a **memory problem** — the knowledge never survives the person who found it. We built the living system of information where it does.



**Product is live. 10+ modules & workflows. Multi-tenant cloud.**

Self-serve signup. Value on day one. No consultants, no config projects.



**Every customer deepens the moat.**

Every closed case trains the model. Every new vertical is a config file, not a rewrite.



**\$20B+ market moving to cloud. Incumbents can't follow.**

Legacy QMS is document-centric. They'd have to rebuild from scratch to model evidence and causality.

## FROM THE FLOOR



...signed up on a Tuesday. By Thursday my team was closing cases without me chasing anyone. First time in 4 years.

● Quality Manager · Electronics Contract Mfr



...my chief ops guy left on a Friday. By Monday nobody knew where anything stood. Three months, two consultants — I still don't think we got it all back.

● VP Operations · Precision Parts Mfr, ~200 emp



...auditor asked for corrective action history. I pulled it up while he was still talking. He said he'd never seen that before.

● Quality Director · Electronics Tier-2 Supplier, ISO 9001

## SEED ROUND

# \$2M

To capture mid-market manufacturing before incumbents adapt.

**60%** **Engineering** Profile engine · AI depth · Integrations

**25%** **Go-to-Market** Scale to \$2M ARR in 18 months

**15%** **Operations** Founding sales eng · Infrastructure

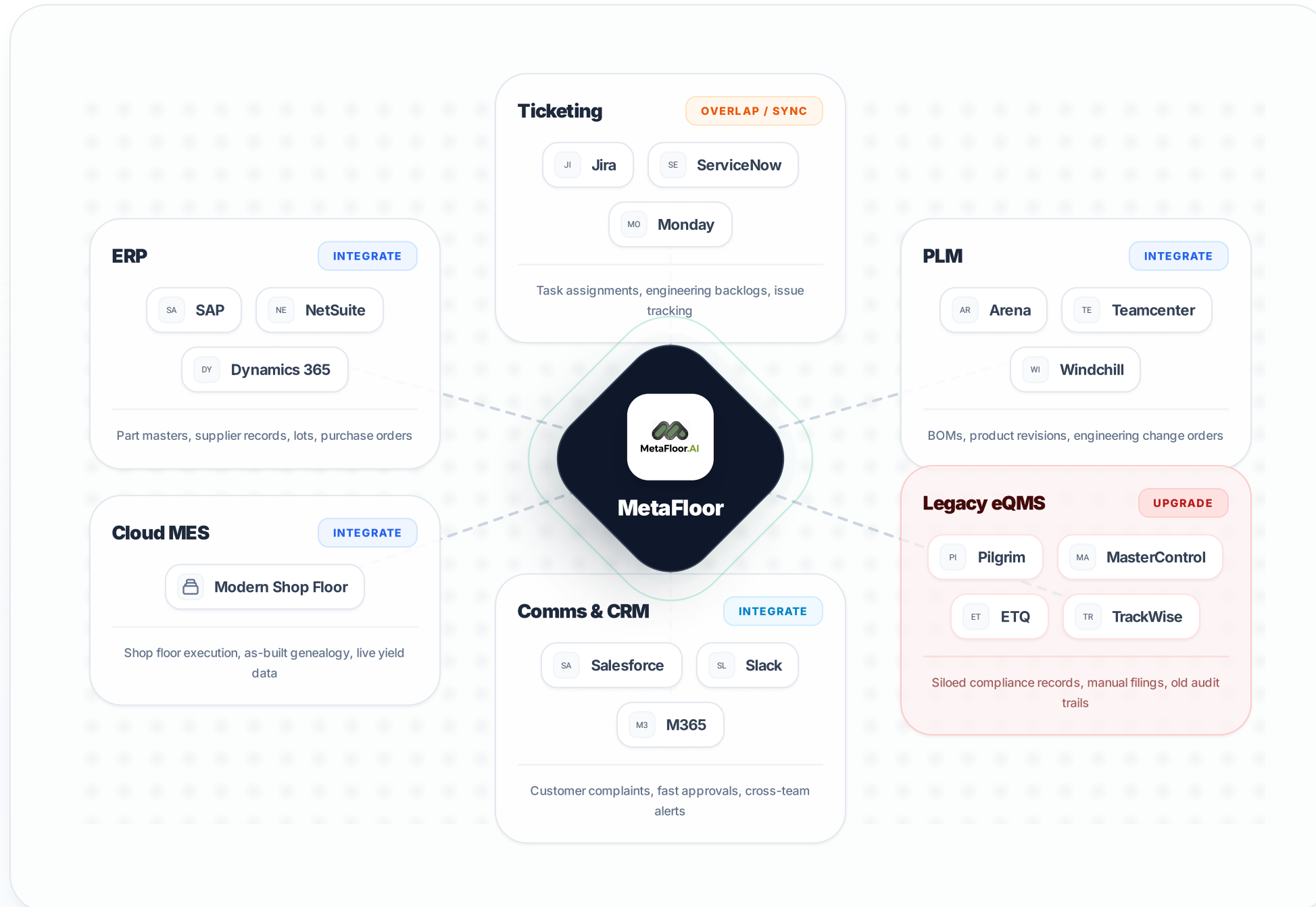
### WHAT \$2M ACHIEVES

- **\$2M+ ARR in 18 months** — beachhead converting, pipeline accelerating, Series A ready
- **Profile engine GA** — ISO 9001 + 13485 production-ready, medical expansion unlocked
- **Net Revenue Retention >120%** — every account that lands expands as teams adopt, land-and-expand validated, capital-efficient path to Series A locked

**We don't sell AI. We sell failures prevented and hours returned.**

Audits become a status, not a project.

# We co-exist with your operational stack. We upgrade your process intelligence.



ROLLOUT STRATEGY

## Integration & Coverage Phases

### Phase 1: The Beachhead

Foundational workflow and comms

~45%

CORE PROCESSES

SYSTEMS

- Jira
- Slack
- Google
- M365
- Zendesk

UNLOCKS

- Electronics
- General Mfg
- Contract Mfg

### Phase 2: Mid-Market Scale

Enterprise ops and context mapping

~75%

CORE PROCESSES

SYSTEMS

- NetSuite
- SAP
- Arena
- Teamcenter
- Dynamics

UNLOCKS

- Medical Device
- Critical Mfg
- Defense

### Phase 3: Enterprise Hub

High-ACV core systems

~85%

CORE PROCESSES

SYSTEMS

- Salesforce
- ServiceNow
- Tulip
- Opcenter

UNLOCKS

- Aerospace
- Automotive
- Global Chain

**STRATEGIC INSIGHT:** The highest ROI isn't replacing operational systems—it's connecting the data silos between them.



# Thank You

---

The market is ready. The technology is here.

**Let's build the new standard together.**

**Anup Mehta**  
CEO & Co-founder

EMAIL  
**anup@metafloor.ai**

WEB  
**metafloor.ai**

# Self-serve SaaS. Start at \$499, expand to \$35K+.

Bottom-up adoption. No sales call. No procurement cycle. Sign up, pick a persona, start working.

## WHAT YOU PAY

**Manager Seat** one per role

Pick a role → get a full workspace: all modules, AI Copilot, evidence storage, standard data tier. Self-serve signup, no IT needed. **No multi-year contracts.**

**\$499**/mo

Quality Manager
Process Manager
Safety & Maintenance

**Team Members** key expansion lever

Added under any Manager Seat. **Shares the manager's data pool & workspace.** Full module access · own login · own case history · unlimited users

**\$49**/user/mo

**Organization**

Auto-converts when 2nd persona joins · Admin console · SSO · connected backend · unified audit trail · org-wide AI context

**Free**

**Executive View** optional add-on

See what floor teams see — **rolled up.** Cross-persona KPIs · real-time compliance risk scoring · audit-ready exports · board-ready dashboards · trend analysis across plants

**\$499**/mo

**Data Tiers**

Standard **Included**
Growth \$199/mo
Scale \$499/mo

**\$0:** Setup · Onboarding · Integrations · Data export · Updates

**No multi-year contracts.** Monthly or annual plans. Export everything.

## WHAT IT ADDS UP TO

**Small Manufacturer** 1 plant · 50-150 emp

2 personas + 6 users + Std data

**~\$15K**/yr

\$1,292/mo

**Mid-Market** 2-3 plants · 150-500 emp

3 personas + 15 users + 1 exec + Growth data

**~\$35K**/yr

\$2,931/mo

**Multi-Plant / Scaling** 3-5 plants · 500+ emp

6 personas + 30 users + 3 exec + Scale data

**~\$78K**/yr

\$6,460/mo

**Enterprise QMS** 6-18 mo deploy · consultants · annual contract

**\$50K-\$500K**/yr

**WHY THIS MODEL WINS**

**\$6K**

LAND

**\$35K**

12 MO

**\$78K**

24 MO

**5.8x expansion**

zero sales effort

**130%+**

NRR

**5.8x**

EXPANSION / ACCOUNT

**<12 mo**

CAC PAYBACK

**\$0**

IMPL. COST

**No sales call below \$5K ARR.** Product sells itself. Expansion is organic — more users, more personas, exec visibility, data tier upgrades.

MF METAFLOOR AI · APPENDIX

METAFLOOR AI // SLIDE 16