

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.

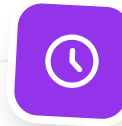


No system captures the full execution thread.

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

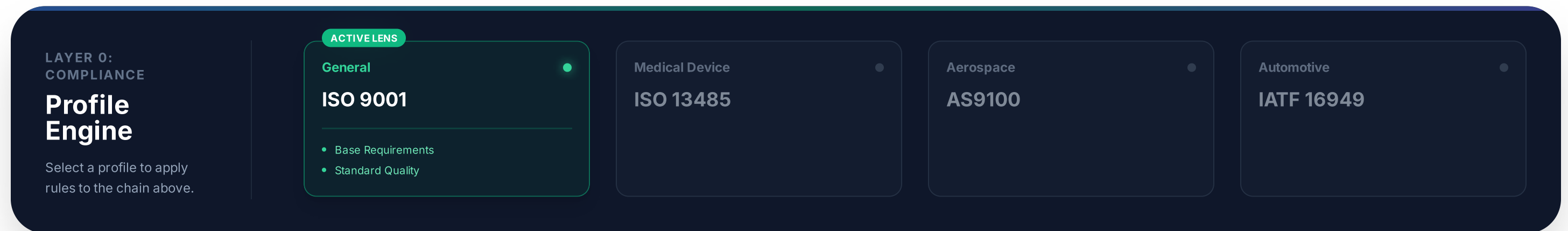
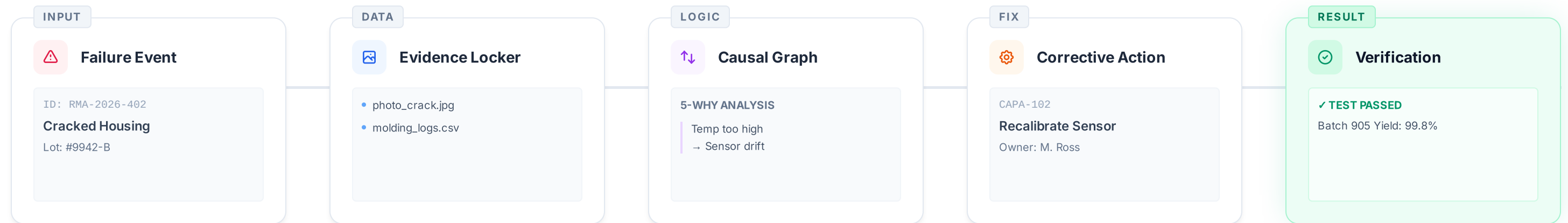
📉 Same root cause. Different engineer. Different year.

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

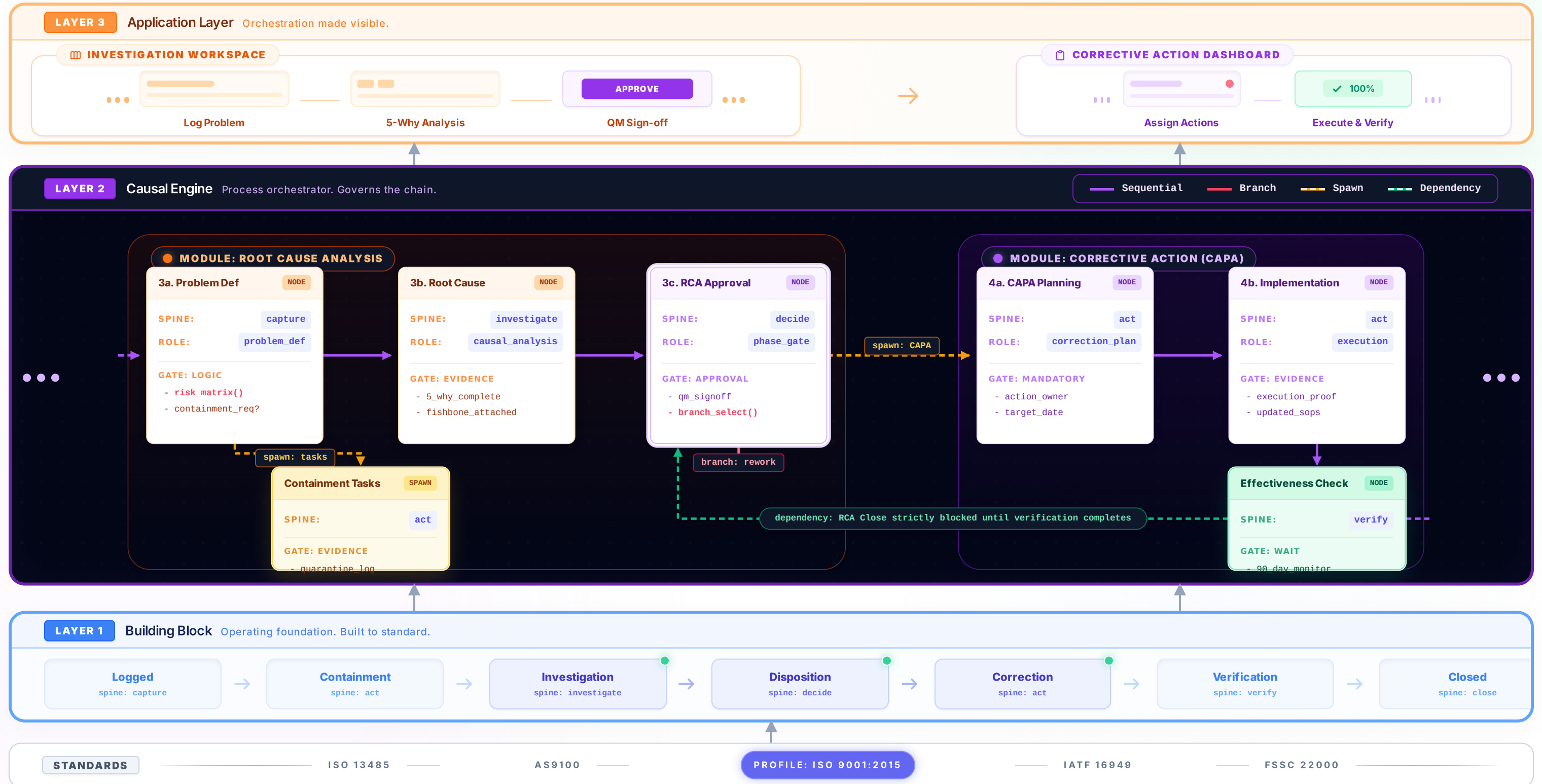
We built the universal process chain behind standardized operations. Industry requirements are just a lens.

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)

WHAT METAFLOOR SEES (UNDER THE HOOD)

MetaFloor AI Quality Events Dashboards **OPERATIONAL UI** RP

Non-Conformances

Active quality event workflow tracking **New Event**

Triage 3

NCR-2026-091
Defibrillator housing seal leak

Investigation 2

NCR-2026-088 RP

Failed calibration check on ECG sub-assembly

High Priority Line 3

NCR-2026-085
Capacitor batch leakage current high

CAPA Implementation 1

vs

HOW WE CAPTURE INTERACTIONS

- Workspace Accessed**
- Viewed Event: NCR-2026-088
 - AI Hypothesis Evaluated
 - Accept: Component Reel Error
 - Reject: Contradicts Logs
 - Stage Rollback
 - Scope Boundary Selected
 - Keep Default Scope
 - Extend Scope Manually
 - Initiated RCA Workflow
 - Mapped 1st Order Cause
 - Supplier Quality Issue
 - Design Spec Flaw
 - Link to Physical Root

AI IN ACTION

↗ LIVE PRODUCT

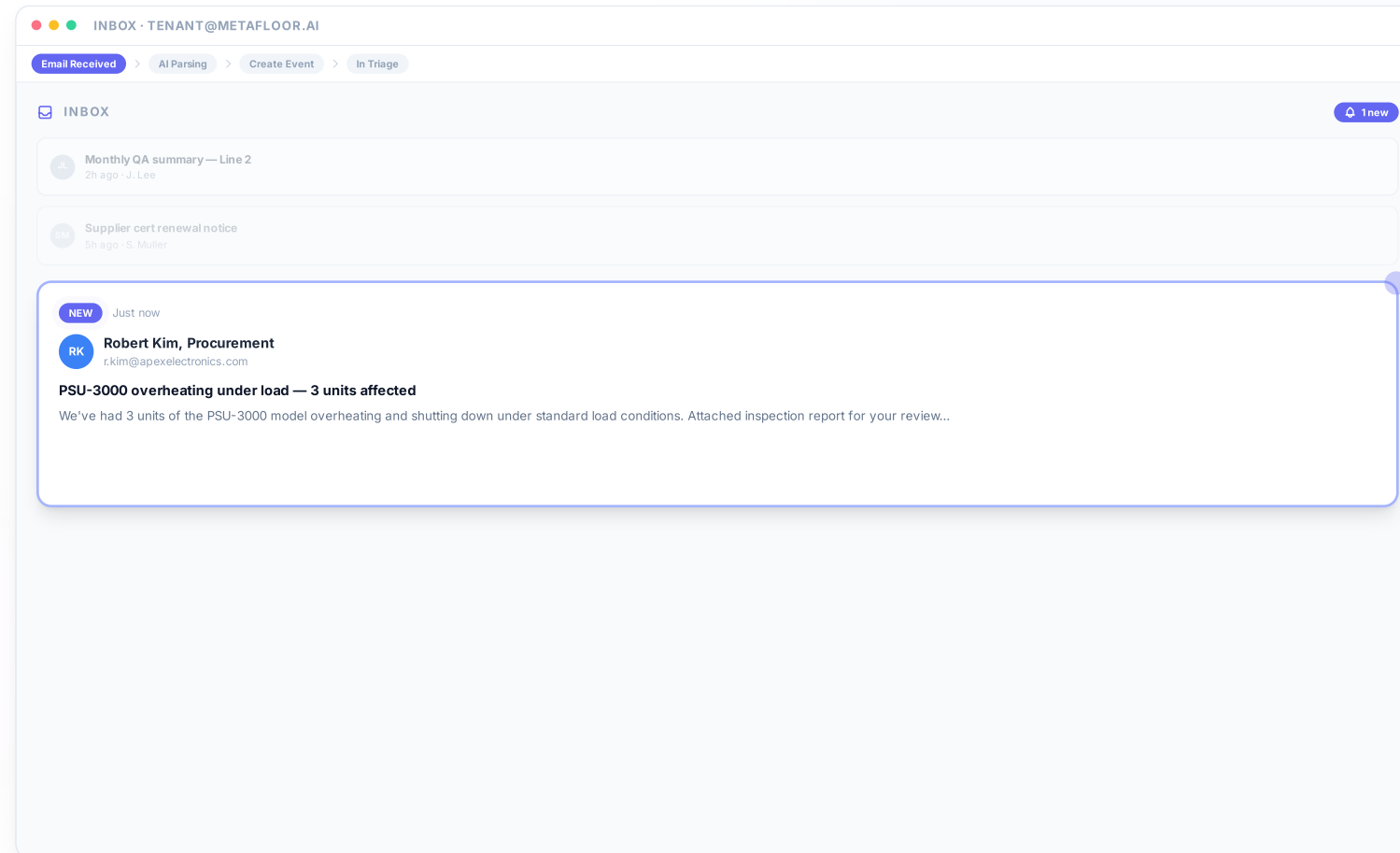
Intelligence at Every Touchpoint.

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 — 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 an email inbox interface for 'INBOX · TENANT@METAFLOOR.AI'. The breadcrumb trail is 'Email Received > AI Parsing > Create Event > In Triage'. The inbox contains three items:

- Monthly QA summary — Line 2 (2h ago · J. Lee)
- Supplier cert renewal notice (5h ago · S. Muller)
- NEW** Just now: **Robert Kim, Procurement** (r.kim@apexelectronics.com) with subject **PSU-3000 overheating under load — 3 units affected**. The body text 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...'

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.

✓ Accept or Override

● DECISION SIGNAL

AI suggests. Engineer accepts or overrides. Model learns what works in this context.

🔍 Explain & Justify

● REASONING SIGNAL

Engineer asks "why?" or provides reasoning. Captures the thought process, not just outcomes.

📄 Execute & Record

● OUTCOME SIGNAL

Real process, real outcomes, real evidence. Structured for training from real scenarios.

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

CAPTURE

Tribal Knowledge

through daily product use

TRAIN

Domain-Specific LLM

fine-tuned on real decisions

DEPLOY

Process Intelligence

institutional memory, live

🎯 Identify Issues

Spots anomalies, recurring patterns, and failure modes before they escalate.

Pattern recognition Anomaly detection

🛡️ Resolve with Proof

Recommends proven corrective actions from historical decisions, ranked by effectiveness.

Historical matching Effectiveness scoring

💡 Learned Decisions

Risk-scored, evidence-backed recommendations. Learns from every decision your team makes.

Risk scoring Decision support

📋 Standards Compliance

Understands ISO 9001, 13485, IATF clause-by-clause. Scores compliance. Flags gaps.

Clause mapping Compliance scoring

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.

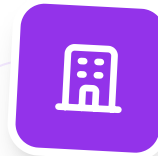


THE STATUS QUO

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
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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	\$50K-\$500K/yr
MetaFloor Enterprise	Fraction of the cost
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 Excel · Sheets	TASK TRACKERS Jira · Monday	ENTERPRISE QMS ETQ · Veeva	VERTICAL NICHE Greenlight Guru	METAFLOR
Quality System of Information	×	×	●	●	✓
AI Copilot Intelligence	×	×	×	×	✓
Configurable Compliance	×	×	●	×	✓
Institutional Memory	×	×	×	×	✓
Multi-Persona Daily Platform	●	●	×	×	✓
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



WHY THIS CAN'T BE COPIED

Incumbents can't retrofit evidence-native data onto document vaults. Task trackers can't bolt on quality logic. **The gap is structural.**

5/5

ONLY FULL SCORE

2

COMPETITORS CLOSE

METAFLOR AI // SLIDE 10

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

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

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.

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

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.

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

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

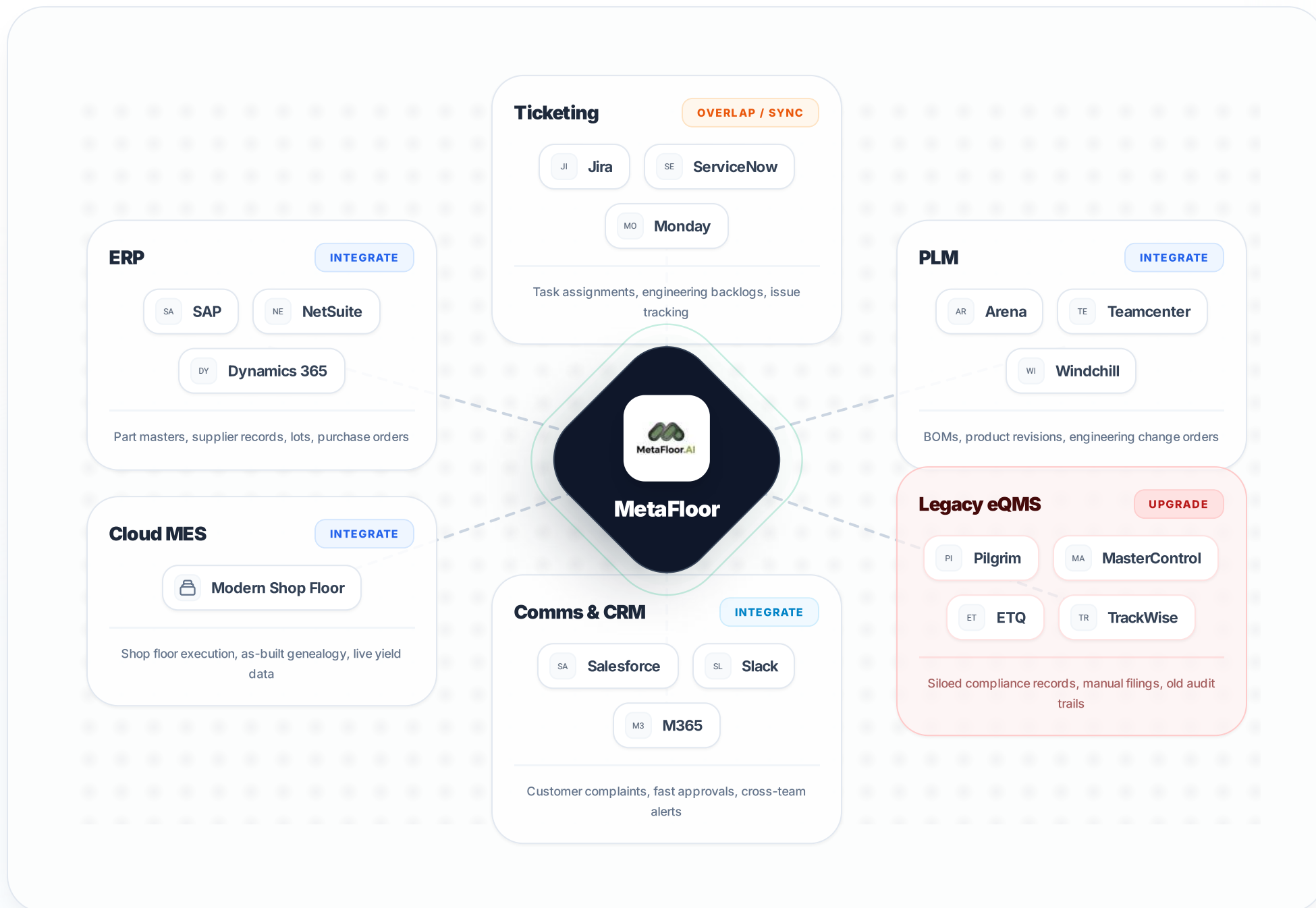
WHAT \$2M ACHIEVES

- **\$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 METAFLOR AI · APPENDIX

METAFLOR AI // SLIDE 16