



Genesis Energy Bootcamp for Energy Leaders

From training need to deployed AI workforce module in five days.

A 5-DAY ENGAGEMENT FOR ENERGY LEADERS

5
DAYS

1
MODULE

8
ARTIFACTS

12
MONTH ROADMAP

COHORTS OPEN / 2026



The old training stack cannot close the workforce gap.

Three forces are converging, and classroom-first programs cannot keep pace.

01 / Retiring expertise

Decades of operational knowledge are walking out the door. Capturing it in immersive practice is no longer optional.

02 / Higher HSE pressure

Regulators, insurers, and boards now want verifiable competency. Watching a video is not proof.

03 / A new learning model

Interactive-native workers expect simulation, feedback, and mastery instead of long classroom days and PDFs.



Five days. Your use case. A working module by Friday.

We do not sell theory. We build a real immersive training module using your assets, SMEs, and systems, then deploy it by Friday.

5

DAYS

On-site or hybrid

1

MODULE

Production-ready

8

ARTIFACTS

Deliverables

12

MONTHS

Path to platform



From discovery to deployment, end to end.

- DAY 01**
Discover
Map pain, lock the use case, capture assets.
- DAY 02**
Generate
Build the environment, configure the mentor, ship the first playable.
- DAY 03**
Refine
SMEs validate accuracy, safety branches, and edge cases.
- DAY 04**
Integrate
Connect LMS, identity, hardware, and train-the-trainer workflows.
- DAY 05**
Deploy
Launch the pilot cohort, run the executive readout, sign the roadmap.



Discover, then generate.

DAY 01 / DISCOVER

- Veteran-led kickoff with customer leadership
- Map 3-5 highest-impact pain points
- Lock one flagship use case
- Capture SOPs, environments, and equipment specs
- Define success metrics: competency, incidents, cost

OUTPUT / Use case locked and assets captured

DAY 02 / GENERATE

- Genesis 3 builds the 3D environment from your assets
- AI generates procedural training scenarios
- Brainy is configured for voice, branding, and language
- Equipment behavior and physics are applied
- Your team plays the first build before end of day

OUTPUT / First playable build by EOD



Refine, then integrate.

DAY 03 / REFINE

- Customer SMEs validate every critical detail
- Iterate equipment behavior and simulation logic
- Add HSE branches and safety failure modes
- Cover edge cases found during play
- Define competency assessment criteria

OUTPUT / SME-validated and edge-case hardened

DAY 04 / INTEGRATE

- Connect LMS via SAML, SCIM, or xAPI
- Wire identity provider and access controls
- Test on VR, tablet, and desktop
- Run train-the-trainer sessions with L&D
- Bring the competency dashboard live

OUTPUT / Hardware-tested and LMS-ready



Deploy. Showcase. Sign expansion intent.

OUTCOMES BY 5PM FRIDAY

- Module deployed to the pilot user cohort on real hardware
- Live competency data flowing into the dashboard
- Executive readout with ROI projection delivered
- 12-month rollout roadmap signed by sponsor
- Expansion intent or Phase 2 commercial draft in motion



Eight artifacts. Production-ready by Friday.

01

Immersive training module

02

Custom 3D environment

03

AI scenario engine

04

LMS integration kit

05

Competency dashboard

06

Train-the-trainer playbook

07

12-month rollout roadmap

08

Joint ROI white paper



World-centric immersive generation. Asset to environment in hours.

CAPABILITIES

- Object-to-world geometry generation from photos
- Photo-to-environment capture from site walkthroughs
- Equipment-accurate physics and behavior
- HSE-compliant scenario branching
- VR, AR, tablet, and desktop runtime
- Built on EON-owned XR and VR patents



Your AI mentor. In your domain. In 130+ languages.

CAPABILITIES

- Voice-first interaction in 130+ languages
- Real-time competency assessment
- Customer-specific grounding from your SOPs
- Configurable avatar and branded mentor experience
- Behavioral feedback for soft skills
- Dashboard surfacing for L&D leadership



A wedge that becomes infrastructure.

Most engagements expand into multi-site, multi-million-dollar platform deployments within 12 months.

PHASE 01

Bootcamp

5 days. One use case. One working module. Proof, not slideware.



PHASE 02

Site rollout

Deploy to the full site, add 3-5 use cases, capture SME knowledge at scale.



PHASE 03

Enterprise platform

Scale across sites and disciplines until Genesis becomes workforce infrastructure.



Veterans on the front. 25 years of XR and AI in one room.

Your engagement is led by EON founders and product owners, the people who built the technology and deliver it.

Dan Lejerskar

FOUNDER & CEO

Executive sponsor across flagship engagements.

Mats Johansson

PRESIDENT

Operational lead for customer delivery end to end.

Jan Kjallstrom

CHIEF PRODUCT OFFICER

Owns the Genesis 3 technical envelope and patents.

Marcin Kasica

HEAD OF CUSTOMER SUCCESS DEPARTMENT - DIRECTOR OF GLOBAL EDUCATION AND TRAINING

Leads build, integration, and deployment in customer environments.



Three packages. Fixed scope. Fixed price.

No discovery invoices. No scope creep. No surprises.

STANDARD

Single Site

\$250K

One use case. One site. Full deliverable set.

PREMIUM

Two Use Cases

\$500K

Two use cases, executive workshop, ROI study.

ENTERPRISE

Multi-Site

\$1M

On-site bootcamp plus 90-day FDE embed and rollout plan.



25 years. 80 countries. 4,400+ enterprise customers.

25

Years building XR and AI

80+

Countries served

4,400+

Enterprise and government customers

136M+

Platform downloads



14 / APPLY

Apply to host a Genesis Energy Bootcamp.

Cohorts are limited to four concurrent engagements per quarter. Tell us the use case and EON responds within 48 hours with availability and a tailored proposal.

APPLY

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Mon-Fri / 24h response SLA

