EON AI Ventures

The Lane Nobody Runs In

Why EON is different from every tool already in the field — and why it completes them rather than competing with them.

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Executive summary

The frontline is crowded with software. CRM and field-service platforms dispatch the technician; workforce systems schedule the person; connected-worker apps overlay an instruction on the equipment. Yet after fifteen years and more than a billion dollars of category investment, the most valuable thing on the floor is still not captured anywhere: **how the work is actually done.** Every existing tool runs the **logistics** of work. None of them runs the work itself.

EON occupies that empty lane. It is the system of record for how expert physical work is performed — captured into a behaving 3D twin, verified before it is trusted, owned by the enterprise, and compounding with every job. It does not replace the systems already in the field. It **completes** them: the work order flows in from the customer's existing systems, EON runs and verifies the work, and proof-of-competence flows back. This paper explains the lanes, the gap between them, and the single line no competitor has crossed.

The frontline looks crowded — and is still blind

Walk into any industrial operation and you will find devices everywhere: phones, tablets, and glasses running dispatch apps, checklists, and remote-assist video. The market that produced them — the "connected worker" generation of 2011–2024 — did real good: it moved work off paper, put compliance records on the record, and connected a stuck worker to a remote expert.

But the category's own reference vendor raised roughly $35M over fifteen years and earns an estimated $11M a year today. The ceiling is structural, not commercial. These tools made work **visible**. They did not make organisations **smarter**. The data ends in a dashboard; the dashboard summarises; nothing learns. The slide that opened the category in 2011 still reads, fifteen years on: "the organisation is not learning from the insights."

The three lanes that already exist

Sort the crowded field by the job each tool actually does, and six famous names collapse into three lanes — all of them logistics:

Lane 1 — CRM & Field Service

Salesforce Field Service, Oracle Field Service. Schedules technicians, routes them, manages the work order, holds the customer record. Their "AR" is a remote video call with annotations. Blind to whether the task was performed correctly.

Lane 2 — Workforce & HR

Workday, Oracle HCM. The system of record for the person — shifts, time, skills and certifications on file. It knows a worker is marked "certified." It has no way to know whether the worker can actually do the task.

Lane 3 — Connected-Worker AR

PTC Vuforia, SightCall, CareAR. Overlays an instruction or an expert video onto equipment. The closest lane to EON — and still short of understanding the equipment or proving competence.

All three are essential. The enterprise should keep every one of them. But notice what none of them does: capture **how the work is actually performed.**

The missing lane: how work is actually done

Every other function got a system of record decades ago. ERP records resources. CRM records customers. PLM records products. The asset behind the largest share of enterprise value — how a company's best people actually do the work — has never had one. That is the fourth system of record, and it is the lane EON runs.

Picture the lifecycle as a line. At one end: "a job was assigned" — Salesforce, Oracle, SAP, and Maximo all know this. At the other end: "a job was done" — a sign-off sheet attests it. Between those two ends sits the work itself: the judgment, the sequence, the moment a veteran notices something is wrong. **That middle is a black hole** — and it is exactly where cost, risk, and retiring expertise live.

Why the middle was never captured

It was never captured because it cannot be written down. The most valuable body of human expertise was never digitised:

- **Non-public —** it was never on the internet, so it cannot be scraped. It was never recorded.
- **Non-replicable —** it is specific to a site, an asset, a procedure. A general model cannot infer it.
- **Depreciating —** the workforce that holds it is retiring. Every exit is a permanent loss.

This is why a checklist app, a CRM, or a text copilot structurally cannot fill the gap. Language models read about work; they have never performed it. Real work happens in space, time, and sequence, under physics. It must be demonstrated, practised, and verified — **in worlds, not words.**

What EON runs in that lane

EON captures the middle as one closed loop that turns human work into an owned, compounding asset:

1. **Genesis —** builds a behaving 3D twin from the customer's SOPs and ordinary photographs. No CAD, no 3D team; a working simulator in minutes, not months.
2. **Field IQ —** guides the worker on the real equipment and captures how the job is actually done, online or offline.

3. **Assess IQ —** measures demonstrated competence against a captured “gold standard,” not check-offs.
4. **Compound IQ —** folds verified insight back in, so the twin and the procedures get smarter with every job.

Everything is gated by EON Verdict before it is trusted, and the entire asset is owned by the enterprise — not by a model vendor.

Why it generalises: learn the words, not the sentences

The breakthrough that makes this scale is composition, not enumeration. You could try to memorise every sentence you will ever need — endless and hopeless. Or you can learn the words and build any sentence. EON Universal learns the components: roughly fifty understood equipment classes, mapped to the industry’s own ISO 14224 taxonomy, each carrying a six-layer competence record. It recognises those components on sight, infers how they connect, and composes any facility — including equipment it has never seen. **You do not program five thousand locations; you program the vocabulary they are all built from.** Every job makes the shared library smarter.

The one real overlap — and the line nobody else has crossed

Only one tool in the field even shares EON’s lane: PTC Vuforia. The difference is the one a Gartner analyst recently said he had never seen anyone make — the difference between **showing the steps** and **understanding the work.** Vuforia overlays a CAD instruction; EON overlays a twin that understands the equipment, which is why it can branch a procedure when the pressure is still up.

Capability	PTC Vuforia (and peers)	EON Work Intelligence
Source material	Requires CAD files	Ordinary photographs — even partial views
What it overlays	A static instruction or expert video	A behaving 3D twin that understands the equipment
Procedure logic	Fixed, sequential steps	Branches on live conditions (pressure, stored energy)
Unseen equipment	Re-authored per asset	Recognises and composes gear it has never seen
Competence	Not measured	Verified, scored, and owned as a record
The asset	Vendor content	Yours — and it compounds with every job

Vuforia shows the steps. EON Universal understands the work — the step nobody else has taken, not even a simulator.

We integrate — we do not replace

Because EON runs a different lane, it has no reason to displace the systems already in the field. It plugs into them through standard connectors. The work order flows **in** from SAP, Oracle, IBM Maximo, ServiceNow, Workday, or Salesforce; EON trains, guides, and verifies the actual job; then completion status and proof-of-competence flow **back** to the customer's system of record. ERP takes words; EON takes worlds. The customer keeps every system they already own — nothing is ripped out.

The integration roadmap is three connectors, in priority order:

1. **Work-order systems (SAP, Oracle, Maximo, ServiceNow) —** read the job in, write completion and audit evidence back. Table stakes; built first.
2. **Workforce & HR (Workday, Oracle HCM) —** write competence results back, so "certified" finally means demonstrated, not merely attended.
3. **Field service & AR (Salesforce, Oracle FS, Vuforia) —** back their remote-assist calls with a real behaving twin; upgrade what they have rather than fight it.

Proof

This lane is not a thesis in search of a buyer. Following extended competitive evaluations, EON's Work Intelligence has been selected by two of the most scrutinising buyers on earth — a US energy supermajor and a national oil company — with deployments active today, including a mandate to build one of the largest oil-and-gas training centres in the world as the declared precursor to field operations. The work is built on a twenty-five-year heritage: 4,400+ institutional customers, 80+ countries, 136M+ platform downloads, with deep roots in energy and heavy industry.

Conclusion

They run the logistics of work. EON runs the work itself — and hands the proof back. The tools in the field manage who goes where, when, and for which customer. EON captures how the work is actually done, verifies it, and turns it into an asset the enterprise owns and compounds. That is not a feature war inside an existing lane. It is the lane nobody else is running in.

EON AI Ventures · We believe in worlds, not words.