

From Bits to Atoms

The Intelligence Flywheel and the Rise of Physical AI

While others automate the screen, EON builds the intelligence layer for the physical world.



AI is crossing from bits to atoms

The bridge is competence — and EON owns the loop that captures it.

Others automate the screen.

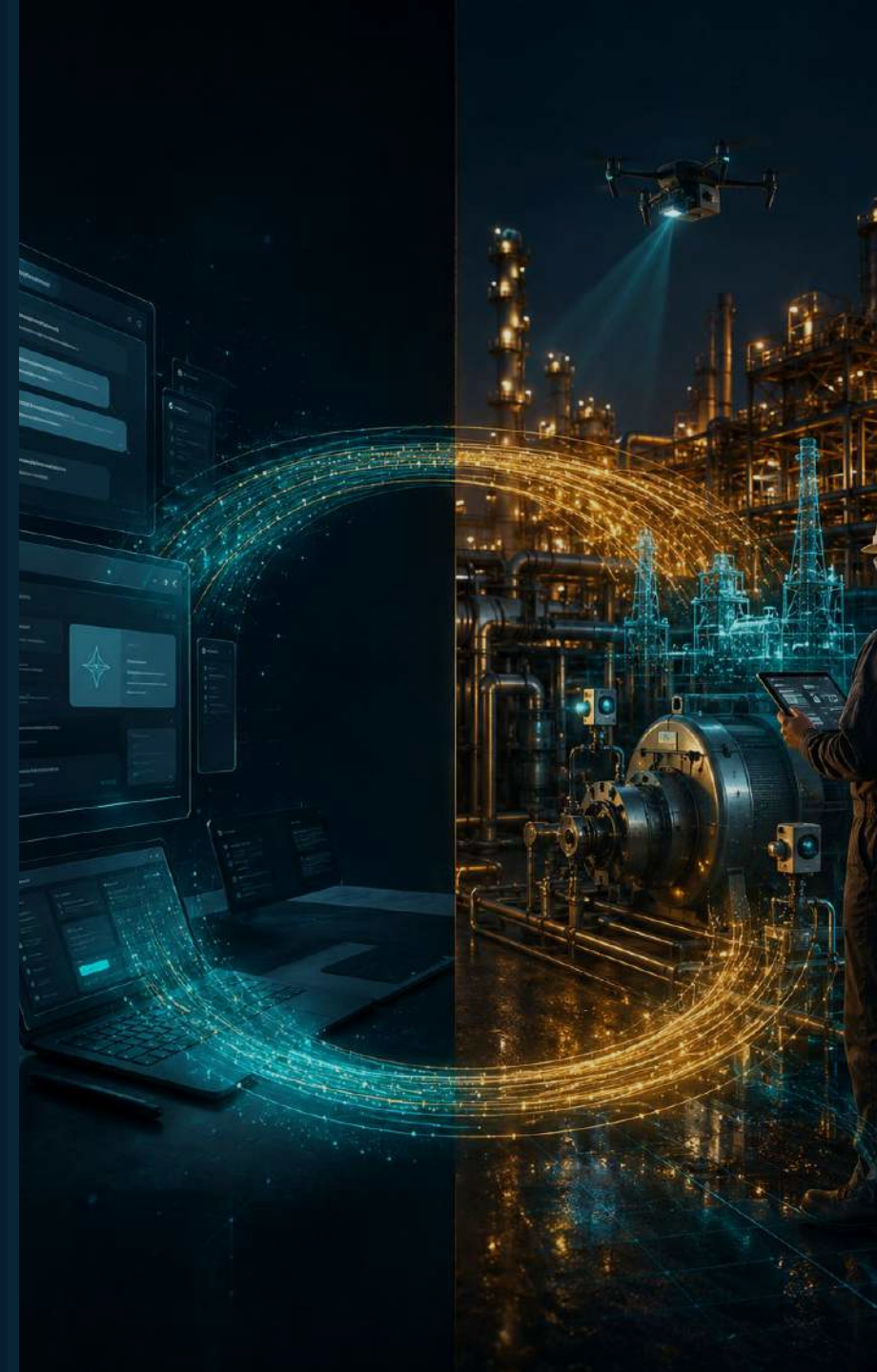
Chatbots and copilots — the bits layer, the white-collar desk.

EON operates the world.

The atoms layer — field work, operations, the physical economy.

And runs the loop both ways.

Bits → atoms → bits. Each turn compounds. The lead widens.



The 1981 inflection

When the PC arrived, its killer apps were a spreadsheet and a word processor — representations of the world, not the world itself. Over 40 years, computing crossed from bits into atoms: numerical control, robotics, embedded systems, the software-defined car and grid.

Every general-purpose technology begins in representation and matures into physical control. Value compounds fastest at the transition — and accrues to whoever owns the bridge.



AI is at the same inflection



NVIDIA's framing of AI's stages: today's headline AI lives on the screen; the frontier is the physical world.

Industrial robotics market

~\$27B → ~\$235B

EON's upgrade: the PC went one way. **EON closes the loop — bits → atoms → bits.**



Competence is the value — and it's off the balance sheet

92%

of S&P 500 value is now intangible — know-how, process, IP (was ~17% in 1975).

8%

is tangible — the rigs, plants and machines competitors can simply buy.

“We know more than we can tell.”
— Michael Polanyi

The gap between the written procedure and what an expert actually does is tacit knowledge. It exists in no public dataset. That delta is the asset.



The competence gap is the binding constraint

63%

employers say the skills gap is the #1 barrier to transformation

39%

core workforce skills change or expire by 2030

**59 /
100**

workers need reskilling by 2030

~25%

manufacturing workers are 55+
— the Great Crew Change

Capital is abundant. Equipment is available. What is scarce — and getting scarcer — is competence. Whoever captures it owns the constraint.



The Intelligence Flywheel



Encode

Genesis

AI-authored twins & procedures
— the gold standard



Deploy

FieldIQ

Live guidance in the field — bits
become action



Capture

AssessIQ

Measures the delta — atoms
become bits



Compound

Data asset

Each cycle sharpens the next
worker

Spun by EON Conductor · Gated by EON Verdict. Buy one piece without the others and the wheel cannot turn.



Four compounding moats

Creation – Genesis

36 years of XR + simulation depth and AI-native world-manipulation. Can't be fast-followed.

Data – AssessIQ

The delta: proprietary, unscrapeable, compounding, and owned by the customer.

Deployment – FieldIQ

Ambient capture on commodity cameras & glasses. No CapEx wall.

Lock-in – xAPI

The audit-grade system of record. Switching cost grows with use.



Human 2.0: beyond the LMS

The LMS asks:

“Did you watch the content?”

EON verifies:

“Can you actually do it — against the gold standard, in the real environment?”

≈ \$15B

Corporate LMS — the recognizable beachhead.

≈ \$100B+

Operations — the real prize the flywheel runs into.



The market, in three circles

~\$25–60M

One anchor major

Authoring + operations at 10–30k field users

~\$2.5B

Top 100 accounts

Each at a modest ~\$25M blended deployment

~\$100B / yr

Heavy-industry ceiling

50M+ frontline workers × \$2,000 / year

\$1B ARR ≈ 40 accounts. And the same captured competence sells a second time — as training data for robots. Uncapped.



Built on 25 years — not a slide

4,400+ institutional customers

80+ countries

136M+ platform downloads

5 + 4 US patents granted + pending

25 years operating · 36 years in XR & simulation · anchor engagements with ExxonMobil and Saudi Aramco in the most safety-critical environments.



From Human 2.0 to Physical AI

Human, now.

Captured competence makes the worker more capable.



Robot, next.

The same twin is its environment; the same data is its curriculum.

The further work moves from the familiar — offshore, arctic, autonomous plants, the moon, orbital infrastructure — the higher the scarcity premium on competence. There is no expert to fly in. Encapsulated competence becomes the binding constraint of the whole operation. The loop is embodiment-agnostic.



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For people first. Machines next.



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