Intelligence for the physical world.

AR without glasses. Projected light that guides real tasks, step by step.

The Light Company is building intelligence that understands physical work, places instructions on real objects and surfaces, verifies progress, and guides a task to completion. Robotics is the first wedge. The larger platform brings useful AR into assembly, repair, training, and everyday work.

10x	92.5%
EVALUATION EFFICIENCY	**LOWER REPORTED VARIABILITY**
By run count: 300 to 30	40% to 3%: relative reduction

10 units sold and deployed | 3 customers | $15,000 hardware sales value
Enact: 5 after one demo | New Theory: 4 | Trossen Robotics: 1, pilot underway.

The problem: the physical input changes between tests

A robot team needs to know whether its new policy improved. But someone must reset the objects before every trial. Even at a fixed station, a different position or orientation can change the result. That noise can distort model comparisons, debugging, and decisions about what data to collect.

What Prism solves: a repeatable, verified starting condition

Prism projects the target placement into the workspace. An operator resets the scene. Cameras verify the placement against the target. The light turns off before the robot runs. The result can then be linked to a known starting state. Teams can repeat the same test or vary conditions deliberately.

Founder-reported outcomes: Enact evaluations fell from 300-400 runs to 30 (10x at the 300-run baseline). New Theory's reported variability fell from 40% to 3% (92.5%). These are separate results; statistical confidence and total speedup are not independently established.

Replace guesswork with engineering

Enact (YC S26) bought five units after one demo for consistent initial conditions. The planned software would map failures and undersampled states: places where a large dataset may still lack useful examples. Teams could collect targeted data, retrain, and retest the same conditions. The goal is a measured learning loop, with broader AR applications in assembly, repair, and training.

A platform whose revenue can grow with the work

Hardware is the entry point at $1,500 per unit. Software could use a subscription, potentially around **$100 per month**, or usage-based pricing for guidance, evaluation, and data-collection workflows. The billing unit and rate remain open. **As customers train, test, and collect more data through Prism, paid usage can grow with them.** More stations, more tasks, and more intelligent actions create expansion beyond the original hardware sale.

Estimated raise: $1.5 million to standardize stations, improve reliability, build usage-based software, and expand paid workflows.

Basis: founder sales update; supplied August deck and explainer; YC / Enact. Sales and performance are company-reported. Broader task guidance and capability maps are the product direction.

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