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VUSE XR closes €1.2 million pre-seed round to scale enterprise mixed reality training

VUSE XR today announced the closing of a €1.2 million pre-seed financing round led by IACD, a Düsseldorf-based business angel network. The company develops the VUSE XR Hub, an enterprise software solution for creating and deploying mixed reality training for industrial and life sciences companies.

From custom projects to scalable training

Mixed reality training has traditionally been delivered through custom, agency-led projects, with each experience built largely from scratch. This makes training expensive to produce, difficult to update and hard to scale across products and locations.

VUSE XR turns this project-based model into a repeatable enterprise software workflow. Using the VUSE XR Hub, companies can efficiently create training, adapt it as products and processes change, and deploy it instantly across their operations. Its AI-assisted creation tools help turn existing product data and documentation into highly tailored training faster than ever before.

Founded in November 2023, VUSE XR already counts companies such as ZEISS, Witron, Hologic and Badenova among its customers. They use the VUSR XR Hub to make complex products and processes easier to understand and to deliver practical training without requiring the physical equipment on site.

“Mixed reality hardware is advancing rapidly, but creating mixed reality training content remains the biggest barrier to broader enterprise adoption,” said Niclas Matthias, Co-Founder and Chief Executive Officer of VUSE XR. “The VUSE XR Hub removes this bottleneck, enabling companies to unlock significant business value from mixed reality.”

Financing the next stage of growth

The proceeds from the €1.2 million pre-seed financing will be used to advance the VUSE XR Hub, expand its AI-assisted creation capabilities and accelerate commercial growth.

“From an investor’s perspective, VUSE XR brings together everything we look for at this stage: an exceptional team, defensible AI-driven technology, and strong commercial traction,” said Markus Roithmeier, IACD member and Chairman of the VUSE XR Advisory Board. “The company has demonstrated its ability to turn a technically demanding product into a scalable software business with considerable growth potential, further accelerated by continuous AI-powered feature enrichment.”

“Beyond the investment case, we see significant value for customers,” Andreas Goss, IACD member and former Chief Executive Officer of thyssenkrupp Steel, added. “Effective training is critical to productivity, knowledge transfer and the safe operation of increasingly complex products and processes. The technology developed by VUSE XR has the potential to fundamentally change how companies deliver training, making it more accessible and scalable across products and locations.”

Strengthening commercial leadership

VUSE XR also announced the appointments of Jan Hendrik Degner as Chief Commercial Officer and Robert Günther as Vice President Sales and Service Delivery.

Jan Hendrik Degner brings more than a decade of experience in corporate development, venture capital and mergers and acquisitions, including roles at J.P. Morgan and CEWE Group. Robert Günther brings more than a decade of experience in technology partnerships at the forefront of mixed reality solutions, including senior roles at Meta and Unity.

“We have validated the product and established strong customer traction,” Niclas Matthias said. “With this funding and our expanded commercial team, we are ready to build VUSE XR into the category leader in enterprise mixed reality training.”

About VUSE XR

VUSE XR was founded in Freiburg, Germany, in 2023 by cousins Niclas Matthias and Dr. Paul Matthias. The company develops enterprise software for mixed reality training. Its VUSE XR Hub enables industrial and life sciences companies to create, manage and deploy immersive training for complex products and processes. By replacing bespoke agency projects with a standardized, AI- assisted workflow, the platform makes training experiences faster to create, easier to update and scalable across products and locations.

Press release

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Further information

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