

# KARTeX

## Investor Story Redesign •

---

# Before

## KartEX

**Drive the Future, Experience the Extraordinary.**



**KartEX** is redefining active edutainment and immersive entertainment by combining pedal-powered karts with cutting-edge Virtual Reality (VR) experiences.

Our platform is designed for education, entertainment, and social impact, ensuring that everyone, including individuals with limited mobility, can participate in unforgettable, movement-driven experiences.

Our experiences are optimized for international distribution to maximize our business growth.

## KartEX Overview



KartEX is redefining active edutainment and immersive entertainment by combining pedal-powered karts with cutting-edge VR experiences.

Our platform is designed for education, entertainment, and social impact, ensuring that everyone, including individuals with limited mobility, can participate in unforgettable, movement-driven experiences.

Our experiences are optimized for international distribution to maximize our business growth.

## KartEXperiences



KartEXperiences brings next-level entertainment and brand activations by merging pedal-powered karts with cutting-edge VR storytelling.

Whether it's racing through fantasy worlds, exploring epic landscapes, or gamifying brand experiences, we create unforgettable, interactive journeys that engage audiences like never before.

Ideal for theme parks, corporate events, and experiential marketing, KartEXperiences ensures every ride is a story worth telling.

## Market Opportunity

**Location-Based Entertainment (LBE)**

**Total Addressable Market:**  
\$21B+ by 2028 (Source: Allied Market Research)  
Includes VR arcades, family ent. centers, theme parks.

**Serviceable Available Market:**  
~10,000 VR arcades and FECs globally.  
Malls and leisure complexes seeking ent activations.

**Serviceable Obtainable Market (entry markets):**  
Spain, UAE, and selected pilot cities via partners  
Initial 5 locations = \$1M-2M in year one, scaling with seasonal cycles.

## KartExplorers



KartExplorers transforms education into an immersive, active adventure where students engage in interactive learning experiences through pedal-powered karts and Virtual Reality.

From exploring Mars to time-traveling through history, our experiential learning platform merges movement, technology, and storytelling to inspire curiosity and discovery in a way that traditional education cannot.

## Market Opportunity

**Educational Field Trips & Edutainment**

**Total Addressable Market:**  
\$30B+ global edtech market focused on experiential learning (HolonIQ)

**Serviceable Available Market:**  
Schools and municipal programs with budgets for field trips and educational tech.

**Demand for accessible STEM/arts learning via VR.**

**Serviceable Obtainable Market (entry markets):**  
Local education departments, museums, science centers. Field trip packages for weekdays, leveraging KartEX during low-traffic mall hours.

## Our Business Model



LBE business scalability can only be achieved through aggressive expansion of activation points.

The hardware costs can achieve greater discounts with volume but it's the content IP what can truly scale through licensing and revenue share.

To accelerate our growth potential, our initial activation targets are shopping malls or similar high traffic areas. The biggest barrier is the high rental costs of retail space, so each activation point has to become a multiplying factor for additional activations:

- Monetizing ticketing from B2C
- Bringing schools in the mornings
- Organizing corporate events
- Running brand activations & sponsorship
- Driving impact with social innovation projects

Through these activations we can also leverage our partners network and organise shared promotional events generating a win-win for our key partners and the subsequent network effect reaching to their audiences.

To minimise the costs of accelerating our growth, we work with partners who can provide the spaces and partners who can distribute our activations in different international regions.

## Go To Market Strategy



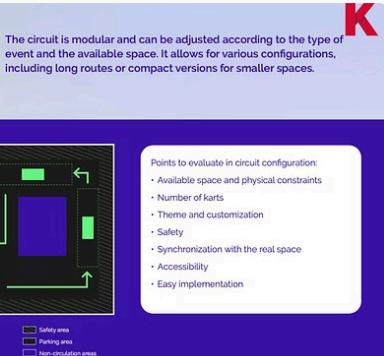
The KartEX technical framework has been developed over the last 18 months and already works with full tracking for multiple users with freedom of movement using Karts, Wheelchairs, Walking, etc.

In July we will have our first KartEX experience ready to test the market product fit and over the next 12 months we will create multiple content experiences and incorporate sensorial elements, such as vibration, water mist, wind, heat and voice interaction.

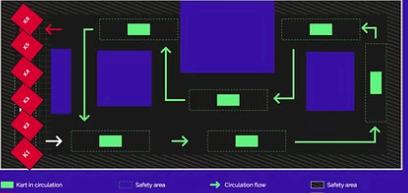
Our go to market plan is to launch in the Spanish market in July and in Middle East from September:

- In Spain we have already reached an agreement with Stoneweg Places & Experiences for a dedicated space in *Gran Turia*, a shopping mall in Valencia for a minimum period of six months.
- In the Middle East we have signed a partnership agreement with *Dots Lab*, an agency in Abu Dhabi to represent and distribute KartEX across the Middle East.

## The circuit



The circuit is modular and can be adjusted according to the type of event and the available space. It allows for various configurations, including long routes or compact versions for smaller spaces.



Points to evaluate in circuit configuration:

- Available space and physical constraints
- Number of karts
- Theme and customization
- Safety
- Synchronization with the real space
- Accessibility
- Easy implementation

## Social Impact



At KartEX, we believe that adventure, learning, and entertainment should be accessible to everyone—regardless of physical ability.

Our 100% wheelchair-compatible experiences ensure that individuals with limited mobility can fully participate in the excitement of immersive, pedal-powered VR journeys.

By integrating adaptive karts and mobility chair-friendly designs, we are breaking barriers in education and entertainment, creating an inclusive space where everyone can explore new worlds, race through thrilling adventures, and engage in meaningful interactive experiences.



## KartEX Leading Partners



KartEX has been developed over the last 18 months by Guillermo Mateos from DEDOCE and Pere Pérez from METACAMPUS. Both company founders worked together for 8 years as CEO and CTO at VISYON, a leading innovation services company developing award-winning immersive experiences for over 100 international clients. Now they've teamed up for launching KartEX and growing across international markets for the next 3-5 years.



Guillermo Mateos has been at the forefront of technology development as CTO for XR companies like VISYON, KLUGE and founded DEDOCE to develop LBE frameworks for VR

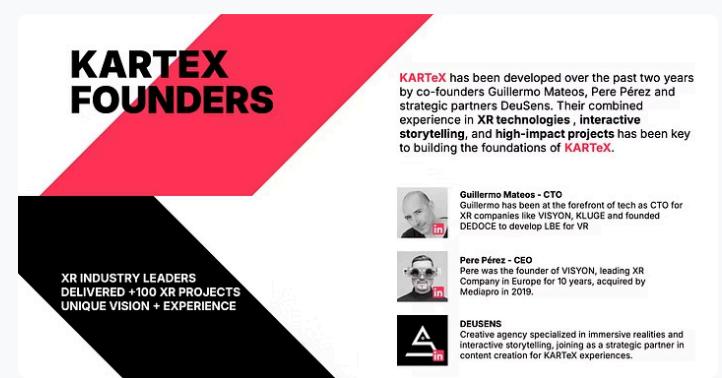
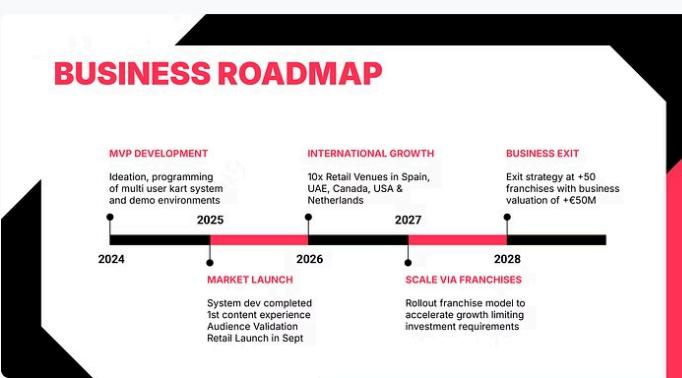
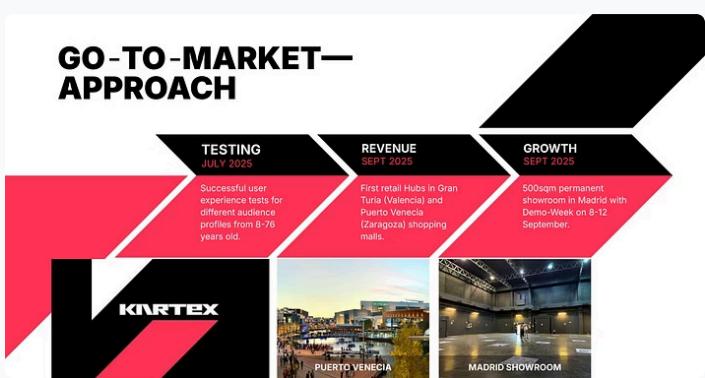
<https://www.linkedin.com/in/gmateostoma/>



Pere Pérez Ninou is the Founder & CEO of Metacampus, and a trailblazing entrepreneur with over two decades of experience in the interactive and immersive technology sectors.

<https://www.linkedin.com/in/pereperez/>  
+34628120660

# After



KARTeX has been developed over the past two years by co-founders Guillermo Mateos, Pere Pérez and strategic partners DeuSens. Their combined experience in **XR technologies**, **interactive storytelling**, and **high-impact projects** has been key to building the foundations of KARTeX.



Guillermo Mateos - CTO  
Guillermo has been at the forefront of tech as CTO for XR companies like VISION, KLUGE and founded DEDOCE to develop LBE for VR



Pere Pérez - CEO  
Pere was the founder of VISION, leading XR company in Europe for 10 years, acquired by Medapro in 2019.



DEUSENS  
Creative agency specialized in immersive realities and interactive storytelling, joining as a strategic partner in content creation for KARTeX experiences.

---

Raised 250K in seed capital from a large Euro fund after strategic roadmap and pitch deck development.

---

Riese.Consulting

---