META-META Club

WORKBOOK · MODULE 1 OF 2

See it, then judge it

XR & AI for Leaders. Working Virtual is Real demos, then a clear-eyed filter for your organisation.

Exec intensives | 4 lessons | ~2.3 h | 5-question practice quiz | Notes pages

IN THIS MODULE

See it, then judge it

Working Virtual is Real demos, then a clear-eyed filter for your organisation.

#	LESSON	TYPE	TIME	DONE
1.1	Live Virtual is Real demos	XR	45 min	☐
1.2	Cut through the noise	READ	25 min	☐
1.3	A use-case filter	LAB	40 min	☐
1.4	Risks: data, rights, people and safety	READ	25 min	☐

How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 1.1 · XR · 45 MIN

Live Virtual is Real demos

Try working XR and AI projects up close, and ask the builders how they were made. You leave with first-hand notes, not headlines.

Key points

Why start with demos

Most decisions about XR and AI are made from slide decks and news. That's how money gets wasted.

What you'll see

- **Matatu Ride:** a drive through Nairobi CBD in a web browser, built on a real street graph. No headset, no app install.
- **Villa walkthrough:** an architectural walkthrough you can explore in the browser or on a headset.
- **The BIM-to-XR pipeline:** Plan → Model → Walkthrough → AR. Building data turned into something a buyer, a board or a site team can walk through.
- **An AI agent building 3D:** an agent driving a 3D tool from plain-language instructions, from the "What AI agents can build" talk.

Demos run on Meta Quest 3 or 3S headsets and on ordinary laptops and phones. If you've never worn a headset, a facilitator sets it up and stays with you.

What to ask the builder

Good questions reveal the real cost and the real value:

1. How long did this take, and with how many people?
2. What did AI do, and where did a person make the call?
3. What device does the audience need? What happens without one?
4. What breaks first when you scale it up?
5. Who maintains it after launch?
6. What would you do differently?

Steps checklist

- [ ] Try at least two demos yourself: one in a headset, one in a browser.
- [ ] For each, write down how it felt in one word and why.
- [ ] Ask the builder at least three of the six questions.
- [ ] Note one place in your own organisation where something similar could help, and one where it clearly wouldn't.

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

A filled demo notes table with at least two demos and one "fit for us" idea.

☐ Shipped. Link or file: _____

Check yourself

1. Can you explain to a colleague what each demo does in one sentence?

2. Do you know which demos need a headset and which don't?

3. Did you learn where a person still made the decisions?

LESSON 1.2 · READ · 25 MIN

Cut through the noise

Separate what XR and AI can do reliably today from what is still promise. You leave able to spot hype in a pitch and ask the question that exposes it.

Key points

The terms, plainly

- **VR (virtual reality):** a headset replaces what you see with a 3D world. Good for training, walkthroughs and rehearsal.
- **AR (augmented reality):** digital objects placed over the real world, usually on a phone. Good for "see it in your room" and on-site overlays.
- **MR (mixed reality):** a headset that shows the real room and blends digital objects into it. Quest 3 and 3S do this.
- **AI models:** systems that generate text, images, audio, video or 3D from instructions.
- **AI agents:** models that take actions in tools, like building a 3D scene or filling a spreadsheet, step by step.

Real today

- Architectural and property walkthroughs in a browser or headset.
- Training simulations for tasks that are dangerous, rare or expensive to rehearse.
- Product and interior configurators.
- AI that drafts text, images and first-pass 3D, with a person editing.
- Agents that automate repetitive steps in creative and technical tools, under supervision.

Still promise, or needs care

- Everyone wearing headsets every day at work. Comfort, cost and habit still limit this.
- "Fully autonomous" agents that need no review. Today they need a person checking the work.
- AI facts about specific people, places and cultures. These are often wrong and must be checked.
- One platform that does everything. Most good projects combine several tools.

Hype signals

- No working demo, only renders and videos.
- Claims with no "compared to what".
- "No skills needed" with no mention of who maintains it.
- Pressure to commit before a small pilot.

The one question

Ask any vendor or team: **"Can I try it, on our device, with our content, this month?"** If the answer is no, you're looking at a promise.

Steps checklist

- [ ] List the last three XR or AI claims you heard at work or in the news.

- [ ] Sort each into "real today" or "promise".
- [ ] For each promise, write what proof would move it to "real".

SHIP IT

A three-line hype check on claims relevant to your organisation, each marked real or promise, with the proof you'd need.

- [ ] Shipped. Link or file: _____

Check yourself

1. Can you explain the difference between VR, AR and MR to your board?

2. Can you name two things agents do well today and one thing they don't?

3. Do you know the one question that exposes a promise?

LESSON 1.3 · LAB · 40 MIN

A use-case filter

Score possible XR and AI uses against a simple grid and pick the one worth a pilot. You leave with a ranked shortlist and one clear front-runner.

Key points

Why a filter

Leaders hear many ideas. Without a filter, the loudest idea wins.

The grid

Score each idea 1–5 on five lines. For risk, a high score means low risk.

- **User:** is there a clear group of people who'd use it? (5 = named group, real need)
- **Frequency:** how often would they use it? (5 = weekly or more)
- **Value:** what changes if it works: time saved, mistakes avoided, sales helped, learning improved? (5 = clearly visible)
- **Feasibility:** can it be built with current tools, devices and content you have? (5 = yes, small team)
- **Risk:** privacy, rights, safety and reputation. (5 = low risk)

Add the scores. Anything under 15 is a "not now".

Worked example

A property developer considers three ideas.

The browser walkthrough wins. It reaches buyers on their own phones, uses drawings they already have, and carries little risk.

Steps checklist

- [ ] List four to six ideas from the demos and your own work.
- [ ] Score each on the grid. Do it alone first.
- [ ] Compare with a colleague. Discuss any score that differs by 2 or more.
- [ ] Rank by total, then check for any 1s.
- [ ] Pick one front-runner and one backup.

This lesson has code samples. They are printed in full in the lab handout (xr-ai-for-leaders-lab-1-3.pdf) and in the lesson on metametaclub.com/learn.

SHIP IT

A scored grid with at least four ideas, a front-runner and a backup, and one sentence on why the front-runner won.

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Check yourself

1. Does your front-runner have a named group of users?

2. Did any idea score 1 on risk, and did you park it?

3. Could you defend your ranking to a sceptical colleague?

LESSON 1.4 · READ · 25 MIN

Risks: data, rights, people and safety

Learn the risks that sink XR and AI projects and the simple controls that manage them. You leave with a risk list for your front-runner idea.

Key points

Data and privacy

XR and AI tools can collect a lot: voice, video of rooms, movement, sometimes eye or hand tracking. AI tools may store what you type.

- Know what each tool collects and where it goes.
- Never paste confidential or personal data into an AI tool unless your organisation has agreed terms for it.
- Collect the least data you need.

Consent

If a project uses real people's faces, voices, stories or cultural material, ask first and record the answer. This applies to staff and customers too.

Rights and generated content

Who owns AI-generated text, images and 3D depends on the tool's terms and the law where you operate, and it is still evolving. Practical rules:

- Read the terms of every tool you use for client or public work.
- Keep a record of which parts were generated and how a person shaped them.
- Credit sources and get licences for third-party assets.
- Agree ownership of commissioned work in writing before it starts.

People

New tools change jobs. Involve the people whose work changes early.

Headset comfort and safety

- Sessions should be short to start, about 10–20 minutes.
- Offer a seated option. Clear the space around each user.
- Some people feel motion sickness. Avoid moving the camera for them; let them move themselves.
- Clean headsets between users.
- Follow the manufacturer's age and health guidance.

Accessibility

Not everyone can use a headset. Offer the same content in a browser or on video.

Steps checklist

- [ ] Take your front-runner idea from the use-case filter.
- [ ] For each of the six areas above, write the biggest risk.

- [ ] Add one control for each.
- [ ] Name who owns each control.

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This lesson has code samples. They are in the lesson on metametaclub.com/learn.
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SHIP IT

A six-row risk list for your front-runner, each with a control and an owner.

- [ ] Shipped. Link or file: _____

Check yourself

1. Do you know what data your chosen tools collect?

2. Is there a non-headset way to reach the same users?

3. Have you named who owns consent and rights?

PRACTICE QUIZ

Check your module

Circle one answer for each question. The answer key is on the next page.

1. Which question best exposes a promise rather than a product?

(A) How many awards has it won?
(B) Can I try it, on our device, with our content, this month?
(C) Which celebrities use it?
(D) Is it built on the latest model?

2. What does MR (mixed reality) on a Quest 3 do?

(A) Replaces everything you see with a virtual world
(B) Shows the real room and blends digital objects into it
(C) Only works on a phone
(D) Turns photos into video

3. In the use-case filter, an idea scores 23 overall but 1 on risk. What do you do?

(A) Ship it, the total is high
(B) Look hard at it and likely park it
(C) Ignore the risk line
(D) Double the budget

4. A safe first headset session should be about…

(A) 10–20 minutes, with a seated option
(B) Two hours standing
(C) As long as the battery lasts
(D) Only for staff who game

5. Who owns AI-generated content?

(A) Always the person who typed the prompt
(B) Always the AI company
(C) It depends on the tool's terms and local law, so check and agree it in writing
(D) Nobody, so anyone can use it

ANSWER KEY

Answers and why

1 · B Can I try it, on our device, with our content, this month?

A working trial with your own content and devices is the fastest proof that something is real.

2 · B Shows the real room and blends digital objects into it

MR keeps the real room visible and places digital objects in it.

3 · B Look hard at it and likely park it

A 1 on any line is a warning, whatever the total. Fix the risk or park the idea.

4 · A 10–20 minutes, with a seated option

Short sessions with a seated option reduce discomfort and motion sickness for new users.

5 · C It depends on the tool's terms and local law, so check and agree it in writing

Ownership depends on terms and jurisdiction and is still evolving. Read the terms and agree it up front.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP