YouLabs.ai Secures Major Commercial Agreement Targeting $20 Million Annual Physical AI Platform Deployment Across Mexico

Phased initiative with Catholic Project Fund and Enactus Mexico is designed to scale the YouBots™ platform from 10,000 to 100,000 students



YouLabs.ai Team - Co Chair, CEO Curtis Hutten, Co Chair Rowland Hanson, Chief Product Officer Ania Alexakos

PASADENA, CA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- YouLabs.ai™, an emerging pioneer in Physical AI orchestration technology, today announced a landmark commercial agreement to deploy its proprietary platform across Mexico. The phased initiative is designed to scale from an initial 10,000 students to 100,000 licensed students, generating $20 million in annual platform software license value at full deployment.

Together with the Catholic Project Fund and Enactus Mexico, the initiative will utilize YouLabs.ai's architecture to connect AI with people, autonomous drones, field robotics, smartphones, smart glasses, and IoT sensors across real-world agriculture and education environments.

> Similar to how Windows became a unifying platform for the PC Era, YouBots™ can become the unifying orchestration layer for the Physical AI era.""
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> *Rowland Hanson, former VP Microsoft*

For financial and technology markets, this deployment represents significant commercial validation of YouLabs.ai's broader strategy: building a high-margin, device-agnostic orchestration platform for the emerging multi-trillion-dollar Physical AI economy.

YouLabs.ai moves AI directly into the physical world. Its patented YouBots™ orchestration platform unifies AI

agents, human workers, and connected hardware into a coordinated operational network, while SmartBubbles™ serve as intelligent spatial nodes tied to physical assets and environments.

Investment & Platform Highlights:

Predictable Recurring Revenue: High-margin SaaS model built on a $200/user annual licensing fee, systematically scaling to $20M ARR across 100,000 registered users.

* Hardware-Agnostic Architecture: YouLabs.ai coordinates multiple categories of AI models, devices, and human participants rather than relying on a single robot, drone, or hardware manufacturer.
* De-Risked Enterprise Validation: Backed by institutional deployers and an international network through Enactus Mexico and the Catholic Project Fund, creating a massive real-world deployment environment.
* Proven Beachhead with Massive TAM: While launching in precision agriculture and workforce education, the underlying orchestration architecture directly translates to high-value enterprise verticals including logistics, infrastructure inspection, energy, retail verification, defense, and public safety.

Executive & Partner Perspectives

Rowland Hanson, Co-Chairman of YouLabs.ai and former Microsoft VP: "When I came up with the name Windows for Microsoft, I was excited about the opportunity to provide a unifying platform for the emerging PC market. Windows ultimately helped transform personal computing by bringing different technologies and applications together through a common platform. I see a similar opportunity emerging today. We are entering a world filled with robots, drones, smart glasses, sensors, and AI agents. YouBots™ can become the unifying orchestration layer for the Physical AI era."

Curtis Hutten, Co-Chairman & CEO of YouLabs.ai: "We are excited to help improve efficiencies in both education and agriculture through our new Physical AI technologies. Artificial intelligence is moving beyond the computer screen and into the physical world. With YouBots™, we can connect people, smartphones, drones, robots, and AI agents so they can work together to observe a problem, understand it, and, where authorized, take action."

Ania Alexakos, Chief Product Officer of YouLabs.ai: "Our vision is much larger than connecting devices—we want to connect intelligence with action. When billions of people and connected machines collaborate through AI, entirely new categories of services and revenue models become possible."

Thien Pham, Chairman of the Catholic Project Fund: "This historic initiative is a long-term investment in Mexico’s young entrepreneurs and in the digital future of the country. With the YouLabs.ai technology, It gives students and farmers practical tools that can improve

productivity, create new skills, generate income, and open entirely new economic opportunities across communities."

A New Model for AI Education and Workforce Development

The Mexico initiative is designed to move AI education beyond traditional classroom instruction. Rather than simply learning how to use software applications, participating students gain practical, learn-by-doing experience with technologies reshaping the global workforce: AI agents, agricultural drones, autonomous systems, spatial computing, and precision agriculture.

About YouLabs.ai YouLabs.ai™ is the developer of the premier orchestration platform for the Physical AI era. Through its YouBots™ and SmartBubbles™ technologies, YouLabs coordinates people, smart devices, robotics, drones, IoT hardware, and autonomous AI agents to make the physical world queryable, observable, intelligent, and actionable for businesses, governments, and consumers. Website: YouLabs.ai

About Enactus Mexico Enactus is a global experiential learning platform dedicated to creating positive social and economic impact through student entrepreneurship and technological innovation. Website: Enactus.org

About The Catholic Project Fund The Catholic Project Fund accelerates high-impact community development, education, and sustainable economic transformation through strategic partnerships and scalable technology deployments. Website: CatholicProjectFund.org

Media & Investor Relations Contact YouLabs.ai Investor Relations Email: info@youlabs.ai

Curtis Hutten
YouLabs.ai
email us here
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