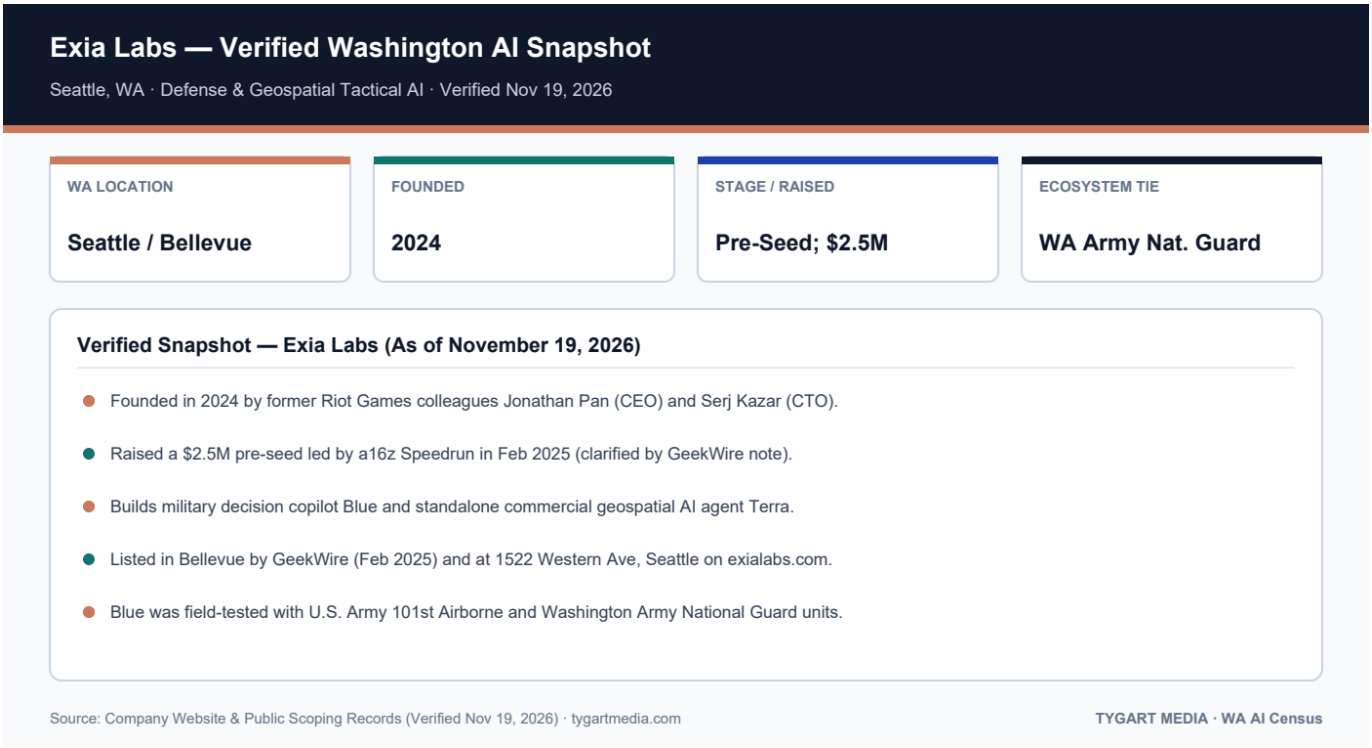
Exia Labs: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/exia-labs-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, Exia Labs operates an active corporate website at exialabs.com featuring its military planning platform Blue and commercial geospatial AI agent Terra. Founded in 2024 and backed by a $2.5M pre-seed round led by a16z Speedrun, the company remains privately held with no subsequent institutional round or acquisition reported.



Field	Verified Record (As of Nov 19, 2026)
Company	Exia Labs (Exia Labs Inc.)
Official Website	https://www.exialabs.com/
Washington HQ	Seattle, WA (1522 Western Ave St 24008, Seattle, WA 98101 on exialabs.com; described as Bellevue, WA in Feb 2025 GeekWire coverage)
Other WA Footprint	Bellevue, WA (Feb 2025 GeekWire coverage); field exercise testing of Blue with Washington Army National Guard units
Founded	2024
Founders / Leadership	Jonathan Pan (CEO & Co-Founder), Serj Kazar (CTO & Co-Founder)
Stage	Pre-Seed
Announced Funding	$2.5M Pre-Seed (Feb 2025; led by a16z Speedrun with Space Capital, Anorak Ventures, Pathbreaker Ventures, and Mana Ventures)
Team Size	4 (as of Feb 2025 GeekWire report; current headcount not publicly disclosed)
Primary Ecosystem Ties	Seattle-Bellevue metro HQ; Washington Army National Guard field testing; Amazon/Meta gaming leadership lineage; GeekWire coverage (Feb 2025)

What Exia Labs Builds

Exia Labs (Exia Labs Inc.) develops spatial-reasoning AI software, machine-readable world models, and scenario-simulation tools for defense and commercial decision-making. On its official website, the company anchors its product line around two platforms built on a shared spatial-reasoning foundation: **Blue**, a simulation platform and military operations copilot that fuses operational and geospatial data, and **Terra**, a standalone geospatial AI agent built for commercial workflows.

According to GeekWire's February 27, 2025 report, Blue uses AI agents to analyze operational documents, automate steps of the U.S. Army's Military Decision Making Process (MDMP), and simulate alternative courses of action to accomplish a mission. Alongside defense R&D and longer-cycle Department of Defense procurement, Exia Labs also adapted GMT Games' political simulation tabletop game *Mr. President* for Steam so commercial game revenue could support its defense software work.

Washington Footprint and Leadership

Public records place Exia Labs squarely inside the Seattle-Bellevue metro, with a city-level nuance across dated sources. In February 2025, GeekWire described Exia Labs as a Bellevue, Washington-based startup, whereas the company's live Terms of Service and Privacy Policy list its corporate headquarters address as **1522 Western Ave St 24008, Seattle, WA 98101**. The startup also has operational ties inside the state through field exercise testing of Blue with Washington Army National Guard units.

Exia Labs was founded in 2024 by longtime game developers **Jonathan Pan** (CEO & Co-Founder) and **Serj Kazar** (CTO & Co-Founder), who previously worked together at Riot Games. Per exialabs.com and GeekWire, Pan served five years in the U.S. Army (including Operation Enduring Freedom), oversaw $300M in annual budgets for original game development at Meta and Amazon, worked on gaming products at Walmart, co-founded esports team Ember, and serves as a Visiting Fellow at Stanford's Hoover Institution and a Special Government Employee in the U.S. Government. Kazar began his career as a television and commercial environment artist before studying computer science, working at Bird, and serving as Principal Engineer and ML/data technical lead across multiple titles at Riot Games on supervised and reinforcement learning systems. GeekWire reported a 4-person team in February 2025; current headcount is not publicly disclosed.

Products, Users, and Public Traction

Exia Labs serves three user groups across defense, commercial geospatial operations, and strategy gaming: military operational planners and national security or public safety teams (Blue), commercial organizations running spatial analysis and geospatial workflows (Terra), and strategy gamers on Steam (*Mr. President*). Its website includes dedicated Government Resources pointing to its Vulcan Scout Card, Army API Marketplace, and Contract Vehicles, alongside a company blog and research section highlighting Terra.

In February 2025, GeekWire reported that units from the **U.S. Army 101st Airborne Division** and the **Washington Army National Guard** were testing Blue in field exercises, and noted Exia Labs' adaptation partnership with **GMT Games** for *Mr. President*. Commercial enterprise customer names for Terra, defense contract dollar awards, and company revenue figures are not publicly disclosed.

Funding, Stage, and Place in Washington's AI Landscape

Exia Labs is at the pre-seed stage. In February 2025, the company announced **$2.5M** in financing led by Andreessen Horowitz's gaming-focused accelerator **a16z Speedrun** (which Exia Labs participated in during 2024), with participation from **Space Capital**, **Anorak Ventures**, **Pathbreaker Ventures**, and **Mana Ventures**. GeekWire's coverage appended an editor's note clarifying that the $2.5M financing was a pre-seed round rather than a seed round. No subsequent institutional funding round or acquisition has been reported through November 2026.

Within Washington's AI landscape, Exia Labs combines two long-standing Pacific Northwest strengths—game-engine simulation engineering from Amazon, Meta, and Riot Games alumni and regional defense and aerospace demand—into spatial-reasoning software. Expanding from military course-of-action simulation (Blue) into a standalone commercial geospatial agent (Terra) positions the company alongside Seattle startups applying AI world models and spatial reasoning to physical-world environments.

Verified Primary Sources & Official References

- Exia Labs Official Website: https://www.exialabs.com/
- Exia Labs Blog: https://blog.exialabs.com/
- Exia Labs Terms of Service: https://www.exialabs.com/terms/
- Exia Labs Privacy Policy: https://www.exialabs.com/privacy/
- Exia Labs LinkedIn: https://www.linkedin.com/company/exialabs
- GeekWire — Exia Labs $2.5M Pre-Seed Coverage (Feb 27, 2025): https://www.geekwire.com/2025/automating-science-of-war-exia-labs-raises-2-5m-to-build-ai-for-military-operations/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/exia-labs-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/exia-labs-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.