

Industry and market size:

1. Industry Reports
 - a. [XR Market Signals Document](#)
 - b. [ROI Report](#)
 - c. [Ctruh Positioning Document](#)
2. Technology Reports
 - a. [Ctruh Technology Stack Overview](#)
 - b. Architecture Documents for:
 - i. [3D Engine](#)
 - ii. [VersaAI](#)
 - iii. [DevOps](#)
 - c. Overview Documents for [Ctruh VersaAI](#) and [Ctruh 3D Engine](#)

Revenue Streams and Pricing Strategy



Ctruh Business Model: [Link](#)

Our revenue comes from a freemium model that allows non-power users to explore our platform with basic features before upgrading to a paid plan. We follow a usage-based, three-tiered pricing structure, which includes:

1. **Limits on experience creation** – The number of experiences a user can build per account.
2. **Monthly view limits** – Caps on the number of views for created experiences.

3. **Feature access** – Tiered access to editor and application features, ranging from basic to advanced.
4. **Branding & White-labeling** – Customization options for businesses.
5. **Storage, support, and analytics** – Additional services based on plan level.

Our pricing tiers include **Free, Basic, Professional, and Enterprise** plans. For Professional and Enterprise users, we charge a standard platform fee of **\$900 per month**, with billing options available on a **half-yearly or annual basis**. This structure ensures flexibility, catering to everyone from individual creators to large enterprises.

Target Audience: [Customer Persona Document](#)

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Okay, so how are we going to make Money?

Free	Starter	Professional	Business	Enterprise
Get Started for Free	Starts at \$699/Month	Starts at \$799/Month	Starts at \$999/Month	Custom Pricing
Features <ul style="list-style-type: none"> ✓ 3 Experiences ✓ 500 Views/Month ✓ 2 GB Storage ✓ Ctruh Branding ✓ Community Support 	Features <ul style="list-style-type: none"> ✓ 10 Experiences ✓ 500 Views/Month ✓ 10 GB Storage ✓ Custom Branding ✓ Email Support 	Features <ul style="list-style-type: none"> ✓ 15 Experiences ✓ 2,000 Views/Month ✓ 50 GB Storage ✓ Custom Branding ✓ Email+Chat Support 	Features <ul style="list-style-type: none"> ✓ 20 Experiences ✓ 100,000 views/month ✓ 200 GB Storage Space ✓ Custom Branding ✓ Dedicated Customer Success Manager, Priority Email+Chat 	Features <ul style="list-style-type: none"> ✓ Custom Experiences ✓ Custom Views/Month ✓ Custom Storage Space ✓ Custom Branding ✓ Dedicated Customer Success Manager, Solutions Manager, Priority Email+Chat
Upgrade Cue <ul style="list-style-type: none"> ✓ 3 or More Experiences ✓ 500+ Views/Month 	Upgrade Cue <ul style="list-style-type: none"> ✓ 10 or More Experiences ✓ 5,000+ views/month 	Upgrade Cue <ul style="list-style-type: none"> ✓ 15 or More Experience ✓ 20,000+ views/month 	Upgrade Cue <ul style="list-style-type: none"> ✓ 20 or More Experience ✓ 100,000+ views/month 	Upgrade Cue <ul style="list-style-type: none"> ✓ Tailored Solutions ✓ Very High Usage Limits

Revenue Breakdown: Recurring vs. One-Time

Ctruh is currently in the **Early Traction** stage, with sales operations initiated in early 2025. We project revenues of **\$750K by December 2025** and **\$1.8M by December 2026**. Given the emerging nature of XR and 3D technologies in enterprise workflows, **initial adoption typically involves a higher share of one-time revenue**, with recurring revenue expected to increase steadily as clients mature into long-term use cases.

1. One-Time Revenue

A significant portion of current revenue comes from **one-time implementation fees, custom build-outs, and experience design projects**. These are generally milestone-driven and split into **2–3 installments**, aligned with project stages — from initiation to delivery.

2. Recurring Revenue

We follow a **subscription-based model** for clients opting for our platform or reusable modules, typically billed **quarterly, half-yearly, or annually**. As the market matures and adoption increases, this component will become the primary growth engine, anchored by our **AI-powered Unified XR Commerce Studio**.

Payment Flow and Terms

Payments are typically collected via **direct bank transfers, invoicing, or online payment gateways**, depending on client geography and size.

1. **One-time project fees:** Billed in installments across defined project milestones (e.g., 40% on project start, 30% on midway delivery, 30% on final handover).
2. **Subscription payments:** Collected quarterly, half-yearly, or annually based on client preference.
3. **Refunds & Cancellations:** Given the bespoke nature of most implementations, refunds are not applicable post kick-off. Subscription cancellations are governed by a minimum commitment period as per the contract.

Scalability of the Revenue Model

Our long-term vision is to drive **high-margin, scalable recurring revenue** through our **AI-powered Unified XR Commerce Studio**, a web-native, cross-platform platform for building and deploying immersive 3D and XR experiences.

This product leverages two core proprietary technologies:

1. A **no-code/low-code 3D engine**, optimized for real-time deployment across web and mobile.
2. **VersaAI**, our AI engine that converts text, images, or videos into interactive 3D assets within minutes.

This core stack enables rapid deployment of XR applications across verticals like fashion (try-ons), automotive (configurators), real estate (virtual walkthroughs), and retail (immersive storefronts). As businesses onboard, their usage grows with platform adoption — leading to **naturally expanding subscription revenue and low churn**. The platform is designed to **scale without proportionate increases in human effort**, unlocking true SaaS economics.

Additional Revenue Opportunities

As our platform matures, we see several high-potential extensions to our current monetization model:

1. **Marketplace for 3D Assets & Templates:** Allowing brands to purchase or customize pre-built experiences.

2. **Usage-Based Pricing for AI Generation:** Metered access to VersaAI for real-time asset creation.
3. **White-labeled Partner Deployments:** Licensing our XR Studio to agencies and systems integrators.
4. **Data & Analytics Add-ons:** Advanced engagement analytics, A/B testing modules, and user behavior insights.
5. **XR Commerce Layer Integration:** Plug-and-play APIs for payments, checkout, and CRM integration within immersive storefronts.

Revenue Projections

[Link](#)

Competitor Analysis Framework

(cover 2-3 competitors operating in the similar revenue model or advanced revenue model in comparison to your company)

Category	Metadome (Metadome.ai)	Eccentric Engine	PropVR
Headquarters	Gurugram (Gurgaon), India	Mumbai, India (registered)	Chennai, India (former startup location)
Founding Year	2016	2012	2016 (founded by Srinath Kandala & Sunder Jagannathan)
Total Funding	~\$10.5 M (Raised \$4 M pre-Series A in Dec 2021 and \$6.5 M Series A in Aug 2024)	\$5.0 M (Pre-Series A in Jan 2025)	≈\$0.034 M (raised ~\$33.8K in early seed rounds; acquired by Square Yards in Mar 2021)
Funding Rounds	2 rounds: Pre-Series A (Dec 2021), Series A (Aug 2024)	1 round: Pre-Series A (Jan 2025)	Multiple seed rounds
Investors	Siana Capital (lead), Chiratae Ventures, Alteria Capital, 3to1 Capital, etc.	Exfinity Venture Partners, Arkam Ventures	Square Yards / Brigade Group's REAP (through acquisition) (early investors included Dtec, Dubai Smart City, etc.)

Business Model	XR (AR/VR/AI) platform for product visualization and sales enablement. B2B SaaS to help brands create immersive buying experiences.	One3D platform – real-time 3D rendering and visualization for automotive OEMs (turns CAD models into immersive experiences).	AI-driven 3D/VR/AR platform for real estate – creates virtual walkthroughs and digital twins of properties.
Revenue Streams	Enterprise platform licenses/subscriptions and customization services (B2B).	Platform licensing (software/subscription) plus integration and support services.	SaaS platform fees and project services (property developers' subscriptions for 3D tours).
Target Market	Brands in home decor, e-commerce, and mobility (automotive) sectors (e.g. HP, Tata, Hero MotoCorp).	Automotive OEMs and dealers (e.g. Maruti Suzuki, Tata Motors, Toyota, Hyundai, Stellantis).	Real estate developers, builders, architects, interior designers and agents.
Gross Margin	N/A (not publicly disclosed)	N/A (not publicly disclosed)	N/A (not publicly disclosed)
Net Margin	FY2021-22: -125.9% (loss; ₹-5.87 Cr on ₹4.66 Cr revenue) Source- Tracxn	FY2022-23: ~13.5% (profit; ₹2.69 Cr on ₹19.86 Cr revenue) Source- Tracxn	FY2022-23: -7.9% (loss; ₹-0.35 Cr on ₹4.41 Cr revenue) Source- Tracxn
Operating Expense	FY2021-22: ~₹12.39 Cr (~\$1.5 M) Source- Tracxn	FY2022-23: ~₹16.25 Cr (~\$2.0 M) Source- Tracxn	FY2022-23: ~₹4.76 Cr (~\$0.6 M) Source- Tracxn
Current ARR	Not disclosed	Not disclosed	Not disclosed
Current MRR	Not disclosed	Not disclosed	Not disclosed
ARR Growth Rate	Not disclosed	Not disclosed	Not disclosed
Churn Rate	Not disclosed	Not disclosed	Not disclosed

Founders Profile:

Vinay Agastya is the Founder and CEO of **Ctruh**, with over a decade of experience across **Product, Solutioning, Growth, and Strategy** in early-stage startups. He holds a **Bachelor's degree in Mechanical Engineering** from GITAM University, a **fellowship in Industrial and Product Design** from MIT, and a **specialization in Sales & Marketing Operations** from INSEAD.

He started his career at **Swiggy** in **2014–15**, during its earliest days, contributing to core product and operational efforts. He was later an **integral part of GenieBazar**, a hyperlocal commerce initiative,

where he worked closely on execution and growth. Vinay then joined **Scapic** (acquired by Flipkart) as a **core team member**, where he led **Growth** and made significant contributions to **Solutioning**, helping shape enterprise adoption of immersive technologies. He subsequently held key roles at **Exotel** and **Unacademy**, further sharpening his expertise in scaling products and customer-focused solutions.

Ctruh is Vinay's first founded venture, though his previous roles closely mirrored founder-level responsibilities. He was awarded **ESOPs at Swiggy, Scapic, and Exotel**, reflecting his deep involvement and impact at each company.

Litigations (Personal, Business & Criminal): *None*

Investments:

Vinay has not made external angel investments to date and remains fully focused on building and scaling Ctruh.

Financials:

1. **MRR:** Early stage; growing with new enterprise conversions.
2. **ARR:** Projected \$750K (2025), \$1.8M (2026)
3. **Burn Rate:** ~\$49K/month ([MOM-Expense](#))
4. **Runway:** 1 month (pre-funding)
5. **Gross Margin:** Target 75%+ (SaaS margins)

Facilities:

Ctruh is headquartered in **Bangalore, India**, operating under the entity name **Ctruh Technologies Private Limited**. The registered office is located at:

3rd Floor, Obeya Tranquil, 1185, 5th Main Road, 7th Sector, HSR Layout, Bengaluru, Karnataka – 560102.

Ctruh is also incorporated in the **United States** as a legal entity; however, operations in the U.S. have not yet commenced.

Technology:

1. [Ctruh Technology Stack Overview](#)
2. Patents and IP

S.No	Application No.	Title	Status
1	202441071517	SYSTEM AND METHOD FOR BUILDING MULTI-LEVEL CACHE FOR A THREE-DIMENSIONAL (3D) FRAMEWORK	Granted
2	TEMP/E-1/37901/2025-CHE	VIRTUAL TEXTURING	Filed
3	N/A	3D DESIGN PROCESS	In Progress
4	N/A	3D ASSET GENERATION FROM AN IMAGE VIA OPTIMAL FEATURES SCALED SPARED STRUCTURED LATENT	In Progress

Fundraiser:

1. Total funding details till date

Raised \$2 million in Jan 2023 from angel investors, [Mr. Dharmendra Jain](#) (20%), CFO & CHRO, Yash Technologies, and [Mr. Pankaj Jain](#) (14%), Founder and CEO, Aaseya IT Services.

Post Money Valuation: \$7M

Ctruh Business Note

Key Problem Solved Creating high-quality 3D and immersive experiences has long been complex, expensive, and inaccessible. Businesses require skilled technical teams, powerful hardware, and extended development timelines. Ctruh solves this by providing an AI-powered, no-code/low-code platform that lets anyone build and deploy immersive XR (3D/AR/VR) experiences instantly via the browser. This removes the dependency on complex tools and enables mass adoption across industries.

Business Model Ctruh operates on a freemium model with a structured three-tiered pricing approach:

1. **Free Tier:** Limited experiences and views.
2. **Basic/Professional Tiers:** Feature access and monthly view limits.
3. **Enterprise Tier:** \$900/month base platform fee, billed quarterly/annually. Custom features, support, white-labeling, and analytics included.

Revenue includes:

1. **Recurring Revenue:** Platform subscriptions.
2. **One-Time Revenue:** Setup fees, implementation, and design customization.

Pipeline Overview

1. **Target Industries:** Retail/E-commerce, Real Estate, Automotive
2. **Total Pipeline:** 147 companies
3. **Sales Pipeline Value:** ₹24 Cr (~\$2.9M)
4. **Active Conversations:** ₹4 Cr (~\$480K)

Projected Growth Opportunities

1. **Target Revenue:**
 - a. \$750K by Dec 2025
 - b. \$1.8M from Jan 2026 to Dec 2026
2. Revenue ramp assumes gradual shift from one-time revenue to recurring subscription-based income as the Unified XR Commerce Studio adoption increases.

Why Now The convergence of AI, 5G, and browser-based rendering capabilities has created the perfect inflection point for immersive tech adoption. Businesses seek high-conversion, personalized, digital-first interactions that don't require app downloads. The rise in consumer expectations and competitive differentiation through immersive experiences creates strong demand for scalable, plug-and-play solutions like Ctruh.

Market Trends

1. **XR Market:** \$1.5 trillion by 2030 (PwC)
2. **3D Tech Market:** \$47.5 billion by 2025 (MarketsandMarkets)
3. Surge in demand across retail, real estate, automotive, and education sectors.
4. Increasing interest in virtual storefronts, AR try-ons, and web-native commerce.

Competitive Edge

1. World's first browser-native, no-code/low-code 3D engine.
2. Proprietary AI model (VersaAI) to convert text/images into 3D instantly.
3. Patented rendering and caching technologies for fast, high-quality web delivery.
4. Verticalized templates for fashion, auto, real estate.
5. Web-first delivery model, no downloads, fully device-agnostic.

Urgency / Opportunity Early-mover advantage in a market primed for transformation. Strong IP foundation and technical moat. Growing enterprise pipeline with high retention potential.

AI-Powered Unified XR Commerce Studio Ctruh is building the world's first **AI-powered Unified XR Commerce Studio**, a web-native platform designed to make 3D and immersive commerce accessible at scale. This studio allows brands and businesses to create, customize, and deploy a wide range of XR experiences with ease, eliminating the need for technical expertise.

At its core, the studio is built on:

1. **Ctruh 3D Engine:** A real-time, no-code/low-code engine optimized for the browser.
2. **VersaAI:** Converts text, images, and videos into 3D objects and scenes within minutes.

Use cases include:

1. Virtual try-ons for apparel, jewelry, eyewear, cosmetics.
2. Immersive real estate walkthroughs and configurators.
3. Automotive showrooms and product configurators.
4. Fully shoppable virtual storefronts with AR overlays.
5. Interactive learning and simulation modules for enterprises.

These experiences are:

1. **Deployed instantly via a URL** (no app required).
2. **Compatible across devices and headsets.**
3. **Analytics-integrated** for performance tracking.
4. **White-label ready** for agencies and partners.

The Unified XR Commerce Studio is subscription-only, positioning Ctruh for high-margin, recurring SaaS revenue. It reduces development cycles from weeks to minutes and empowers businesses to continuously innovate on customer experience.

Financials

1. **MRR:** Early stage; growing with new enterprise conversions.
2. **ARR:** Projected \$750K (2025), \$1.8M (2026)
3. **Burn Rate:** ~\$49K/month
4. **Runway:** 1 month (pre-funding)
5. **Gross Margin:** Target 75%+ (SaaS margins)

Funding Ask

1. **Ask:** \$1.2M
2. **Valuation:** \$6M - \$7M (negotiable)
3. **Structure:** SAFE or Convertible Note
4. **Valuation Cap & Floor:** To be discussed during term sheet stage

5. **Current Commitments:** Soft commitments from 2 institutional VCs

Risks and Mitigation

1. **Adoption Risk:** XR is still early in many sectors
 - a. *Mitigation:* Industry-specific templates, free tier onboarding, education-focused go-to-market.
2. **Competitive Risk:** Market has established design tools (Unity, Vectary, etc.)
 - a. *Mitigation:* Ctruh focuses on no-code simplicity + browser-native deployment.
3. **Revenue Volatility:** Reliance on one-time deals initially
 - a. *Mitigation:* Building recurring SaaS layer (XR Commerce Studio) to stabilize revenue.

Industry & Market Size

1. XR & 3D Market projected at \$1.5T globally by 2030
2. India + MENA retail, auto, and real estate are seeing accelerated digitization
3. Current penetration of immersive tech is under 5%, offering vast headroom

Technology Overview

1. **3D Engine:** No-code, low-code, real-time rendering engine for web
2. **VersaAI:** Proprietary GenAI model for text/image/video to 3D asset generation
3. **Deployment:** Cloud-native, CDN-accelerated, device agnostic
4. **Patents:** Filed for 3D caching, rendering sync, texture streaming

Revenue Streams & Strategy

Ctruh has established a multi-channel monetization model that supports both scalability and flexibility. The revenue streams are as follows:

1. **Application Subscription**
A core revenue driver, this is a monthly subscription for access to Ctruh's platform and tools. It is available with **quarterly or yearly payment options**, offering flexibility for businesses of different sizes and needs.
2. **AI Subscription**
A monthly subscription specifically for **converting text and images into 3D assets using Ctruh's proprietary AI engine, VersaAI**. This allows customers to generate high-quality immersive content at scale without needing design or technical expertise.
3. **Enterprise Licensing**
A hybrid model that includes a **one-time setup or onboarding fee**, followed by a **recurring monthly subscription** for extended access, enterprise-grade features, custom integrations, support, and SLAs.
4. **Channel Partners**
Ctruh engages with channel partners through **custom financial arrangements**, which

typically include both **one-time implementation fees** and **recurring subscription plans**. This supports strategic partnerships and co-sell motions.

5. **Platform Commission**

As Ctruh builds out its ecosystem, it will charge a **flat commission on transactions occurring within the Ctruh Platform Marketplace**. This marketplace will offer 3D templates, assets, plug-ins, and tools for creators and enterprises.

Founder Profile Vinay Agastya, Founder & CEO, has over a decade of experience in product, solutioning, growth, and strategy. He previously worked at Swiggy (early team), GenieBazar, Scapic (core team, acquired by Flipkart), Exotel, and Unacademy. Ctruh is his first founded venture. He holds degrees from GITAM University, MIT, and INSEAD. ESOP holder in Swiggy, Scapic, and Exotel. No past/pending litigations.

Fundraising History

1. **Raised:** \$2M in Jan 2023
2. **Investors:** Mr. Dharmendra Jain (CFO & CHRO, Yash Technologies), Mr. Pankaj Jain (Founder, Aaseya IT Services)
3. **Post-money Valuation:** \$7M

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