



# Chimera

Hyper-Realistic AR/VR Car Configurator



# PROBLEM

Luxury car dealerships rely on outdated configurators tools that fail to capture a car's true aesthetics — reducing buyer confidence and emotional engagement in the process.

- **Low-resolution 2D screens** fail to capture real-life colors, lighting, and fine details
- Customers feel **lack of confidence** leading to cancellations
- **Clunky, slow interfaces and fragmented experiences** hurt brand image



# SOLUTION

Chimera delivers an immersive AR/VR configurator that elevates the high-end car buying experience at luxury dealerships through Apple Vision Pro.



**Generating  
Conquest Leads**  
Improved showroom  
& events experience



**Closing Deals  
Confidently**  
Improves CSI  
Scores



**AI Sales Features**  
Speak to configure  
Real-time AI Sales  
assistant



# PRODUCT

[Click to watch demo video](#)

**NOTE:** This screen recording can't capture the full depth and emotion — only the headset experience reveals the true magic.



“The graphics are so real, I kept reaching out to grab the steering wheel. This is the true meaning of ‘what you see is what you get.’”



Kyle Snell, Sales Manager at Boardwalk Lotus  
Redwood City





## WOW Factor - How People React?

Video of the software being showcased at one of the largest Lamborghini dealership

## AI Features & Dealership Suite

- Real-time AI sales assistant
- Speak to Configure
- Buyer Configuration Dashboard
- Dealership Metrics Tracker

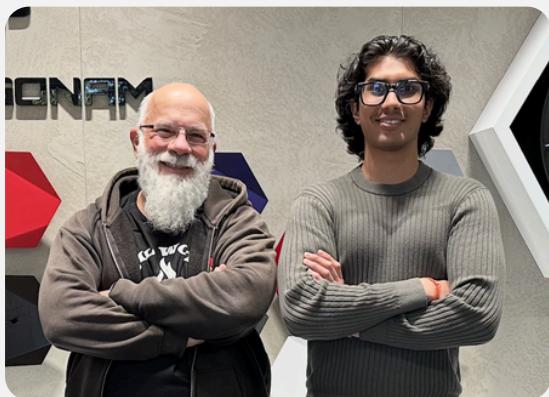
A screenshot of a web-based AI car configuration interface. At the top, there are tabs for 'Exterior', 'Interior', and 'Car Details'. The 'Car Details' tab is currently selected. Below the tabs is a search bar with the placeholder text 'Ask anything about Lamborghini Revuelto here...'. Underneath the search bar, there are three questions: 'What's the horsepower of this car?', 'Is this car hybrid? How does the hybrid system work?', and 'How does it compare to the other "Lamborghini" cars in the same category?'. At the bottom, there is a 'Specifications' section with two boxes: 'V12 NA 6.5 l ENGINE' and '825 CV (607 kW) @ 9250 rpm MAX POWER KW/CV'.

# TRACTION

8

## Exclusive Events

Showcased Chimera at Lamborghini Temeario Reveal, Aston Martin Valhalla Launch, F1 Watch Party, Hillsborough Concours d'Elegance



### Frank Casanova (Mentor)

Former Sr. Marketing Director, Vision Pro @ **Apple** (37 years), supercar enthusiast

+

Verified Business

4

## Pilot Ready Dealerships

Lamborghini Newport Beach, Prestige Imports Miami, Luxury Collections Los Gatos, Boardwalk Lotus



### Rishi Dhall (NVIDIA Partnership interest)

VP Automotive Engineering, NVIDIA (Integration with Omniverse)

22+

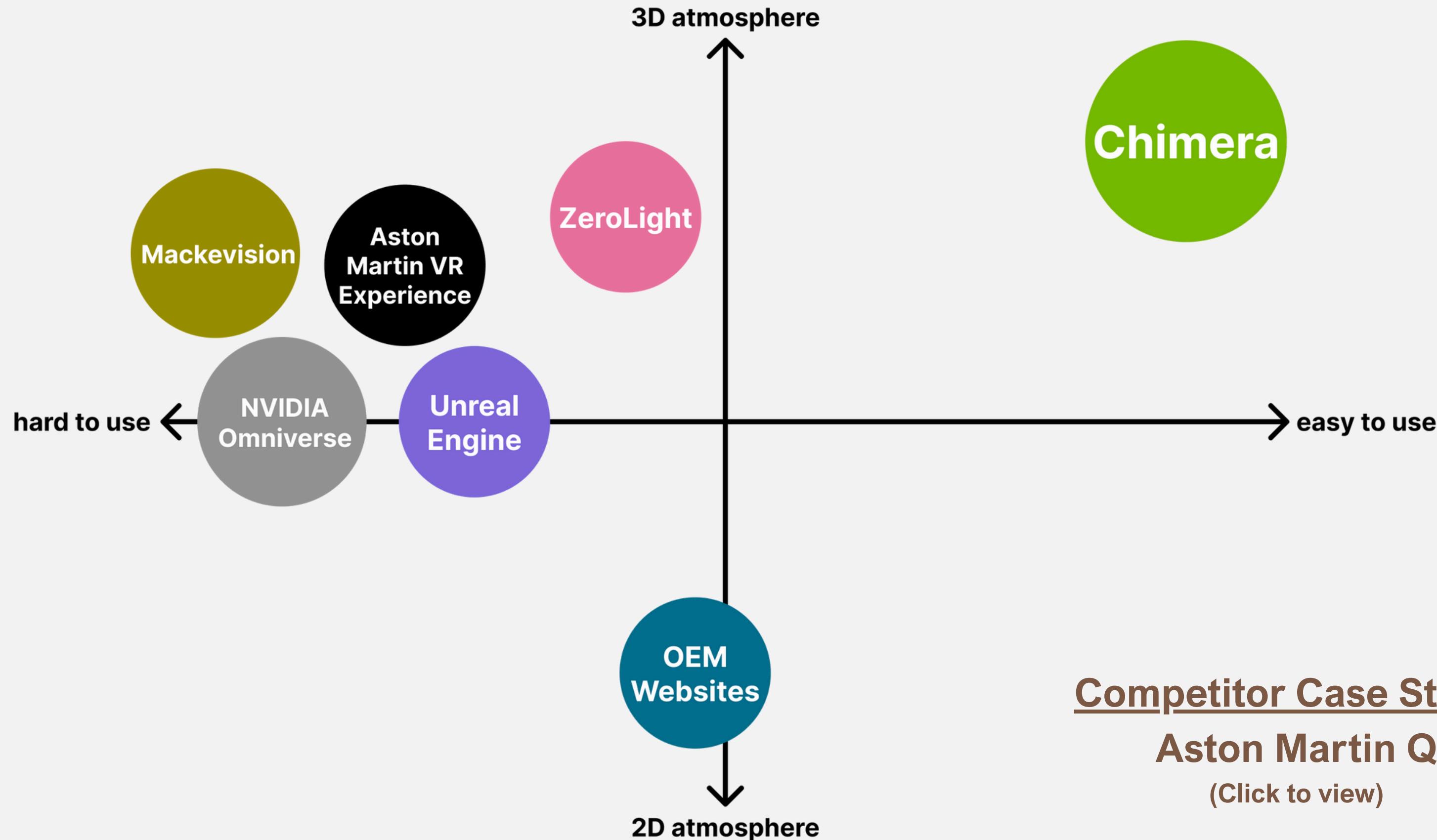
**Dealerships with  
overwhelmingly positive  
feedback**



### Marat Pashkevich (Advisor)

20+ years in luxury automotive & motorsports,  
Head of Strategic Partnerships @ Anaphora

# COMPETITION



# COMPETITIVE ADVANTAGE



**Best-in-class quality,  
works seamlessly  
across all brands**



**Plug-and-play for  
OEMs & dealers  
Zero dev/maintenance**



**First to Market,  
Strong OEM, dealer,  
industry partnerships**



**AI-Powered Sales  
tools**



**Cost-effective  
than building in-house  
OEM solutions**



**Dead-Simple User  
Experience,  
Fast dealership setup**

# KPIs

**Goal: Build data-backed case study for OEMs in the next 3 months**

## What we Measure?

 Test drive frequency

 Upsell revenue (MSO, paint, carbon, etc.)

 Conversion rate improvement

 Customer engagement vs. existing tools  
(baseline)

## How We Get It?

 Baseline vs. pilot performance data

 Short surveys + interviews (dealers & buyers)

 Dealership CRM metrics + headset session tracking

 Marketing ROI uplift vs. historical spend

# WHY NOW?

**OEMs are actively developing VR visualizers & configurators**

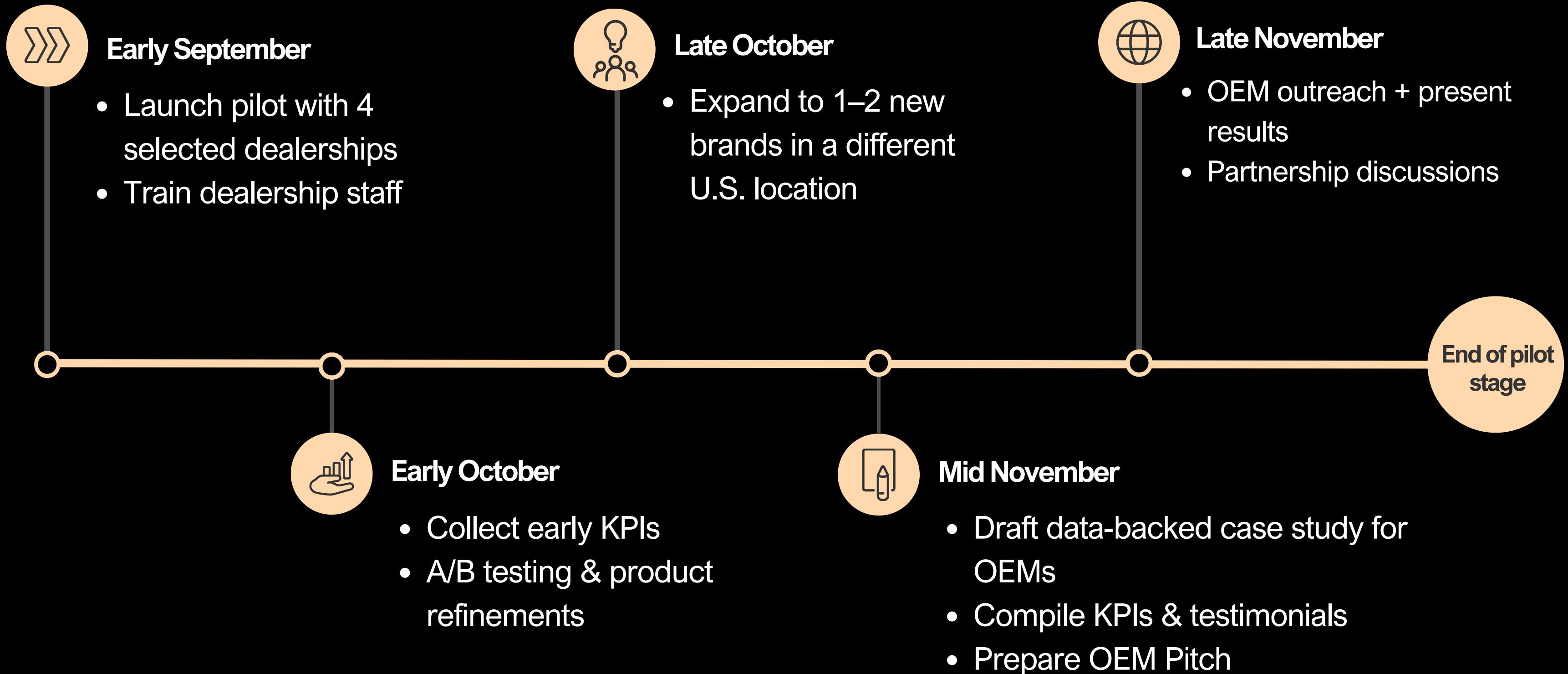
- Fragmented across different brands
- Slow and expensive to develop and deploy
- Eg: Lamborghini, Aston Martin, Porsche

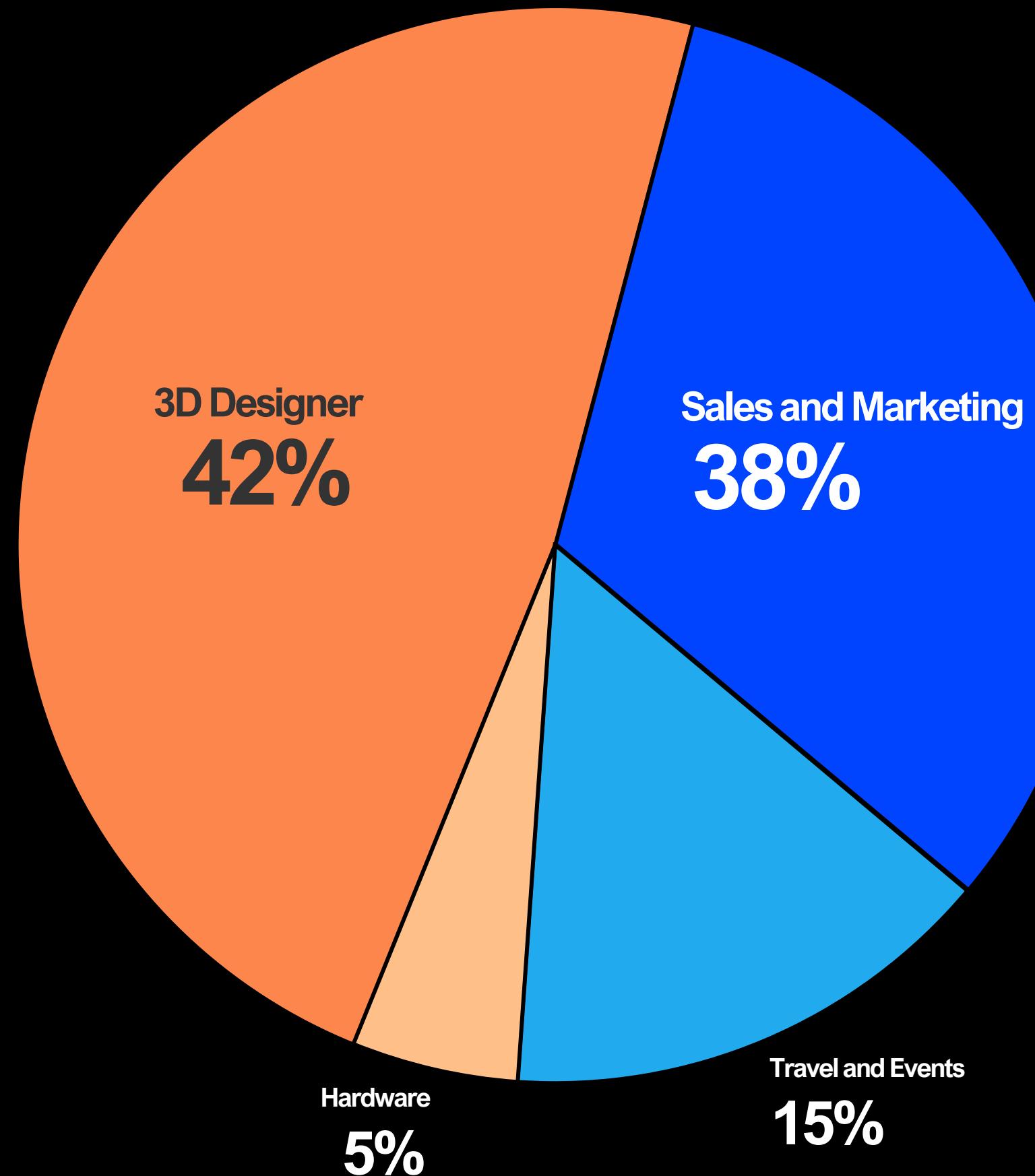
**Signals a large, growing market, and opportunity to dominate.**

- We must MOVE FAST to secure First Mover Advantage.
- Lock in market share
- Better alternative for OEMs
- Scale exponentially faster globally



# GO TO MARKET PLAN (PILOT)





## PRE-SEED FUNDING

**\$175000**

Fueling Go-to-Market & Product Expansion

Chimera is currently fully bootstrapped.

### Funding Allocation:

- 42% – Expand 3D car model library (32 models, avg. \$2.2K each) via full-time 3D designer
- 38% – Scale sales & marketing efforts to expand across dealerships and brands
- 15% – Essential travel for OEM events & showcases
- 5% – Minimal hardware needs

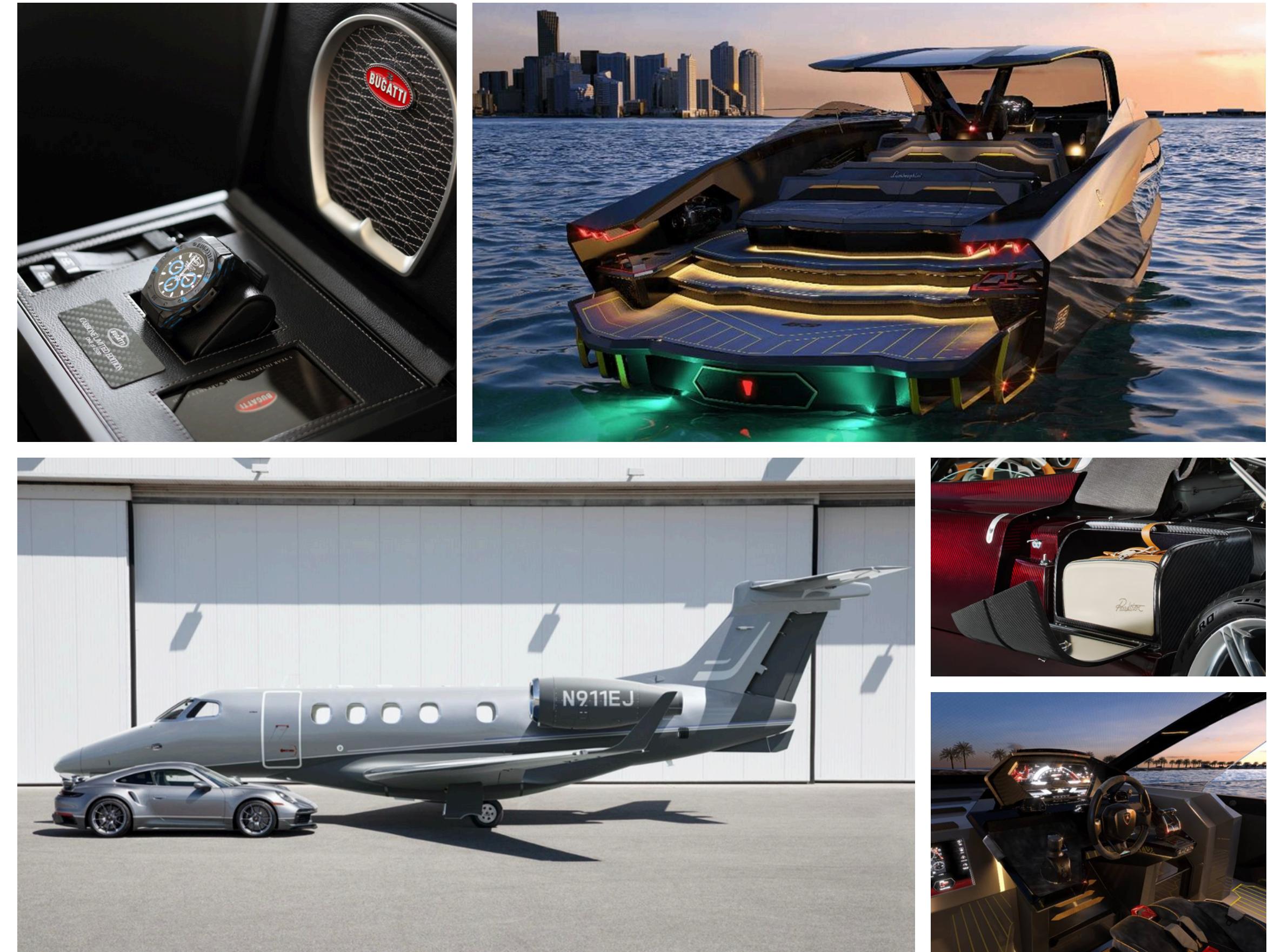
This investment accelerates our go-to-market, enhances product quality, expands partnerships, and drives rapid traction.

# Room To Grow

**The auto industry is just our entry point.**

Chimera's immersive tech is built to scale; with future plans to expand into aviation, yachts, watches, and other luxury verticals where experience drives value.

These industries already share deep ties with high-end auto brands through co-branded products, design language, and customer overlap.



# OUR TEAM



**Marat Pashkevich, Advisor**

[marat@mvp-strategies.com](mailto:marat@mvp-strategies.com)

- 20+ years in luxury automotive, driving brand growth.
- Proven track record in cultivating OEM & dealership relationships.
- Head of Strategic Partnerships at Anaphora
- [LinkedIn](#)

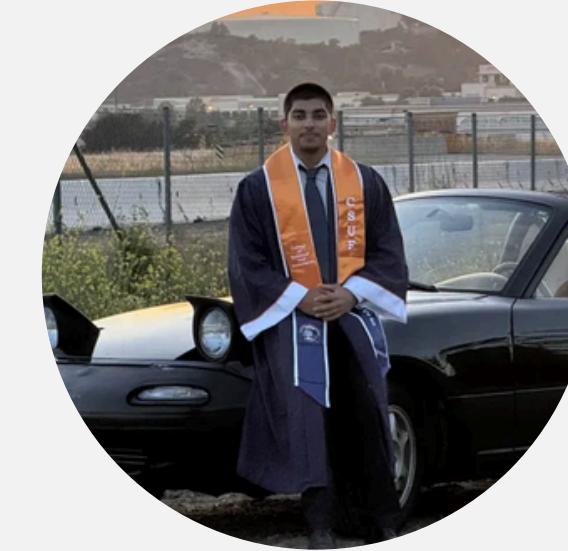


**Prakshal Jain, Founder**

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- Previously: Meta, Software Eng (AR/VR)
- Lead and Launched Immersive Experiences for *Millions* of AR/VR (Meta Quest) users.
- Holds the patent
- [Article](#), [LinkedIn](#)



**Neil Patel, Head of Business Development**

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- Finance and Business Administration
- Blacklight Group, Digital Marketing and Sales
- [LinkedIn](#)