



Chimera

Hyper-Realistic AR/VR Car Configurator

PROBLEM



Luxury car dealerships still depend on outdated configurators that fall short of delivering a premium buying experience.

2D screens fail to reflect real-world color, lighting, and emotion

Customers feel lack of confidence leading to cancellations

Slow configurators hurt brand image

SOLUTION

Chimera delivers an immersive VR configurator that elevates the luxury car buying experience through Apple Vision Pro.



Generates Conquest Leads while improving showroom & event experiences



Elevates brand perception and quality with leading edge technology



Increases sales efficiency & improves CSI scores



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 dude. This is the true meaning of 'what you see is what you get.'"

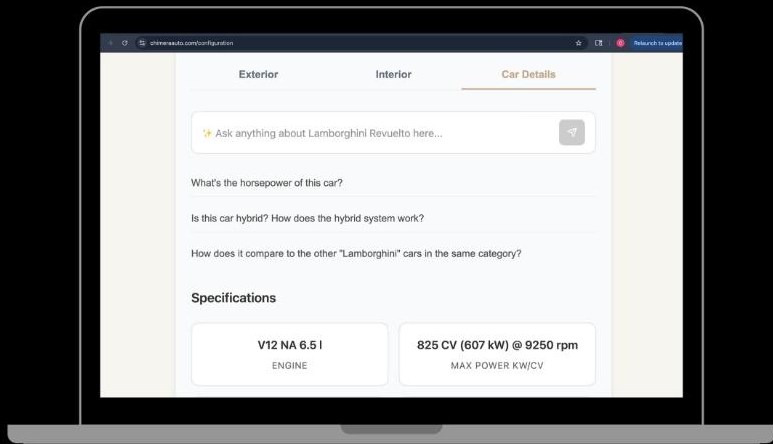


- Kyle Snell, Sales Manager at Boardwalk Lotus
Redwood City



WOW Factor - How People React?

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



[Chimera website link](#)



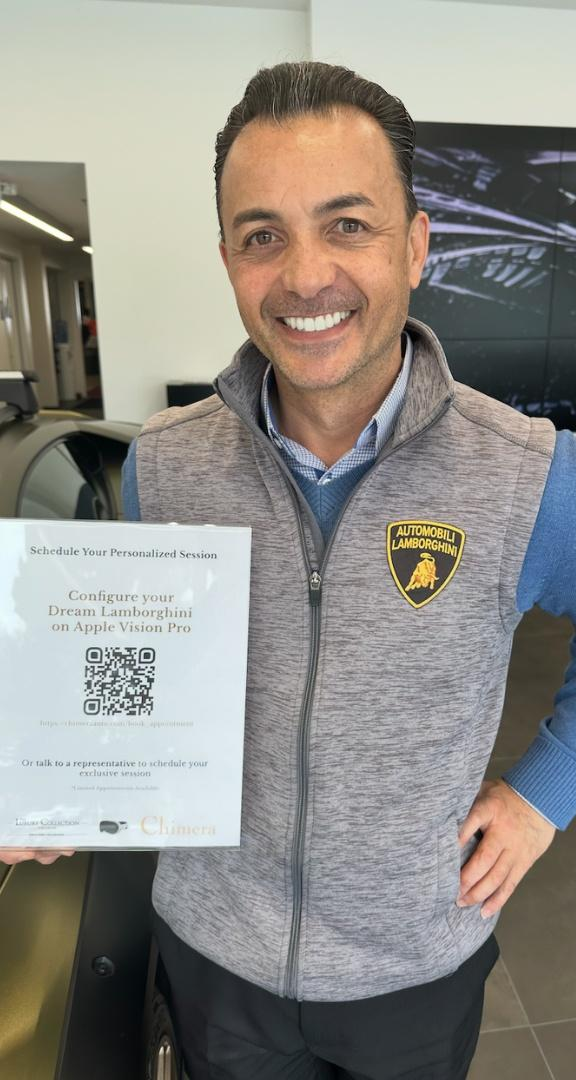
AI Integration

AI Features & Dealership Suite

Real-time AI sales assistant

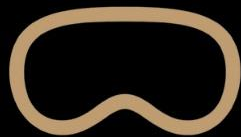
Speak to Configure • Buyer
Configuration Dashboard

Dealership Metrics Tracker



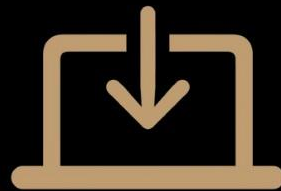
BUSINESS MODEL

Chimera is currently in a Pilot stage in order to build credible data



3700

Only cost to dealership
(AVP headset)



Chimera custom
tailored for each
pilot



3-Month Pilot – KPI-
driven case studies for
OEM presentations



- **Visual Power**
Photoreal graphics & lighting with near-zero latency (**Patent Pending**)
- **Zero Learning Curve**
Effortless for all users - intuitive at any age
- **Turnkey Simplicity**
Instantly deployable. No setup or tech integration required.

- **AI Integrated**

Built-in real-time sales assistant, spec Q&A, buyer dashboard & dealer metrics

- **Cost-Effective**

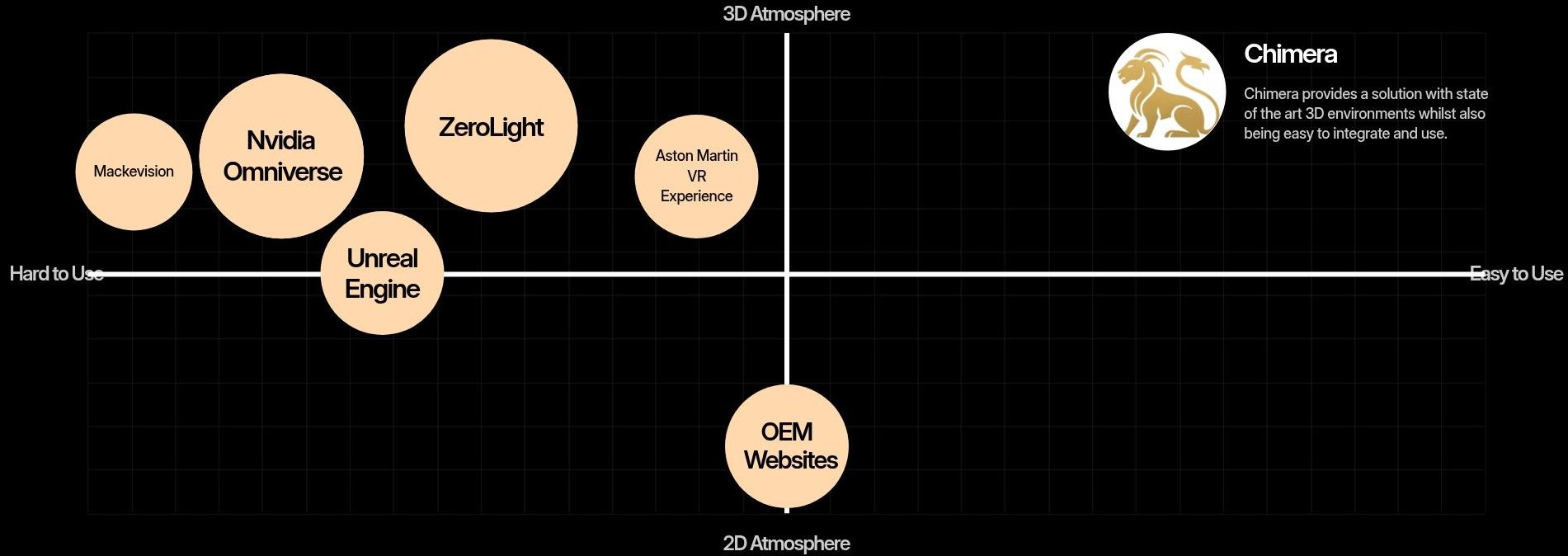
No internal dev team needed, we manage everything end-to-end.

- **First to Market**

Dealers & OEMs are approaching us first, no one else is this far ahead



Competitors



What We've Been Up To

20



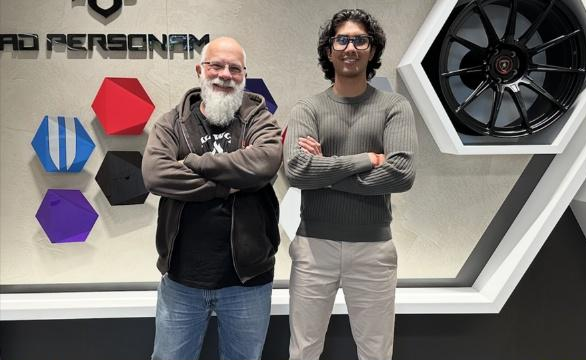
Dealerships with overwhelmingly positive feedback

4



LOIs Signed





Building the Right Buzz

3 - 4 PILOT READY OPPORTUNITIES

The dealerships include: Lamborghini Newport Beach, Prestige Imports Miami, Luxury Collections Los Gatos, and Boardwalk Lotus

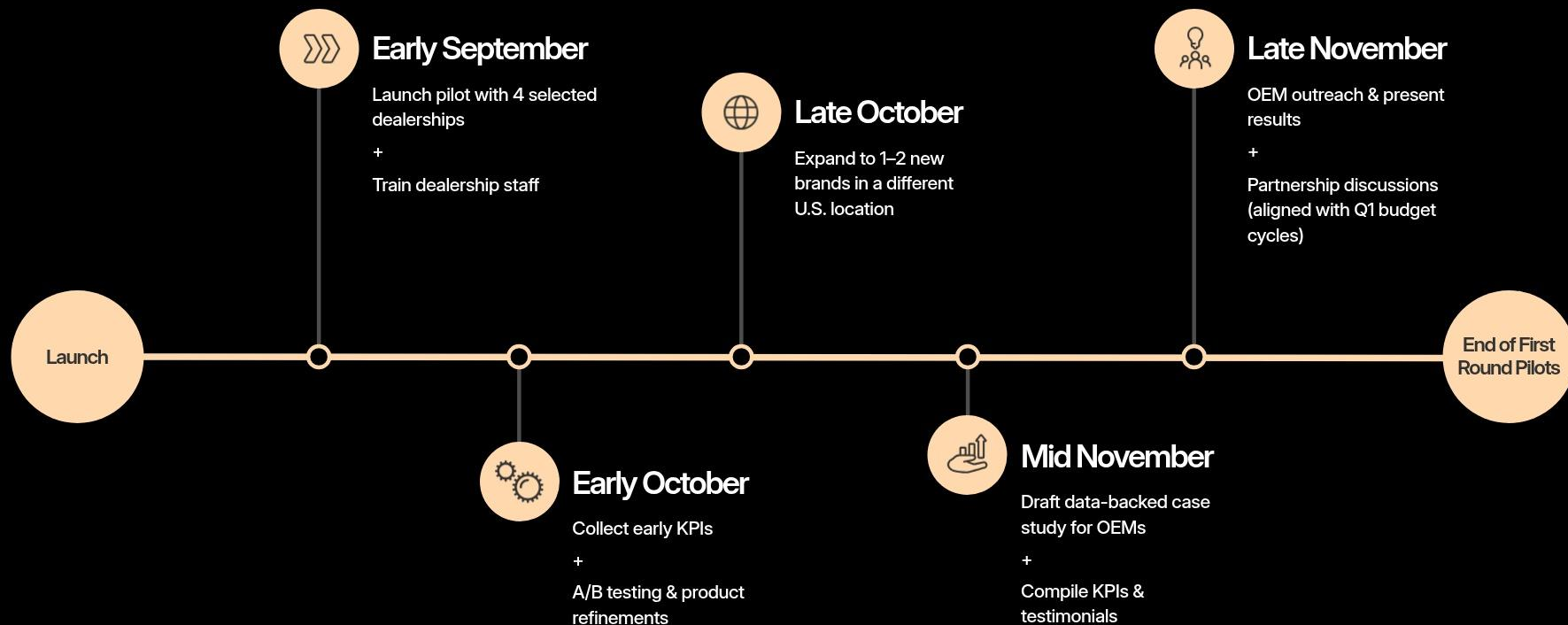
7 EXCLUSIVE EVENTS

Invited to showcase Chimera at Lamborghini Temerario Reveal, Hillsborough Concours d'Elegance, Lightspeed Lotus Emira, Aston Martin F1 Watch Party, etc.

2 POTENTIAL PARTNERSHIPS

Frank Casanova, Marketing Director of the Apple Vision Pro, remains a mentor for Chimera
Rishi Dhall, NVIDIA's VP of Automotive Engineering, reached out to explore partnership this July.

Go-To-Market Strategy



KPIS

Goal: Build data-backed case study in 3-6 months

What We Measure:

- Test drive frequency
- Upsell revenue (MSO, paint, carbon, etc.)
- Conversion rate improvement
- Customer engagement vs. existing tools

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**

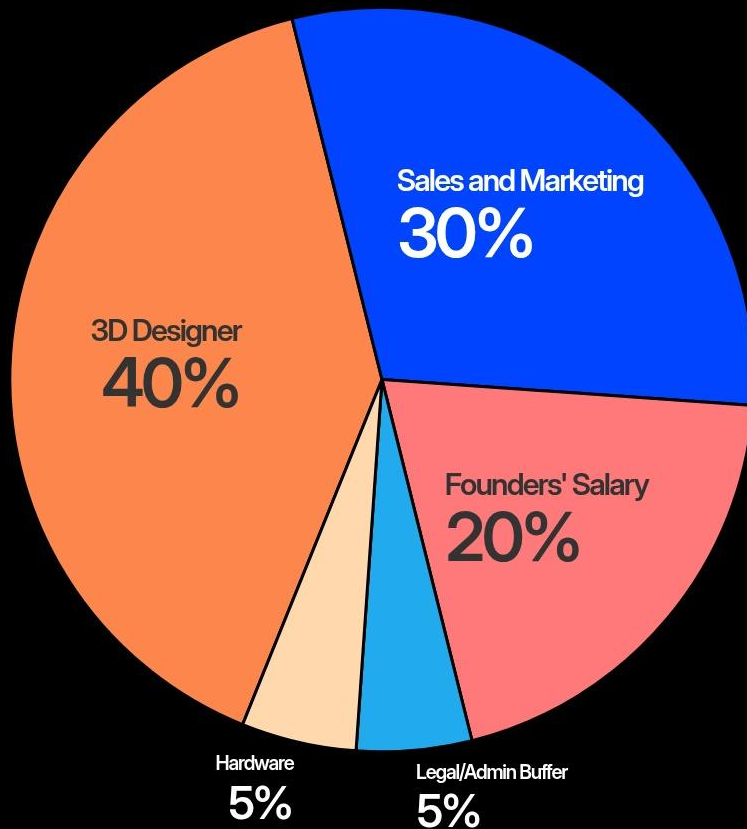


Signals a large, growing market, and opportunity to dominate.

We must **MOVE FAST** to secure First Mover Advantage:

- Lock in market share
- Better alternative for OEMs
- Scale exponentially faster globally

We've built it. Demand is real. All we need is fuel to scale.



PRE-SEED FUNDING

\$175000

TOTAL BUDGET

Chimera is currently fully bootstrapped.

This pre-seed round will allow us to:

Expand our 3D asset library by hiring a full-time U.S.-based designer (40%)

Boost go-to-market efforts across sales and marketing, this also includes travel and events (30%)

Cover founders' salary to focus full-time and accelerate execution (20%)

Invest in essential hardware for testing, demos, and upkeep (5%)

Maintain a small buffer for legal, admin, and ops needs (5%)

These funds will directly accelerate product quality, partner growth, and overall 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



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Finance and Business Administration

Blacklight Group, Financial Planning and Analysis

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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](#)



Marat Pashkevich

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20+ years in luxury automotive, driving brand growth.

Proven track record in cultivating OEM & dealership relationships.

Head of Strategic Partnerships at Anaphora

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