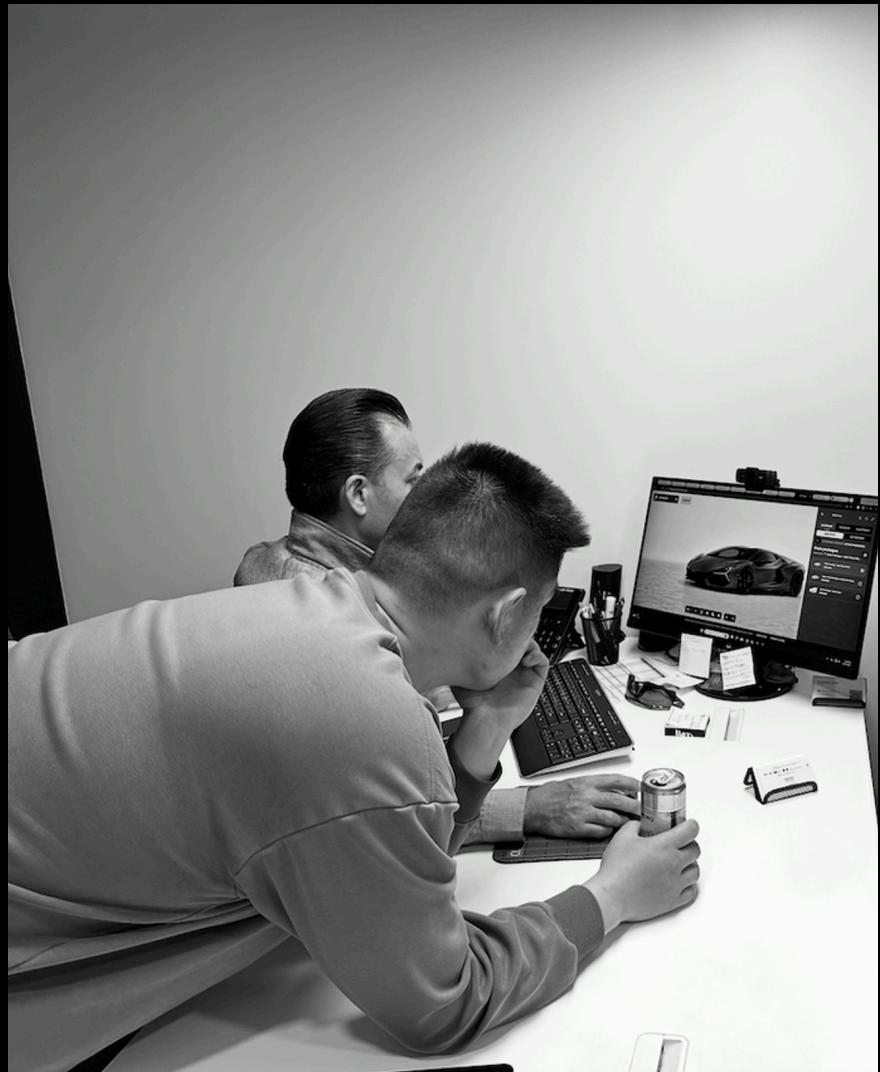




Chimera

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Luxury car dealerships still depend on outdated configurators that fall short of delivering a premium buying experience.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



Closing Deals Confidently and Improving CSI Scores



AI Sales Features

Speak to configure and a 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 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 Chimera being showcased at Los Gatos Lamborghini



A screenshot of a web-based AI interface for car configuration. The top navigation bar includes 'Exterior', 'Interior', and 'Car Details'. The 'Car Details' tab is active. Below the tabs is a search bar with the placeholder 'Ask anything about Lamborghini Revuelto here...'. Underneath the search bar 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 of the interface, under 'Specifications', there are two boxes: 'V12 NA 6.5 l ENGINE' and '825 CV (607 kW) @ 9250 rpm MAX POWER KW/CV'.

[Chimera website link](#)

AI Integration

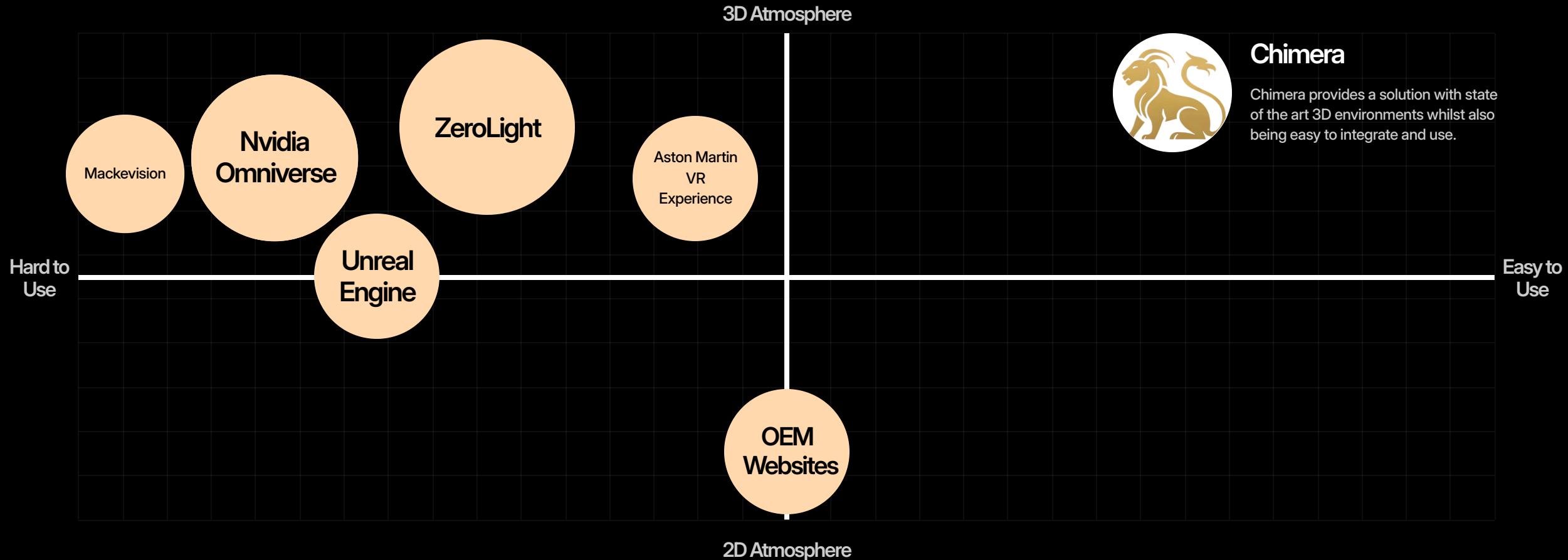
AI Features & Dealership Suite

Real-time AI sales assistant

Speak to Configure • Buyer Configuration Dashboard

Dealership Metrics Tracker

Competitors



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
- More Cost-effective than building in-house OEM solutions
- Dead-Simple User Experience, Fast dealership setup



What We've Been Up To

22



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

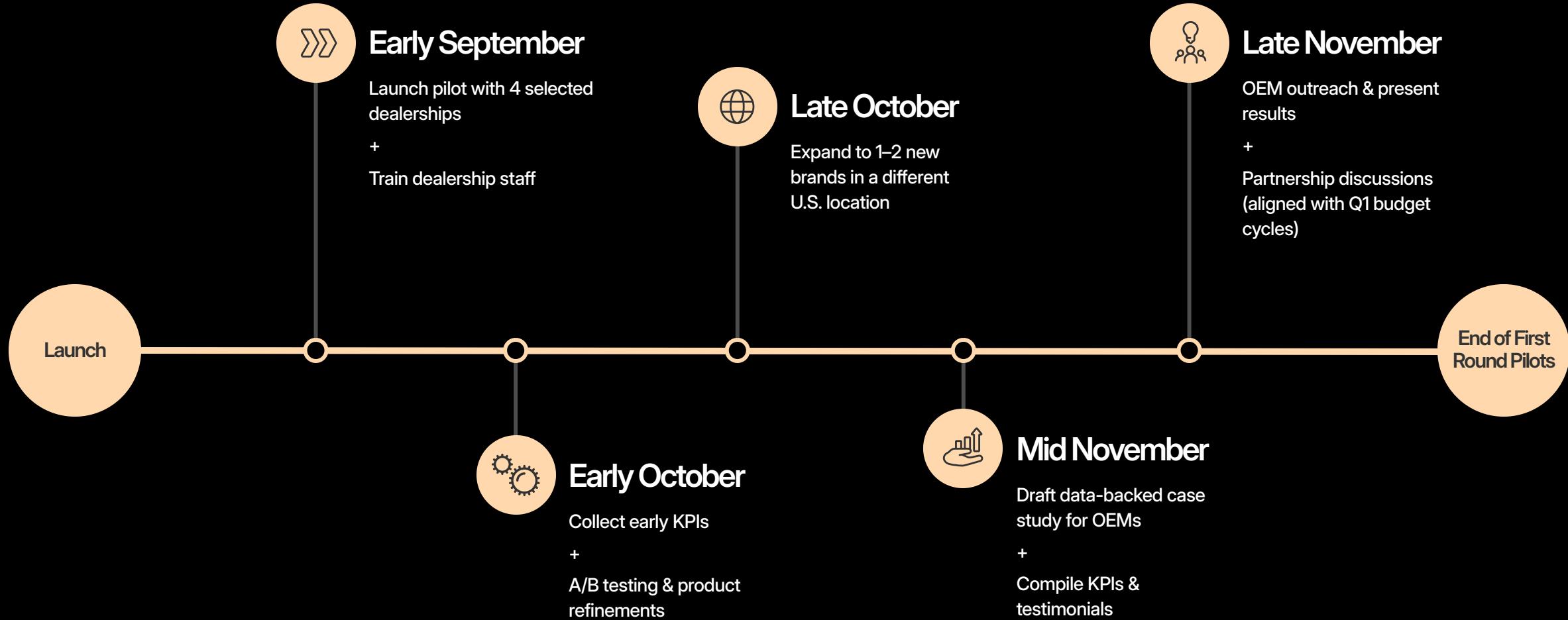
8 EXCLUSIVE EVENTS

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

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

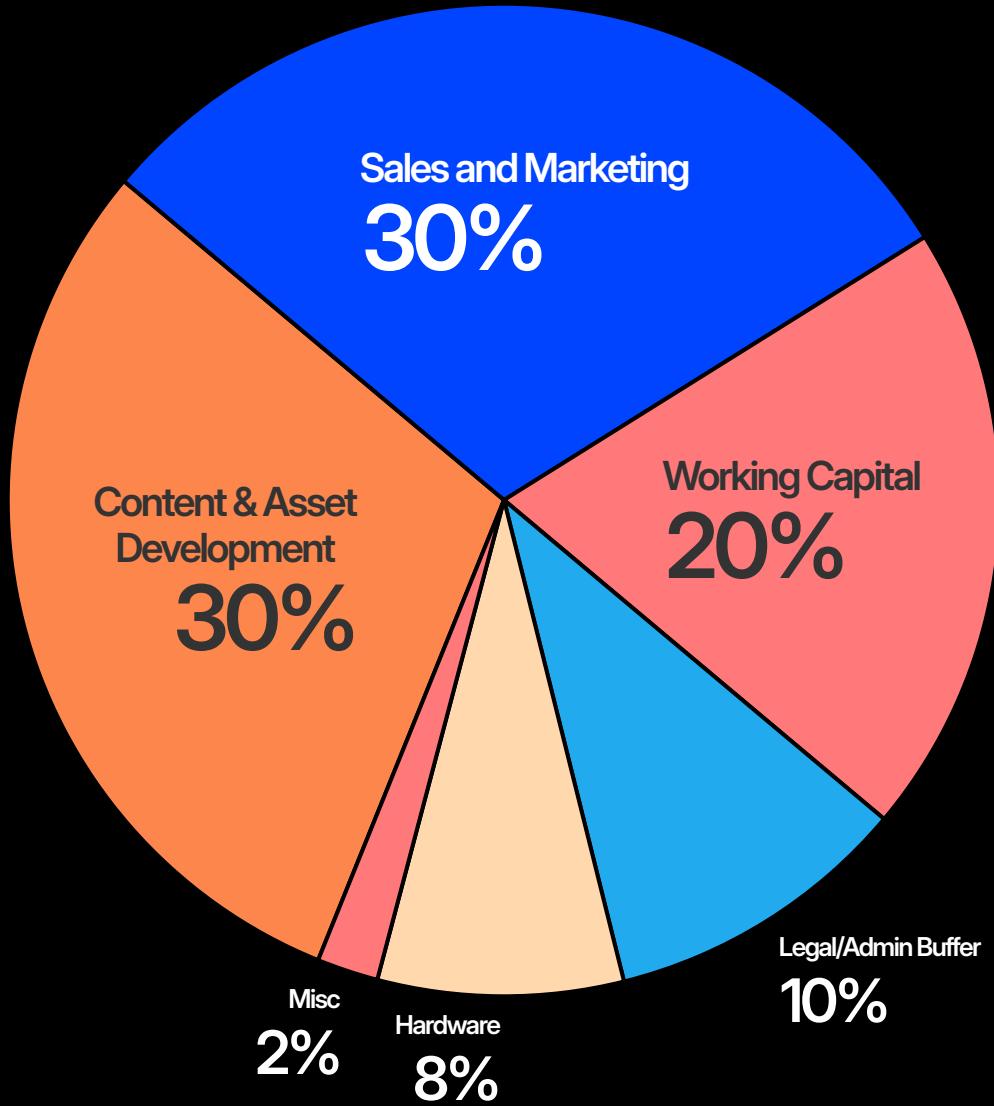
- Fragmented across different brands
- Slow and expensive to develop and deploy
- Eg: **Lamborghini, Aston Martin, Porsche**

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

\$250000

12 MONTH BUDGET

Chimera is currently fully bootstrapped.

This pre-seed round will allow us to:

Expand our platform through **Content & Asset Development** including 3D modeling, AR/VR optimization, and scalable creative production (30%).

Boost go-to-market efforts across sales and marketing, including demos, travel, and dealership activations (30%).

Maintain sufficient **Working Capital** to support full-time focus and accelerate execution (20%).

Provide a buffer for legal, administrative, and operational needs (10%).

Invest in essential hardware for testing, demos, and upkeep (8%).

Cover miscellaneous expenses that support growth and flexibility (2%).

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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Blacklight Group, Financial Planning and Analysis

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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](#)



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20+ years in luxury automotive, driving brand growth.

Proven track record in cultivating OEM & dealership relationships.

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