



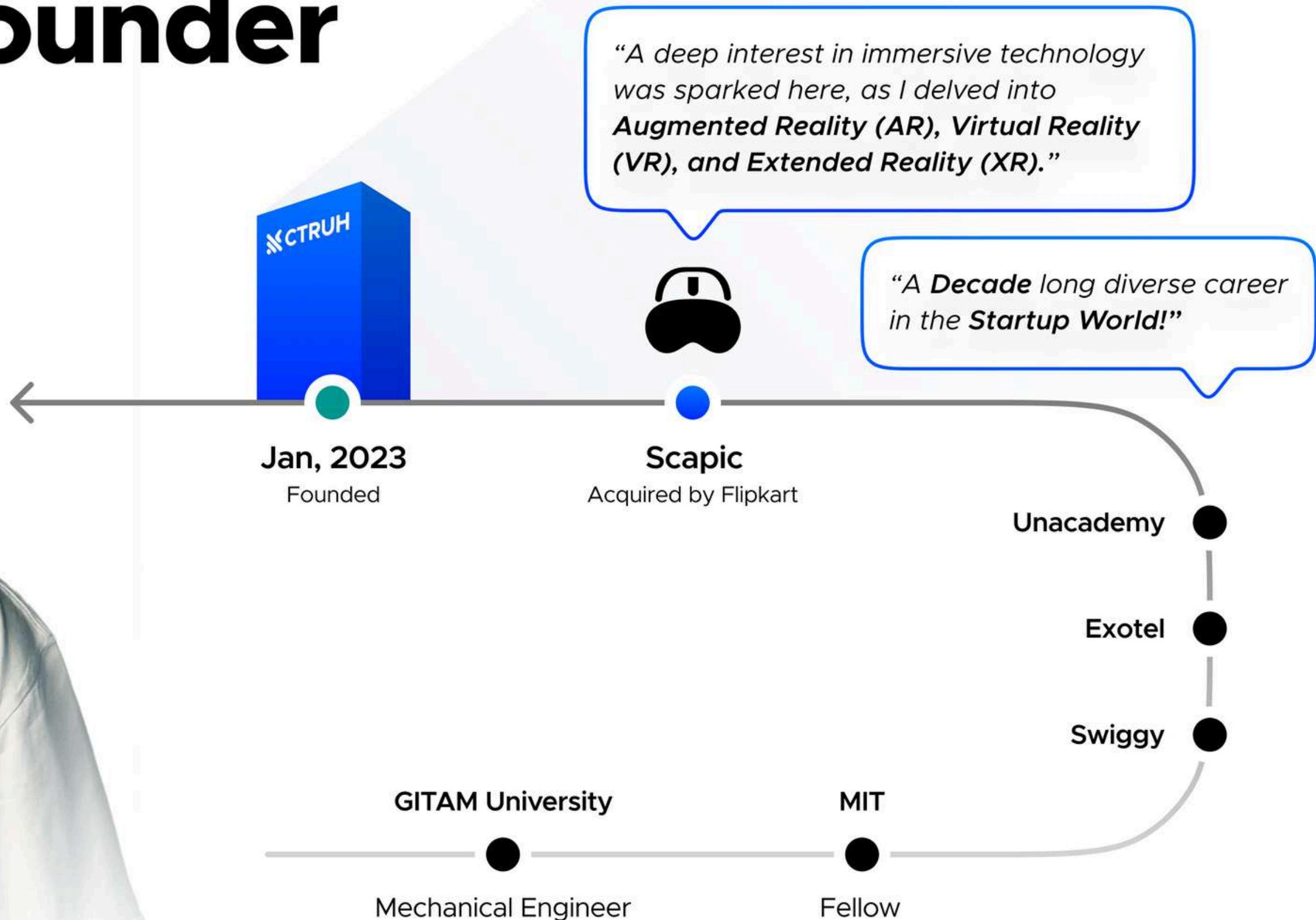
World's First **AI-Powered**
Unified XR Commerce Studio

About the Founder

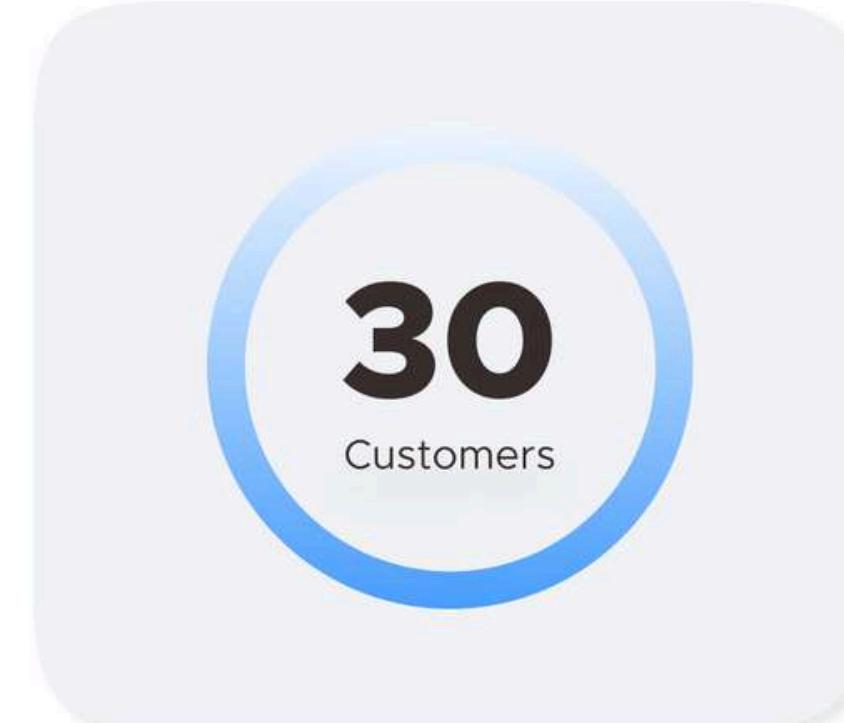
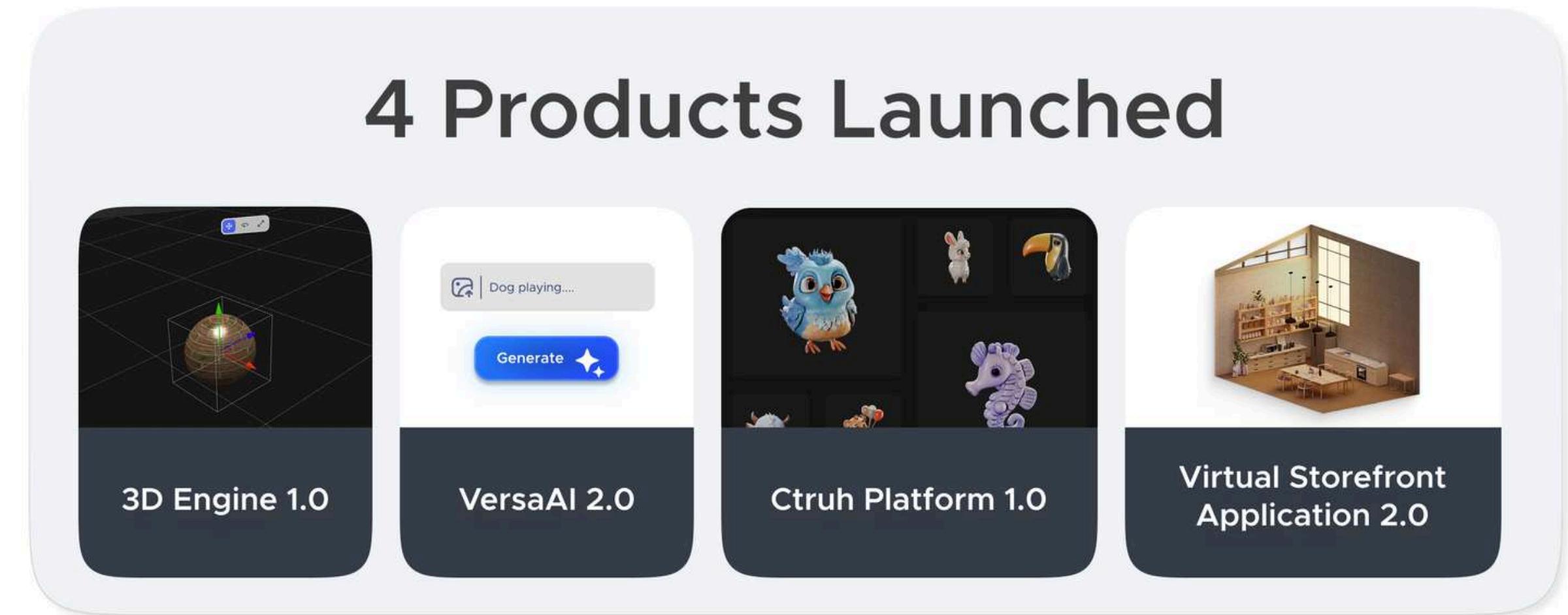
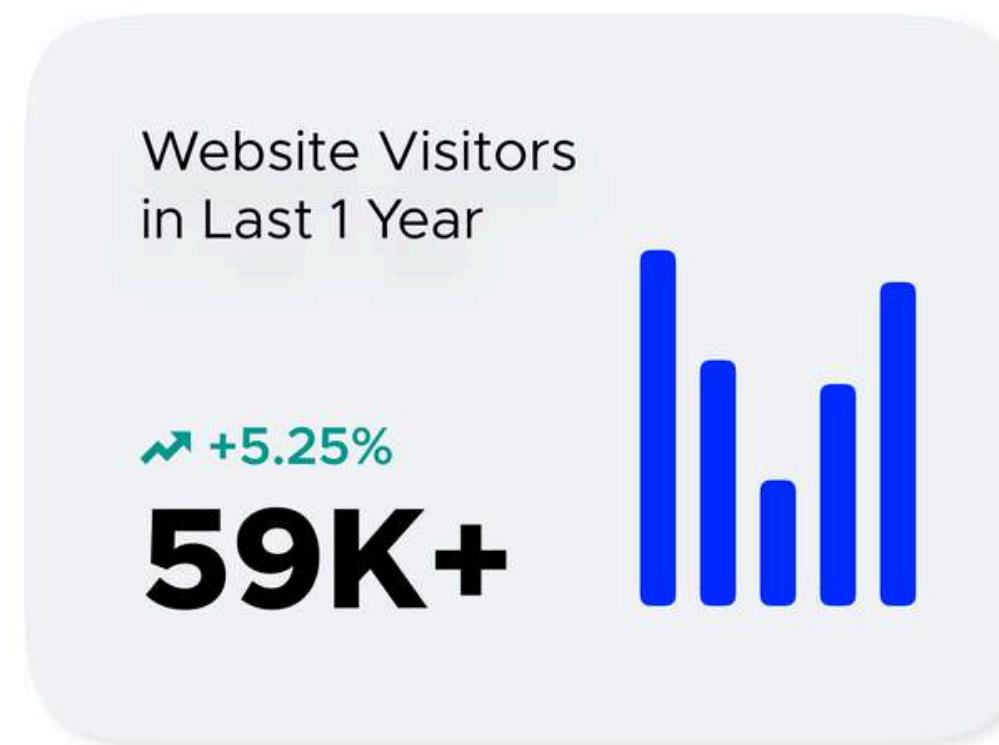


Vinay Agastya

Founder & CEO

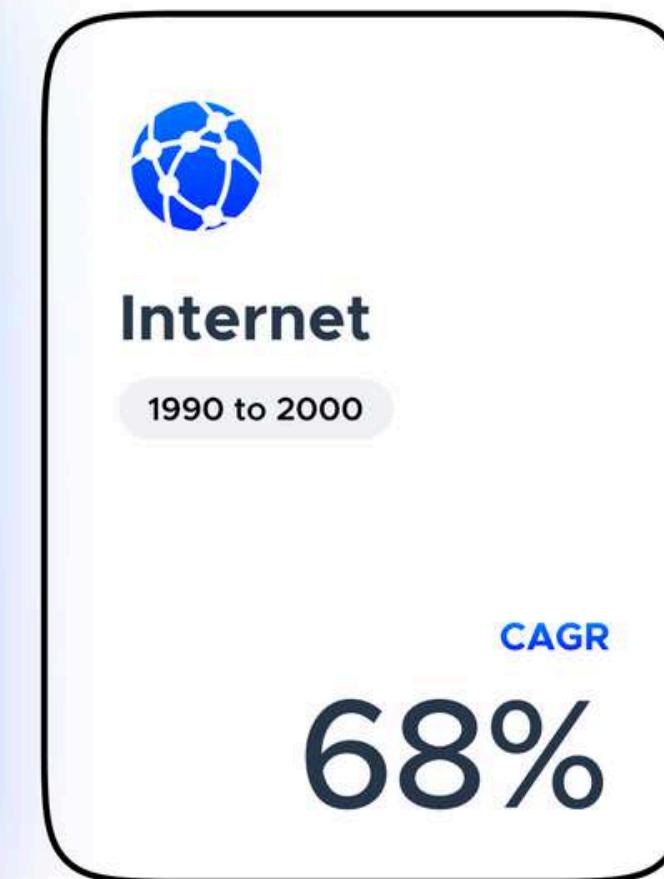


≡ Key Highlights



Industries at their Peak

The Greatest Opportunity Recorded in History Since the Internet



Source: Expandreality.io, imarcgroup.com, Market.us, Our World in data, Precedence Research



The Biggest Opportunity After the Internet

Any and every Human Interaction that takes place physically or online is going to happen in Immersive reality. And that is Inevitable.

Ctruh stands at the forefront of this transformation, ensuring that Creating Immersive Reality...

...is as easy as Making a WISH



Evolution of Human Interactions



Physically In-Person

You needed to be physically present in the same location to interact with people.



2D on Web (Digitally)

The invention of the internet removed geographical barriers, allowing people to interact with anyone, anywhere in the world. But in the process we lost the In-person feel.

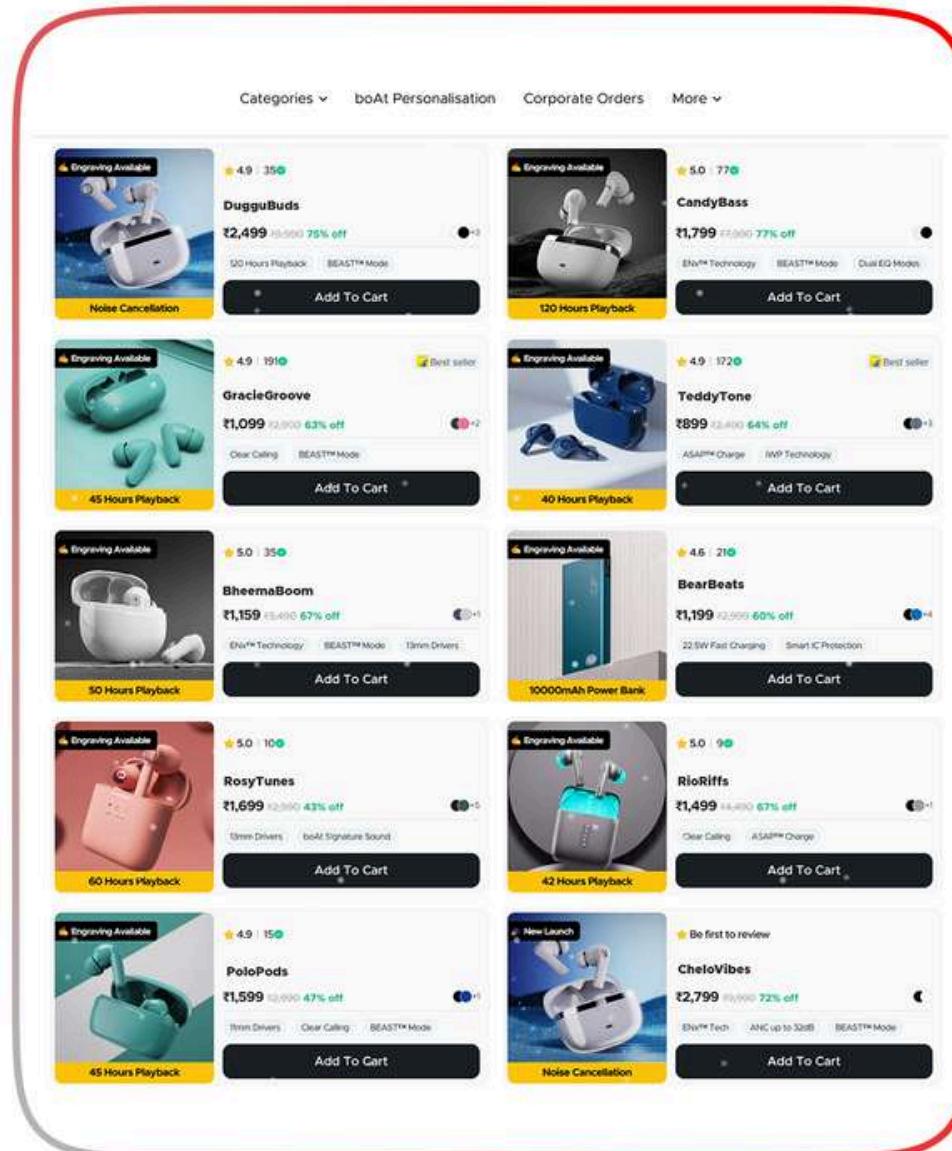


3D on Web

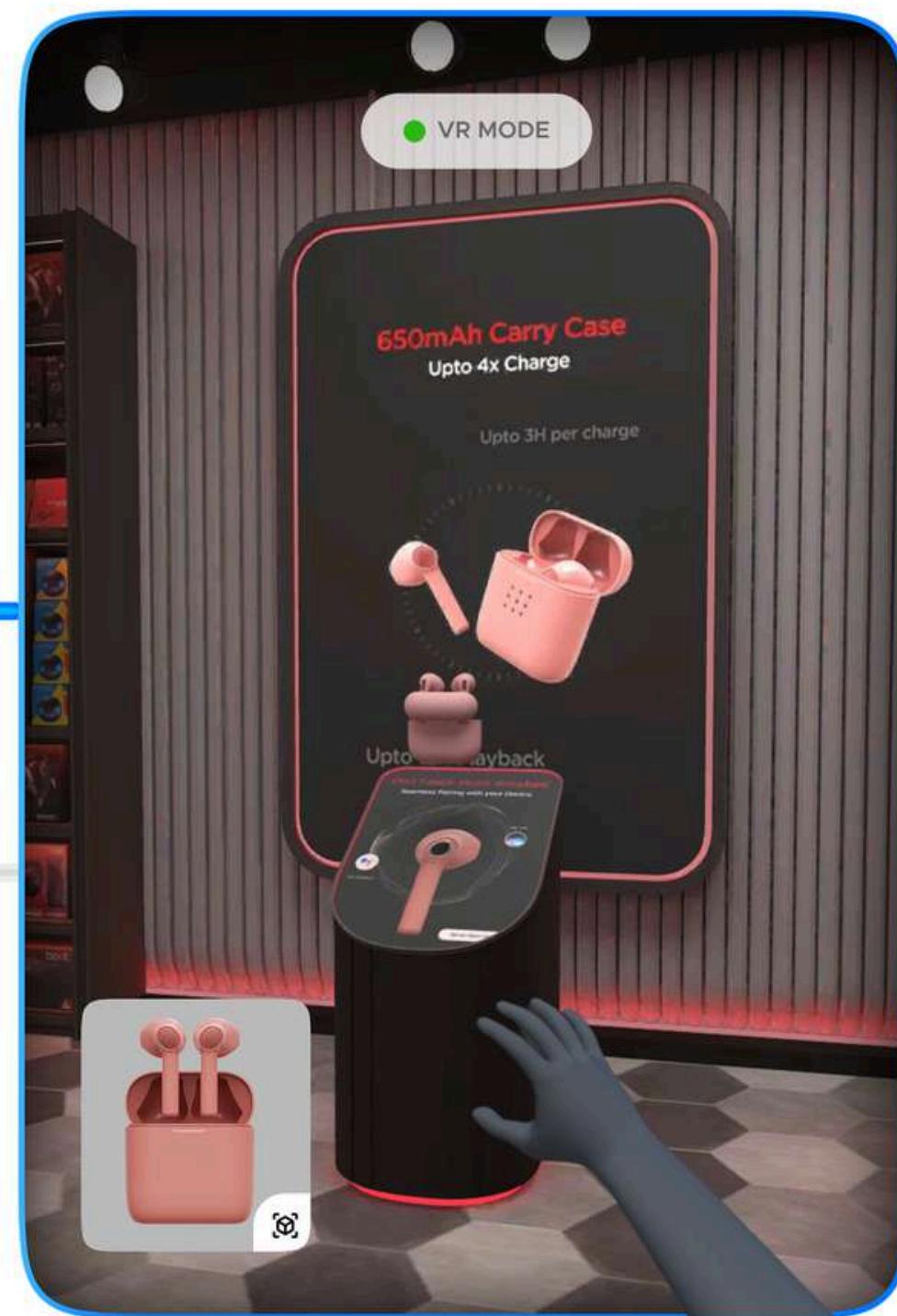
Immersive reality is reintroducing the in-person feel to human interactions in a 3D world combining the tangible physical-like presence with the expansive reach of the internet.



Two Ways to Make the Transition



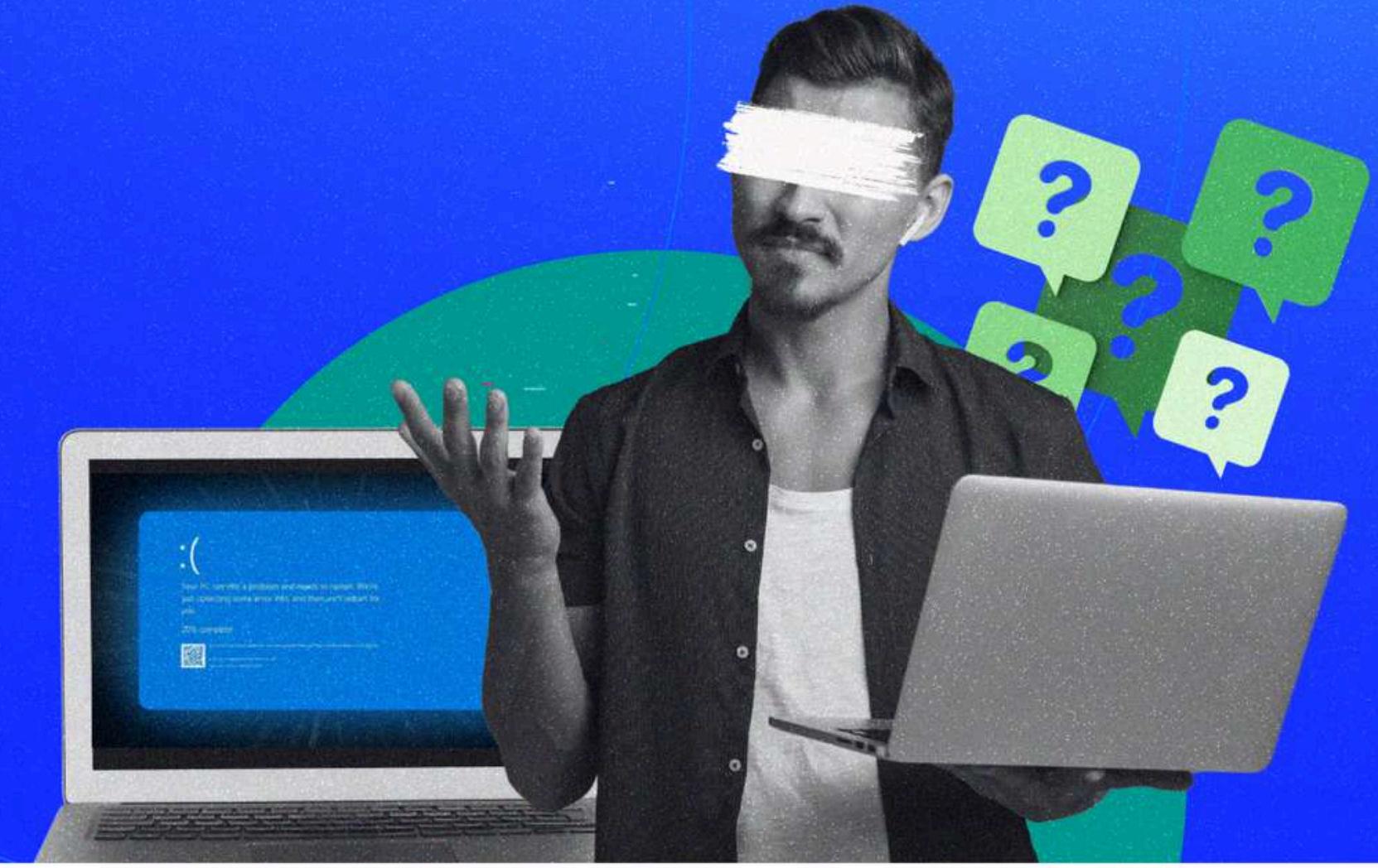
No-code/Low-code
Web-Based Solutions
(e.g., Ctruh)



Custom-Built Game Engines
(e.g., Unity/Unreal)



The Problem



Building immersive experiences with custom-built game engines requires complex software skills and robust computing, which has a huge learning curve and demands massive human resources. This creates an unnecessary entry barrier for businesses.

Experiences developed using platforms like Unity and Unreal are not universally compatible with all devices simultaneously, resulting in additional frictions.



ADDRESSING THIS OBSTACLES WITH,

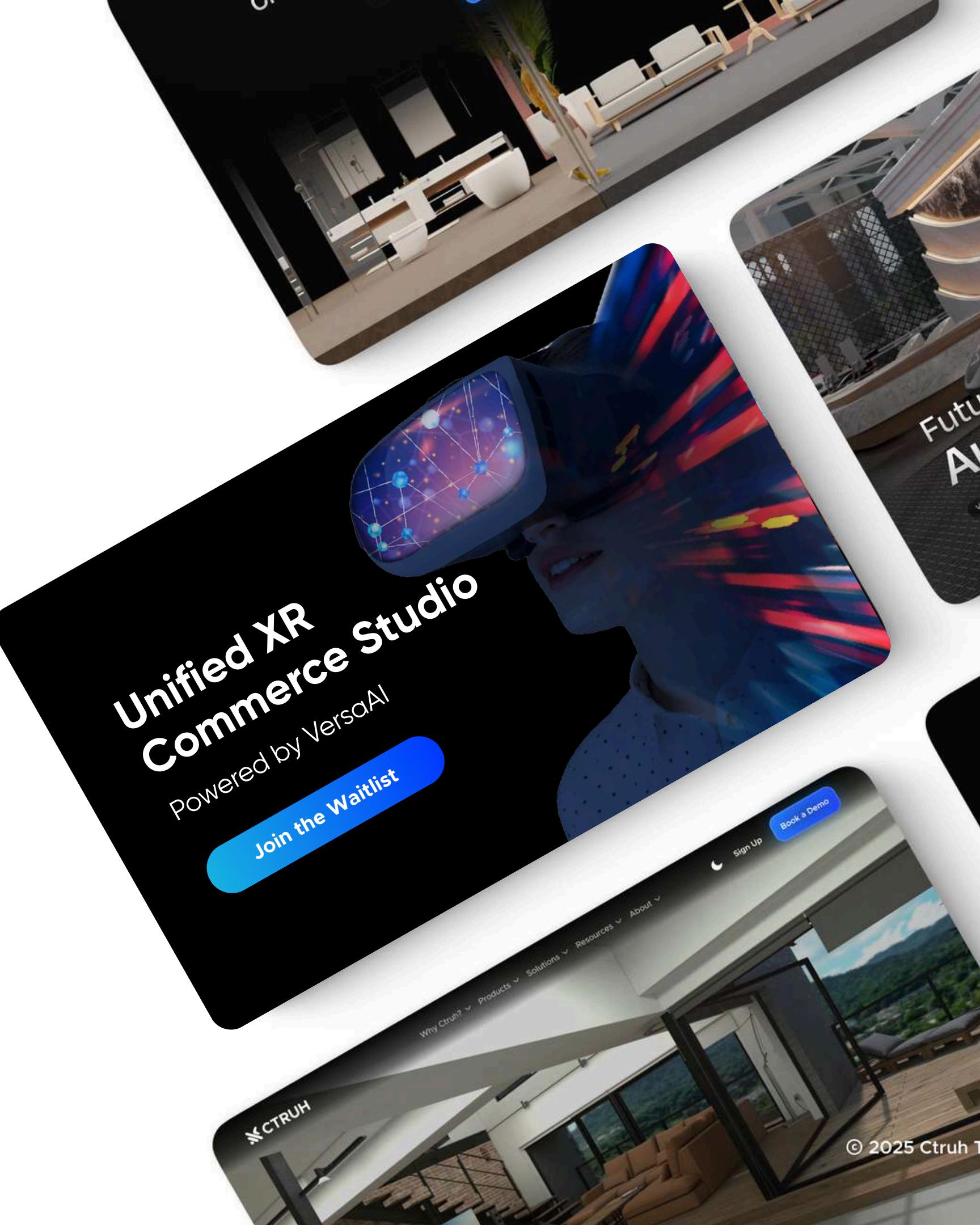
CTRUEH **AI POWERED UNIFIED XR COMMERCE STUDIO**

Ctrueh is building the world's first AI-powered Unified XR Commerce Studio, enabling businesses to instantly create, manage, and deploy immersive 3D and XR experiences across web, mobile, and headsets, powered by a proprietary no-code 3D engine and VersaAI.

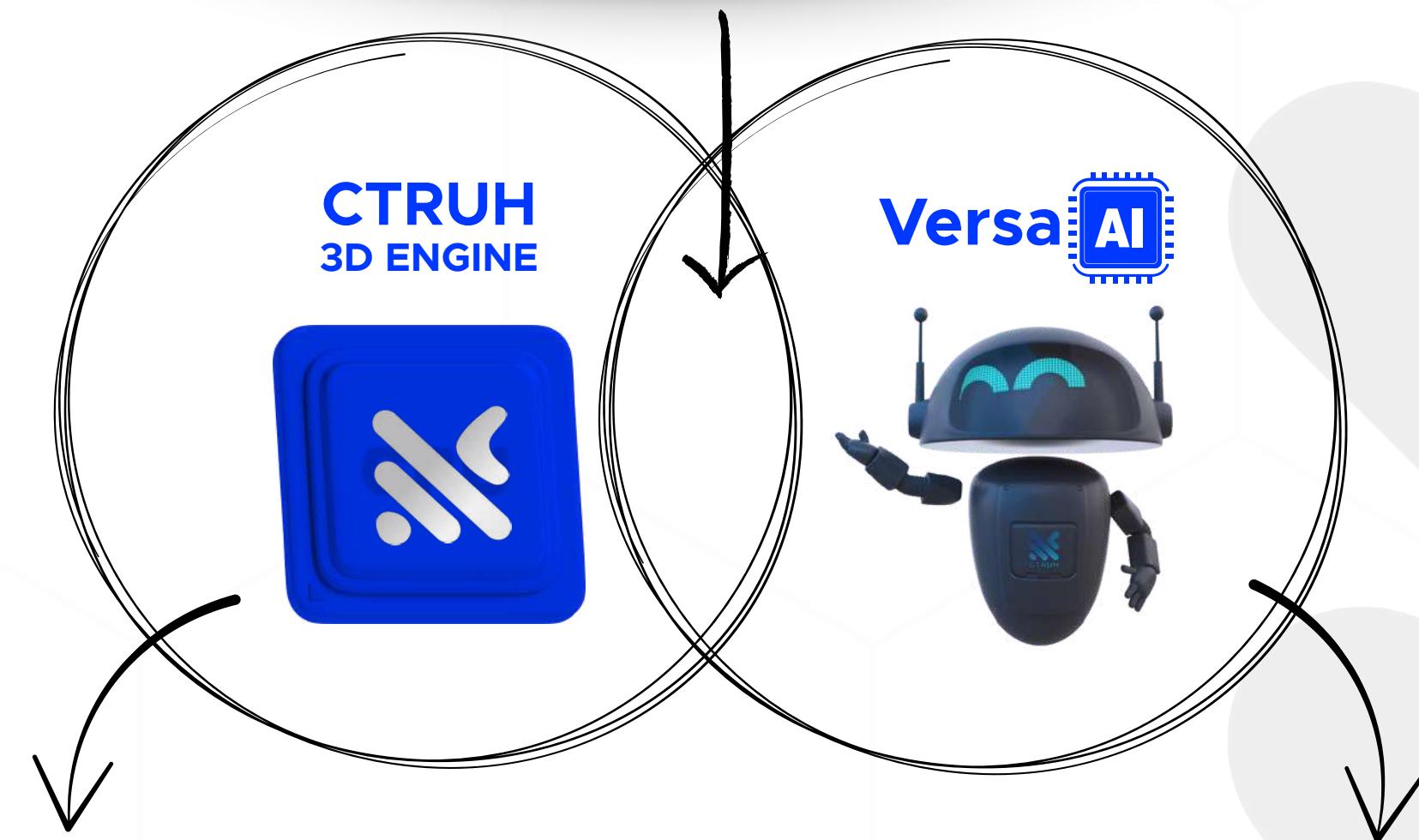
 Built like Adobe

 Smart like Google

 Scalable like AWS



CTRUGH AI POWERED UNIFIED XR COMMERCE STUDIO



Ctruh's proprietary no-code/low-code 3D engine is the world's first built specifically for web-based XR commerce, enabling instant creation and deployment of immersive experiences, no app downloads or 3D skills required.



VersaAI is Ctruh's AI engine that generates ready-to-use 3D assets from text or images at scale, powering real-time try-ons, configurators, and storefronts across thousands of SKUs.

ELEMENTS OF AI POWERED UNIFIED XR COMMERCE STUDIO

Elements

In-Built Feature



VersaAI



**CTRUH
Reality Capture AI**



CTRUH Application



**CTRUH
AI Configurator Pro**



**CTRUH
Meta Showroom**



CTRUH Analytics



**CTRUH
Spatial Analytics AI**

Feature

Smart Try-On

AI-powered virtual fitting for apparel, accessories, and eyewear — no app required.

AI Product Scanner

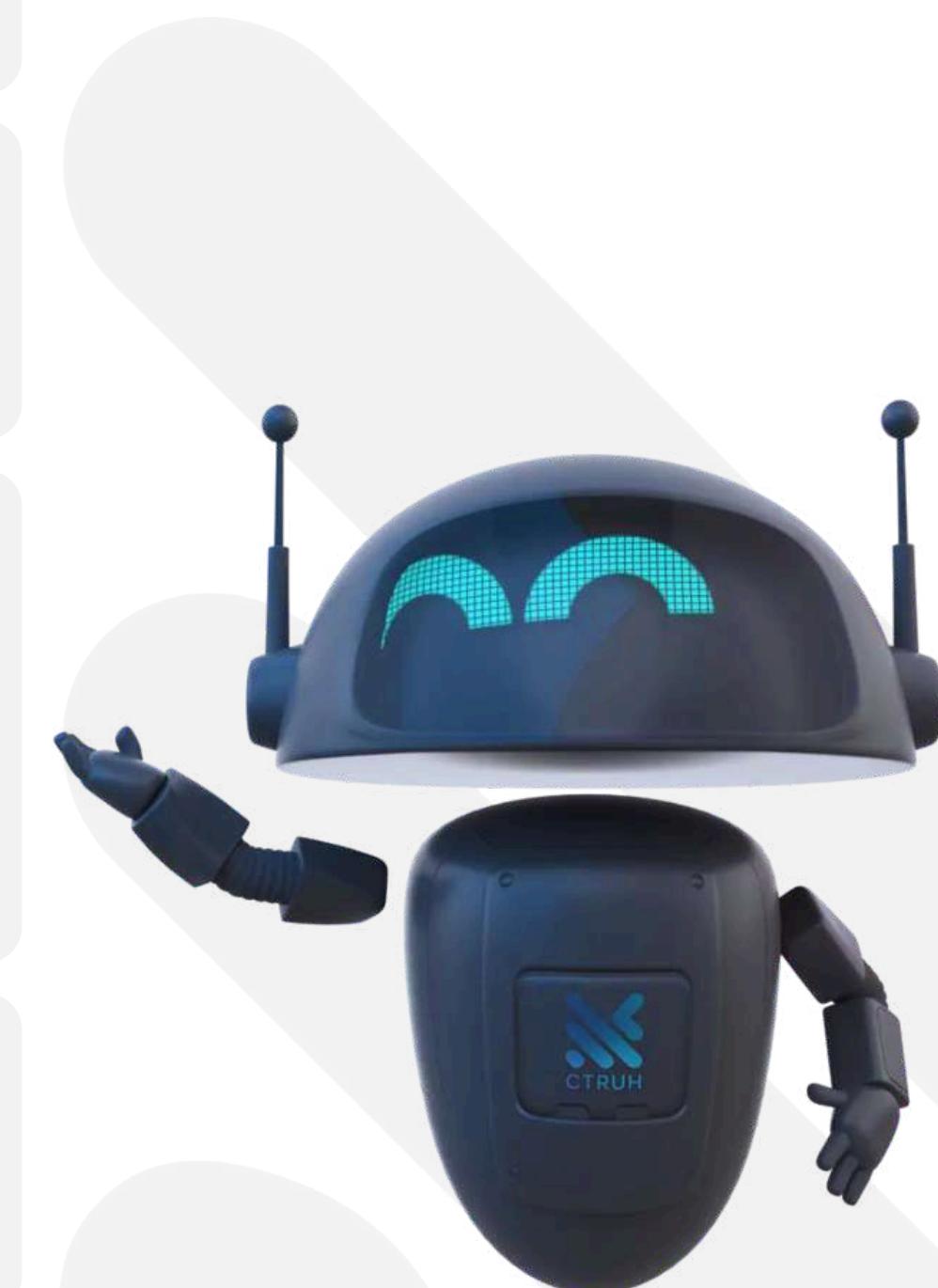
Convert 2D product images into interactive 3D models in under 30 seconds.

Dynamic Store/Showroom Builder

Drag-drop creation of virtual storefront with AI recommendations

Real-time Analytics

Custom Dashboard, Heatmaps, Conversion Tracking, A/B Testing, AI Insights, Predictive Marketing



Ecosystem Pillars



CTRUE
AI Configurator Pro

- Ctruh AI Configurator Pro
- Natural Language Customization
- AI Material Generator
- Ray Tracing, AR, Quote Generation
- Dynamic Store Builder + WebRTC
- Real-time rendering, product personalization



CTRUE
Smart Try-On Engine

- Jewellery, Apparel, Hair/Cosmetics, Specs, Shoes
- Virtual try-on powered by AI and camera-based input
- Retail enhancement and personalization layer



CTRUE
Reality Capture AI
Versa AI

- Ctruh Reality Capture AI
- Image to 3D & Text to 3D
- Mobile & automated 3D scanning
- Mesh optimization, texture enhancement
- Cloud processing & integration hub



CTRUE
Spatial Analytics AI

- Ctruh Spatial Analytics AI
- Heatmaps, Conversion Tracking, Predictive Modelling
- Metrics: CTR, Session Duration, NPS
- Custom Dashboards for stakeholder-specific views



CTRUE
Meta-Showroom

- Ctruh Meta-Showroom
- Virtual event & exhibition platform
- Smart Booths, Avatar AI, Live Integration
- Focus: Real Estate, Automotive

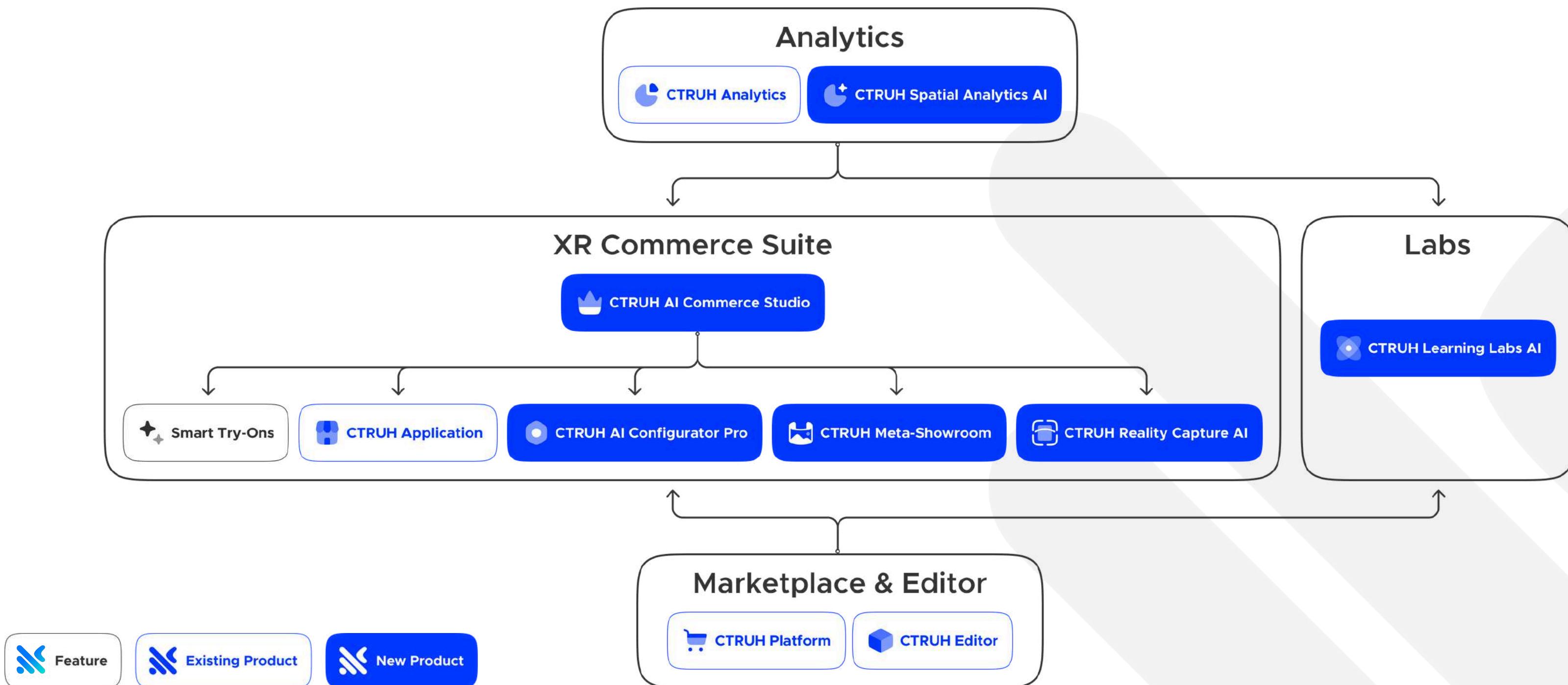


CTRUE
Learning Labs AI

- Ctruh Learning Labs AI
- Immersive training simulations
- Scenario Generator, Skill Tracking
- Multiplayer Rooms, AI Assessment Engine



Ecosystem Flywheel



What Makes Us Special?

Accessibility



No coding skills are required, making the creation process accessible to everyone

Simplicity



A user-friendly, six-step process designed for ease of use across different industries

AI Integration



VersaAI automates the transformation of text and images into 3D models, reducing manual effort

Speed



Immersive experiences can be created and deployed in under 30 minutes

Universal Deployment



Experiences are live on a URL, ensuring compatibility across all devices

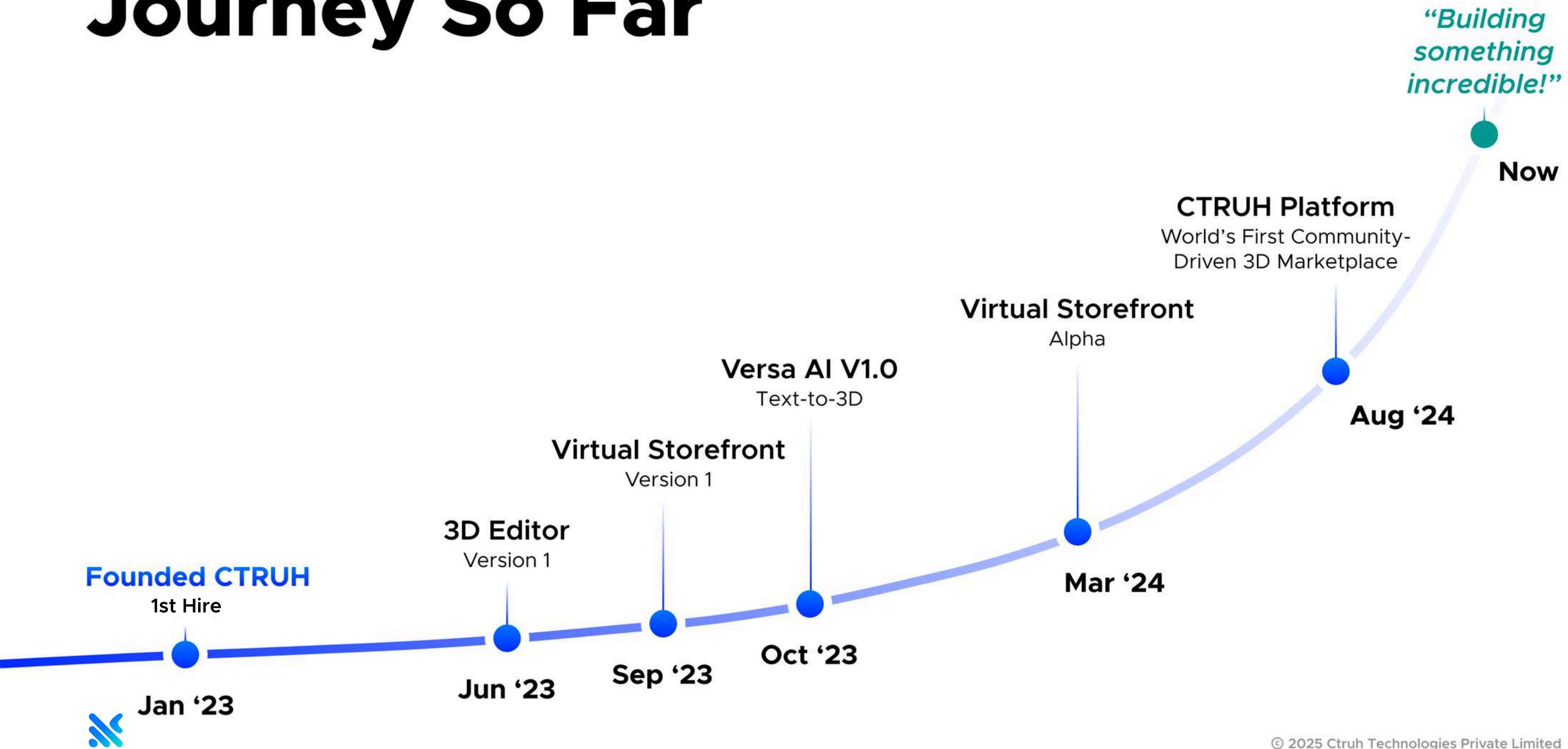
High Render Quality



Offers render quality three times better than what is currently available in the market



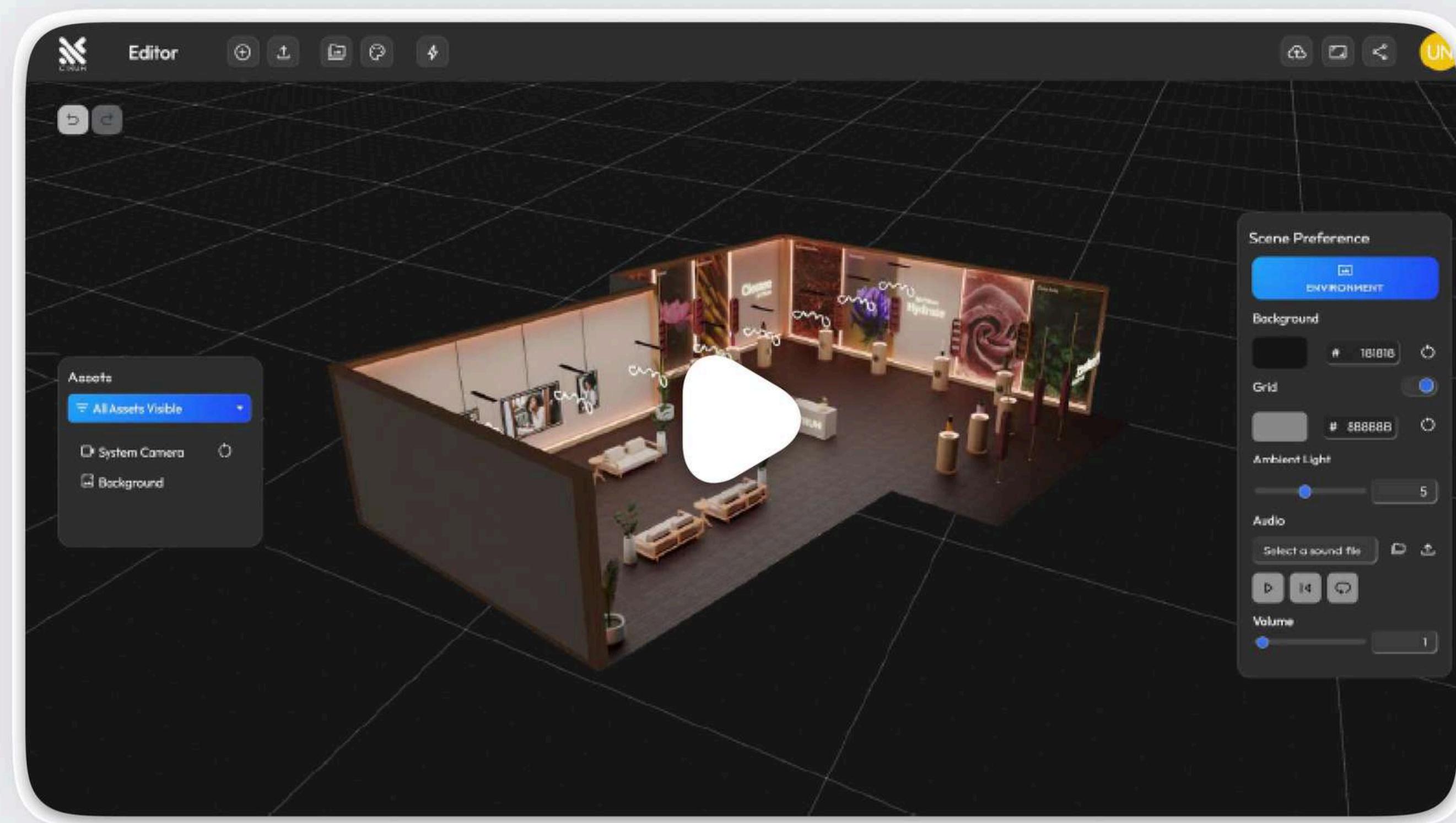
Journey So Far



Jun 2023

PRODUCTS

3D Editor

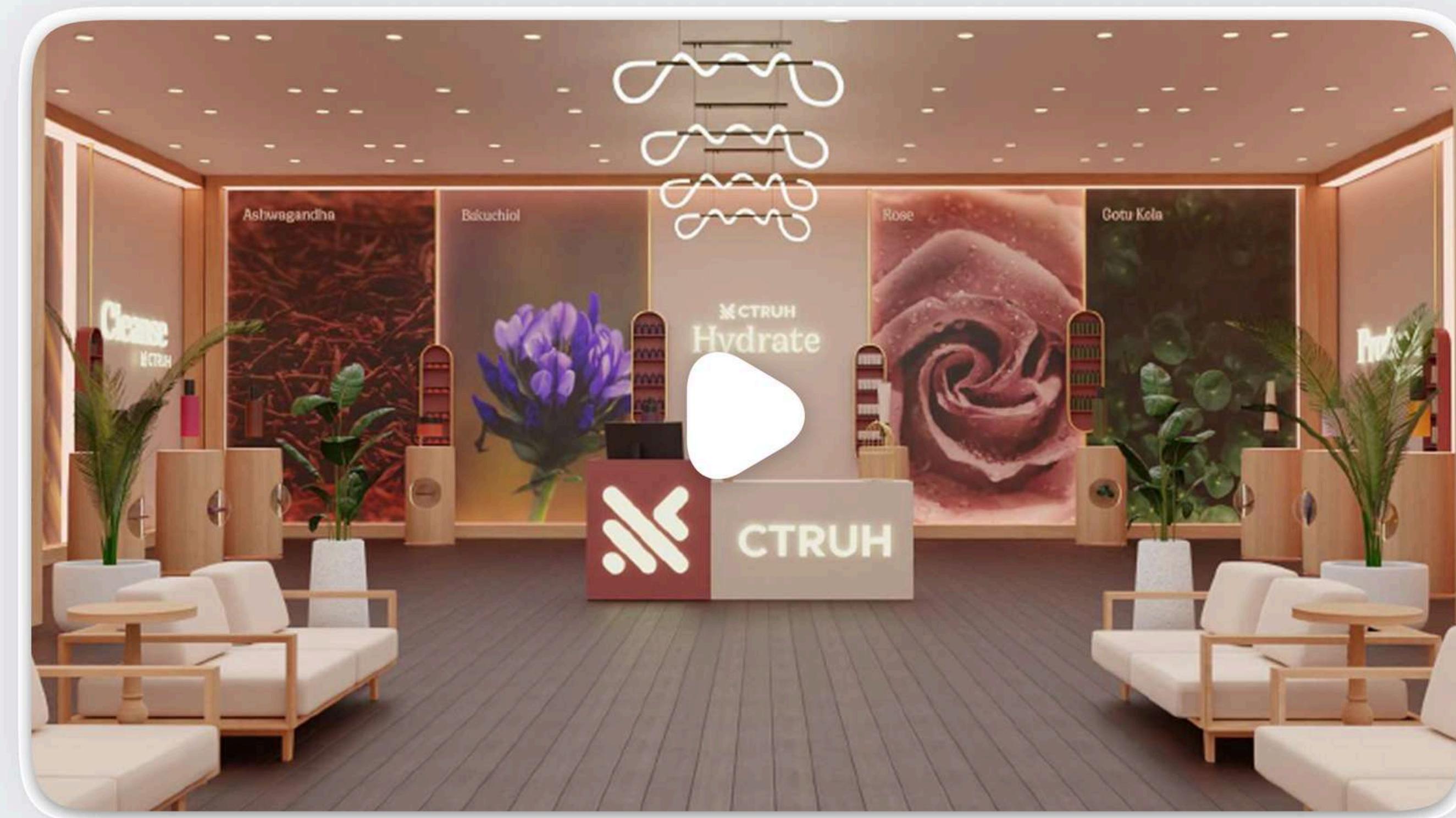


Jun 2023

PRODUCTS

CTRUH Application

Sep 2023



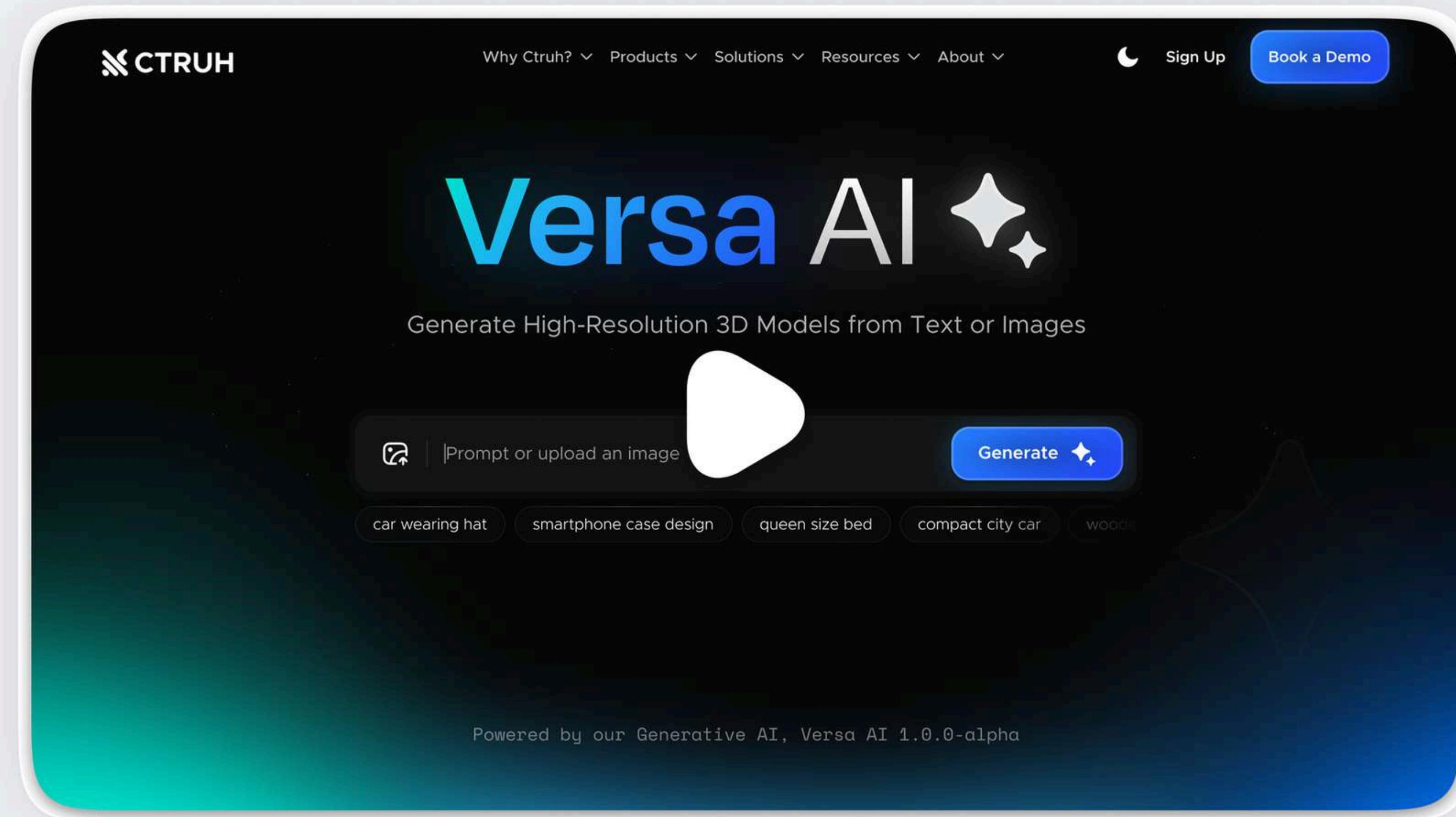
PRODUCTS

Jun 2023

Versa AI

Sep 2023

Oct 2023



PRODUCTS

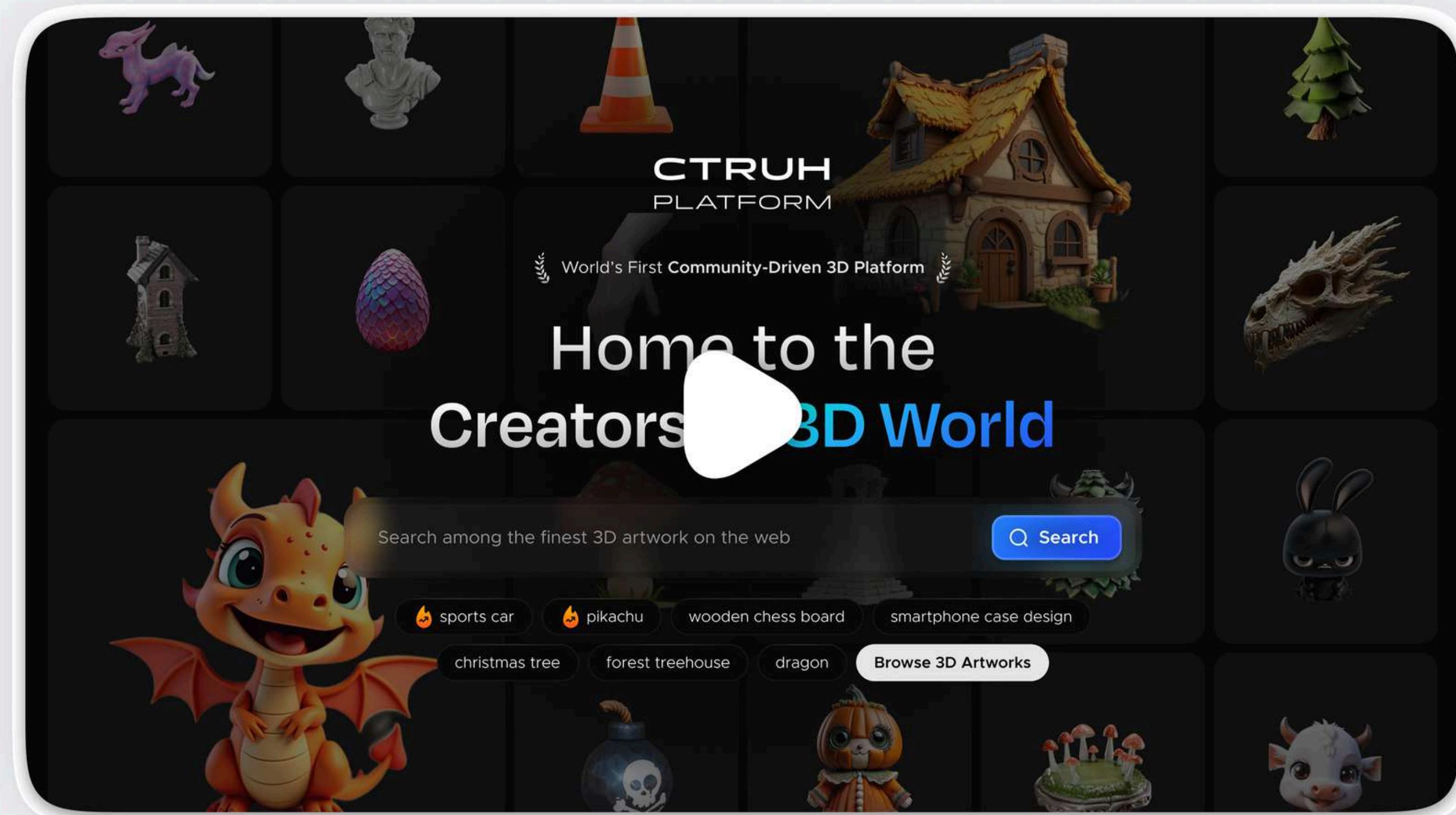
Jun 2023

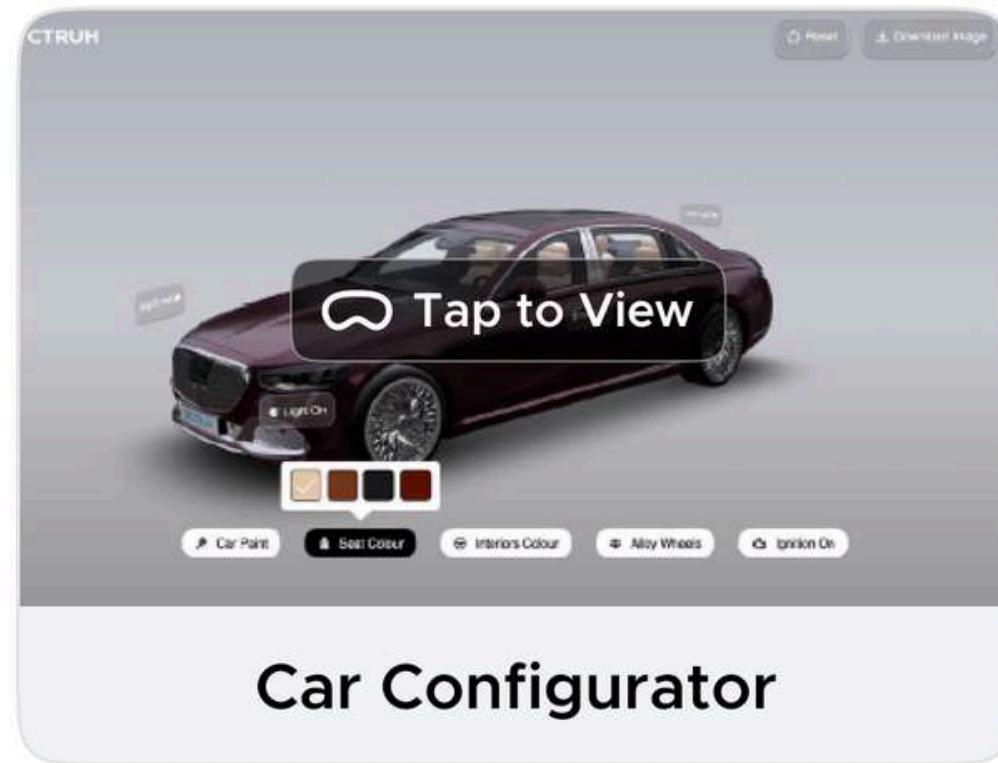
CTRUE Platform

Sep 2023

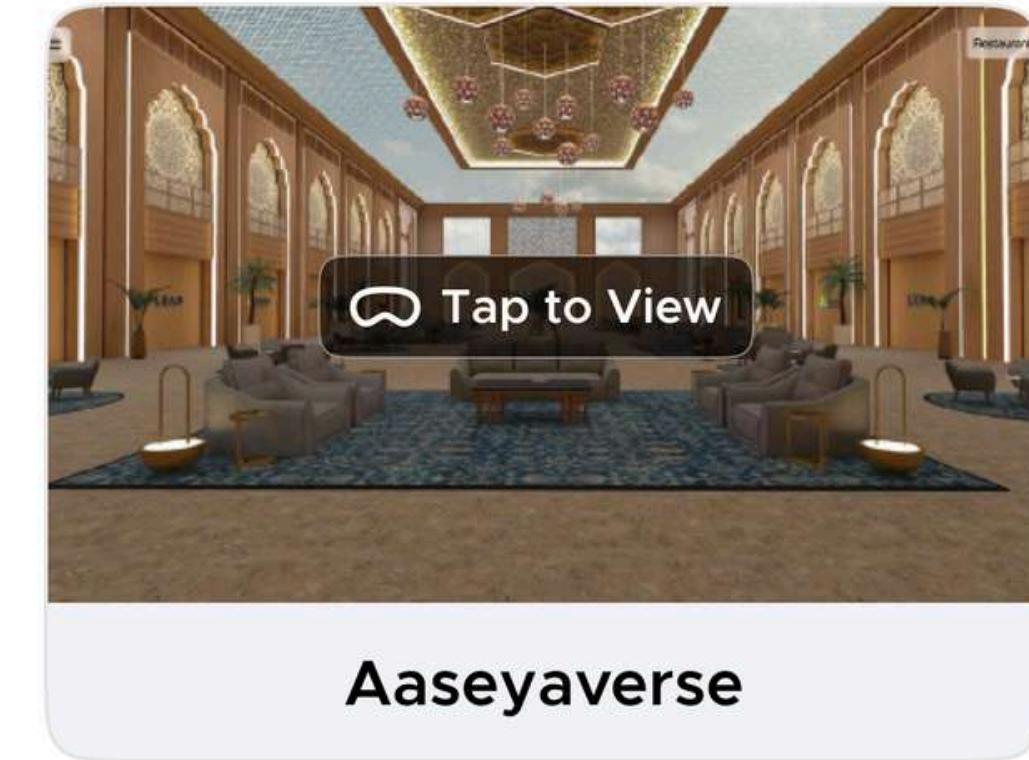
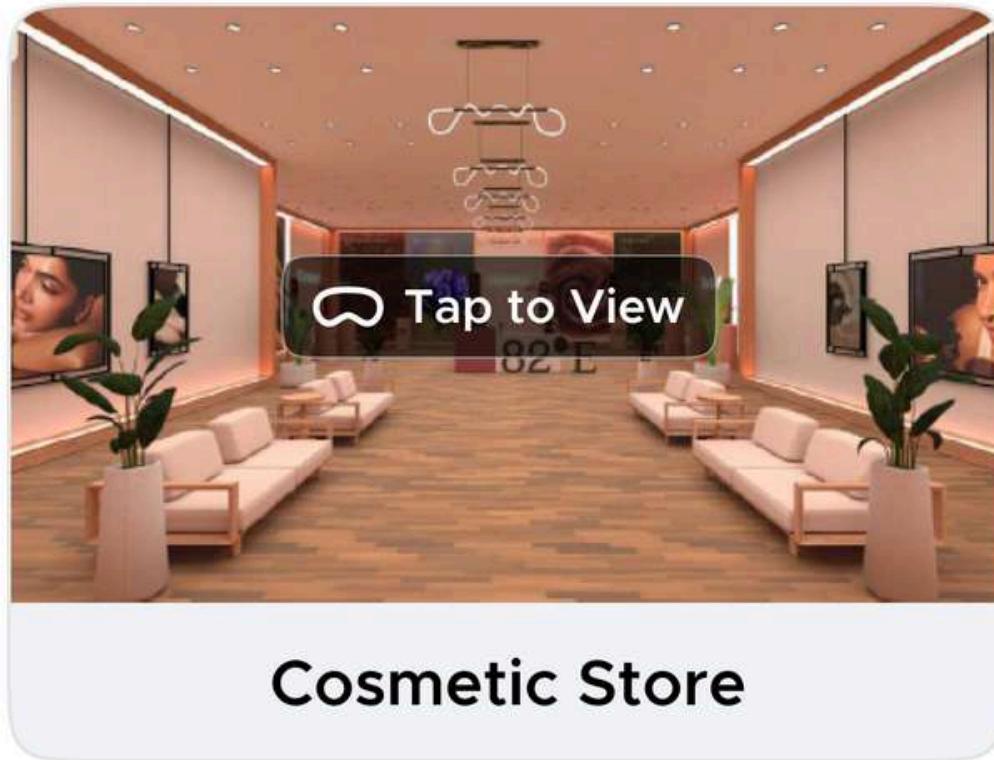
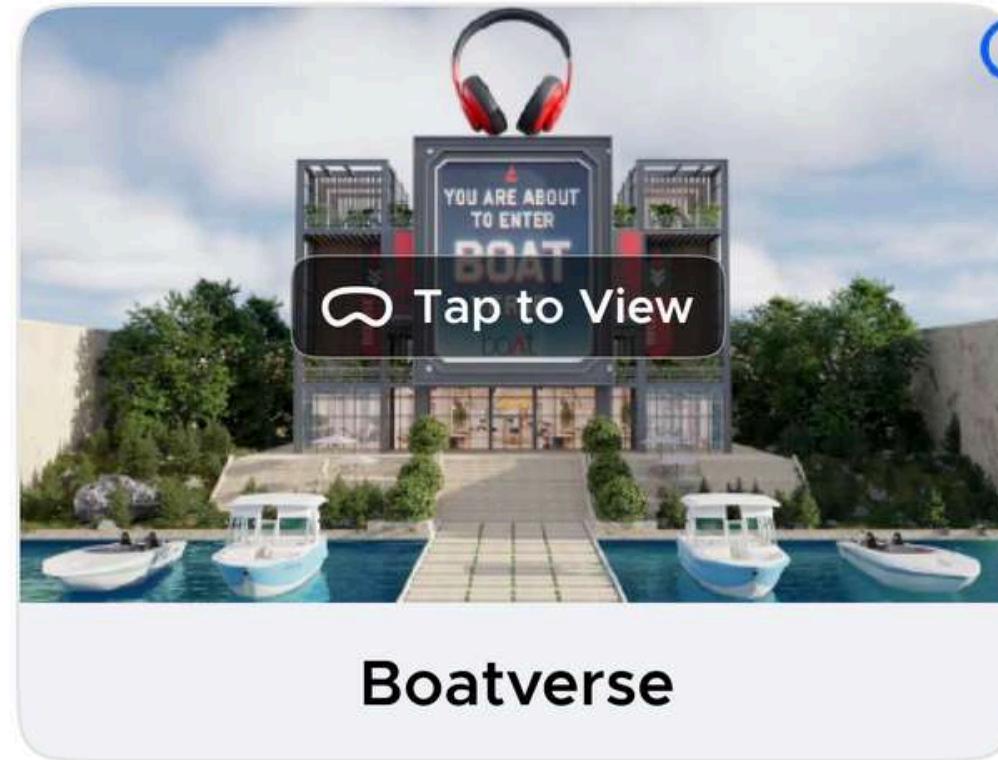
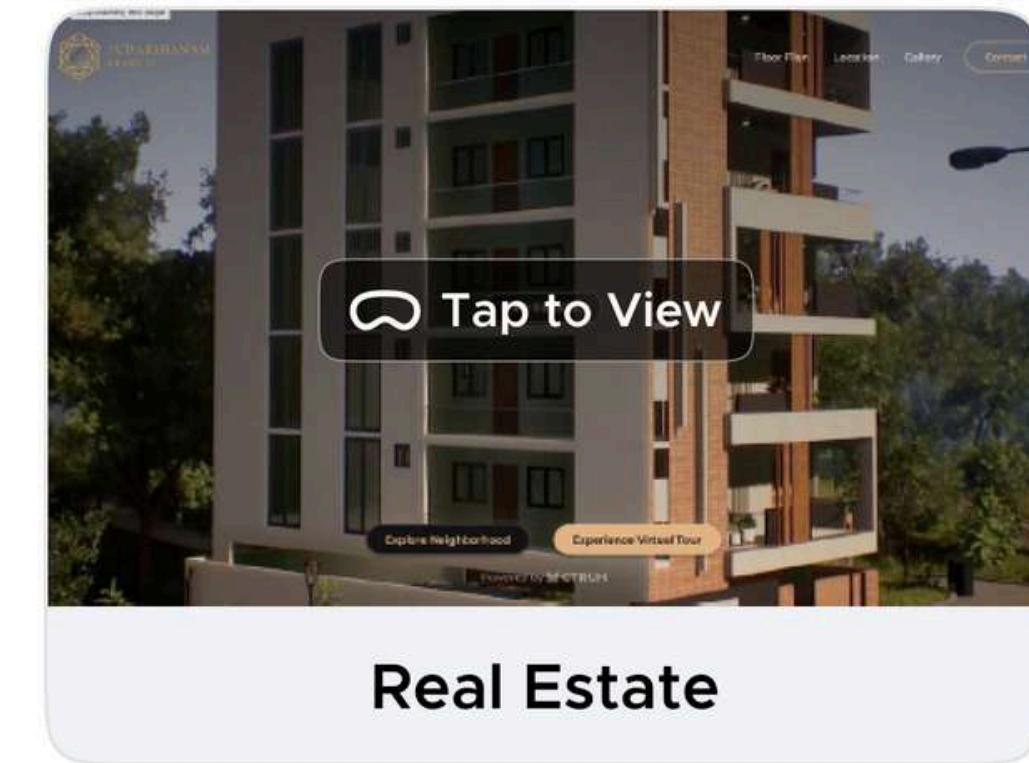
Oct 2023

Jul 2024





CTRUH
Experiences



This is a **\$75B** Opportunity

We're not just tapping into it—we're leading it.

TAM Total Addressable Market

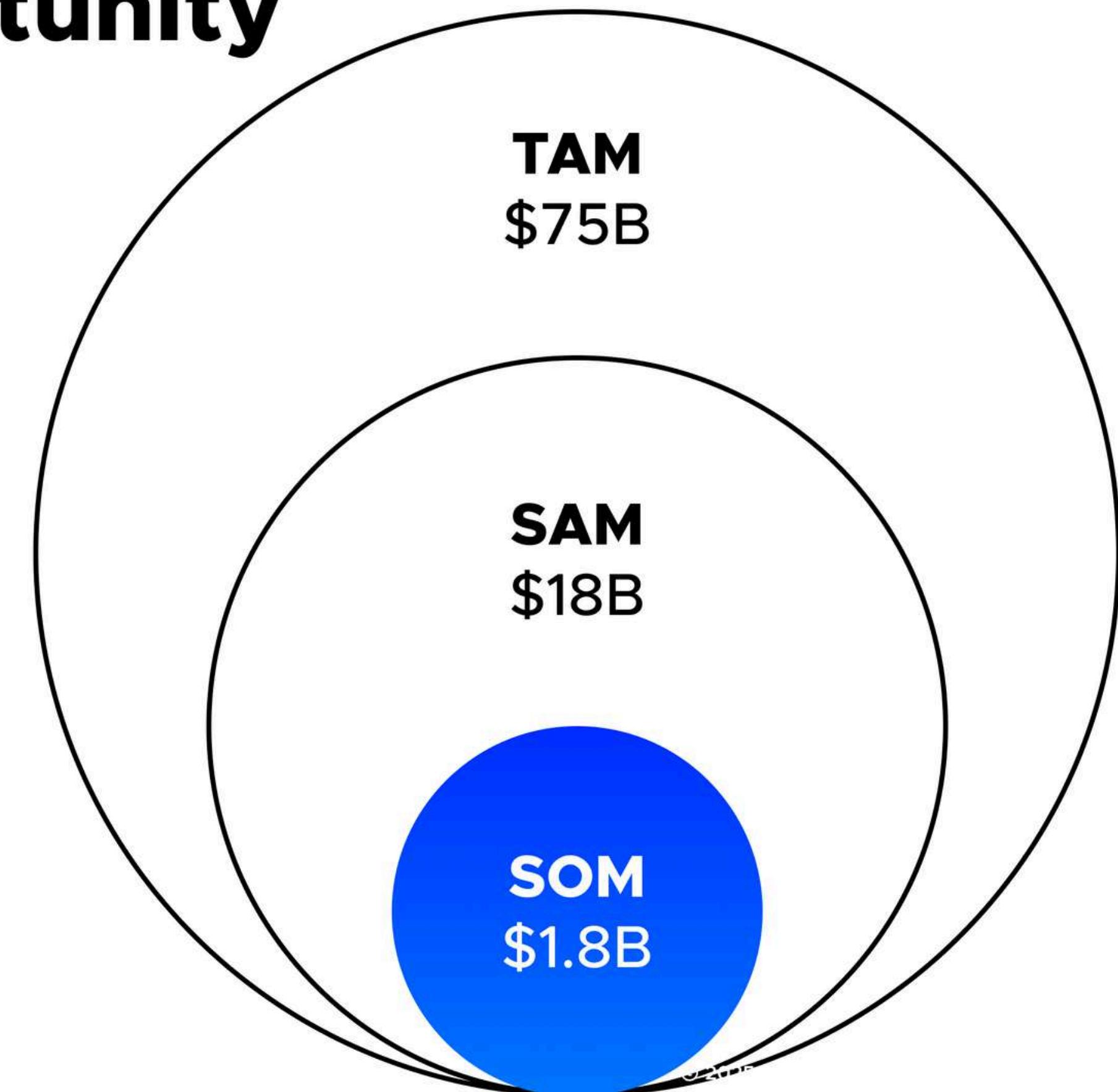
In 2024, the global AR/VR Market was estimated to be worth approximately **\$75 Billion**

SAM Serviceable Addressable Market

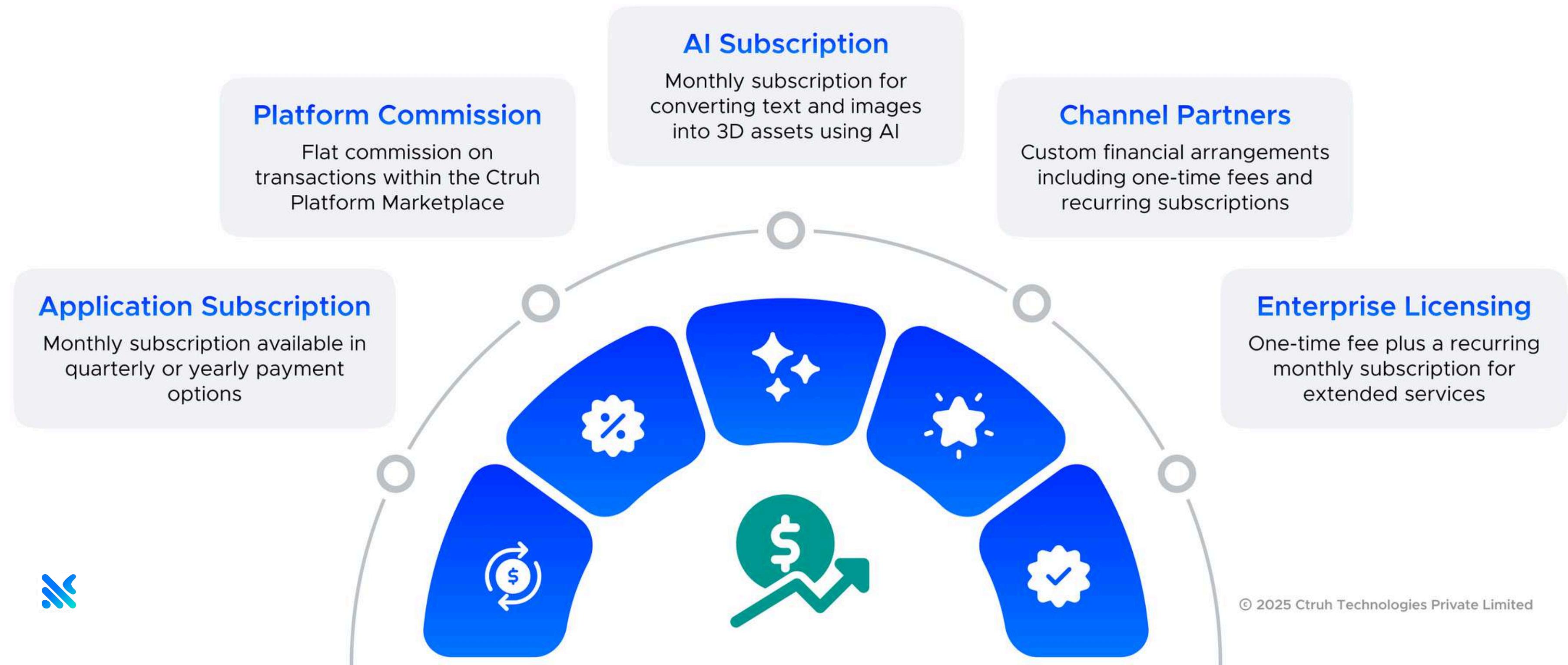
Serviceable Addressable market for AR/VR Software in 2024 is estimated to be **\$18 Billion**

SOM Serviceable Obtainable Market

Serviceable Obtainable market for AR/VR Software in 2024 is estimated to be **\$1.8 Billion**



Revenue Streams



Okay, so how are we going to make Money?

Free

Get Started for Free

Features

- ✓ 3 Experiences
- ✓ 500 Views/Month
- ✓ 2 GB Storage
- ✓ Ctruh Branding
- ✓ Community Support

✓ Basic 3D tools,
Basic Analytics,
Standard Resolution

Upgrade Cue

- ✓ 3 or More Experiences
- ✓ 500+ Views/Month

Starter

Starts at **\$699/Month**

Features

- ✓ 10 Experiences
- ✓ 500 Views/Month
- ✓ 10 GB Storage
- ✓ Custom Branding
- ✓ Email Support

All Free Features

- + High Resolutions,
Advanced Analytics

Upgrade Cue

- ✓ 10 or More Experiences
- ✓ 5,000+ views/month

Professional

Starts at **\$799/Month**

Features

- ✓ 15 Experiences
- ✓ 2,000 Views/Month
- ✓ 50 GB Storage
- ✓ Custom Branding
- ✓ Email+Chat Support

All Starter Features

- + Real-time Collaboration,
Advanced Analytics,
Unlimited Access to
Ctruh's Exclusives

Upgrade Cue

- ✓ 15 or More Experience
- ✓ 20,000+ views/month

Business

Starts at **\$999/Month**

Features

- ✓ 20 Experiences
- ✓ 100,000 views/month
- ✓ 200 GB Storage Space
- ✓ Custom Branding
- ✓ Dedicated Customer Success Manager, Priority Email+Chat

All Starter Features

- + Real-time Collaboration,
Advanced Analytics,
Unlimited Access to
Ctruh's Exclusives

Upgrade Cue

- ✓ 20 or More Experience
- ✓ 100,000+ views/month

Enterprise

Custom Pricing

Features

- ✓ Custom Experiences
- ✓ Custom Views/Month
- ✓ Custom Storage Space
- ✓ Custom Branding
- ✓ Dedicated Customer Success Manager, Solutions Manager, Priority Email+Chat

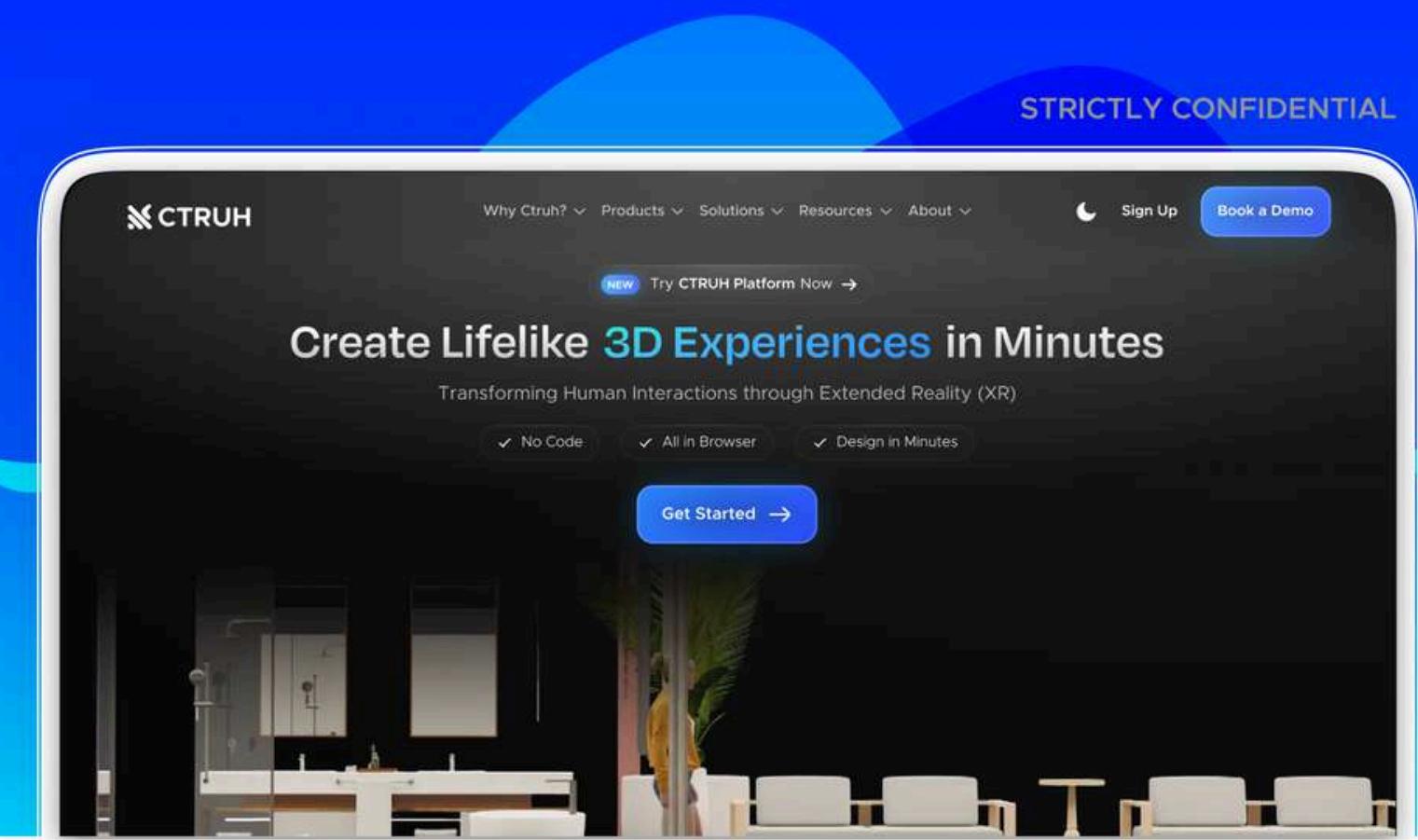
All Business Features

- + SLA, API,
Custom Features

Upgrade Cue

- ✓ Tailored Solutions
- ✓ Very High Usage Limits

Traction



59k+

Website Visitors

3 min 02 secs

Avg. Engagement Time

300K

Total Page View

58.43%

Engagement Rate

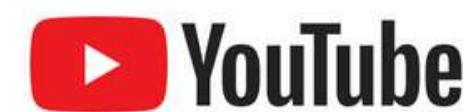
1 min 20 secs

Avg. Engagement Time/Session

35.25%

Bounce Rate

Social Media Impact



39.5k+

SUBSCRIBERS

↗ 3,000+ watch hours

in last 6 Months



39k+

FOLLOWERS

↗ 250,000+ impressions

in last 6 Months



975k+

REACH

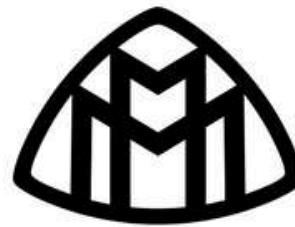
↗ 9000+ Followers

in last 6 Months

Key POCs and Customers



THE 21ST CENTURY
— LIFESTYLE —



PORSCHE



PURAVANKARA

Mahindra
LIFESPACES



PHYSICS
WALLAH



Key POCs and Customers



The
[Pant]
Project



MIRAGGIO



Accelerators and Incubations



Awards and Recognitions



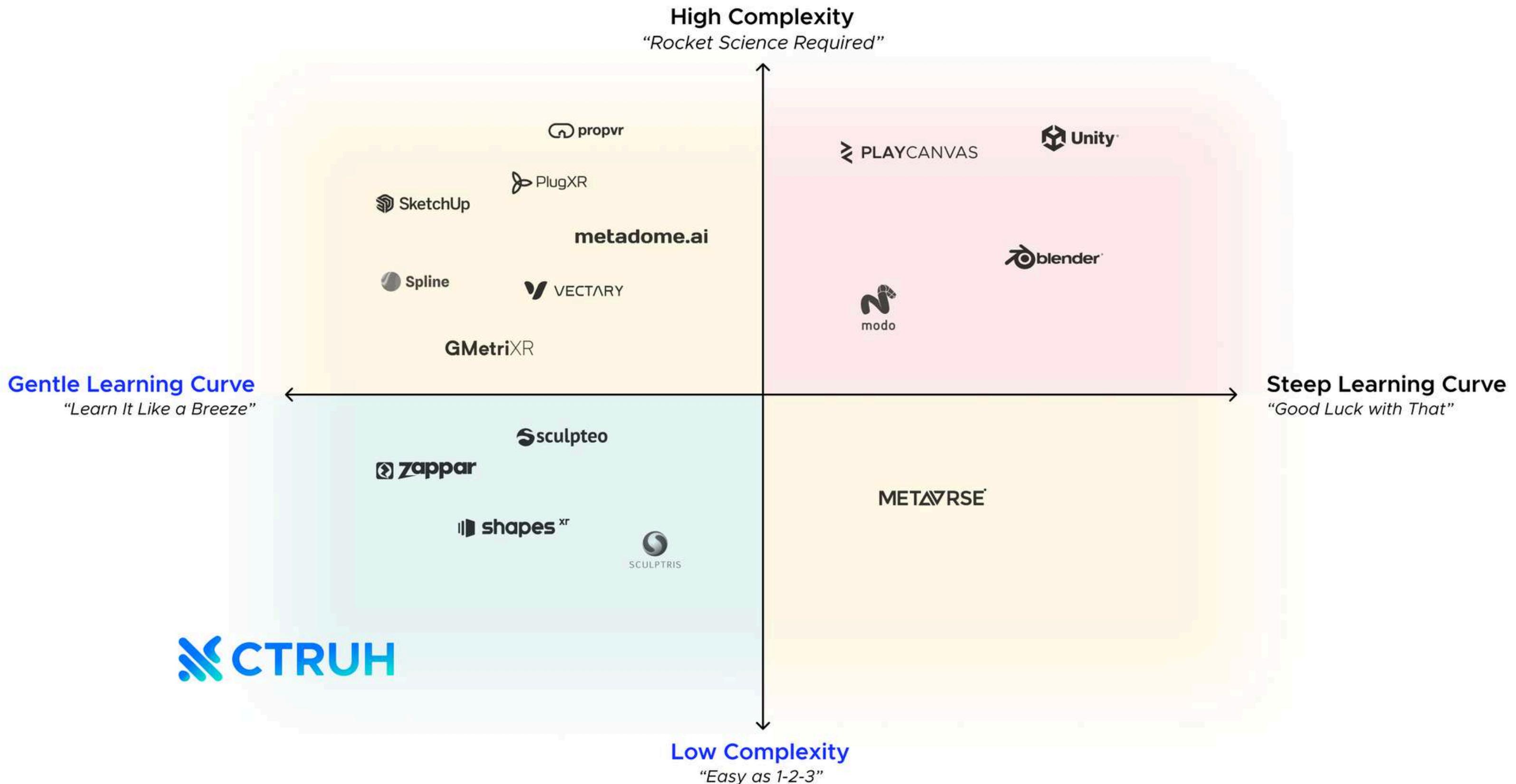
Metaverse Startup
of the year 2025



Innovation in
Immersive Experience



Companies Trying to Solve For It



CTRUE vs Competitors

	Ctrue	Vectary	Unity	Spline	Obsess	Emperia	Zakeke	VNTANA	Zero10	Wanna
No Code	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗
Web-Based	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗
Real-Time Rendering	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Photorealism	✓	✗	✗	✗	✓	✓	✓	✗	✓	✓
3D Configurator	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗
Try-on Tech	✓	✗	✗	✗	✗	✗	✗	✗	✓	✓
Plug-ins/API	✓	✗	✗	✗	✗	✓	✓	✓	✗	✗
Analytics	✓	✗	✗	✗	✗	✗	✗	✗	✗	✓
Scale	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓
Multi-Platform Support	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗
Customization	✓	✗	✗	✗	✗	✓	✓	✗	✓	✓
Asset Pipeline	✓	✗	✗	✗	✗	✗	✗	✓	✗	✗
Content Library	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗

Patents & IP



3D Asset Caching and Sync System

Patent Granted

A system that optimizes 3D assets by caching textures and other assets locally, reducing repeated network requests. It also ensures cloud synchronization to maintain consistency across devices and platforms.

Client-Side Caching

Efficiently caches 3D textures and glTF data on the client to minimize network requests.

Modified glTF Loader

Enhanced to support data caching and versioning, ensuring only the latest assets are served.

Cloud Synchronization

Uses service workers for background syncing of 3D scene changes to cloud, ensuring realtime consistency across devices

Problem Solved

Solves the problem of high latency and network overload by reducing asset load times and ensuring seamless data synchronization, enhancing user experience in 3D applications.



Virtual Texturing

Pending Approval

A system that enables the use of massive textures in 3D scenes without overloading memory, allowing detailed visuals in vast environments like games and mapping applications.

Tile-Based Texture

Textures are split into tiles, loading only what's visible, much like how Google Maps handles large-scale data.

Caching & Prioritization

Sophisticated algorithm prioritizes tile loading based on user interaction, ensuring smooth performance.

Texture Compression

Cache between network and memory reduces the need for re-downloading, optimizing performance.

Problem Solved

Solves the problem of handling large textures efficiently in memory-limited environments, ensuring smooth performance in detailed 3D worlds without sacrificing visual quality.



3D Environment Design Process for XR

Pending Approval

A process for creating optimized 3D environments for XR applications, focusing on reducing load times and improving performance through mesh optimization, texture baking, and compression.

Mesh Optimization & Instancing

Reduces computational load by converting 3D models to low-poly versions and using instances to avoid memory overhead.

Texture Baking & GLB Compression

Pre-renders lighting and shading into textures and compresses assets into GLB format for web-friendly performance.

Problem Solved

Enhances XR experience by improving performance and reducing load times, making it suitable for high-quality, fast-loading virtual environments in AR/VR applications.



Competitive Advantage with Patents

3D Asset Caching and Sync System

Virtual Texturing

3D Environment Design Process for XR



Patented Technology

Creates a significant entry barrier for competitors by protecting proprietary methods for optimizing 3D asset loading and rendering.



Performance & Efficiency

Competitors face challenges with large assets and high latency, while these patented systems ensure faster load times, lower memory use, and real-time synchronization.



Enhanced User Experience

Solves industry-wide issues of sluggish XR applications, setting a high standard for fast, efficient, and immersive experiences.



Capital Raise Requirement

Seed Round

FUNDING ASK

\$1.2M



Creators of CTRUH



Vinay Agastya

Founder & CEO



Pankaj Jain

Investor & Mentor



Dharmendra Jain

Founding Partner & Strategic Advisor
(Board Member)

Creators of CTRUH



Bopanna P C
Chief of Staff



Jayant Siktia
Marketing Wizard



Sharun Kanan
Product Evangelist



Dr. Jayapriya Kalyanakumar
Algorithm Alchemist



Devraj Reddy
Scripting Sage



Rajat Pande
Dimension Mastermind



Rhea Sharma
Pixel Perfectionist



K Sabarathinam
Experience Enchanter

Any Questions? We're all ears



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