# **Glu**: Winning the AI-First Commerce Era

### **The Shift**
The way consumers discover and evaluate products is undergoing its biggest shift since Google introduced PageRank. Millions now begin their buying journey with AI assistants—ChatGPT, Perplexity, Claude, Gemini, or Grok—asking them what to buy, where to go, and which brands to trust.

### **The Problem**
AI assistants don't serve ranked search results. They give single, authoritative answers based on what they "know" about a brand. Traditional SEO signals like backlinks and clicks no longer define visibility. In this new Answer Economy, if your brand isn't surfaced by AI, you lose the customer before they ever reach your site.

### **The Opportunity**
This shift opens a massive, untapped market. Every brand will need tools to measure, influence, and optimize how AI models perceive them. The brands that master AI visibility early will own consumer attention and conversion.

### **The Solution — Glu**
Glu helps merchants make their data AI-readable and answer-ready, ensuring AI engines like ChatGPT, Gemini, and Copilot understand, trust, and cite them. Starting with Shopify merchants, Glu provides the operational backbone for AI-first commerce, enabling businesses to:

- Optimize their product data for LLM visibility
- Track how they appear across major AI systems
- Influence AI-driven recommendations—without large teams or agencies

### **Why Now**
As web search gives way to AI answers, merchants face an existential visibility challenge. Glu gives them the control they need in this new discovery paradigm.

### **The Ask**
We are raising a seed round to expand product capabilities, grow our technical team, and establish Glu as the category leader in AI visibility for commerce.

Founders:
Rahul Pande – 20+ years of experience in larger corps + succesfuly built a profitable Saas
Sangeeta Mudnal