Glu — Own the Answer in the AI-First Commerce Era

The Shift

Consumers no longer search — they ask. Instead of scrolling results, they turn to conversational platforms like ChatGPT, Gemini, Perplexity, and Copilot that deliver a single trusted recommendation. If a brand's products aren't recognized or cited by these systems, they're invisible at the moment of purchase intent.

The Problem

For two decades, merchants have optimized for Google SEO and keyword visibility. Now, discovery happens inside AI engines, not search engines. These systems interpret structured data differently — and most merchants have no idea how their brands or products are represented inside them.

The Opportunity

A new landscape is emerging: the Answer Economy, where presence equals proof and Answer Share becomes the new market share. Every seller — from direct-to-consumer brands to multi-SKU retailers — will need tools to understand and influence how their products appear, are described, and are recommended across AI platforms.

The Solution

Glu helps merchants and brands get found and chosen inside AI-generated answers.

Our platform:
• Structures and enriches product data so AI systems can accurately interpret, trust, and cite it
• Monitors brand and product visibility across leading AI platforms
• Measures and improves "Answer Share" over time
• Integrates directly with Shopify and other commerce ecosystems

Why Now

The new AI infrastructure layer — driven by OpenAI, Anthropic, Google, Meta, xAI, and Perplexity — is fast becoming the gateway to product discovery and purchase intent.

• Organic search traffic is flattening while conversational queries surge
• Foundational AI platforms are rapidly displacing traditional SEO as the route to visibility
• The shift from search to answer creates a greenfield market for AI-visibility tools

Why This Is Hard (and Valuable)

Each AI platform parses and cites product data differently, with opaque and constantly evolving rules. Traditional SEO tools can't adapt to that complexity. Glu acts as the abstraction layer that keeps merchants visible and accurately represented across a fragmented, fast-moving AI landscape.

In the Google era, Semrush (IPO: $2.4B) and Ahrefs ($100M+ ARR, profitable) became essential

visibility platforms for SEO — proving the durability and profitability of this category. Glu is building the same layer of infrastructure for AI discovery.

The Business

Model: SaaS subscription with product-led growth
Initial Focus: Shopify merchants
Expansion: Tiered analytics, enterprise APIs, and marketplace partnerships

The Ask

Raising a $2 million seed round to:
• Deepen integration with leading AI platforms
• Expand analytics and measurement capabilities
• Accelerate go-to-market with Shopify and ecosystem partners

The Team

Rahul Pande — Co-founder; former Head of Global Business at Bonzai (acq.); 20+ years in SaaS, adtech, and commerce platforms.
Sangeeta Mudnal — Co-founder; former GM, AI & Cloud Incubations at Microsoft; expert in scaling enterprise AI products globally.

Vision

Search is giving way to conversation. In this new era, selling begins by being understood. Glu helps brands and products Own the Answer.