

The logo consists of the lowercase letters "glu" in a bold, white, sans-serif font. The letter "g" is a simple circle, the "l" is a vertical line, and the "u" has a horizontal stroke through its middle.

**First AI Visibility platform
for the \$50B AI commerce shift.**

Commerce is shifting from Search to Answers and most brands are absent.



Supertails
<https://supertails.com> > collections > dog-bones-chews

Buy Dog Bones and Dog Chews Online at Best Prices in ...
Dog chew bones like cowhides, bully sticks, and pig ears can help with dental hygiene, while milk bones for dogs, and milk bones for puppies can be used as a ...
4.7 ★ store rating (13) · ₹59 delivery · Free 10-day returns

Dogsee Chew
<https://www.dogseechew.in> > shop > product-line > ion...
Best Long-lasting Dog Chew Hard Bars
Dogsee Chew Hard Bars are 100% natural, sourced from the Himalayas, made from cow and yak cheeses, and are super long-lasting.
Free delivery

chompondchew.co.uk
<https://chompondchew.co.uk> > blogs > blog > 7-long-la...
7 Long-Lasting Chews That Will Keep Your Dog Busy (Part 1)
10 Mar 2020 — 1. Pig ears - 2. Treated bones - 3. Dental bone - 4. Beef tails - 5. Yak cheese - 6. Buffalo cheese - 7. Cow hooves - Special mention: Long-lasting ...

Animal Matter To Me
<https://amtindia.org> > exploring-the-best-natural-chew...
Exploring the best natural chews for dogs
Non-dairy dog chews. Made from yak or cow milk, these chews are hardened, tallow-free, and long-lasting. Raw bones have more bones from tallow or animal fat ...

Autumn Trails Veterinary
<https://autumntrailsvet.com> > 6-natural-chews-that-are-go...
...



ChatGPT ▾ Upgrade for free

what is the best natural chew for my dog?

If you're looking for a **natural chew for your dog**, there are some great options — along with a few safety and suitability considerations you'll want to keep in mind. I'll walk you through what "natural" really means in this context, what to watch out for, and then show you some good product picks available in India.

My recommended product picks

Here are some good natural chew options available in India (or via Indian retailers) — pick what matches your dog's breed, chewing strength, and dietary needs.

HUFT Yakies Chew Bone Dog Treat ₹125 · Blinkit + others

Heads Up For Tails Yakies Dog Treat ₹222 · Amazon.in + others

DogseeChew Small Bars for Dogs ₹189 · Zepto + others

And a quick summary of each:

- HUFT Yakies Chew Bone Dog Treat: Yak milk & cow milk based, long-lasting, good for moderate to strong chewers.

Glu helps merchants make their data
“answer-ready” so AI engines can
understand, trust, and cite them.

Own the Answer

- Glu transforms Merchants stores into data that AI can **read, trust, and cite**.

Automated. Continuous. Multi-platform.

Measure your Answer Share across ChatGPT, Perplexity, and Gemini.



The first Shopify-native AEO platform built for the Answer Economy.

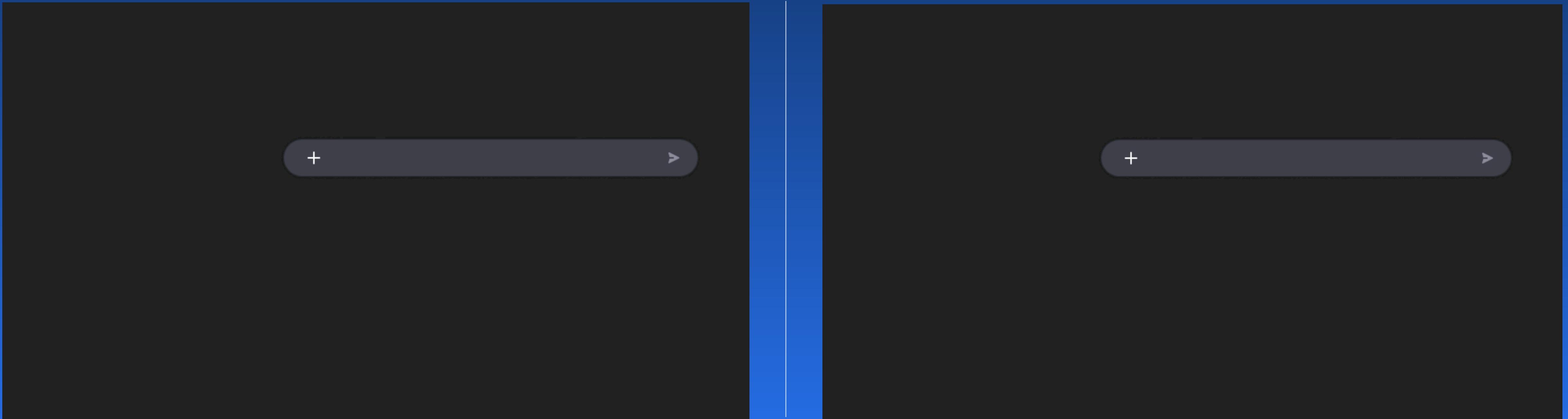
Workflow



Continuous improvement loop

From Invisible to Recommended and Trusted!

User Query: “What is the best natural chew for my dog?”



Without Glu ❌

With Glu ✓

The Answer Economy is here!

We are capturing the category defining moment

Market Timing

60%

of consumers globally using AI
for shopping research

25%

search traffic drop by 2026
due to AI shift

\$12.6T

Gen Z spending projected by
2030 (they expect AI)

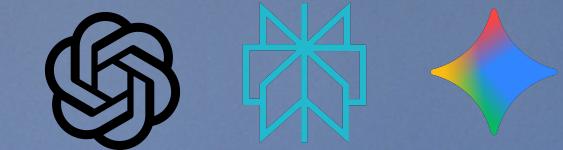
Category Formation Window

Standards for AI-ready data
still forming

Few adjacent funded
competitors

First mover advantage: Early AEO
positions compound over time

Platform Readiness



launched shopping features in
2024-2025



data structure perfect for
systematic optimization



Mid-market merchants have
pain but no solution

Market Opportunity

TAM

~\$50B+



.....
~7M
global merchants

SAM

~\$10B



.....
~180K Shopify stores
(\$5–50M rev)

SOM

\$105M ARR
potential



.....
35K stores ≥ 1K SKUs

Go-To-Market Strategy

Entry Segment

- Shopify merchants with \$5–50M revenue
- Freemium → \$250/month
- Self-serve onboarding
- Unlikely to hire consultants or agencies due to cost, upkeep, and lack of GEO expertise

Channels & Marketing

- Shopify ecosystem, agencies, affiliates
- Shopify App Store distribution
- ROI demos and customer-data case studies

Expansion Path

- Expand marketing as customers "pull" us
- Adjacent store builders (Woo, BigCommerce, Magento)
- Higher-revenue Shopify & D2C brands needing deeper services



"We start with one highly specific segment — our 'first bowling pin' — and once we dominate it, it naturally leads to adjacent segments."

Traction

Live Pilots



HUFT Pet Store
(~10K SKUs, \$38M rev)



Chase Haul Apparel
(~2K SKUs, \$5.8M rev)

Results



12,800

SKUs
Processed



3,200

Verified JSON-
LD writebacks



+45%

Visibility*



+9%

Conversion



+28%

Inclusion

Launch: Shopify App Store → Jan 2026

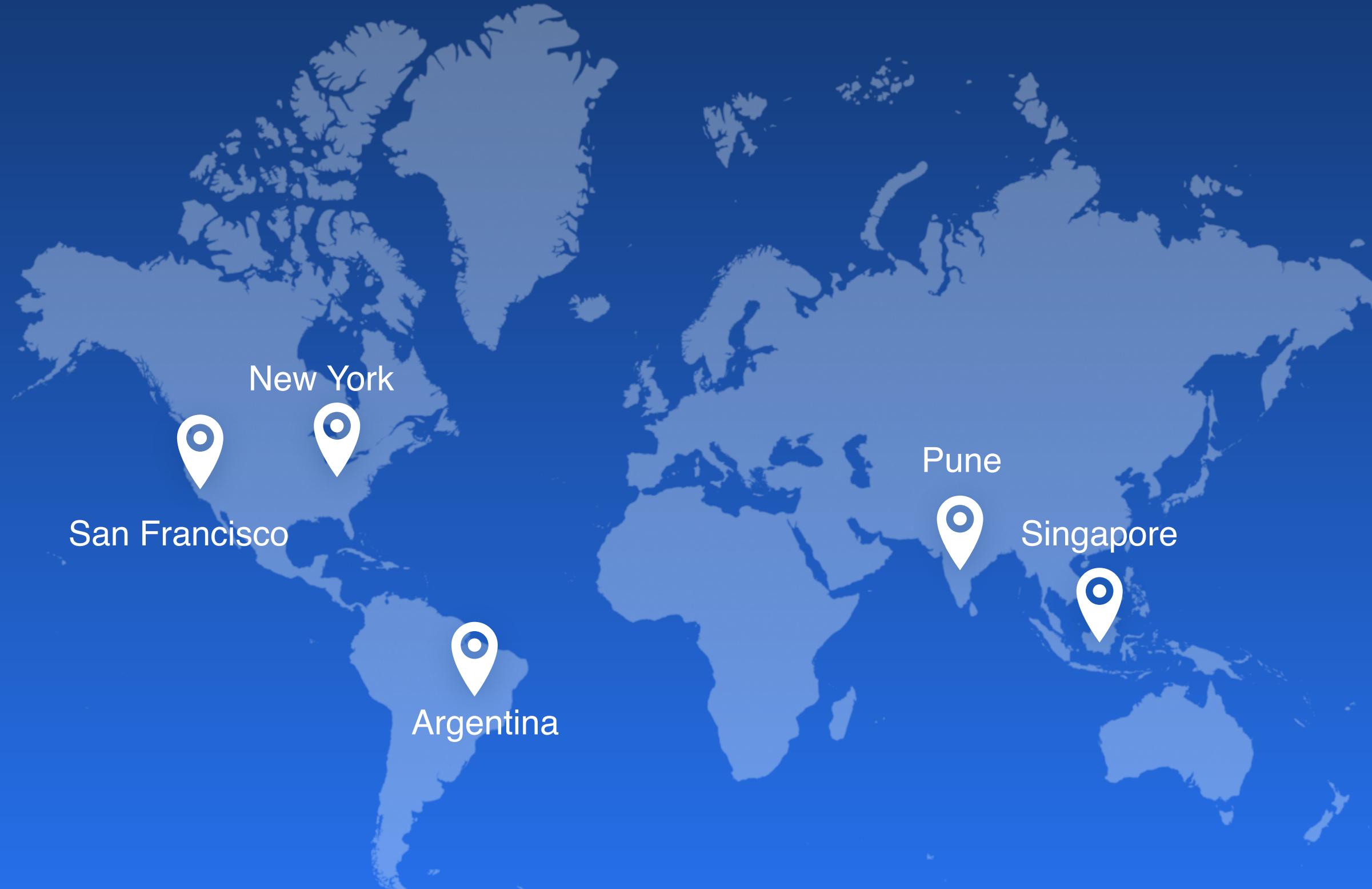


* estimated visibility enhancement

Competitive Landscape

	Enterprise Suites (Profound.ai, SEO Tools)	Agencies	glu
● Works inside Shopify	X	X	✓
● Automated Schema Writeback	X	X	✓
● AI Answer Tracking	✓	Partial	✓
● Self-serve & Scalable	Partial	X	✓
● ROI attribution (GA)	✓	Partial	✓

Built by Commerce + AI Operators



Founders



Rahul

Built bonzai.ai,
Product & Brand Mktg
Experience,
Stanford GSB Alumni



Sangeeta

Senior Product and Tech leader at
Microsoft, Amazon
University of Southern California

Product Leadership Team



Pooja
Product & Design,
NID



Sayali
Tech Lead,
B.Tech



Ladong
Product Manager
IIMB, IITM



Ranjan
Director - Eng,
IITK

Advisors



Ed Forman
Stanford Educator,
Leader in building 0-1
Startups



Tresa
Ex: Ogilvy, Lowe
Brand Marketing

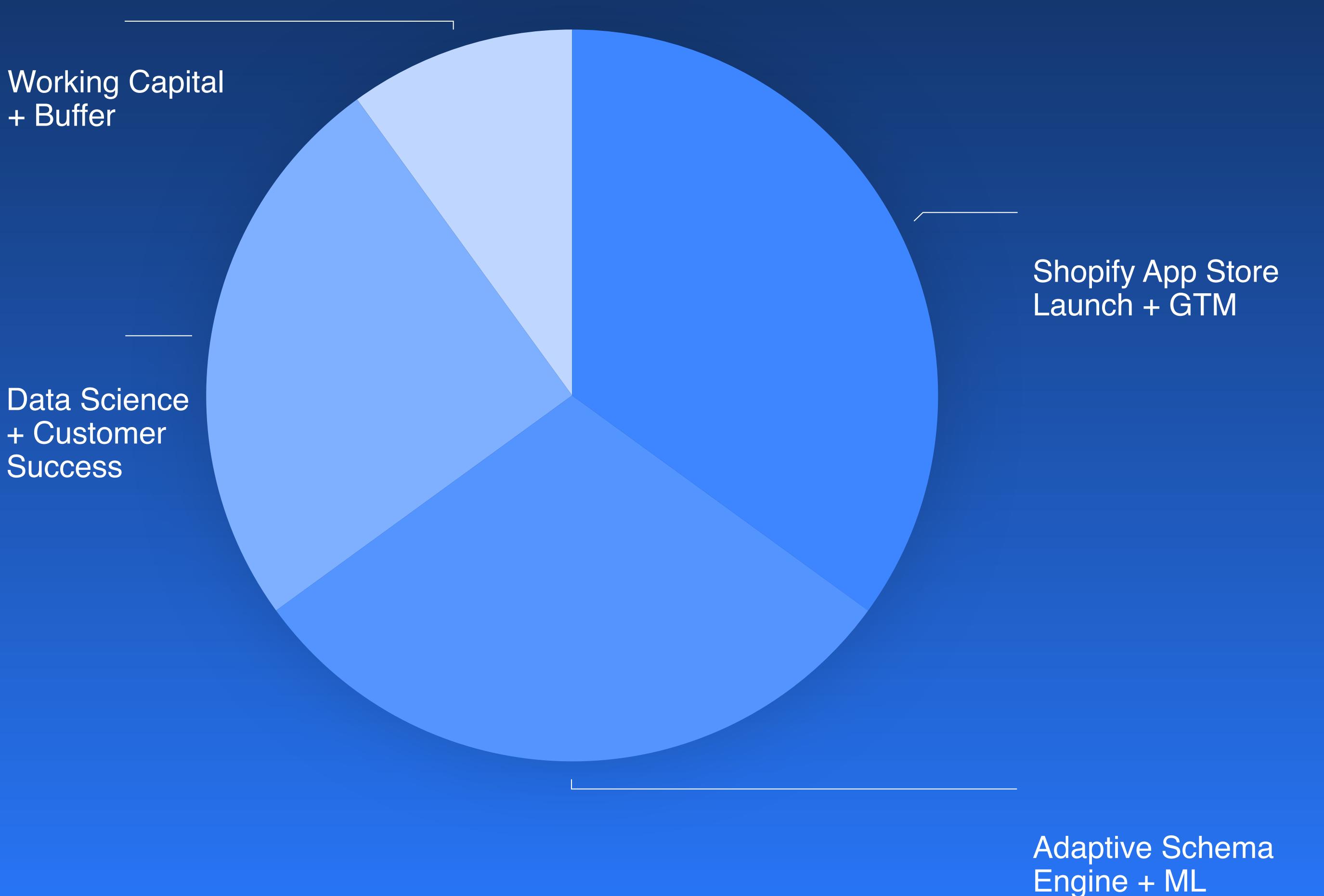
Ask and Vision

Raise: \$2M Pre-Series A

Purpose

- \$700K Marketing, influencer enablement, onboarding
- \$600K Multi-surface coverage, shift detection
- \$500K Hiring for enrichment + merchant support
- \$200K Runway & infrastructure reserve

18-month runway → > \$3M ARR Goal



glu

Own the Answer

glu.ai/geo