Consolidated business plan

Menteia — An applied artificial intelligence product studio for industries in Mexico and LatAm.

1. Thesis

Generative AI makes it profitable to automate specialized work that used to require experts: serving a telco's customers, verifying identities, quoting an aerospace part, guiding a patient. Mid-sized companies in Mexico lack the teams to build this. Menteia builds it once as a platform and packages it by industry.

2. Shared platform

- **Identity:** proprietary KYC engine (INE voter ID, RENAPO population registry, biometrics, anti-fraud) used by KYC, Vamo and Doble D.
- **Conversational agents:** WhatsApp, voice and email with human handoff (SAVANT AI, Vamo, Seguro Sin Vueltas, Sommelier IA).
- **Guardrails:** zero figures from the LLM, human gates, closed catalogs (Copiloto Aero, Seguro Sin Vueltas, Hedge).
- **Decision agents with deterministic risk:** Doble D and Menteia Hedge.
- **Infrastructure and operations:** shared deployment, monitoring, backups and compliance.

3. Portfolio and priorities

Product	Market (SAM)	Stage	Priority
Doble D	US$9 M	Private, invite-only pilot	Medium: depends on regulatory license
SAVANT AI	US$10 M	Product in production with paying customers	High: recurring revenue
Menteia KYC	US$37 M	Product in production with a client paying per use	High: revenue and shared platform
Vamo	US$4 M	Pilot with a top-tier brand	High: pilot with a global brand
Menteia Hedge	US$6 M	MVP in production (paper trading)	Low: validate before scaling
Seguro Sin Vueltas	US$11.6 M	Pilot in production, no revenue yet	Medium: pre-revenue, large market
Sommelier IA	US$1.2 M	Deployment for one showcase customer	Low: replicable template
Copiloto Aero	US$5.8 M	Product in production with one anchor customer	High: large ticket and anchor customer
PlaneTech Air Express	US$60 M	Operating with an anchor customer	High: immediate transactional revenue
RosettaDMS	US$4 M	Demo stage: product defined and demo you can click through, no pilot or revenue	Medium: demo ready, no pilot yet

Capital allocation criterion: each quarter the board reviews KPIs per product; those that hit milestones get more resources, those that don't are paused or folded in as a module of another product.

4. Business model

All products are B2B or B2B2C with recurring revenue (subscription, usage or commission). See the details in each product's folder.

5. Consolidated projection (24 months)

Quarter	Revenue	Expenses (with synergies)	Cumulative cash used
Q1	US$24,874	US$396,016	US$371,142
Q2	US$72,692	US$483,212	US$781,663
Q3	US$131,478	US$559,047	US$1,209,232
Q4	US$225,992	US$576,315	US$1,559,556
Q5	US$314,250	US$582,883	US$1,828,189
Q6	US$443,484	US$585,109	US$1,969,814
Q7	US$583,346	US$587,335	US$1,973,803
Q8	US$784,833	US$589,562	US$1,778,531

- Total 24-month spend: **US$4,359,480** (sum of products minus 15% in synergies, plus holding G&A of US$3,000/month).
- Cumulative revenue: **US$2,580,949**.
- MRR at month 24: **US$288,359**. Consolidated breakeven: month 20.

6. Holding risks

Risk	Mitigation
Loss of focus across 11 products	Capital allocated by quarterly milestones; pause those that miss them
Revenue concentration in one customer group (INXEL)	Diversification target: no customer > 30% of revenue by month 12
Regulatory risk in fintech (Doble D, Hedge)	Release of funds conditional on a legal opinion and regulatory status
Dependence on AI vendors (OpenAI, ElevenLabs, Twilio)	Multi-vendor abstraction layer in the platform
Key people	Hire leaders per product; founder vesting