Business Model Canvas · Menteia (holding)

MENTEIA · OCTOBER 2026

KEY PARTNERS

- AI vendors (OpenAI, ElevenLabs)
- Telecom (Twilio, Meta)
- Anchor customers per industry
- Official sources (INE, RENAPO)

KEY ACTIVITIES

- Build and operate AI products
- Maintain the shared platform
- Regulatory compliance
- Allocate capital by milestones

KEY RESOURCES

- Platform: identity, agents, guardrails
- Complete founding team
- 11 products and their anchor customers

VALUE PROPOSITION

- **AI that does expert work**
- **Humans in charge of sensitive decisions**
- **From idea to production in weeks**

CUSTOMER RELATIONSHIPS

- Dedicated implementation per customer
- Self-service product where it fits
- Regular KPI reviews

CHANNELS

- Direct B2B sales
- Anchor customers as references
- Cross-selling between products
- Industry partnerships

SEGMENTS

- Telecom
- Fintech and financial services
- Insurance and health
- Automotive
- Aerospace
- Hospitality

COST STRUCTURE

- Engineering and AI team
- Compute and infrastructure
- Sales and implementation
- Legal and compliance

REVENUE STREAMS

- Subscriptions
- Usage fees (verification, conversation)
- Commissions (performance, referrals)
- Implementations