Brand, domains and value proposition

Doble D — Investment platform where AI agents trade 24/7 under strict risk limits, with every trade visible to the client.

Identity

Element	Definition
Trade name	Doble D
Company	Menteia (incorporated in Mexico)
Primary domain	doblede.menteia.com
Tagline	Your money, working with artificial intelligence.
Category	Fintech · digital investment platform run by AI agents
Tone	Clear, sober and honest about risk; never promises returns.

Alternative names considered

- Double D (international version)
- DD Capital
- Doble D Inversiones

Domains

Domain	Status / action
doblede.menteia.com	Active
doblede.mx	Check availability
dobled.ai	Check availability
dobledinversiones.com	Check availability

Trademark registration (IMPI, Mexico)

- Search for prior marks of "Doble D" in MARCia (IMPI) in classes 36 (financial services) and 9/42 (software).
- File the registration application (typical timeline 4–8 months; official fee approx. US$162 per class).

- Ownership of the trademark and the domain must be held by Menteia before the round closes.

Positioning

For digital savers who want their money to work without spending hours on it, Doble D is the investment platform where AI agents trade under strict risk rules and show you every decision. Unlike brokerage apps, you don't have to decide; unlike bots, nothing is opaque.

Value Proposition Canvas

Customer profile

Jobs to be done

- Grow my savings above inflation
- Invest without studying markets
- Understand what happens to my money

Pains

- Fear of losing everything
- Lack of time and knowledge
- Opaque or complicated platforms

Expected gains

- Returns above CETES (Mexican T-bills)
- Control and visibility
- Withdraw anytime

Value map

Products and services

- AI investment agents
- Live trading dashboard
- Protection fund

Pain relievers

- Hard risk limits (5% / 10%, no leverage)
- Clear risk disclosure
- Withdrawals in ≤72 h

Gain creators

- Visible agent reasoning

- Fees only on profits
- E-invoices and account statements

Key messages

- We only win if you win.
- Every trade, in plain sight.
- Risk with rules, not hunches.