Business plan

SAVANT AI — AI contact center on voice, WhatsApp and email that resolves (not just answers) mobile carriers' customer requests.

1. Summary

SAVANT AI (Cerebro-VAI engine) is an AI contact center on voice, WhatsApp and email, integrated with the carrier's real system. It checks line status and balance, assists with number porting, guides tech support, processes top-ups, suspends stolen lines and opens tickets; it hands off to a human with a summary when needed and measures real resolution (FCR at 48 h).

Everyone sells chatbots. We sell resolution.

2. Problem

- Mobile virtual network operators (MVNOs) are growing fast (over 21 M lines in Mexico), but their customer service doesn't scale: every new line adds load to an expensive call center.
- Generic chatbots answer but don't resolve: they can't check balances, process number porting, or open tickets in the carrier's system.
- After hours and at peak times, customers drop off and port out to a competitor.

3. Solution and product

- AI agents per brand on voice (Vapi + ElevenLabs), WhatsApp and email, with each carrier's own knowledge base.
- Integration with the carrier's backend (Altán / operator systems) to execute real actions, not just reply.
- Human handoff in Twilio Flex with a mandatory summary; ticket numbers issued after hours.
- Multi-brand dashboard: voice, WhatsApp with human takeover, email, SMS, analytics, billing and tickets.
- Containment and first-contact resolution (FCR) measured and validated with a 48 h survey.

Technology

- Node.js + Express; self-hosted n8n orchestration with per-brand flows.
- OpenAI GPT-4.1 / 4.1-mini with a vector store per brand; Vapi voice (Deepgram + ElevenLabs).
- Twilio (Conversations, Flex, DIDs), AWS SES, Stripe, Frappe Helpdesk.
- DigitalOcean + Cloudflare; superadmin / client admin / operator roles.

4. Market

Level	Annual size	How it is calculated
TAM	US$213.5 M	Conversational AI market in Mexico 2025 (IMARC), projected at US$2,495 M in 2034
SAM	US$10 M	21 M MVNO lines × US$0.50/year spend on AI customer service
SOM	US$350k	12–15 carriers and telecom brands at an average ticket of US$24k/year

Supporting data:

- MVNOs surpassed 21 M lines (14.2% of the market) in Q3-2024 (IFT, Mexico's telecom regulator).
- 141.7 M active mobile lines in Q2-2025 (CRT).
- Conversational AI in Mexico: US$213.5 M in 2025 → US$2,495 M in 2034 (IMARC).
- Contact center revenue in Mexico: >US$1,400 M (Frost & Sullivan, 2025 projection).

Market figures are estimates based on public sources; validate them before sending to institutional funds.

5. Target customer

- Mobile virtual network operators (MVNOs) and phone brands on the shared network.
- Regional internet and telecom providers.
- Future: utilities, fintech and retail with high support volume.

6. Business model and pricing

Monthly subscription per brand (platform + channels) plus a variable fee per resolved conversation or voice minute. One-time setup fee per integration.

Item	Price
Setup and integration per brand	US$3,000–8,000 one-time
Platform per brand	US$800–1,500 / month
Resolved conversation (WhatsApp/email)	US$0.15–0.30
AI voice minute	US$0.12–0.20

7. Go-to-market strategy

- Anchor case study (INXEL group: inXel, Jamachulel, XAP) as a reference for other MVNOs.
- Direct sales to the ~30 active MVNOs in Mexico; the shared network (Altán) makes integration repeatable.
- Partnerships with MVNO enablers (MVNE/MVNA) to sell as a bundle.
- Expansion to LatAm (Colombia, Peru, Chile), where the MVNO model is growing.

8. Competition and positioning

Alternative	What it offers	Our advantage
Traditional call center (BPO)	Human agents billed by the hour	24/7 at a fraction of the cost, no headcount growth
Generic chatbots (Botmaker, Yalo)	WhatsApp replies	Resolve inside the carrier's system
CX suites (Zendesk, Genesys)	Expensive generic platforms	Telecom-specialized, live in days
In-house build	Months and a dedicated team	Proven product with 3 brands live

9. Defensible advantages

- Measurable resolution: 48 h FCR and containment with an auditable calculation basis, not 'messages handled'.
- Deep integration with telecom operations (porting, balance, suspension): domain knowledge that's hard to copy.
- Critical logic enforced in code (brand control, duplicates, business hours, summary before transfer): the LLM doesn't decide sensitive actions.
- Per-brand isolation: independent flows, credentials and webhooks; a new brand onboards in days.

10. Traction

- In production with 3 telecom brands from the INXEL group (inXel, Jamachulel and XAP): voice, WhatsApp and email.
- Live since mid-2026; recurring revenue shared with KYC of ~US$3,200/month.
- Active invoicing (series MEN-2026) and daily operations with human handoff.

11. Team

Partner	Role	Stake in Menteia
Rafael Herrera	CEO / CFO	33.3%
Vladimir Díaz	CTO	33.3%
Francisco D'Angelo	Head of Legal and Compliance	33.3%

Hires funded by the round:

- Senior full-stack engineer — from month 1
- AI / ML engineer — from month 1
- Customer success / implementation — from month 1

- B2B account executive — from month 3
- Full-stack developer — from month 7
- Support / operations — from month 9

12. Financial projection (24 months)

Quarter	Revenue	Expenses	Net cash flow	Cumulative cash flow
Q1	US$7,290	US$73,090	US$-65,800	US$-65,800
Q2	US$10,440	US$79,522	US$-69,082	US$-134,882
Q3	US$17,325	US$92,886	US$-75,561	US$-210,443
Q4	US$24,345	US$97,129	US$-72,784	US$-283,226
Q5	US$33,795	US$97,723	US$-63,928	US$-347,154
Q6	US$43,110	US$98,317	US$-55,207	US$-402,361
Q7	US$55,125	US$98,911	US$-43,786	US$-446,146
Q8	US$66,735	US$99,505	US$-32,770	US$-478,916

- Monthly recurring revenue (MRR) at month 24: **US$23,400** (ARR US$280,800)
- Total 24-month spend: **US$737,081**; cumulative revenue: **US$258,165**
- Breakeven falls after month 24; the round covers the full runway without relying on revenue

Revenue assumptions:

- Current revenue attributed to SAVANT: ~US$2,160/month (assumption: 2/3 of revenue shared with KYC) with 3 brands.
- One new brand or carrier every 2 months starting month 5: 13 brands by month 24.
- Average revenue per brand grows from US$720 to US$1,800/month through volume and additional channels.
- Telephony and AI costs grow 3% monthly with volume.

13. The round

- Amount: **US$825,000** for **24.8%** (pre-money US$2,500,000, post-money US$3,325,000).
- Use of funds detailed in *06_Modelo_Financiero_y_Ronda* (financial model and round).

14. Risks and mitigation

Risk	Mitigation
Concentration in one client group (INXEL)	Commercial priority: 2 new carriers in 6 months; annual contracts
Dependence on Twilio, Vapi and OpenAI	Provider abstraction layer; telephony migration plan
Persistence in JSON files	Migration to Postgres in the first 90 days
Privacy of telecom users' data	Privacy notice and data processor agreement per client
Scattered brand	Unify under SAVANT AI with IMPI (Mexican trademark office) registration