Business Model Canvas · Menteia KYC

MENTEIA · OCTOBER 2026

KEY PARTNERS

- Verificamex / RENAPO
- Compute and LLM providers
- Financial software integrators

KEY ACTIVITIES

- Maintain anti-fraud models
- Compliance and certifications
- API/SDK integrations

KEY RESOURCES

- In-house biometrics and OCR
- Calibration on real cases
- Redundant infrastructure

VALUE PROPOSITION

- **KYC in < 2 min against INE and RENAPO**
- **No app, via link**
- **Pay per use, no minimums**
- **White-label**

CUSTOMER RELATIONSHIPS

- Self-service via API
- Integration tech support
- Dashboard and audit log

CHANNELS

- Direct sales
- Menteia products
- AML community (AECGR)
- Integrators

SEGMENTS

- Telecom and MVNOs
- Fintechs and SOFIPOs
- Insurance, healthcare, automotive

COST STRUCTURE

- Official source lookups
- Compute (biometrics, OCR)
- Certifications and compliance

REVENUE STREAMS

- Pay per verification
- Standalone API lookups
- White-label plans