Brand, domains and value proposition

Menteia KYC — AI identity verification against INE and RENAPO in under 2 minutes, via link, no app, pay per use.

Identity

Element	Definition
Trade name	Menteia KYC
Company	Menteia (incorporated in Mexico)
Primary domain	kyc.menteia.com
Tagline	Identity verified against official sources in under 2 minutes.
Category	RegTech · AI identity verification and digital onboarding
Tone	Technical, trustworthy, precise; speaks the compliance officer's language.

Alternative names considered

- Identia
- VeriMex
- Menteia ID

Domains

Domain	Status / action
kyc.menteia.com	Active
menteia.com	Active (parent brand)
menteiaid.com	Check availability
identia.mx	Check availability

Trademark registration (IMPI, Mexico)

- Search for prior marks of "Menteia KYC" in MARCia (IMPI) in classes 9 and 42 (software, identity verification), 45 (security services).

- 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 Mexican companies required to identify their customers, Menteia KYC is identity verification built for the INE and RENAPO that works via link in under 2 minutes and is paid per use. Unlike global providers, it understands the Mexican ID, costs a fraction, and has no minimums.

Value Proposition Canvas

Customer profile

Jobs to be done

- Identify customers in line with regulation
- Onboard customers fast
- Prevent identity fraud

Pains

- Slow, in-person onboarding
- Expensive dollar-priced providers with minimums
- Fraud with photocopies and stolen IDs

Expected gains

- Onboarding in minutes
- Auditable file
- Predictable variable cost

Value map

Products and services

- Verification via link
- API and Flutter SDK
- White-label portal

Pain relievers

- Validation against INE and RENAPO
- Anti-fraud at capture
- No minimums or fixed fees

Gain creators

- Decision in < 2 min
- Signed webhook and audit log
- Log replication to the client

Key messages

- Built for the INE.
- 2 minutes, no app.
- Pay only for what you verify.