Competition: customer complaints and features

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

Analysis by Menteia's research agent on October 28, 2026, based on public reviews (G2, Capterra, Trustpilot, app stores, forums, Mexican regulators CONDUSEF/PROFECO and press). Complaints are paraphrased and each theme cites its sources.

Competitors analyzed

- Incode · Global
- MetaMap (Mati) · Global
- Jumio · Global
- Entrust IDV (Onfido) · Global
- Veriff · Global
- Sumsub · Global
- Truora · Local
- Verificamex · Local
- Nubarium · Local

Most frequent complaints and pain points

1. Selfie and capture failing over and over

End users report dozens of failed selfie or document-photo attempts across devices and days, and 24 h lockouts after several tries. On G2, Incode customers mention scan retries that slow onboarding.

Frequency: High · *Competitors:* Jumio, Sumsub, Veriff, Incode *Sources:* Trustpilot – Jumio reviews · G2 – Incode reviews · TuQuejaSuma – validación de identidad (selfie con gesto)

2. False rejections that pile up manual review

B2B customers report valid documents flagged as suspicious and overly strict rules for less common formats, creating manual-review queues and extra operational work.

Frequency: High · *Competitors:* Entrust IDV (Onfido), Incode, Sumsub *Sources:* G2 – Entrust IDV (formerly Onfido) reviews · G2 – Incode reviews · rfp.wiki – Sumsub reviews

3. Unreachable support when verification gets stuck

End users have nowhere to turn (the vendor sends them to the app and the app back to the vendor), and B2B customers report long waits on critical bugs that blocked sign-ups.

Frequency: High · *Competitors:* Jumio, Sumsub, MetaMap (Mati), Veriff *Sources:* Trustpilot – Jumio reviews · Sikayetvar – Sumsub verification blocked · Capterra – MetaMap reviews

4. Opaque USD pricing with minimums

Onfido, MetaMap and Veriff publish no prices; Sumsub lists ~US$1.35–1.85 per check with US$149–299 monthly minimums per third parties. Onfido reviewers call it expensive for startups.

Frequency: High · *Competitors:* Entrust IDV (Onfido), MetaMap (Mati), Veriff, Sumsub *Sources:* G2 – Entrust IDV pricing · TrustRadius – Mati pricing · SpotSaaS – Sumsub

5. INE/RENAPO validation outages

Vendors have reported intermittent incidents in INE validation and INE/CURP results not delivered via webhook or API, halting customer onboarding.

Frequency: Medium · *Competitors:* MetaMap (Mati), Veriff *Sources:* IsDown – MetaMap incidente validación INE · IsDown – Veriff INE/CURP validation unavailable

6. Slow document processing

Some reviews mention slow ID processing and onboarding slowed by retries; others praise speed, so evidence is mixed.

Frequency: Medium · *Competitors:* Entrust IDV (Onfido), Incode *Sources:* G2 – Entrust IDV reviews · G2 – Incode reviews

7. Distrust over biometric data handling

The biometric-CURP debate and the LFPDPPP reform raise demands to minimize, encrypt and delete biometrics; no formal complaints against a specific vendor were found.

Frequency: Medium · *Competitors:* Todo el sector biométrico en México *Sources:* UNO TV – CURP biométrica: riesgos · ComputerWeekly ES – empresas de biometría y protección de datos

8. Local players with little public evidence

Truora has few, positive reviews; no user reviews were found for Verificamex or Nubarium (the latter acquired by Trompo Capital in 2026). Without evidence, no complaints are attributed.

Frequency: Low · *Competitors:* Truora, Verificamex, Nubarium *Sources:* Capterra – Truora · Descubre.vc – Nubarium

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Features: what we have and what we are missing

Feature	Status	Priority	Phase	Note
iBeta (ISO 30107-3) liveness certification	Missing	High	Months 1–6	Table stakes for financial procurement; already on the months 1–6 roadmap.
Manual review desk and second chance for borderline cases	Missing	High	Months 1–6	Decision is Approved/Rejected today; missing an 'in review' state, compliance-officer queue and assisted retry to cut false rejections.
End-user help channel inside the flow	Missing	Medium	Months 7–12	Help/WhatsApp button during capture so stuck users have a way out.
Per-customer conversion and false-rejection metrics	Missing	Medium	Months 7–12	Dashboard of approval, drop-off and rejection reasons; buyers ask for it when evaluating vendors.
Native iOS/Android and web SDKs	Missing	Medium	Months 7–12	Flutter SDK and link today; global players ship native SDKs by default.
Advanced e-signature	Missing	Medium	Months 7–12	On the months 7–12 roadmap.
PEP/sanctions screening and ongoing monitoring	Missing	Medium	Months 13–18	Table stakes at Sumsub, Veriff and MetaMap; on the months 13–18 roadmap.
Multi-country coverage	Missing	Low	Months 13–18	Global players cover 200+ countries; one additional country is enough for Menteia (months 13–18 roadmap).
Real-time guided capture and passive liveness	Partial	High	Months 1–6	Current liveness is active (head turns); missing on-screen light/framing guidance and a passive option to cut retries, the #1 end-user complaint.
Official-source fallback (INE → RENAPO / secondary provider)	Partial	High	Months 1–6	Sources are queried via Verificamex and RENAPO; missing automatic failover and a documented degraded decision when an official source is down.
Biometric retention and deletion policy (LFPDPPP)	Partial	High	Months 1–6	Privacy notice and contracts are on the roadmap; missing configurable auto-deletion and evidence for the customer.
Validation against INE voter list and RENAPO in one flow	We have it	—	—	Core differentiator, built for the Mexican ID (QR vs MRZ, back side).
Pay-per-use, no minimums or fees, priced in MXN	We have it	—	—	MXN $7.30 + VAT (~US$0.40) per check; tackles the USD-with-minimums complaint.

Feature	Status	Priority	Phase	Note
Capture anti-fraud (photocopies, screens, live camera)	We have it	—	—	Already included; also checks stolen-ID reports, IP and duplicates.
No-app link verification, API, signed webhook and white label	We have it	—	—	Includes audit log and log replication to the customer.
Status page and platform failover	We have it	—	—	Hot-standby mirror with failover and daily snapshots.

To the roadmap

Months 1–6

- **Real-time guided capture and passive liveness** (partial, high): Current liveness is active (head turns); missing on-screen light/framing guidance and a passive option to cut retries, the #1 end-user complaint.
- **iBeta (ISO 30107-3) liveness certification** (missing, high): Table stakes for financial procurement; already on the months 1–6 roadmap.
- **Manual review desk and second chance for borderline cases** (missing, high): Decision is Approved/Rejected today; missing an 'in review' state, compliance-officer queue and assisted retry to cut false rejections.
- **Official-source fallback (INE → RENAPO / secondary provider)** (partial, high): Sources are queried via Verificamex and RENAPO; missing automatic failover and a documented degraded decision when an official source is down.
- **Biometric retention and deletion policy (LFPDPPP)** (partial, high): Privacy notice and contracts are on the roadmap; missing configurable auto-deletion and evidence for the customer.

Months 7–12

- **End-user help channel inside the flow** (missing, medium): Help/WhatsApp button during capture so stuck users have a way out.
- **Per-customer conversion and false-rejection metrics** (missing, medium): Dashboard of approval, drop-off and rejection reasons; buyers ask for it when evaluating vendors.
- **Native iOS/Android and web SDKs** (missing, medium): Flutter SDK and link today; global players ship native SDKs by default.
- **Advanced e-signature** (missing, medium): On the months 7–12 roadmap.

Months 13–18

- **PEP/sanctions screening and ongoing monitoring** (missing, medium): Table stakes at Sumsub, Veriff and MetaMap; on the months 13–18 roadmap.

- **Multi-country coverage** (missing, low): Global players cover 200+ countries; one additional country is enough for Menteia (months 13–18 roadmap).

Conclusion

The market's most repeated pain is the capture experience: failing selfies, false rejections and no one to help when a user gets stuck, plus opaque USD pricing with minimums. Menteia KYC already wins on price, INE/RENAPO specialization and capture anti-fraud; its biggest gap is institutional and operational trust (iBeta, manual review, official-source fallback and a biometrics policy), which should be closed within the first 6 months.