Executive summary

Vamo — Kiosk + AI advisor on WhatsApp that greets, quotes, books test drives, verifies identity and builds the customer's loan application at the dealership.

No customer ever waits at your dealership again.

In one line: Kiosk + WhatsApp AI that sells cars in dealerships



The problem

- At dealerships, customers wait for a salesperson to free up; every minute of waiting is a sale for the competition.
- 72% of new cars in Mexico are bought on credit, but assembling the bank file takes days of paperwork.
- Dealerships don't know which kiosk, model or campaign drove each sale: the funnel is a black box.

The solution

Vamo is a smart quoting tool for dealerships: a kiosk or totem on the sales floor with a dynamic QR code connects the customer to an AI advisor on WhatsApp (and voice at the kiosk) that knows the catalog, prices and promotions, books the test drive, verifies identity with a liveness check, fills out the bank's loan application, collects the e-signature, and hands everything to the salesperson in a CRM with per-kiosk tracking.

- Scan: dynamic QR (rotates every 30 s) that records dealership, kiosk and model.
- Chat: 24/7 AI advisor on WhatsApp, understands voice notes, Spanish and English; hands off to a human salesperson.
- Drive: books the test drive with a reminder the day before.
- Finance: KYC with liveness check (Menteia KYC engine), pre-filled multi-bank loan application and e-signature with DocuSign.
- Close: CRM with salesperson inbox, funnel by stage, and QR → approved-loan conversion by dealership and kiosk.

Why we win

- Full flow in one product: from floor greeting to signed loan, without integrating 5 vendors.
- Physical + digital: the kiosk captures customers already at the dealership; WhatsApp follows up afterward.
- Real attribution: every sale tied to dealership, kiosk and model via the dynamic QR.
- Monthly lease with no upfront investment and no DMS integration project.

Traction

- Pilot underway with Ford and Lincoln in Mexico: 3 locations.
- Full product in demo: kiosk, WhatsApp, test drive, KYC, loan, signature and CRM.
- Public price set: US$324 per kiosk per month.

Market

Level	Annual size	How it is calculated
TAM	US$17 M	~2,800 car dealerships in Mexico (AMDA) × ~US$6k/year
SAM	US$4 M	Ford/Lincoln (120+ dealerships) and volume brands with a sales floor (~650 dealerships)
SOM	US$350k	~60 kiosks in 24–36 months at a ticket of ~US$5.7k/year

Business model

Monthly lease per kiosk including hardware, installation, AI advisor and support. Additional revenue per completed loan file and from add-on modules (KYC, signature).

The round

Item	Proposal
Amount to raise	US$625,000
Equity offered	25.8%
Pre-money valuation	US$1,800,000
Post-money valuation	US$2,425,000
Runway	24 months (excluding revenue)
Suggested instrument	Post-money SAFE (the YC standard and used in ~93% of US pre-seed rounds, according to Carta)

With these funds we will achieve:

- Convert the Ford/Lincoln pilot into a contract and brand program
- ~60 kiosks installed across several brands
- Bank integrations for end-to-end loans
- Monthly break-even

Team

- **Rafael Herrera** — CEO / CFO
- **Vladimir Díaz** — CTO
- **Francisco D'Angelo** — Head of Legal and Compliance

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