Business Model Canvas · Vamo

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KEY PARTNERS

- Ford / Lincoln and dealer groups
- Auto banks and lenders
- DocuSign, Meta (WhatsApp), ElevenLabs
- Hardware supplier

KEY ACTIVITIES

- Kiosk installation and monitoring
- Training the advisor per brand
- Bank and DMS integrations

KEY RESOURCES

- Automotive AI advisor
- In-house KYC engine
- Kiosk fleet

VALUE PROPOSITION

- **0 s wait at the dealership**
- **Loan built from the phone**
- **Sales attributed by kiosk**
- **No upfront investment**

CUSTOMER RELATIONSHIPS

- On-site implementation
- Remote monitoring
- Monthly report per dealership

CHANNELS

- Sales to dealer groups
- Program with the brand (OEM)
- Partner lenders

SEGMENTS

- Volume-brand dealerships
- Used cars
- LatAm / Hispanic US

COST STRUCTURE

- Kiosk hardware
- AI and WhatsApp compute
- Installation and support team

REVENUE STREAMS

- Monthly lease per kiosk
- Fee per loan file
- Agent without kiosk