24-month roadmap

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

Next 8 weeks (before asking for money)

What YC recommends doing first: talk to users, charge early and get 10 customers who actually use the product.

- Get a letter or email from the dealer group.
- Measure scans, conversations, test drives and credit applications in the pilot.
- Charge the 3 branches.
- Talk to 10 dealership managers from other brands.

Milestones tied to the use of funds. Each quarter has a deliverable the investor can verify.

Months 1–6: Pilot to contract

- Ford/Lincoln pilot metrics
- Convert 3 locations to contract
- 15 kiosks installed

Months 7–12: Group and brand

- Program with the brand
- Integration with 2 banks
- 30 kiosks

Months 13–18: Multi-brand

- Second and third brand
- Used-car module
- 45 kiosks

Months 19–24: Scale

- ~60 kiosks
- First client outside Mexico

- Break-even

Features that answer competitors' customer complaints

Taken from 09_Competencia_y_Quejas: what customers complain about with competitors that we do not fully cover yet.

Months 1–6

- **Real-time inventory (per-unit availability)** (partial, high): Today it knows catalog, prices and promos; per-unit/VIN stock is not yet connected to confirm availability, a frequent complaint with dealer chat.
- **AI guardrails: official price list only, no binding commitments, anti-manipulation and audit** (partial, high): The advisor uses the dealer catalog, but no prompt-injection testing or auditable log is documented; key to selling to the OEM.
- **Escalation to salesperson with reliable alerts and SLA** (partial, high): Human handoff and inbox exist; missing multichannel alerts with read receipts, reassignment when nobody picks up and time-to-pickup metrics.
- **Automated post-visit and missing-document follow-up** (partial, medium): WhatsApp follows the customer, but there are no documented sequences to re-engage cold leads or chase pending credit documents.
- **Transparent contract and easy exit** (partial, medium): All-in rental with no upfront cost is an edge; the 12-month minimum should come with clear cancellation and no post-cancel billing, the top pain with Podium.

Months 7–12

- **API integration with lenders (decision in minutes)** (partial, high): Today the application is prefilled; integration with 2 banks is on the month 7–12 roadmap.
- **Connectors to existing DMS/CRM (DealerSocket, Salesforce, Intelimotor, ADF/XML export)** (partial, high): Pricing includes free DMS integration, but no connectors are built yet; dealers don't want yet another screen.
- **Service continuity (degraded mode and backup providers)** (partial, medium): WhatsApp/Meta and OpenAI dependency is a known risk; kiosk fallback and published uptime monitoring are missing.
- **Management dashboard and exportable group reports** (partial, medium): Stage and kiosk funnel exist; multi-store views for the group and OEM, plus export, are missing.

Months 13–18

- **Trade-in appraisal and used-car module** (missing, medium): Kavak and Intelimotor offer valuation; the used-car module is on the month 13–18 roadmap.
- **Post-sale review requests and reputation** (missing, low): Table stakes at Podium; useful for dealers but not the core pain.

Metrics we will report every quarter

- Active kiosks and dealerships
- Scans and conversations per kiosk
- Test drives booked
- Loan files and approved loans
- Attributed sales
- MRR and churn