Brand, domains and value proposition

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

Identity

Element	Definition
Trade name	Vamo
Company	Menteia (incorporated in Mexico)
Primary domain	cotizador.menteia.com
Tagline	No customer ever waits at your dealership again.
Category	B2B SaaS · AI-assisted service and sales for car dealerships
Tone	Energetic, commercial, concrete; speaks the sales manager's language.

Alternative names considered

- Vamo by Menteia
- Cotizador Vamo
- Vamo Auto

Domains

Domain	Status / action
cotizador.menteia.com	Active
vamo.mx	Check availability
vamo.ai	Check availability
vamoautos.com	Check availability

Trademark registration (IMPI, Mexico)

- Search for prior marks of "Vamo" in MARCia (IMPI) in classes 9 and 42 (software), 35 (sales and advertising 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 car dealerships losing sales to customers who wait, Vamo is the smart quoting tool that serves instantly on the floor and on WhatsApp, and takes the customer all the way to a signed loan. Unlike a CRM, Vamo serves; unlike a chatbot, Vamo closes.

Value Proposition Canvas

Customer profile

Jobs to be done

- Sell more cars per salesperson
- Speed up financing
- Know what drives each sale

Pains

- Customers who leave because they wait
- Slow loan paperwork
- Leads that go cold

Expected gains

- More test drives
- Complete loan files
- Measurable funnel per kiosk

Value map

Products and services

- Kiosk with dynamic QR
- AI advisor on WhatsApp and voice
- CRM with funnel

Pain relievers

- 0 s response, 24/7
- KYC and pre-filled loan application
- E-signature from the phone

Gain creators

- Attribution by kiosk and model
- Automatic reminders
- Lease with no upfront investment

Key messages

- Every minute of waiting is a sale for the competition.
- From QR to signed loan.
- No upfront investment.