Business plan

Menteia Hedge — AI investment committee: 12 analysts (quantitative and style-based) and a deterministic risk officer that recommend with evidence and explain every decision.

1. Summary

Menteia Hedge is an AI investment committee: 5 quantitative models and 7 style agents (value, growth, macro, forensic accounting, news) issue reasoned convictions; a deterministic risk officer applies vetoes and sizes the position. Everything is validated with point-in-time backtests and honest verdicts (including 'NO EDGE'), with daily signals and auditable paper portfolios.

Invest with evidence. Decide with AI that explains itself.

2. Problem

- Retail investors decide on gut feeling or social media tips; they have no access to a professional analysis committee.
- AI tools promise returns without showing evidence or honest validation (biased backtests, no point-in-time data).
- Independent investment advisers (154 registered with CNBV) lack the technology to scale their analysis.

3. Solution and product

- Analysts: 5 quantitative models + 7 LLM style agents; each issues a conviction from -1 to +1 with reasoning.
- Risk officer: volatility, VaR and liquidity; hard vetoes (illiquidity, falling knives, debt stress).
- Committee: sizes the position, penalizing disagreement; the AIs never touch the order.
- Validation: backtests with T+1 execution and a DATA VALIDATED / TRADE-OFF / NO EDGE verdict.
- Daily signals via Telegram or webhook; paper funds with a hash-chained record; analyst weights learned from real performance.

Technology

- FastAPI + JS SPA, SQLite; ~26k lines, 34 test files.
- Configurable OpenAI LLM; free point-in-time data (SEC EDGAR XBRL, 8-K, Form 4, FRED, Yahoo).
- Paper-only execution (Alpaca) with guards and a kill switch.
- Single-use invite access and a demo role.

4. Market

Level	Annual size	How it is calculated
TAM	US$60 M	3 M funded investors × US$4k average balance × 0.5% annual fee
SAM	US$6 M	10% of TAM: self-directed digital investors + independent advisers
SOM	US$200k	~800 retail subscribers and 15 advisers in 24–36 months

Supporting data:

- 154 investment advisers registered with CNBV (2023); Fiduz was registered as an AI-based adviser.
- ENIF 2024 (national financial inclusion survey): about 1% of the population invests.
- CetesDirecto: average balance of ~US$4k.

Market figures are estimates based on public sources; validate them before sending to institutional funds.

5. Target customer

- Self-directed investors trading US stocks from Mexico (GBM, Interactive Brokers).
- Independent investment advisers registered with CNBV (B2B, white-label).
- Future: small family offices and investment clubs.

6. Business model and pricing

Freemium: free demo (quant only) → monthly subscription with the full committee, signals and portfolios. B2B white-label license for registered investment advisers.

Item	Price
Demo	Free (quant, ≤10 tickers)
Pro subscription	US$15 / month
Adviser license (white-label)	US$300 / month
Signals API	Custom quote

7. Go-to-market strategy

- Content: publish the audited record and analysis case studies (investing community on social media).
- Free demo as the subscription funnel.
- Direct sales to independent advisers registered with CNBV.
- Partnership with a brokerage platform to offer the committee to its clients.

8. Competition and positioning

Alternative	What it offers	Our advantage
Robo-advisors (Fiduz, Finamex)	Passive portfolios	Active, explainable per-stock analysis
Terminals (Bloomberg, Koyfin)	Data without decisions	Committee that recommends and sizes
Social media gurus and signals	Opinions without evidence	Honest backtests and auditable record
Generic ChatGPT	Answers without verified data	Point-in-time data and deterministic risk

9. Defensible advantages

- Explainable AI: every recommendation shows who said what and why.
- Risk set by auditable rules, not decided by the LLM.
- Statistical honesty: point-in-time data and verdicts that admit when there is no edge.
- Public hash-chained record: results can't be dressed up.

10. Traction

- Working MVP at hedge.menteia.com with invite-only access and a public demo.
- 12-analyst committee, risk officer, backtests, daily signals and paper portfolios in production.
- Idea stage, technically validated; no paying users yet.

11. Team

Partner	Role	Stake in Menteia
Rafael Herrera	CEO / CFO	33.3%
Vladimir Díaz	CTO	33.3%
Francisco D'Angelo	Head of Legal and Compliance	33.3%

Hires funded by the round:

- AI / ML engineer — from month 1
- Full-stack developer — from month 7
- Compliance officer (50%) — from month 3
- Growth / digital marketing (50%) — from month 7

12. Financial projection (24 months)

Quarter	Revenue	Expenses	Net cash flow	Cumulative cash flow
Q1	US$0	US$30,854	US$-30,854	US$-30,854
Q2	US$0	US$35,448	US$-35,448	US$-66,302
Q3	US$2,954	US$55,136	US$-52,181	US$-118,483
Q4	US$6,951	US$55,352	US$-48,401	US$-166,884
Q5	US$12,208	US$55,568	US$-43,359	US$-210,243
Q6	US$19,004	US$55,784	US$-36,779	US$-247,022
Q7	US$28,265	US$56,000	US$-27,735	US$-274,757
Q8	US$41,172	US$56,216	US$-15,044	US$-289,801

- Monthly recurring revenue (MRR) at month 24: **US$15,320** (ARR US$183,838)
- Total 24-month spend: **US$400,355**; cumulative revenue: **US$110,554**
- Breakeven falls after month 24; the round covers the full runway without relying on revenue

Revenue assumptions:

- No revenue in the first 6 months (validation and CNBV registration).
- Pro subscription at US$15/month from month 7: 50 initial subscribers, 17% monthly growth (~720 by month 24).
- One new white-label adviser per month from month 9 (cap of 15) at US$300/month.

13. The round

- Amount: **US$450,000** for **31%** (pre-money US$1,000,000, post-money US$1,450,000).
- Use of funds detailed in *06_Modelo_Financiero_y_Ronda* (financial model and round).

14. Risks and mitigation

Risk	Mitigation
Regulatory: recommending investments requires CNBV registration	Register as an investment adviser before charging; educational use until then
Intellectual property: built on an open-source project	Own repository; differentiation in data, risk, validation and product
Early stage with no paying users	Small SAFE round; validation milestones before scaling spend
Signal performance	Publish audited results, including the bad ones
Dependence on LLMs and free data	Configurable models; paid data provider at scale