Brand, domains and value proposition

Seguro Sin Vueltas — AI assistant on WhatsApp that guides patients with major medical insurance at no cost and routes them to in-network doctors and hospitals, backed by VITAE Asesores.

Identity

Element	Definition
Trade name	Seguro Sin Vueltas (backed by VITAE Asesores)
Company	Menteia (incorporated in Mexico)
Primary domain	misegurosinvueltas.com
Tagline	Use your health insurance without the runaround.
Category	InsurTech / HealthTech · guidance and CRM for patients with private health insurance
Tone	Patient: calm, person first. Doctor: peer to peer. HR: executive value.

Alternative names considered

- VITAE Asesores (corporate brand)
- Alivio Seguro (original brand)
- Sin Vueltas

Domains

Domain	Status / action
misegurosinvueltas.com	Active (patients)
vitaeasesores.com	Active (corporate)
crm.vitaeasesores.com	Active (CRM)
sinvueltas.mx	Check availability

Trademark registration (IMPI, Mexico)

- Search for prior marks of "Seguro Sin Vueltas (backed by VITAE Asesores)" in MARCia (IMPI) in classes 36 (insurance, guidance), 44 (health services), 9/42 (software).

- 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 patients with private health insurance who need to use it, Seguro Sin Vueltas is the free advisor on the patient's side that guides them on WhatsApp and connects them with the right doctor and hospital in their network. Unlike the insurer or the agent who sold the policy, we are there when it matters most.

Value Proposition Canvas

Customer profile

Jobs to be done

- Get care with my insurance without overpaying
- Find an in-network doctor and hospital
- Understand my policy

Pains

- Confusing paperwork
- Fear of not being covered
- Nobody guides me in time

Expected gains

- Peace of mind
- Surgery or tests on time
- Money saved

Value map

Products and services

- 24/7 WhatsApp advisor
- Specialist human advisor
- Partner network

Pain relievers

- AI policy reading
- Immediate response
- End-to-end support

Gain creators

- Free for the patient
- The right doctor and hospital
- Case follow-up

Key messages

- You are in control.
- Free guidance 24/7.
- We are not an insurer or a hospital: we are on your side.