SEED ROUND · OCTOBER 2026

Sommelier IA

The sommelier that never rests.

sergiocamacho.pro

by MENTEIA

THE PROBLEM

Nobody answers, nobody recommends, nobody remembers

01

Unanswered WhatsApp

Bookings and events lost after hours.

02

Scarce sommeliers

Most can't offer expert recommendations.

03

Forgotten customers

Preferences in scattered chats, no repeat purchases.

THE SOLUTION

An AI sommelier and concierge, 24/7

01

Voice sommelier

Pairs any dish through conversation.

02

WhatsApp concierge

Quotes, books and curates experiences.

03

CRM

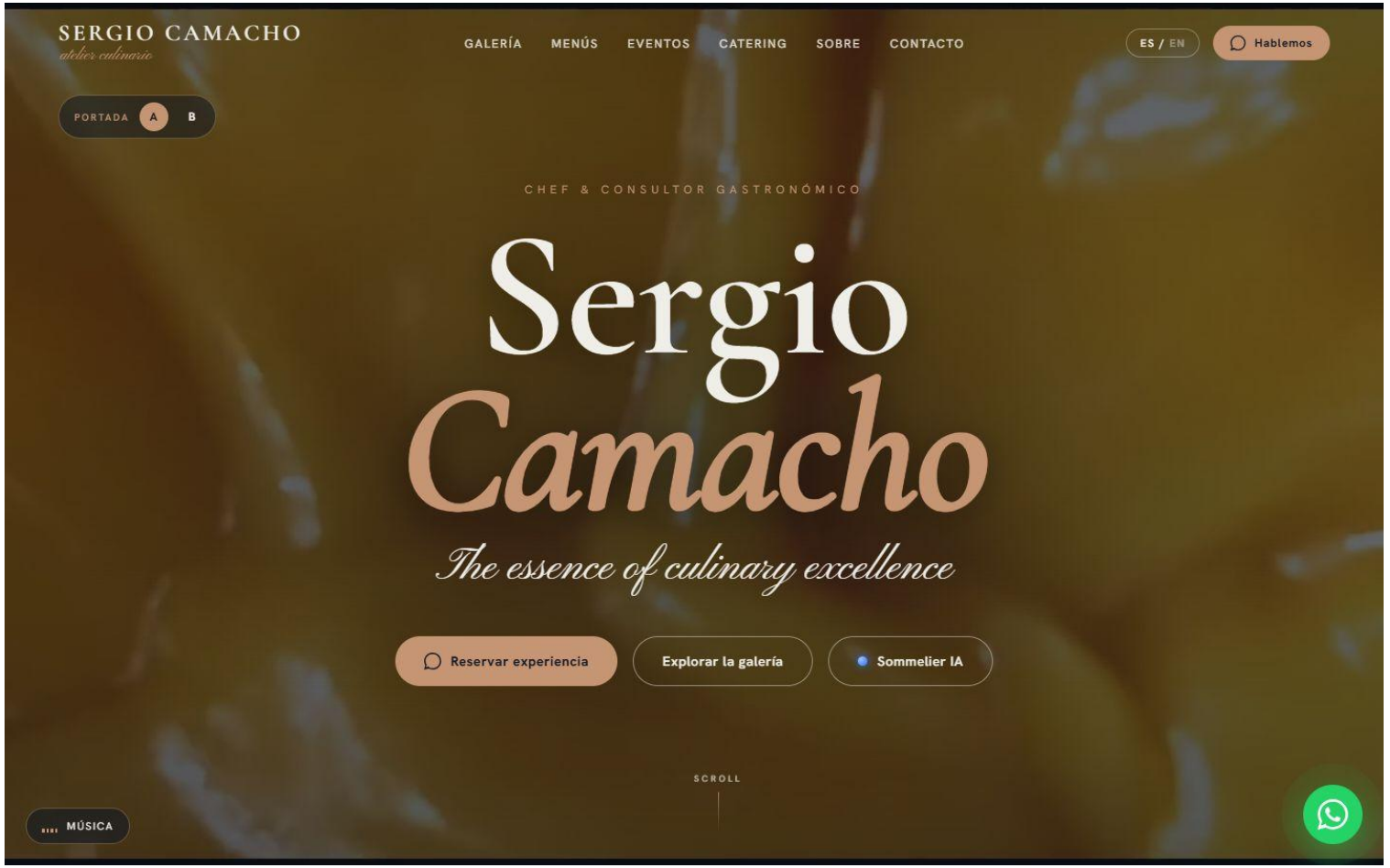
Each customer's preferences and occasions.

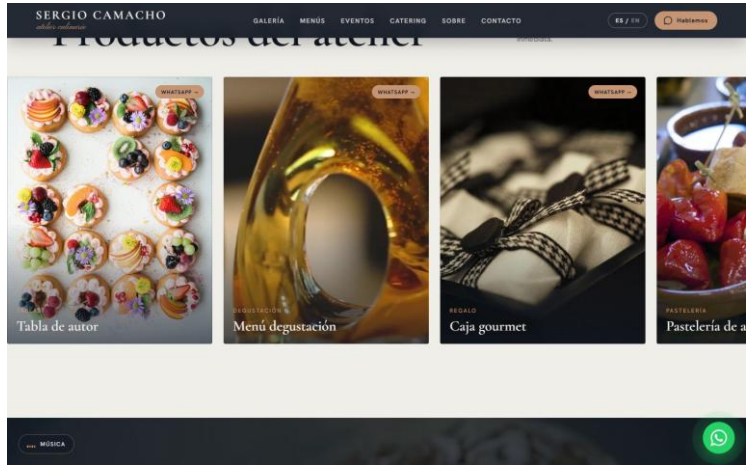
04

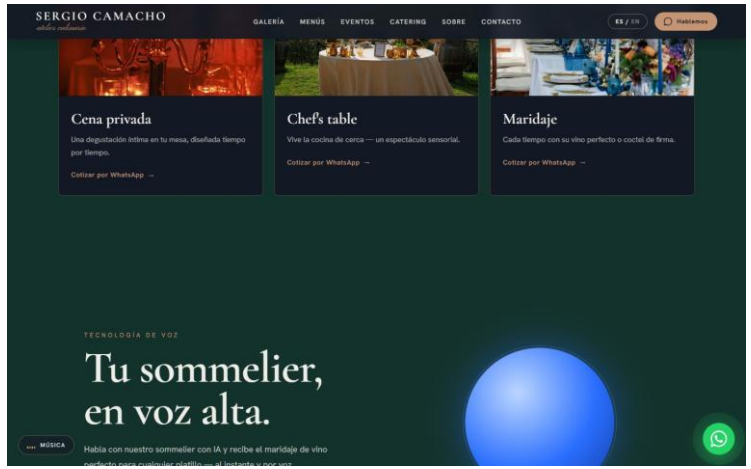
Repeat purchases

Automatic follow-up and campaigns.

The product, on screen







WHY WE WIN

Luxury experience, wine knowledge

Premium voice

Brand-curated tone, not a chatbot.

Pairing expert

Wine is the product, not an extra.

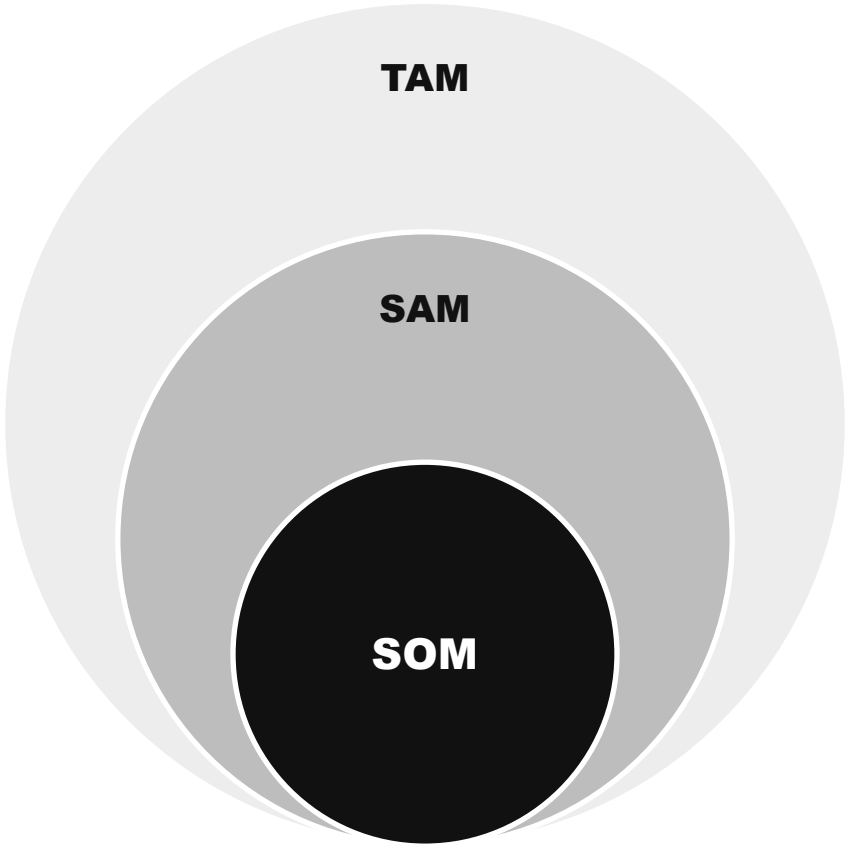
Zero forms

The conversation converts.

Template in days

Website + agents + CRM per business.

515k food and beverage businesses



TAM US$7.5M

25k businesses with a wine list × US$300/year

SAM US$1.2M

3k high-end businesses × US$400/year

SOM US$130k

~45 businesses with a US$3k/year ticket

BUSINESS MODEL

Setup + subscription + wine

SOMMELIER

US$300

per month: voice, WhatsApp and CRM.

CONCIERGE

US$150

per month: WhatsApp agent.

WINE

3–5%

commission on attributed sales.

TRACTION

Showcase case in production

1

showcase customer: Chef Sergio Camacho

2

agents: voice sommelier and concierge

+200

events by the showcase customer

sergiocamacho.pro: premium website with live voice sommelier and WhatsApp concierge.

COMPETITION

More than bookings, more than a chatbot

Alternative	What it offers	Our advantage
Booking platforms (OpenTable)	Table reservations	Recommends, quotes events and sells wine
Generic WhatsApp chatbots	Menu-based answers	Natural voice and pairing knowledge
Human sommelier	Premium experience, high cost	Available 24/7 at a fraction of the cost
Restaurant CRM (Fudo, Toteat)	Point of sale and operations	Conversational relationship and repeat purchases

GO-TO-MARKET

From showcase case to 45 businesses

01

Showcase case

Chef Sergio Camacho as a live demo.

02

Direct

Chefs, restaurants and wineries.

03

Distributors

Wine partnerships and harvest festivals.

WHAT THE ROUND ACHIEVES

24-month roadmap

MONTHS 1–6

Template

- Multi-customer product
- Showcase case metrics
- 8 businesses

MONTHS 7–12

Wine

- Wine catalog and sales on WhatsApp
- Partnership with a distributor
- 18 businesses

MONTHS 13–18

Wine tourism

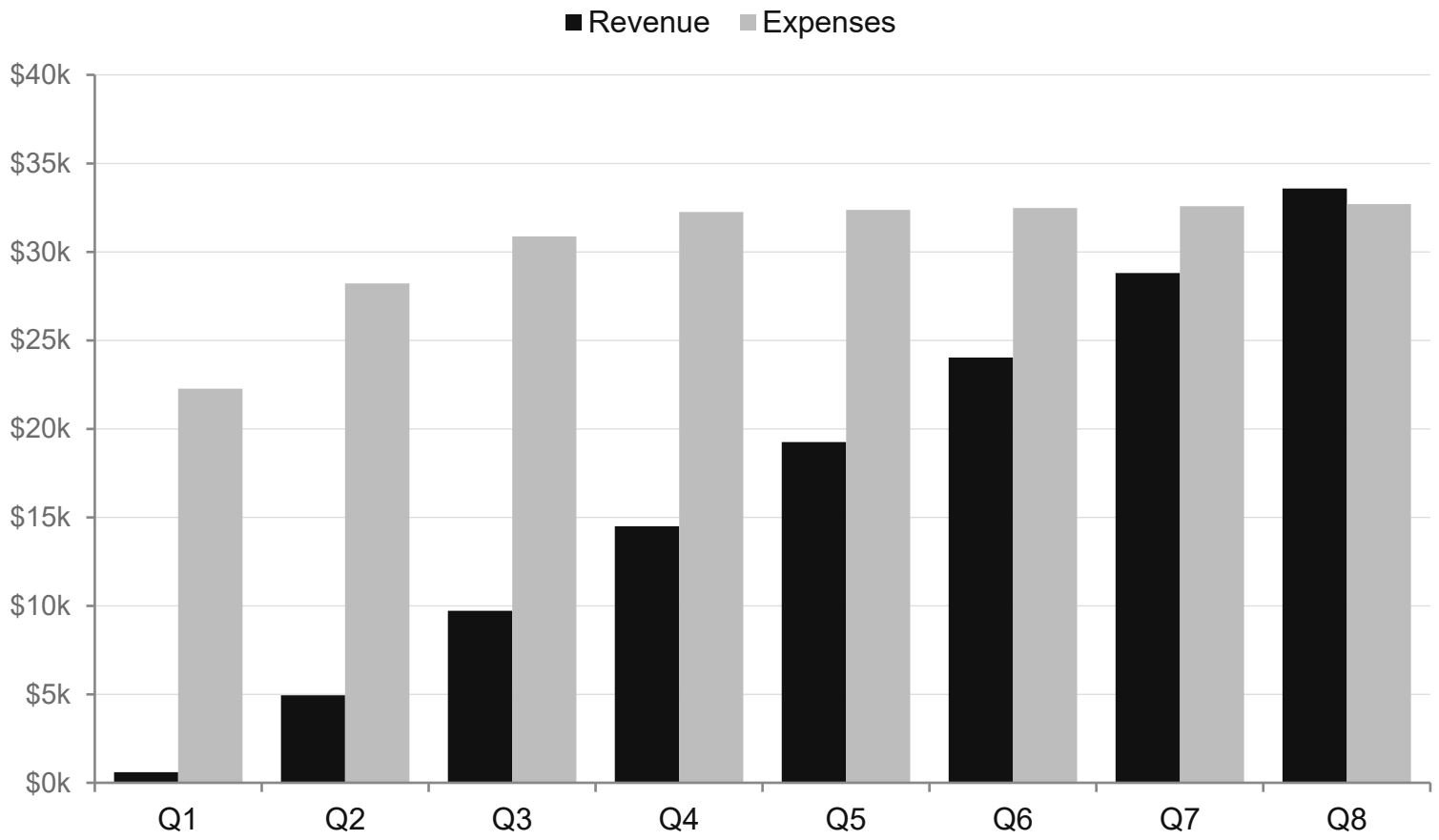
- Valle de Guadalupe wineries
- Repeat-purchase campaigns
- 30 businesses

MONTHS 19–24

Scale

- ~45 businesses
- English version for tourist destinations
- Evaluate integration into the Menteia platform

24-month financial projection



US$12k

Monthly revenue at month 24

US$141k

Annualized revenue (ARR) at month 24

Month 23

Monthly breakeven

THE OFFER

The round

US$275,000

for 25.6% · 24 months of operation

PRE-MONEY	**US$800,000**
POST-MONEY	**US$1,075,000**
INSTRUMENT	**SAFE**

USE OF FUNDS



TEAM

A team already running 9 AI products

RH

Rafael Herrera

CEO / CFO

Strategy, finance and relationships with investors and corporate clients.

VD

Vladimir Díaz

CTO

Architecture, AI and operation of Menteia's products in production.

FD

Francisco D'Angelo

Head of Legal and Compliance

Corporate structure, regulatory compliance and data protection.

Invest in Sommelier IA

Luxury hospitality deserves AI with good taste.

Rafael Herrera · CEO / CFO
Vladimir Díaz · CTO
menteia.com