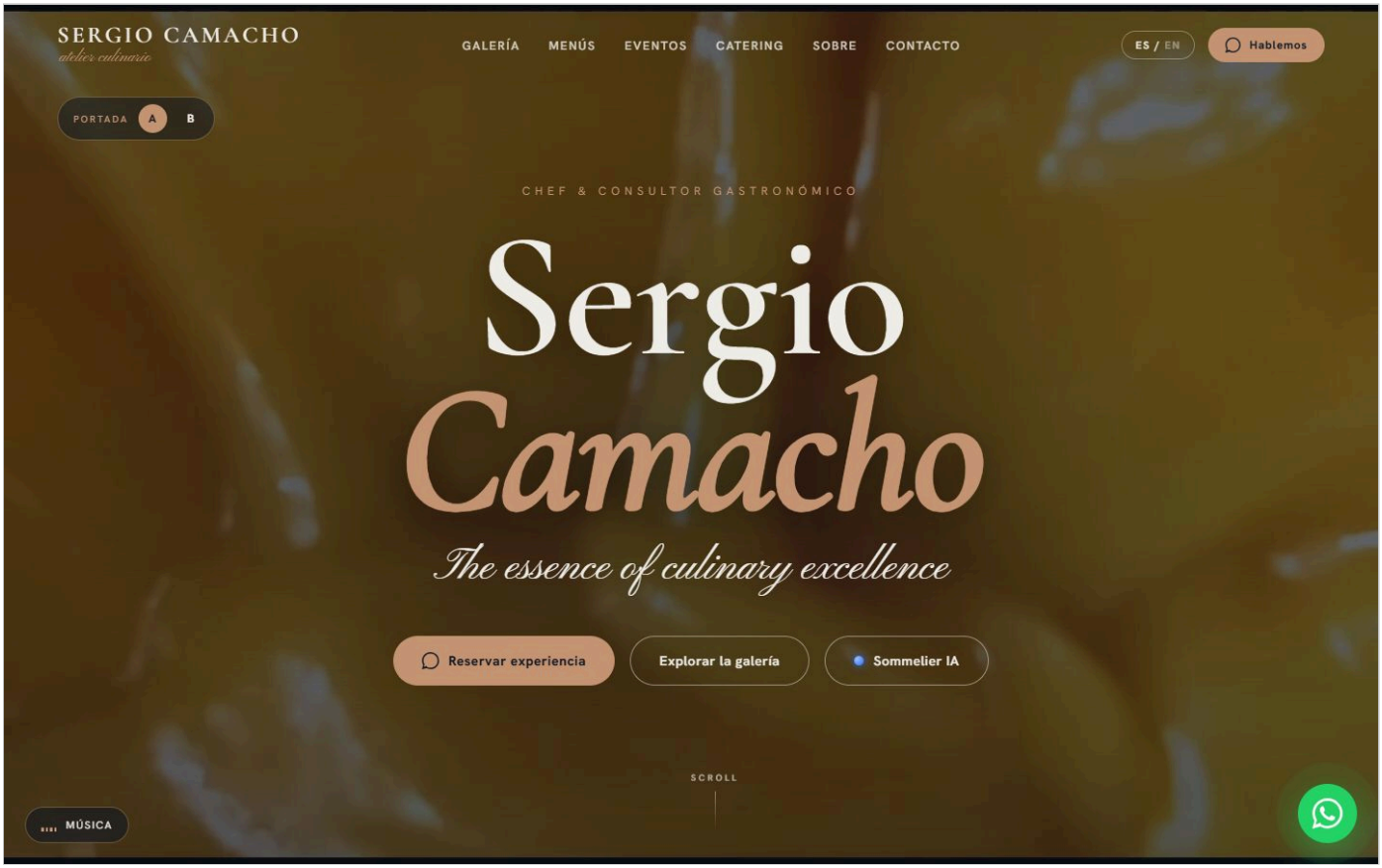
Executive summary

Sommelier IA — AI voice sommelier and WhatsApp concierge that recommends pairings, quotes, books and follows up with every customer of restaurants, chefs, wineries and wine shops.

The sommelier that never rests.

In one line: Voice sommelier and WhatsApp concierge for restaurants



The problem

- Restaurants, private chefs, wineries and wine shops lose bookings and sales because nobody answers WhatsApp on time or after hours.
- A human sommelier is expensive and scarce: most businesses cannot offer expert wine recommendations to every customer.
- Customer data (preferences, occasions, consumption) stays in scattered conversations and never turns into repeat purchases.

The solution

Sommelier IA is a concierge for food and wine: a voice sommelier embedded in the website recommends pairings for any dish, and a WhatsApp agent quotes, books and curates experiences 24/7. Every conversation feeds a CRM with each customer's preferences and occasions for repeat purchases and campaigns.

- AI voice sommelier on the business's website (ElevenLabs): recommends pairings through conversation.
- WhatsApp agent: quotes events and products, takes bookings, answers about menus and experiences, 24/7 and with no forms.

- Automated CRM: records each customer's preferences, occasions and consumption; triggers follow-up and repeat purchases.
- Premium website template + agents, deployable for a new business in days.

Why we win

- Luxury experience: natural voice and brand-curated tone, not a generic chatbot.
- Wine and pairing knowledge as the product, not just customer service.
- Everything on WhatsApp: zero forms; the conversation is what converts.
- Deployed as a template: website + agents + CRM in days per business.

Traction

- Showcase case in production: sergiocamacho.pro (Chef Sergio Camacho, Mexico City) with voice sommelier and WhatsApp concierge.
- Product deployed since mid-2026.
- Use-case stage: no other customers or recurring revenue yet.

Market

Level	Annual size	How it is calculated
TAM	US$7.5 M	~25k restaurants, wine shops and wineries with a wine list in Mexico (5% of 515k establishments) × US$300/year
SAM	US$1.2 M	~3k high-end businesses in Mexico City, Monterrey, Guadalajara, Valle de Guadalupe and tourist destinations × US$400/year
SOM	US$130k	~45 businesses in 24 months with a ticket of ~US$3k/year

Business model

One-time setup (website + training the sommelier on the business's wine list) and a monthly subscription per business based on channels; optional commission on attributed wine sales or bookings.

The round

Item	Proposal
Amount to raise	US$275,000
Equity offered	25.6%
Pre-money valuation	US$800,000
Post-money valuation	US$1,075,000
Runway	24 months (excluding revenue)
Suggested instrument	SAFE with a valuation cap equal to the post-money and a 20% discount

With these funds we will achieve:

- Multi-customer product deployable in days
- ~45 active businesses
- Wine sales on WhatsApp with a partner distributor
- Presence in wine tourism (Valle de Guadalupe)

Team

- **Rafael Herrera** — CEO / CFO
- **Vladimir Díaz** — CTO
- **Francisco D'Angelo** — Head of Legal and Compliance

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