Business plan

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.

1. Summary

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.

The sommelier that never rests.

2. 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.

3. Solution and product

- 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.

Technology

- ElevenLabs voice agent; LLM conversational agent on WhatsApp.
- Premium brand website (showcase case: Chef Sergio Camacho, Mexico City).
- CRM on our own database (Supabase) with follow-up automations.

4. 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

Supporting data:

- More than 515k food and beverage establishments in Mexico (Canirac).
- Wine consumption of 1.3–1.5 liters per capita; 39% of bottles are Mexican (CMV, 2025).
- Mexican wine market: ~US$1.7 B (Euromonitor) to US$4.4 B (other estimates).
- Vendimia (harvest festival) 2025: ~US$43 M in economic spillover in Valle de Guadalupe.

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

5. Target customer

- Private chefs and high-end catering (showcase case: Chef Sergio Camacho).
- Restaurants with a wine list and wine bars.
- Wineries with wine tourism and wine shops / wine stores.

6. Business model and pricing

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.

Item	Price
Setup (premium website + training on the wine list)	US$500–1,500 one-time
WhatsApp concierge plan	US$150 / month
Sommelier plan (voice + WhatsApp + CRM)	US$300 / month
Commission on attributed wine sales (wine shops)	3–5%

7. Go-to-market strategy

- Showcase case: Chef Sergio Camacho (200+ events, 10–800 guests) as a live demo.
- Direct sales to chefs, restaurants and wineries in Mexico City and Valle de Guadalupe.
- Partnerships with wine distributors and sommelier associations.
- Presence at trade fairs and harvest festivals (wine tourism).

8. Competition and positioning

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

9. Defensible advantages

- 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.

10. 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.

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:

- Full-stack developer — from month 1
- B2B account executive — from month 3
- Customer success / implementation (50%) — from month 8

12. Financial projection (24 months)

Quarter	Revenue	Expenses	Net cash flow	Cumulative cash flow
Q1	US$590	US$22,266	US$-21,676	US$-21,676
Q2	US$4,950	US$28,212	US$-23,262	US$-44,938
Q3	US$9,720	US$30,874	US$-21,154	US$-66,092
Q4	US$14,490	US$32,259	US$-17,769	US$-83,861
Q5	US$19,260	US$32,367	US$-13,107	US$-96,968
Q6	US$24,030	US$32,475	US$-8,445	US$-105,412
Q7	US$28,800	US$32,583	US$-3,783	US$-109,195
Q8	US$33,570	US$32,691	US$879	US$-108,316

- Monthly recurring revenue (MRR) at month 24: **US$11,720** (ARR US$140,640)
- Total 24-month spend: **US$243,726**; cumulative revenue: **US$135,410**
- Projected monthly breakeven: **month 23**

Revenue assumptions:

- Showcase case not charged; first paying businesses from month 3.
- Two new businesses per month: ~44 businesses by month 24.
- Average subscription US$250/month + setups and wine commissions (~US$30/month per elapsed month as an approximation).

13. The round

- Amount: **US$275,000** for **25.6%** (pre-money US$800,000, post-money US$1,075,000).
- Use of funds detailed in *06_Modelo_Financiero_y_Ronda* (financial model and round).

14. Risks and mitigation

Risk	Mitigation
A single showcase customer	Multi-customer template and a target of 8 businesses in 6 months
Small market in Mexico	Expansion to tourist destinations and LatAm; wine sales as additional revenue
Dependence on ElevenLabs and WhatsApp	Alternative voice providers
Third-party material on the website	License review before commercial use
Selling alcohol through digital channels	Age verification and local compliance