Business Model Canvas · Sommelier IA

MENTEIA · OCTOBER 2026

KEY PARTNERS

- Showcase chefs and restaurants
- Wine distributors
- ElevenLabs, Meta, LLM providers

KEY ACTIVITIES

- Train the sommelier on each wine list
- Premium website design
- CRM automations

KEY RESOURCES

- Voice and pairing agent
- Website + agents template
- Showcase case

VALUE PROPOSITION

- **Expert sommelier 24/7**
- **Bookings and quotes with no forms**
- **Customers who come back**

CUSTOMER RELATIONSHIPS

- Assisted onboarding
- Monthly wine list and tone updates

CHANNELS

- Direct sales
- Showcase case
- Trade fairs and harvest festivals
- Distributors

SEGMENTS

- Private chefs and catering
- Restaurants with a wine list
- Wineries and wine shops

COST STRUCTURE

- Voice and AI per conversation
- Design and onboarding
- Sales

REVENUE STREAMS

- Setup
- Monthly subscription
- Wine sales commission