24-month roadmap

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.

Next 8 weeks (before asking for money)

What YC recommends doing first: talk to users, charge early and get 10 customers who actually use the product.

- Sell to 5 outside restaurants or pause.

Milestones tied to the use of funds. Each quarter has a deliverable the investor can verify.

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

Features that answer competitors' customer complaints

Taken from 09_Competencia_y_Quejas: what customers complain about with competitors that we do not fully cover yet.

Months 1–6

- **Guest data owned by the business, exportable** (partial, high): The CRM runs on its own database (Supabase), but it still needs to be documented, shown and offer full export (history and preferences).
- **Metrics dashboard: conversations, quotes, bookings and attributed sales** (missing, high): Still pending even for the showcase client; needed to prove value against per-cover platforms.
- **Multi-tenant template deployable in days** (partial, high): It is the product promise, but today there is a single deployment; the roadmap turns it into a multi-tenant product in months 1–6.
- **Human handoff and complex-request handling** (partial, high): How the agent hands the conversation to the chef or manager is not documented; key to avoid the complaint about agents failing on unusual cases.
- **Deposits via payment link in WhatsApp** (missing, high): Needed to close quoted events and reduce no-shows without the friction of forced prepayments.
- **Automatic WhatsApp confirmations and reminders** (partial, high): The agent follows up, but there is no evidence of scheduled pre-booking reminders; competitors use them to cut no-shows.

Months 7–12

- **Age verification for alcohol sales** (missing, high): Prerequisite for selling wine digitally; listed as a risk in the plan.
- **Integration with reservation systems and POS** (missing, medium): Connect to OpenTable, SevenRooms, CoverManager or local POS (Fudo, Toteat) so the agent sees real availability and complements the tool the restaurant already uses.
- **Table management and real-time availability** (missing, medium): Table-stakes in every reservation competitor; for restaurants without their own system.
- **Wine catalog and sales over WhatsApp** (missing, medium): Planned in the roadmap (months 7–12) with a partner distributor; addresses the poor purchase experience of wine apps.

Months 13–18

- **Repurchase campaigns segmented by preferences** (partial, medium): The CRM records preferences and occasions; campaigns are on the months 13–18 roadmap.
- **Post-visit review requests and reputation** (missing, low): Common on reservation platforms; over WhatsApp it can be requested less intrusively than by email.

Months 19–24

- **English-language service for tourist destinations** (missing, medium): Planned for months 19–24; relevant in Valle de Guadalupe and beach destinations.

Metrics we will report every quarter

- Active businesses
- Conversations and bookings per business
- Attributed wine sales
- End-customer repeat purchases
- MRR and churn