Business plan

PlaneTech Air Express — Express sale of aircraft parts from Miami for operators and repair shops in Mexico: an AI agent searches the global market for the part, requests quotes from suppliers and delivers the proposal to the customer in hours.

1. Summary

PlaneTech Air Express is a Miami-based aircraft parts broker run by an AI agent. The customer requests the part on Telegram/WhatsApp (text, photo of the data plate or voice note); the agent searches PartsBase and the global network, sends requests for quotation (RFQs) to suppliers, reads their replies (including PDFs) and generates the customer proposal with margin. A specialist with more than 10 years in the business validates every transaction before it is sent.

The part your aircraft needs, quoted in hours, not days.

2. Problem

- An aircraft on the ground (AOG) costs thousands of dollars per day; sourcing a part from Mexico takes days of calls, emails and marketplace searches.
- Business aviation operators and repair shops in Toluca depend on a few local suppliers, with customs delays and little price and traceability transparency.
- Quoting well requires reviewing hundreds of offers (condition, 8130-3 certificates, traceability, location): manual work that limits how many requests can be handled.

3. Solution and product

- Intake: the customer sends part number, quantity, condition and urgency by chat; the agent understands data plate photos and voice notes and confirms before searching.
- Sourcing: automatic search on PartsBase (hundreds of offers per part), deduplication and selection by condition, certificates and location.
- RFQ: request-for-quote emails in English to each supplier, copying the partners; automatic reading of replies and PDFs.
- Proposal: PDF to the customer with price, condition, EXW Miami terms and margin; outright sales only, no exchanges.
- Delivery: inspection in Miami, export and shipping to Toluca in 2–4 days (AOG in 24–48 h).

Technology

- Telegram bot (grammY) + OpenAI (text, data plate vision, Whisper for voice).
- PartsBase automation with Playwright (real Chrome), Supabase as the database.
- RFQ email through Resend (quotes@menteia.com) and reply reading over IMAP with PDF extraction.
- PDF proposal generation; dedicated server on DigitalOcean (systemd).

4. Market

Level	Annual size	How it is calculated
TAM	US$600 M	Spending on replacement parts for general aviation, business aviation and MRO in Mexico (estimate: ~5% of the US$11.2 B domestic aerospace market)
SAM	US$60 M	Toluca and Mexico City ecosystem (business operators, charter, FBOs and repair shops): ~10% of TAM
SOM	US$3.9 M	~US$325k in monthly sales by month 24 (≈6% of SAM)

Supporting data:

- Mexico's aerospace market: US$11.2 B in 2025 (FEMIA); record exports of ~US$13.6 B.
- Toluca (TLC) is Mexico's business aviation hub: private operators, air taxis, FBOs and MROs.
- ALE (Aerolíneas Ejecutivas), the largest business aviation operator in Latin America, manages maintenance for 120+ aircraft.
- Industry gross margins: 15–30% on routine parts, 20–40% on rotables, 30–50%+ on AOG.
- TAM and SAM are estimates to be validated with AFAC and anchor customer data.

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

5. Target customer

- Business aviation and charter operators in Toluca and Mexico City (anchor customer: ALE).
- AFAC-authorized MRO shops that buy on behalf of third parties.

- In the future: helicopters, regional airlines and operators in Central America.

6. Business model and pricing

Buy-sell margin on every transaction: the customer issues its purchase order, PlaneTech buys the part from the supplier and resells it with a margin. Payment is collected as a deposit or prepayment to avoid financing the customer; working capital covers opportunistic purchases and AOG.

Item	Price
Routine parts (consumables, hardware)	15–25% margin
Rotables (outright sale)	20–35% margin
AOG (aircraft on ground, 24–48 h)	30–50% margin
DAP Toluca service (logistics and import)	Additional fee per shipment

7. Go-to-market strategy

- Anchor customer ALE as a reference and source of recurring volume.
- Directory of ~25 companies in the Toluca ecosystem with verified contacts; biweekly visit plan.
- 24/7 AOG channel on WhatsApp/Telegram as the entry point (the customer tries it with an emergency and stays).
- Credibility certifications: ASA membership, ASA-100 and AS9120B to become an approved MRO supplier.

8. Competition and positioning

Alternative	What it offers	Our advantage
Local suppliers in Toluca	Limited inventory, import lead times	Access to the global market from Miami in hours
Traditional Miami brokers	Manual quoting by phone and email	AI agent: more suppliers, faster
Direct marketplace purchases	The customer searches and negotiates alone	Sourcing, verification and logistics handled
OEM distributors	List price, long lead times	Certified surplus/overhaul alternatives

9. Defensible advantages

- Speed: the first to quote wins most orders; the agent quotes in hours what takes a traditional broker days.
- Coverage: each request reviews hundreds of offers and contacts every relevant supplier in a single pass.
- Margin visible to the business, hidden from the customer: pricing policy applied consistently (20% base, higher for AOG).
- Based in Miami (the parts hub of the Americas) with an anchor customer in Toluca, Mexico's main business aviation hub.

10. Traction

- Operating since August 2026 with ALE (Toluca) as an active customer.
- AI agent in production: chat intake, PartsBase search, automatic RFQs, reply reading and PDF proposals.
- Real RFQs sent to suppliers (e.g., 8 suppliers for a single part number) and replies classified automatically.

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:

- B2B account executive — from month 1
- Customer success / implementation — from month 3
- Full-stack developer (50%) — from month 4
- B2B account executive — from month 9

- Support / operations — from month 6

12. Financial projection (24 months)

Quarter	Revenue	Expenses	Net cash flow	Cumulative cash flow
Q1	US$8,855	US$33,609	US$-24,754	US$-24,754
Q2	US$15,155	US$46,150	US$-30,995	US$-55,749
Q3	US$23,049	US$52,852	US$-29,804	US$-85,553
Q4	US$35,054	US$58,825	US$-23,771	US$-109,324
Q5	US$53,313	US$58,960	US$-5,647	US$-114,971
Q6	US$81,082	US$59,095	US$21,987	US$-92,984
Q7	US$123,316	US$59,230	US$64,086	US$-28,898
Q8	US$187,548	US$59,365	US$128,183	US$99,285

- Monthly recurring revenue (MRR) at month 24: **US$71,428** (ARR US$857,132)
- Total 24-month spend: **US$428,087**; cumulative revenue: **US$527,372**
- Projected monthly breakeven: **month 15**

Revenue assumptions:

- Reported revenue = gross margin (sales minus cost of parts), not total sales.
- Sales of US$15k/month in month 2, growing 15% monthly: ~US$325k/month by month 24.
- Average gross margin of 22% (mix of routine parts, rotables and AOG).
- 'Other' includes warehousing and receiving in Miami, insurance and logistics not passed on to customers (US$2,500/month).
- Working capital of US$150k for purchases without a deposit and AOG; turns every 30–45 days.

13. The round

- Amount: **US$475,000** for **20.9%** (pre-money US$1,800,000, post-money US$2,275,000).
- Use of funds detailed in *06_Modelo_Financiero_y_Ronda* (financial model and round).

14. Risks and mitigation

Risk	Mitigation
Working capital and customer credit risk	Deposit or prepayment; dedicated working capital in the round; revolving credit line when scaling
Non-conforming parts or parts without traceability	Inspection in Miami, quarantine of discrepancies, only suppliers with certificates
Marketplace terms of use (PartsBase)	Use with our own account and reasonable volume; official APIs and a direct supplier network
Export compliance (EAR/ITAR, OFAC lists)	No-ITAR policy; list screening on every sale
Concentration in the anchor customer	Target of 5 active customers in 6 months in the Toluca ecosystem