Brand, domains and value proposition

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.

Identity

Element	Definition
Trade name	PlaneTech Air Express
Company	Menteia (incorporated in Mexico)
Primary domain	planetechair.me
Tagline	The part your aircraft needs, quoted in hours, not days.
Category	B2B commerce · AI-powered express sale of aircraft parts (Miami → Mexico)
Tone	Technical, fast and reliable; speaks the maintenance manager's language.

Alternative names considered

- PlaneTech Air (customer-facing brand)
- AvionicTech (supplier-facing brand)
- Avioncitos (internal project name)

Domains

Domain	Status / action
planetechair.me	Expired 22-Oct-2026: renew
planetechair.com	Check availability
aeroexpress.menteia.com	To be created
planetechair.mx	Check availability

Trademark registration (IMPI, Mexico)

- Search for prior marks of "PlaneTech Air Express" in MARCia (IMPI) in classes 35 (trade), 39 (logistics), 12 (aircraft parts).
- File the registration application (typical timeline 4–8 months; official fee approx. US$162 per class).
- Ownership of the trademark and the domain must be held by Menteia before the round closes.

Positioning

For aviation operators and repair shops in Mexico that cannot wait for a part, PlaneTech Air Express is the Miami broker that quotes in hours thanks to an AI agent and delivers with verified traceability. Unlike local suppliers, it reaches the global market; unlike traditional brokers, it answers first.

Value Proposition Canvas

Customer profile

Jobs to be done

- Get the right part on time
- Get an aircraft back in the air (AOG)
- Meet AFAC documentation requirements

Pains

- Days of searching and calls
- Customs delays
- Parts without traceability or certificates

Expected gains

- Aircraft flying sooner
- Competitive price
- One reliable supplier for everything

Value map

Products and services

- Express quotes by chat
- AI global sourcing
- Miami → Toluca logistics

Pain relievers

- Answer in hours

- 8130-3 and traceability verification
- Follow-up on WhatsApp

Gain creators

- 24/7 AOG channel
- Cheaper surplus/overhaul alternatives
- Purchase history per aircraft

Key messages

- First to quote.
- From chat to the part in your hangar.
- Miami to Toluca, no runaround.