SEED ROUND · OCTOBER 2026

RosettaDMS

All your dealers. Any DMS. One language.

rosettadms.menteia.com

by MENTEIA

THE PROBLEM

Hundreds of dealers, dozens of DMS, a blind brand

01

The brand

Service, parts and inventory data late and in Excel.

02

The dealer

Types everything twice and will not switch DMS.

03

The customer

Nobody answers and the part is not there.

THE SOLUTION

One language for every DMS

01

Connect

API or computer-use agent.

02

Translate

Rosetta Schema and VIN history.

03

Think

JIT parts and quality alerts.

04

Act

Writes bookings and reservations into the DMS.

05

Expose

MCP for agents and voice with Allo.

The product, on screen







WHY WE WIN

Works where there is no API

No API needed

Runs desktop, AS-400 and Citrix DMS.

$0 for dealers

The brand pays per connected dealer.

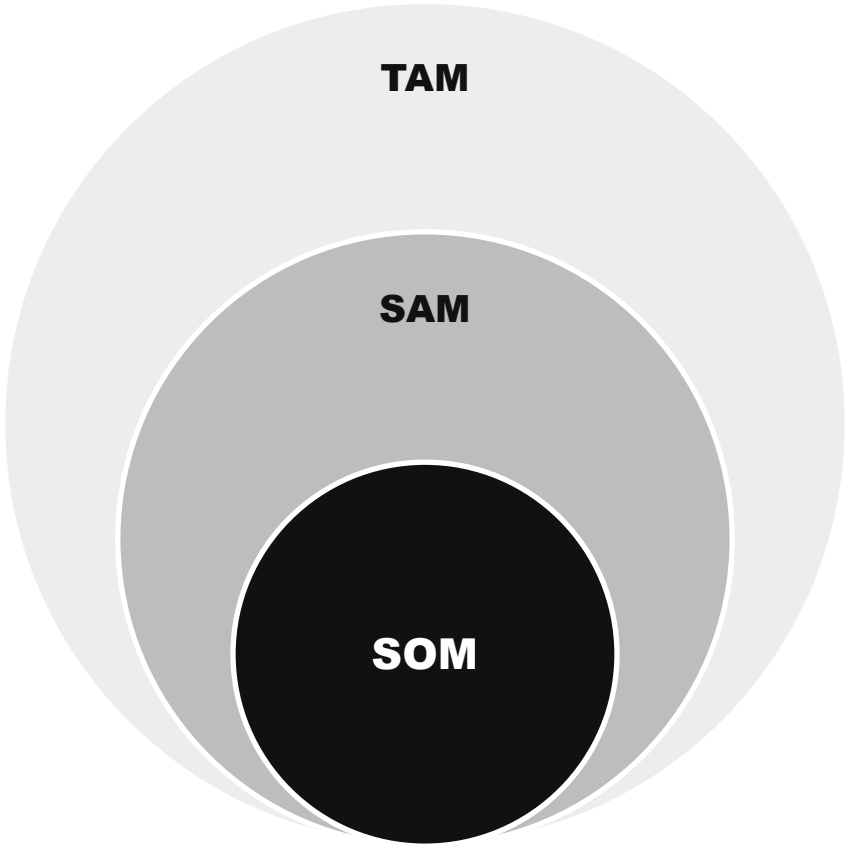
Bidirectional

Reads and also books inside the DMS.

For agents

One MCP server for the whole network.

2,800 dealers and no neutral integrator



TAM US$10M

2,800 dealers in Mexico × US$3.6k/year

SAM US$4M

Brands with 100+ dealers (~1,100 dealers)

SOM US$500k

~150 dealers from 1–2 brands

BUSINESS MODEL

The brand pays, the dealer doesn't

PILOT

30 days

4 dealers on 4 different DMS.

NETWORK

~US$300

per dealer per month (proposed).

ENTERPRISE

Custom

in the brand's cloud, with SSO and SLA.

TRACTION

Demo ready, seeking the first pilot

0

pilots running

6

MCP tools defined

$0

cost for the dealer

Clickable demo with 10 fictional dealers and 4 DMS types. No customers yet.

COMPETITION

What neither the DMS nor RPA does

Alternative	What it offers	Our advantage
DMS vendors (CDK, Reynolds, Quorum, local DMS)	Integration only with their own system	Unifies every DMS in the network into one schema
Automotive data integrators (e.g. Authenticom/DealerVault)	DMS data extraction, US-focused	Reads and writes, works without an API and exposes MCP for agents
Generic RPA (UiPath, Automation Anywhere)	Brittle bots, one project per customer	Reusable per-DMS playbooks and vision-based adaptation
Excel reports and brand portals	Late data and double entry	Daily or hourly data with no manual entry

GO-TO-MARKET

From 4 dealers to the whole network

01

Pilot

4 dealers, 4 DMS, 30 days.

02

The brand

Funds it and recommends it to its network.

03

Reuse

Every mapped DMS serves the next dealer.

WHAT THE ROUND ACHIEVES

24-month roadmap



MONTHS 1–6

First pilot

- Pilot with 1 brand or group (4 dealers, 4 DMS)
- 3 DMS mapped with a playbook
- Convert the pilot into a contract

MONTHS 7–12

One brand's network

- 40 dealers connected
- Voice with Allo in production
- JIT parts ordering in use

MONTHS 13–18

Second brand

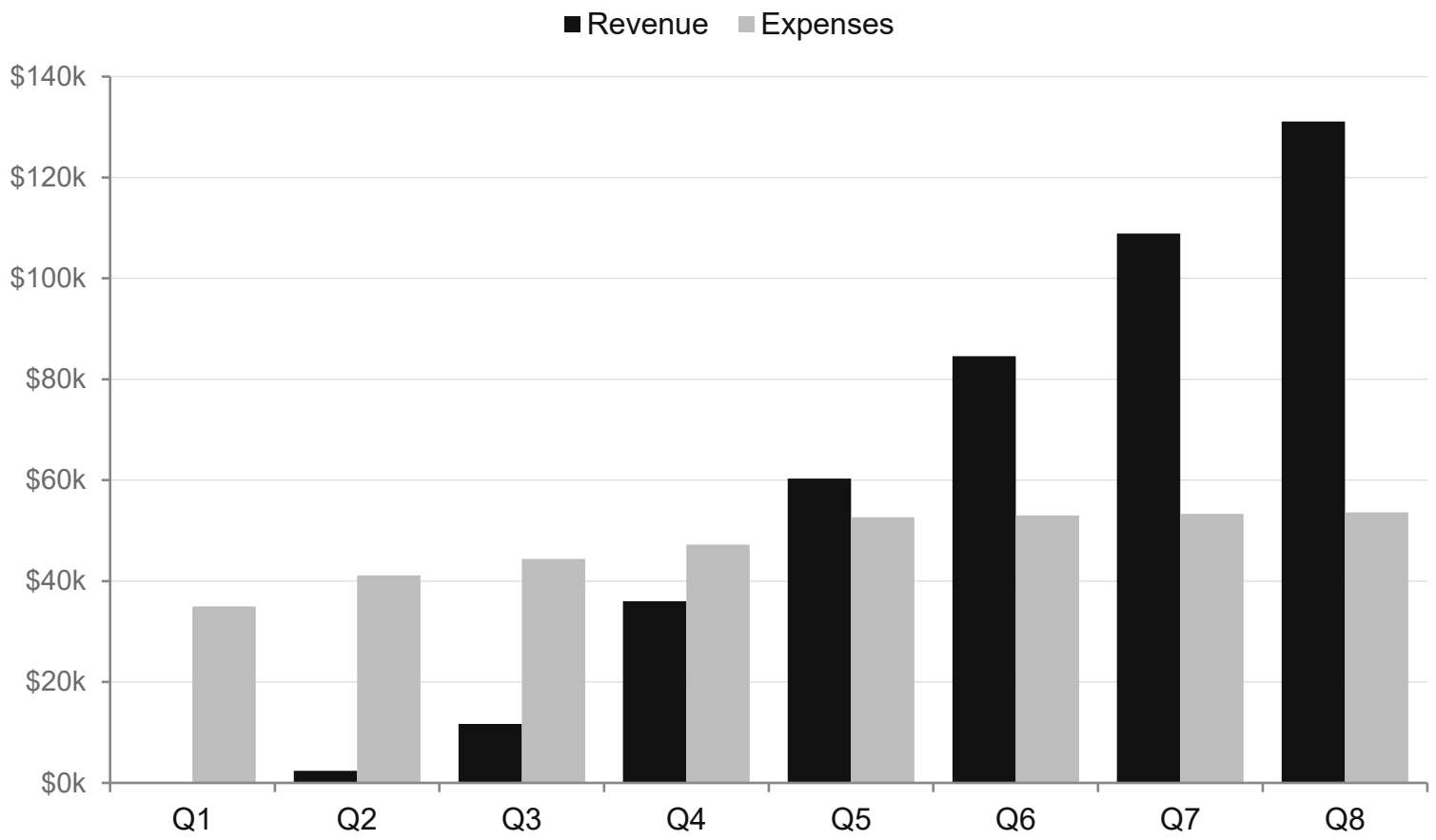
- Second brand
- 90 dealers connected
- Quality alerts for the brand

MONTHS 19–24

Scale

- ~150 dealers connected
- First customer outside Mexico
- Breakeven

24-month financial projection



US$45k

Monthly revenue at month 24

US$540k

Annualized revenue (ARR) at month 24

Month 14

Monthly breakeven

THE OFFER

The round

US$425,000

for 29.8% · 24 months of operation

PRE-MONEY	**US$1,000,000**
POST-MONEY	**US$1,425,000**
INSTRUMENT	**post-money SAFE**

USE OF FUNDS



TEAM

A team already running 9 AI products

RH

Rafael Herrera

CEO / CFO

Strategy, finance and relationships with investors and corporate clients.

VD

Vladimir Díaz

CTO

Architecture, AI and operation of Menteia's products in production.

FD

Francisco D'Angelo

Head of Legal and Compliance

Corporate structure, regulatory compliance and data protection.

Invest in RosettaDMS

The demo exists. The round connects the first full network.

Rafael Herrera · CEO / CFO
Vladimir Díaz · CTO
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