Executive summary

RosettaDMS — Connects a car brand with all of its dealers whatever their DMS: through an API or an AI agent that operates it like a service advisor, a central brain that translates everything, an MCP server and voice with Allo.

All your dealers. Any DMS. One language.

In one line: One API for every car dealer's DMS, even no-API



The problem

- Each dealer group picked its DMS years ago: a brand with hundreds of points of sale lives with dozens of different systems and cannot see service, parts or inventory in real time.
- Most DMS in Mexico have no open API; integrating each one takes months and depends on its vendor.
- The end customer pays for the fragmentation: nobody answers to book, the part is not there on arrival and the car's status is not real.

The solution

RosettaDMS connects each dealer with the best available method: if its DMS has an API it uses it; if not, a computer-use AI agent logs in with a dedicated user and operates the system like a service advisor (reads the screen, navigates menus, downloads reports and books appointments). Everything flows into a central brain that translates it into a single schema (Rosetta Schema) with history by VIN, and from there out to the brand (console, data lake, alerts), to AI agents through an MCP server, and to a voice receptionist with Allo that answers and books against the shop's real schedule. The dealer pays nothing and installs nothing.

- Connect: API connector (REST/SOAP, SFTP, webhooks) or computer-use connector on an isolated virtual desktop that records every session; hybrid mode when the API does not cover everything.
- Translate: Rosetta Schema unifies 'OT', 'RO', 'Orden' and 'Work order' into the same entity; full history by VIN even when the car visits several dealers.
- Think: Just-in-Time parts demand, early quality alerts by model, batch or region, and dealers at risk.
- Act: writes appointments, leads and parts reservations into the DMS with prior validation; automatic rules (lead SLA, 'car ready' notice).
- Expose: own MCP server (buscar_disponibilidad, agendar_cita, estatus_orden, existencia_parte, inventario_unidades, historial_vin) and a voice and SMS layer with Allo.

Why we win

- Works with DMS that have no API (desktop, AS-400 terminals, Citrix/RDP, in-house systems), which are the majority in Mexico.
- No cost and no installation for the dealer: the brand pays per connected dealer.
- Bidirectional: it does not just read reports, it also books and reserves parts inside the DMS.
- Built for AI agents: any bot, call center or voice receptionist can act across the whole network via MCP.

Traction

- Site and interactive demo live at rosettadms.menteia.com (console with fictional dealers and figures).
- Pilot program defined: 4 dealers on 4 different DMS in 30 days.
- Allo integration designed (MCP, webhooks and API); no customers or running pilot yet.

Market

Level	Annual size	How it is calculated
TAM	US$10 M	~2,800 car dealerships in Mexico (AMDA) × ~US$3.6k/year per connected dealer
SAM	US$4 M	Brands with 100+ dealers and mixed DMS (~1,100 dealers of the highest-volume brands)
SOM	US$500k	~150 connected dealers from 1–2 brands in 24–36 months at ~US$3.6k/year

Business model

SaaS paid by the brand per connected dealer; the dealer never pays. 30-day pilot with 4 dealers on 4 different DMS. Allo's voice license is contracted separately and the brand can sponsor it. Per-dealer prices are not public yet: the ones in this table are a proposal for the model.

The round

Item	Proposal
Amount to raise	US$425,000
Equity offered	29.8%
Pre-money valuation	US$1,000,000
Post-money valuation	US$1,425,000
Runway	24 months (excluding revenue)
Suggested instrument	Post-money SAFE (the YC standard and used in ~93% of US pre-seed rounds, according to Carta)

With these funds we will achieve:

- First pilot with a brand or group and its conversion into a contract
- ~150 dealers connected from 1–2 brands
- Voice, JIT ordering and quality alerts in production
- Monthly breakeven

Team

- **Rafael Herrera** — CEO / CFO
- **Vladimir Díaz** — CTO
- **Francisco D'Angelo** — Head of Legal and Compliance

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