Business plan

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.

1. Summary

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.

All your dealers. Any DMS. One language.

2. 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.

3. Solution and product

- 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.

Technology

- Computer-use agents with a playbook per DMS and vision-based adaptation when a screen changes.
- Reusable API adapters and a common data schema with history by VIN.
- Own MCP server; integration with Allo (API, webhooks and its own MCP) for voice, SMS and call summaries.
- Encrypted credential vault, recorded sessions, pseudonymized data toward the brand (Mexican data protection law).

4. 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

Supporting data:

- More than 2,800 dealerships of 75 brands in 210 cities (AMDA).
- 1.52 M new cars sold in 2025 (INEGI); 1.62 M according to AMDA.
- The site cites the typical case of a brand with 200+ points of sale and 9 different DMS (an illustrative example, not a customer).

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

5. Target customer

- Car makers and brands (OEMs) with dealer networks in Mexico.
- Dealer groups with several DMS across their stores.
- Later: multi-country brands in LatAm, motorcycles, trucks and machinery.

6. Business model and pricing

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.

Item	Price
Pilot (30 days, 4 dealers, 4 DMS)	Free for the dealer; price to the brand to be defined
National Network: unlimited dealers, hourly sync	Proposed: ~US$300 per dealer per month
Enterprise: deployed in the brand's cloud, SSO, SLA	Custom
Voice with Allo	Separate license (independent provider)

7. Go-to-market strategy

- Pilot program: 4 dealers on different DMS, 30 days, free for the dealer.
- Sell to the brand (OEM), not dealer by dealer: the brand funds the network and recommends it to its dealers.
- Entry through Menteia's automotive network (Vamo is piloting with Ford/Lincoln dealerships).
- Every mapped DMS becomes reusable: the next dealer on that DMS connects in minutes.

8. Competition and positioning

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

9. Defensible advantages

- 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.

10. 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.

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:

- Senior full-stack engineer — from month 1
- B2B account executive — from month 5
- Customer success / implementation — from month 12

12. Financial projection (24 months)

Quarter	Revenue	Expenses	Net cash flow	Cumulative cash flow
Q1	US$0	US$34,965	US$-34,965	US$-34,965
Q2	US$2,400	US$41,127	US$-38,727	US$-73,691
Q3	US$11,700	US$44,370	US$-32,670	US$-106,361
Q4	US$36,000	US$47,248	US$-11,248	US$-117,608
Q5	US$60,300	US$52,680	US$7,620	US$-109,988
Q6	US$84,600	US$53,004	US$31,596	US$-78,392
Q7	US$108,900	US$53,328	US$55,572	US$-22,819
Q8	US$131,100	US$53,652	US$77,448	US$54,629

- Monthly recurring revenue (MRR) at month 24: **US$45,000** (ARR US$540,000)
- Total 24-month spend: **US$380,371**; cumulative revenue: **US$435,000**
- Projected monthly breakeven: **month 14**

Revenue assumptions:

- No revenue during the pilot until month 4; the 4 pilot dealers pay from month 5.
- From month 8, ~9 dealers per month from the brand's network: ~150 by month 24.
- Proposed price: US$300 per connected dealer per month, paid by the brand.
- AI includes compute for computer-use agents and virtual desktops.

13. The round

- Amount: **US$425,000** for **29.8%** (pre-money US$1,000,000, post-money US$1,425,000).
- Use of funds detailed in *06_Modelo_Financiero_y_Ronda* (financial model and round).

14. Risks and mitigation

Risk	Mitigation
No pilot or customers yet	30-day pilot free for the dealer; first brand through Vamo's network
DMS licenses that forbid automated users	Legal review per DMS; prefer the API when there is one; the dealer creates and revokes the user
Computer use is brittle when screens change	Versioned playbooks, vision-based adaptation and monitoring of every sync
Long sales cycle with car makers	Start with dealer groups and a mid-size brand
Dependence on Allo for voice	Voice is a module; the core works without it and there are alternative providers