Business Model Canvas · RosettaDMS

MENTEIA · OCTOBER 2026

KEY PARTNERS

- Car makers and dealer groups
- Allo (AI voice)
- Cloud and data lake providers
- DMS vendors with APIs

KEY ACTIVITIES

- Map DMS and maintain playbooks
- Run the connectors
- Predictive parts and quality models

KEY RESOURCES

- Computer-use agents
- Rosetta Schema and VIN history
- MCP server

VALUE PROPOSITION

- **The whole network visible without touching any DMS**
- **Zero cost for the dealer**
- **Agents and voice that book at any dealer**

CUSTOMER RELATIONSHIPS

- 30-day pilot
- Brand console
- Support and contractual SLA

CHANNELS

- Direct sales to brands
- Dealer groups
- Menteia's automotive network (Vamo)

SEGMENTS

- Brands with dealer networks
- Multi-DMS groups
- Multi-country LatAm

COST STRUCTURE

- Agent compute and virtual desktops
- Connector engineering
- Enterprise sales

REVENUE STREAMS

- SaaS per connected dealer
- Custom enterprise
- Predictive modules