24-month roadmap

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.

Next 8 weeks (before asking for money)

What YC recommends doing first: talk to users, charge early and get 10 customers who actually use the product.

- Talk to 10 aftersales directors at brands and groups.
- Connect a real DMS through computer use and measure reliability.
- Sign the first 4-dealer pilot.
- Legal review of DMS licenses.

Milestones tied to the use of funds. Each quarter has a deliverable the investor can verify.

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

Features that answer competitors' customer complaints

Taken from 09_Competencia_y_Quejas: what customers complain about with competitors that we do not fully cover yet.

Months 1–6

- **Computer-use connector for DMS without API (desktop, AS-400, Citrix)** (partial, high): Demo only with fictitious dealers; has not operated a real DMS or measured reliability.
- **Vision-based adaptation and versioned playbooks for screen changes** (partial, high): Designed to answer RPA brittleness, but untested on a real DMS version change.
- **Rosetta Schema: common model and per-VIN history** (partial, high): Defined and shown in demo; at least 3 real DMS still need mapping (pilot goal).
- **Bidirectional write-back (appointments, leads, parts holds) with validation** (partial, high): Differentiator vs read-only integrations; demo only today.
- **Reusable API connectors (REST/SOAP, SFTP, webhooks)** (partial, high): Adapters described in the stack; none connected to a production DMS.
- **Sync health monitoring with immediate alerts** (missing, high): Mentioned as risk mitigation but not built; competitors take days to flag stale data.
- **Per-DMS legal opinion on automated users and data ownership** (missing, high): Legal review pending; large DMS vendors have blocked and sued third-party accessors.
- **Security: credential vault, recorded sessions, revocable access, pseudonymization** (partial, high): Designed (LFPDPPP); no audit or certification (e.g. SOC 2) that an OEM will ask for after the CDK breach.

Months 7–12

- **MCP server for agents (6 tools)** (partial, medium): Tools defined on the site; not operating on real dealer data.
- **Voice and SMS via Allo booking against the real shop calendar** (partial, medium): Integration designed (API, webhooks, MCP), not built; production target months 7–12.
- **Export to the OEM data lake and standard formats (STAR)** (missing, medium): The pitch promises data-lake delivery; a concrete connector and output in standards the OEM already uses are missing.
- **Resilience to DMS outages (cache, write queue, degraded mode)** (missing, medium): Not described; after the CDK ransomware OEMs value data continuity when a DMS goes down.
- **Public per-dealer pricing and contractual SLA** (missing, medium): Pricing only proposed (~USD 300/dealer/month); lack of public pricing is a common complaint about integrators.

Months 13–18

- **JIT parts ordering and quality alerts in production** (missing, low): Predictive modules on roadmap; need accumulated real data from several dealers.

Months 19–24

- **Data export for DMS migration on dealer request** (missing, low): Would leverage the common schema to ease DMS switching pain (Tekion vs CDK case).

Metrics we will report every quarter

- Dealers connected and DMS mapped
- Onboarding time per dealer
- Successful syncs (%)
- Appointments booked through RosettaDMS (voice, WhatsApp, MCP)
- Calls answered by AI
- MRR per brand and churn