Financial model and round

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.

The offer

Item	Value
Amount to raise	US$425,000
Equity offered	29.8%
Pre-money valuation	US$1,000,000
Post-money valuation	US$1,425,000
Gross 24-month spend	US$380,371
10% contingency	US$38,037
Projected 24-month revenue	US$435,000
Peak cash need (net of revenue)	US$117,732
Cushion if revenue targets are met	US$307,268

The amount covers **24 months of gross spend excluding revenue** plus a 10% contingency. If revenue targets are met, the cushion extends the runway or funds additional growth without another round.

How we arrived at the valuation

Demo stage, no pilot or revenue: same as Menteia Hedge, below the YC reference.

Comparable	Actual data	Source
Authenticom (US)	US DMS data integrator; no verified valuation in this review	—

Market references

Reference	Data	Source
Y Combinator standard deal	US$125k for 7% on a post-money SAFE (≈ US$1.79 M post) + US$375k on an uncapped SAFE with MFN	ycombinator.com/deal; ycinsight.com/yc-deal
YC Winter 2027 deadline	2-Nov-2026, 8 pm Pacific time; batch Jan–Mar 2027 [verify at ycombinator.com/apply]	buildmvpfast.com; blog.mean.ceo
Pre-seed in LatAm	Average valuation US$2.1–2.2 M (1H-2025); no verifiable public median exists for Mexico	equidam.com/startup-valuation-delta-h1-2025
Pre-seed SAFE caps in the US	Median ~US$10 M post for US$250k–1M rounds (2025); 93% of pre-seed rounds are SAFEs	carta.com/data/state-of-pre-seed-2025-full-report; carta.com (
Growth YC considers good	5–7% per week in the main metric (revenue or active users)	paulgraham.com/growth.html
Default alive	At current growth and spending, does it reach profitability before the money runs out?	paulgraham.com/aord.html

Default alive?

No. No revenue yet. Revenue figures in this model are projections, not data; the only actual revenue is shown in *04_Traccion* (traction).

Dilution if raised in tranches

- Full round (24 months): US$425,000 for 29.8%.
- First tranche only (12 months, US$200,000): 16.7% at the same valuation.
- Reference: YC gives US$125k for 7% plus US$375k on an uncapped SAFE.

Use of funds

Category	Amount	% of total
Product and engineering team	US$131,351	31.4%
Sales, marketing and customer success	US$110,781	26.5%
Founders (time dedicated to the project)	US$68,303	16.3%
Infrastructure and AI compute	US$38,736	9.3%
Legal, compliance and tools	US$31,200	7.5%
Contingency (10%)	US$38,037	9.1%

Funded team

Gross monthly market salaries for startups in Mexico, shown in USD at an assumed exchange rate of 18.5 MXN/USD. Employer cost = salary × 1.35 (social security, housing fund, payroll tax and benefits).

Role	Salary USD/month	FTE	Start	Cost USD/month
Senior full-stack engineer	US$4,054	1	month 1	US$5,473
B2B account executive	US$2,162	1	month 5	US$2,919
Customer success / implementation	US$1,892	1	month 12	US$2,554

Founders: 15% of the three partners' time allocated to this project. Reference salaries: CEO/CFO US$5,135, CTO US$5,135, Legal US$3,784 per month.

Operating expenses (USD/month, month 1)

Item	USD/month
Infrastructure (servers, database, telephony)	US$600
AI compute (LLM, voice, OCR)	US$600
SaaS tools	US$300
Legal, accounting and compliance	US$600
Other (office, travel, insurance)	US$400
Infrastructure and AI grow 3% per month with volume.	

Quarterly projection

Quarter	Revenue	Expenses	Net cash flow	Cumulative cash used
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

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.

Month-by-month detail in *modelo_24_meses.csv*.

Suggested terms (non-binding)

- Instrument: Seed Series preferred shares issued by a Mexican S.A.P.I. (or a SAFE with a valuation cap equal to the post-money and a 20% discount).
- 1x non-participating liquidation preference.
- Employee option pool: 10% post-round, to be created before closing.
- Quarterly information rights (financial statements, roadmap KPIs) and a board observer seat for the lead investor.
- Pro-rata rights in the next round; standard tag-along and drag-along.
- Founder vesting: 4 years with a 1-year cliff, crediting time served since the project began.
- Structure: spin the project out of Menteia into its own S.A.P.I. (Menteia and the founding partners as shareholders, with a shared technology license) or invest directly in Menteia (see the holding folder).