Y Combinator application (raw draft)

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.

Answers ready to paste into the YC form (Winter 2027 closes on **Nov 2, 2026**, 8 pm Pacific time; confirm at ycombinator.com/apply). Only real data as of Oct 28, 2026; where there is no data we say so. At the end, the critique a partner would make.

Criteria used: ycinsight.com/apply (what partners look for in each question), ycinsight.com/yc-deal and ycinsight.com/yc-request-for-startups.

Company

Describe what your company does in 50 characters or less.

One API for every car dealer's DMS, even no-API (47 characters)

What is your company going to make?

RosettaDMS connects a car brand to all its dealers whatever DMS they run. If the DMS has an API we use it; if not, a computer-use AI agent logs in with a dedicated user and operates it like a service advisor. Everything lands in one schema with history by VIN, and is exposed to the brand (console, data lake), to AI agents through an MCP server, and to a voice receptionist (Allo) that books against the shop's real schedule. Dealers pay nothing; the brand pays per connected dealer.

Progress

How far along are you?

Demo stage. Public site and clickable demo console (fictional dealers) at rosettadms.menteia.com, pilot program defined (4 dealers, 4 DMS, 30 days). No pilot, no customers, no revenue yet.

How long have each of you been working on this? How much of that has been full-time?

Weeks, on top of the computer-use, voice and orchestration pieces we already run in other Menteia products.

Idea

Why did you pick this idea to work on? Do you have domain expertise? How do you know people need what you're making?

Through Vamo we work with car dealerships and saw that brands cannot see their networks because each dealer group runs a different DMS, most without an API. We have not yet validated willingness to pay with a brand.

Who are your competitors? What do you understand about your business that they don't?

DMS vendors (CDK, Reynolds, Quorum, local DMS), data integrators (Authenticom/DealerVault, mostly US), and generic RPA. What we think we understand: in Mexico most DMS have no API, so computer use is the only way to connect them without the vendor, and MCP makes the network usable by AI agents.

How do or will you make money? How much could you make?

SaaS paid by the brand per connected dealer (proposed ~US$300/month). Mexico has 2,800+ dealerships (AMDA): 150 dealers is ~US$540k ARR; the path to large is every brand and LatAm.

Tell us something surprising or amusing that one of you has discovered.

Pending — needs a real pilot.

Founders

Founders

Three co-founders: Rafael Herrera (CEO/CFO), Vladimir Díaz (CTO, software engineer, 20 years, PhD in business competitiveness and innovation from IQS–Ramon Llull, advised Ford, CANTV, Google and Globant) and Francisco D'Angelo Ohep (lawyer, LLM in international business law, AI-law specialist from Universidad de Salamanca). Vladimir wrote the code.

Numbers YC will work out

Question	Honest answer
Default alive?	No. No revenue yet.
Does it fit a 2026 RFS?	Possible fit with requests for AI agents that operate legacy software; not verified against the current RFS list.
Valuation we would ask for outside YC	US$1,000,000 pre-money
What YC offers	US$500k: US$125k for 7% (≈ US$1.79 M post) + US$375k on an uncapped SAFE with MFN

Blunt critique (what a partner would attack)

- With no pilot or documented conversation with a brand, it is an idea with a demo; YC will ask who at a car maker has said they would pay.
- Operating a DMS through computer use may breach its license; you need a legal answer before selling.
- Brittleness of computer use is the obvious technical objection: measure the sync success rate on a real DMS.
- It competes with Vamo for the team's attention in the same sector; decide which one leads.

What to do in the next 8 weeks

- 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.