AROBE LABS

AI products shipped, not pitched.

A partner credentials package for LLM vendors, platforms and strategic programs evaluating Arobe Labs for Mexico.

Z.AI SOVEREIGN PARTNER PROGRAM · APPLICANT (NOV 2026)

Distribuciones Arobe S.A.S. de C.V. · arobe.mx/labs · contacto@arobegroup.com

Mexico

WHO WE ARE

A Mexican operator that happens to ship AI.

Arobe Labs is the software and AI practice of Distribuciones Arobe S.A.S. de C.V., a Mexican construction-materials import and distribution business (RFC: DAR220709MC3).

We are not a consultancy chasing LLM hype. We are an operator that ships AI products — in production, paid, metered — for Mexican SMEs, LATAM consumers and the US-Hispanic market.

The parent company owns and runs construction-materials distribution (SusPan + Insulglass brands, 40+ SKUs), a USG concessionaire operation, a hard-discount construction retail concept, two sports businesses, and the AI portfolio you are evaluating.

AT A GLANCE

Legal entity	**Distribuciones Arobe S.A.S. de C.V.**
Founded	**2022 (parent) · 2024 (AI practice)**
Headquarters	**Tamaulipas, Mexico**
Founder	**Edgar Alejandro Robledo Beltrán**
Background	**Nielsen · U. Illinois Gies iMSM**
Nationalities	**Mexican + Spanish**
AI products in production	**8**
LLM vendors deployed	**3 (Claude, GPT, GLM eval)**
Verticals shipped	**5**
Primary infrastructure	**Render.com (production)**

PORTFOLIO

Eight products running in production.

CotizaExpress
WhatsApp AI quoting SaaS

STACK
FastAPI · pgvector · Meta Cloud API

B2B · MULTI-TENANT · LIVE

DondeVer
Sports streaming SEO guide

STACK
FastAPI · PostgreSQL · 47 leagues

CONSUMER · ADSENSE · GROWING

AntesDeFirmar
Document AI for Mexican finiquitos

STACK
Next.js · Claude Vision · Mercado Pago

CONSUMER · PAID · LIVE

Arobe.mx
AI-authored B2B e-commerce

STACK
Flask · PostgreSQL · Schema.org

E-COMMERCE · US DEALERS · LIVE

AceroMax POS
Internal POS + CFDI invoicing

STACK
Python · Docker · PostgreSQL

Serving Since
Discovery of century-old restaurants

STACK
FastAPI · YAML ops · Viator · Stay22

A Cuánto Está
Remittance comparator + MX FX rates

STACK
FastAPI · PostgreSQL · scrapers

MatchBot
Experimental matching bot

STACK
Python

DEEP DIVE · B2B SAAS

CotizaExpress

WhatsApp-native AI quoting SaaS for hardware stores

WHAT IT DOES

Multi-tenant WhatsApp bot that quotes products for hardware stores — the user chats, the bot returns a priced PDF quote.

Semantic search over the tenant's catalog with:
- pgvector embeddings
- Synonym normalization
- Regional construction-slang jargon layer
- Fuzzy match + hybrid retrieval

Three-tier subscription with Stripe. Meta Cloud API for production tenant (AceroMax, 390 SKUs). Twilio fallback for early-adopter tenant (Arobe).

Built from scratch in ~5 months. Backend reached stable production in Q1 2026. Next.js dashboard replacing initial Emergent frontend.

STACK

Backend	FastAPI · Python 3
Database	PostgreSQL + pgvector
Messaging	Meta WhatsApp Cloud API · Twilio
Payments	Stripe (3 subscription tiers)
Frontend	Next.js dashboard
LLM	Claude (semantic + reasoning)
Hosting	Render.com

RELEVANCE TO LLM PARTNERS

- Live RAG deployment at retail-catalog scale.
- Multi-tenant isolation ready for model swapping.
- Natural testbed for Mexican-Spanish LLM comparison.
- Direct distribution channel to Mexican SMEs via Expo Ferretera 2027 + direct WhatsApp outreach.

DEEP DIVE · CONSUMER AT SCALE

DondeVer

Programmatic SEO sports streaming guide for LATAM + US Hispanic

5,617	70+	47	20	28
lines of core engine	live routes	active leagues + 5 individual sports	affiliate programs	static editorial guides

WHY IT MATTERS

Validated that programmatic SEO can beat paid acquisition in a crowded consumer vertical. Multi-channel distribution built on top: Twitter/X bot, TikTok, Instagram, WhatsApp broadcast, email daily digest, OneSignal push. Reach infrastructure exists even if organic social lags.

Data pipeline fuses three APIs (ESPN schedules/scores, TheSportsDB broadcasts, The Odds API lines) into a canonical schema. 1/3 of all clicks come from a single team (Dodgers) — meaning the next 47 leagues × 50+ teams each are untapped TAM.

Monetization: AdSense live (approved Sep 2026), 7 betting/VPN affiliates with geo-targeted smart redirect (/go/{key}), 13 streaming affiliates, 130+ MercadoLibre jersey links by team.

PWA (not native) to bypass app-store restrictions on betting content.

DEEP DIVE · VERTICAL AI (CONSUMER)

AntesDeFirmar

Document AI for Mexican labor-law severances — review before you sign.

THE FLOW

1. Photo-first wizard — user shoots the finiquito PDF or paper.
2. Claude Vision extracts line items (concepto, monto, periodo).
3. Legal rule engine compares extracted amounts vs. Mexican LFT statutory minimums (aguinaldo, prima vacacional, PTU, indemnización, prima de antigüedad, dias trabajados).
4. Free calculator preview + MXN $199 paywall for the detailed report via Mercado Pago (card or OXXO cash).

Fixed experiment rule: evaluate at 30 free runs with differences or MXN $8,000 ad spend, whichever first. 0 payments → kill. 1–4 → funnel revision. 5+ → build seriously.

Expansion roadmap: IMSS pension / Modalidad 40 calculator, AFORE unemployment withdrawal, rental contract compliance.

WHY THIS MATTERS TO A LLM PARTNER

- Document AI with real paywall — not a demo.
- Mexican-Spanish OCR + reasoning validated at the vertical that matters: unstructured labor-law PDFs with regional spellings, partial scans and photo-captured documents.
- Clean testbed for benchmarking Claude Vision vs. GLM-4V vs. GPT-4o vision in a vertical where accuracy = conversion.
- Discipline: experiment has explicit kill-criteria, not a vanity dashboard. We measure LLM contribution to revenue, not usage.
- Operates under Distribuciones Arobe (same legal entity as this partnership). Privacy, invoicing, compliance all handled.

CAPABILITIES

What we actually ship, repeatedly.

Conversational AI on WhatsApp

Production Meta Cloud API deployments with multi-tenant isolation, embedded signup, template management and billing-aware broadcast.

Retrieval-Augmented Generation

pgvector-based semantic search over domain catalogs with synonym normalization, jargon layers and hybrid retrieval. Shipped at retail scale.

Document AI (vision)

Claude vision pipelines extracting structured data from scanned PDFs, images and photo-captured documents. In production in Mexican labor-law vertical.

Programmatic SEO at scale

Templated landing-page generation with hreflang, Schema.org, dynamic sitemaps and OG images. Shipped in sports, construction, travel, fintech data.

Vertical calculators & rule engines

Mexican CFDI 4.0 invoicing, construction materials calculators, labor-law rule engines, IMSS pension estimators — vertical logic layered on top of LLMs.

LATAM + US-Hispanic distribution

Spanish-first products with English counterparts; experience targeting Mexico, border Texas, RGV, Houston, San Antonio with paid-media and SEO tests.

TECHNICAL STACK

Vendor-independent by design.

Our customers deserve the best model for the job — not a loyalty tax.

LLMs in production	Claude (Anthropic) · GPT (OpenAI)	Z.ai GLM — in evaluation (ZSP)
Backend	FastAPI · Flask	Python 3 everywhere
Database	PostgreSQL · pgvector	Async drivers (asyncpg)
Hosting	Render.com (primary)	Vercel (secondary) · portable
Payments	Mercado Pago (MX)	Stripe (US)
Messaging	Meta WhatsApp Cloud API · Twilio	Resend (email) · OneSignal (push)
Analytics	Google Analytics 4 · Search Console	PostHog (product analytics)
Content ops	YAML sources · GitHub Actions	Automated weekly SEO review
Logistics (MX e-com)	Skydropx	CFDI 4.0 invoicing automation

WHY MEXICO · WHY NOW

A sovereign-partner opportunity, not a translated page.

Market reality

· Mexico: 130M+ population, 46M+ SMEs, WhatsApp-first commerce, Spanish-first search.

· The US-Hispanic market: 65M+ people, bilingual, under-served by English-only AI products.

· Nearshoring + USMCA = enterprise buyers in manufacturing, logistics, construction are modernizing right now.

What's missing

· No regional sovereign AI partner with production-grade Spanish-first deployments.

· US-centric AI vendors treat Mexico as a translation afterthought — not a market with its own regulations (CFDI 4.0, IMSS, LFT), its own channels (WhatsApp, OXXO), and its own linguistic variation.

· Local technical talent exists but rarely owns the full stack from LLM to CFDI.

Why Arobe Labs

· Operating company — we are the customer, the integrator and the distribution channel in a single legal entity.

· Full-stack ownership from retrieval to invoicing — nothing to subcontract.

· Multi-LLM in production — we know how to swap and benchmark models objectively.

· Spanish and English native delivery.

CONTACT

Let's build this.

The portfolio is live. The company is real.
The next step is a 30-minute call.

PRIMARY CONTACT

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