Ω OmegAi

INVESTOR DECK · SEPTEMBER 2026

The only dealer-AI built by a dealer. Proven on its own P&L.

AI agents that run a UK car dealership's pricing, admin, spares, prep, sales and aftercare. Built and run inside our own dealership group across 4 sites and 1,900+ cars. Pre-revenue as a product, in-house proven as a system.

George Manning · Founder · investors@omegai.co.uk

THE PROBLEM

UK used-car retail runs on thin margins and thick admin.

Thin margins

A few hundred pounds a unit. A car priced £300 wrong, or sat three weeks too long, wipes out its profit.

Pricing by gut

Re-priced on a Monday, from a spreadsheet and a manager's memory. The market moves every day.

Admin nobody reads

Parts invoices, missing service history, advert errors, finance chases. Done late, badly or not at all.

Staff churn

The people who know how to do these jobs leave, and the knowledge leaves with them.

The industry's answer has been more software: six to ten disconnected tools per dealer. **They report. They do not act.** Someone still has to read the dashboard and do the work.

WHAT WE BUILT

Agents that act, not dashboards.

One head agent, a specialist for every department

Pricing, admin, parts, prep, sales, finance, aftercare, transport, buying. 26 live agent apps today.

They do the work

The pricing agent re-prices. The spares agent drafts the credit request. The admin agent fixes the advert. People set what each may do alone.

A nightly self-improvement loop

The head agent re-scores every deal, price move and process overnight and rewrites the rules. 42,000+ loops so far.

Sits on top of the DMS and Auto Trader

Nothing replaced, no migration. Setup in days.

The agent structure running at our own dealership

PROOF

One dealership. Every number real.

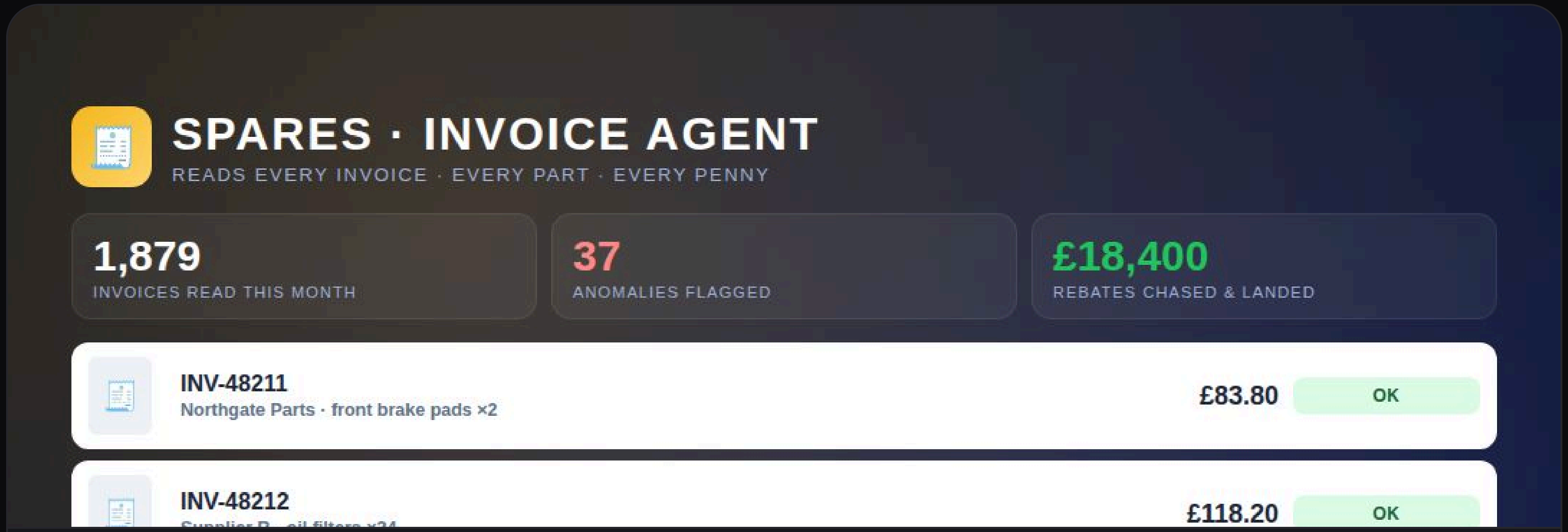
+48% stock turn since agent-led pricing	**−48%** spares bill over 12 months	**1m+** pricing decisions logged, each with its reason
21,000 competitor adverts watched	**1,879** parts invoices read in one month	**42,000+** self-improvement loops run by the head agent
26 live agent apps running the day-to-day	**£2,400** average monthly running cost of the whole stack, 4 sites	**£0** external revenue today. Pre-revenue, in-house proven.

OUR OWN DEALERSHIP, 2026

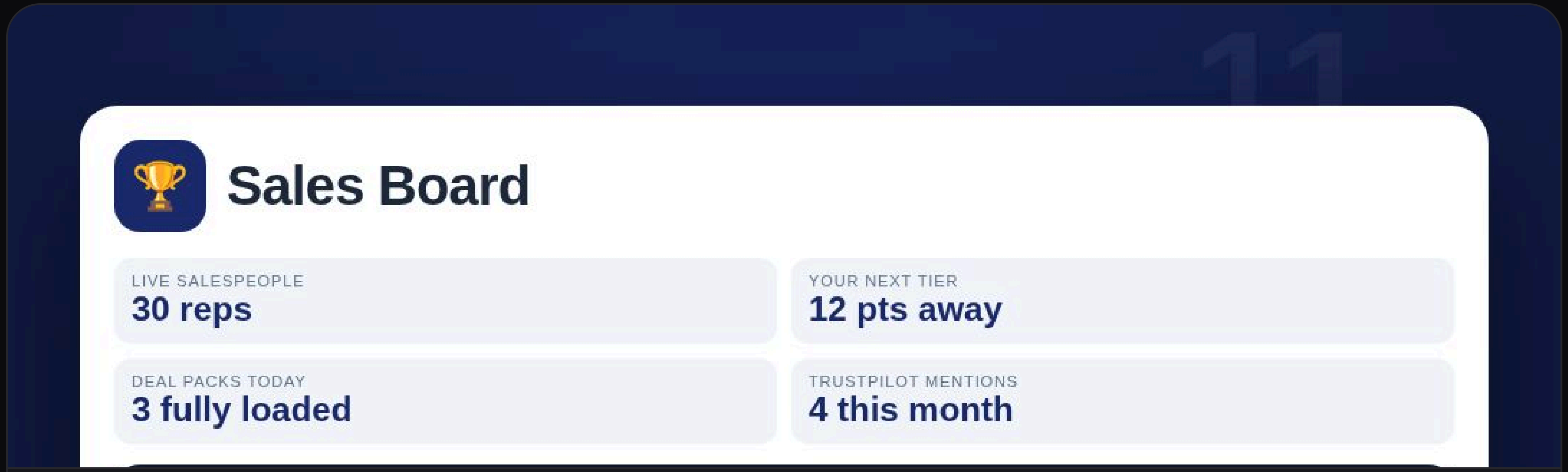
PRODUCT TOUR

Four of the twenty-six, as they run today.

Pricing Command — every car, every day, against 21,000 competitor adverts



Spares Invoice Reader — 1,879 invoices read in a month, overcharges flagged



Live Sales Board — every rep, target and appointment, margin per unit in real time

Manager agents — one per department, reporting to the head agent

HOW IT WORKS

One head agent. Specialists below it. A loop every night.

Head agent

knows the targets, answers in plain English, the only agent that can change another agent's rules

Pricing	Admin	Parts	Prep	Sales
Finance	Aftercare	Transport	Buying	Calls & coaching

Nightly loop: re-score every deal, price move and process → rewrite the rules that produced a poor result → learn why a person overrode an agent. 42,000+ loops.

Reads: DMS · Auto Trader · parts invoices · finance proposals

No writes to the DMS without approval

UK-hosted · one environment per dealer · data masked before any model call

WHY NOW

A 12–24 month window.

Agent costs have collapsed

Running 26 agents across four sites costs about £2,400 a month. Two years ago the same work would have been uneconomic.

DMS vendors are slow

Incumbents ship on annual cycles and sell dashboards. Their customers want the work done. That gap is where we sit.

Auto Trader API access

Dealers can read their own adverts, performance and market data through their own account. A "sits on top" product is possible without a partnership first.

Before incumbents ship "AI"

They will all announce it. Most will bolt a chat box onto a report. We have 12–24 months to have dealers live, referenced and renewing before that.

MARKET

A wedge we can reach, not a number to impress.

UK dealer sites selling used cars, all sizes	**~25,000**
Franchised sites, mostly inside ~150 groups	**~4,500**
Independents, most with fewer than 50 cars	**~20,000**
Primary target: independents and small groups, 50–1,000+ cars	**~3,000–4,000**
Secondary: franchised groups via head office	**~4,500**

Price point

£1,000–£2,000 per site per month. About what a dealer already pays for one tool that only reports.

Primary segment at our prices

3,500 sites × ~£1,500 × 12 ≈ £60m a year addressable subscription revenue.

The wedge we plan for

~350 sites by end of year three: roughly one in ten of the primary segment, about £6.5m ARR. Bear case is half that.

Site counts are founder estimates from published industry figures and knowledge of the trade; order-of-magnitude, not audited.

BUSINESS MODEL

Setup fee plus a per-site subscription.

Setup fee

Connecting systems, writing the dealer's rules, the shadow-mode period. Once, per site or per group deal.

Monthly subscription per site

Agents chosen, running costs, nightly loop, connection upkeep. Thirty days' notice, no long contract.

Unit economics

Model + hosting ≈ £150–£250 per site per month against £1,000–£2,000 revenue. Gross margin above 80% before support.

MODELLING ASSUMPTION	STARTER	GROUP	ENTERPRISE
Scope	1 site, ≤3 agents	2–10 sites	10+ sites
Subscription / site / month	£1,200	£1,800	£2,500
Setup fee	£5k / site	£15k / deal	£40k / deal

Base assumptions in the model, not a price list. Public pricing is quoted after a demo. Illustrative, founder assumptions, September 2026.

GO-TO-MARKET

Pilots first. Then the case studies do the selling.

NOW – 6 MONTHS

3–5 pilot dealers

First is a known dealer contact. Priced to convert, shadow mode then live, before-and-after numbers published with permission.

6 – 18 MONTHS

Case studies, trade press, groups

Published pilot results. Dealer trade press and events. Direct approach to small groups where one decision covers several sites.

18 MONTHS +

Channel and partners

Partnership or channel with a DMS vendor or Auto Trader once we have volume that makes us worth integrating.

Possible exit routes, stated neutrally

UK dealer software is consolidated: Auto Trader, Keyloop, Pinewood and CDK own most of the estate, and private-equity roll-ups are active. A working, referenced agent layer with live dealers is the kind of thing each has bought before. We are building a business that would be a sensible purchase, not building to sell.

MOAT

What is hard to copy.

Built inside a real dealer

Every agent was corrected by real staff on a real forecourt until it stopped needing correcting. That is not in any public dataset.

Proprietary rule sets

42,000+ learning loops have produced rules about slow stock, when to cut, when to hold, which invoice lines are usually wrong. The rules are the product.

Data network effects

Dealers run in isolation, but what the head agent learns about markets, suppliers and pricing improves the rule sets every new dealer starts from.

Speed of deployment

Days, not months, because nothing is replaced. A DMS vendor cannot offer that without cannibalising migration revenue.

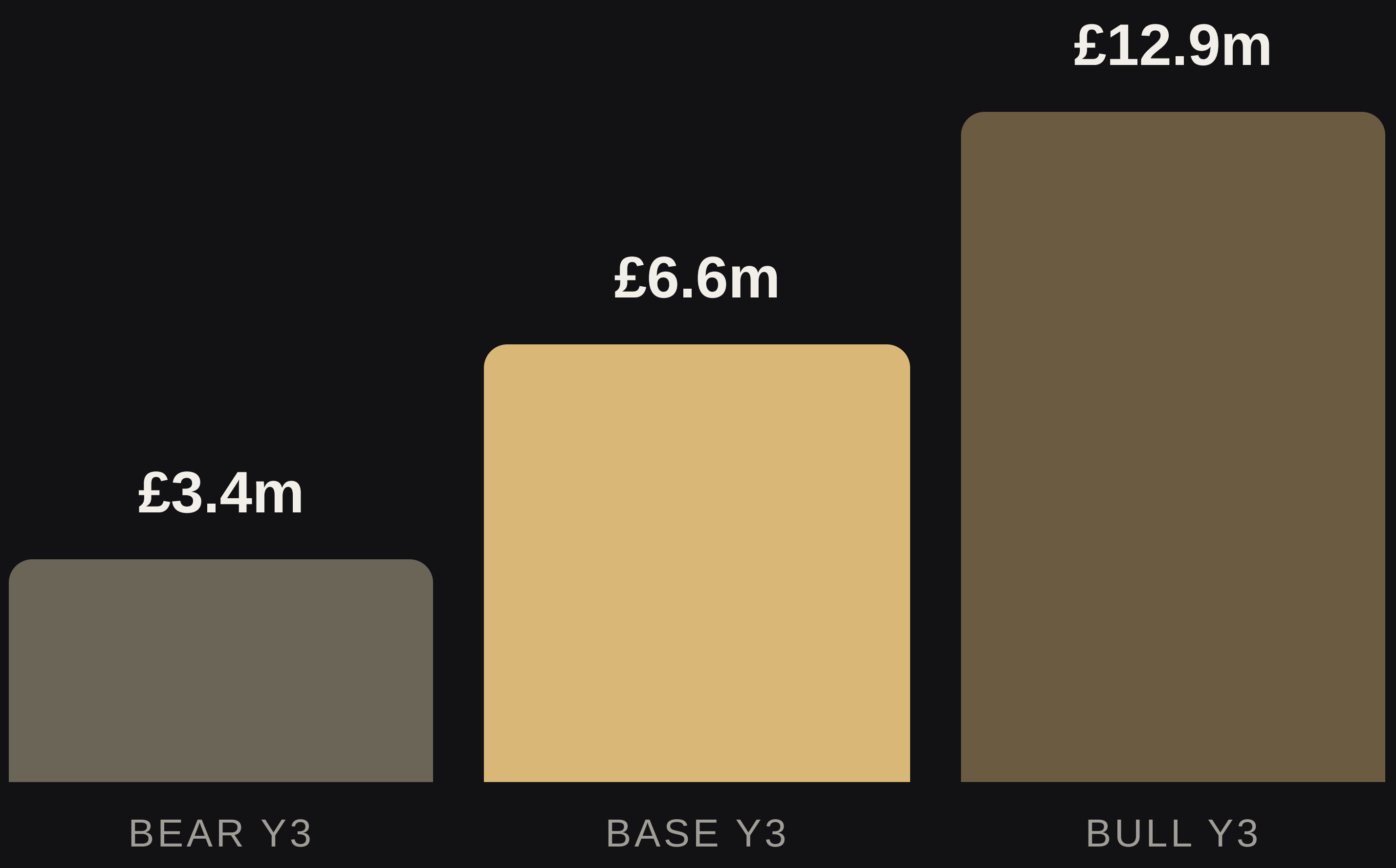
The founder is the customer

George runs a dealership. Product decisions do not go through a focus group.

Low running cost

A whole four-site stack for about £2,400 a month. Incumbents carry legacy platforms and sales teams.

Base, Bear and Bull.



ARR exit rate at end of year three.

BASE CASE	YEAR 1	YEAR 2	YEAR 3
Active sites, year end	~30	~120	~350
ARR exit rate	**£0.45m**	**£2.3m**	**£6.6m**
Revenue in year	£0.36m	£2.0m	£5.8m
Staff / total costs	3 / £0.64m	6 / £1.6m	10 / £3.4m
EBITDA	−£0.28m	+£0.35m	+£2.4m
Bear: sites / ARR / EBITDA	15 / £0.2m / −£0.37m	60 / £1.1m / −£0.12m	180 / £3.4m / +£0.74m
Bull: sites / ARR / EBITDA	60 / £0.9m / −£0.19m	250 / £4.7m / +£1.5m	700 / £12.9m / +£6.0m

Monthly breakeven: Base month 16, Bear month 23, Bull month 9. Peak funding need before any raise: Base ≈ £0.34m, Bear ≈ £0.50m. Churn 1.5%/month; model + hosting £200/site/month; blended £1,240 → £1,580 per site per month. Full model in the data room.

RISKS

The honest list, with what we do about each.

Auto Trader dependency

Dealer-owned access, not a partnership we could lose. Several agents do not depend on it. Partner-status conversation planned once we have volume.

Incumbents ship "AI"

Speed and proof: live, renewing dealers with published numbers inside the window. Agents that act are a different product from a chat box on a report.

Model cost and price changes

£150–£250 cost against £1,000–£2,000 revenue absorbs a doubling. Agents are model-agnostic; we already run more than one provider.

Key person

First hires: CTO / lead engineer and head of dealer onboarding. Rule sets and architecture documented during pilots. IP assigned from the founder's dealership group → OmegAi.

Support scaling

Shadow mode before live. £3,500 onboarding cost per site in the model. Onboarding headcount grows ahead of sites. The nightly loop reduces manual tuning.

Data and GDPR

UK hosting, one environment per dealer, personal data masked before any model call, no pooling, no training for others, written processor terms.

TEAM & THE ASK

Raising [Raise amount — George to confirm] to hire two people and run the pilots.

George Manning — founder

Dealer principal; runs a UK car supermarket group: 4 sites, ~1,900 cars. Built the agent stack to run his own business; runs it there every day.

CTO / lead engineer — hiring

Platform, security review, one dealer's environment to many. First hire post-raise. [Name — to confirm]

Head of dealer onboarding — hiring

Pilots, shadow mode, rule-writing for each new dealer. Ideally from the trade. [Name — to confirm]

Product & engineering 45%	Sales & onboarding 30%	Pilots & marketing 15%	Working capital 10%

investors@omegai.co.uk (mailbox pending; hello@omegai.co.uk reaches the same person)

Demo: omegai.co.uk/demo.html — 30 minutes on the live dealership, no slides.

Data room under NDA: IP assignment · audited before/after data · Auto Trader status letter · pilot LOIs · model-cost invoices · security & GDPR summary · cap table · company documents