



The trust layer for European automotive.

The open, AI-native infrastructure the automotive industry builds
on — starting with the DMS that runs a dealership.

PRE-SEED · 2026

BUILT BY SIAX TECHNOLOGY AB

CONFIDENTIAL

The industry runs on a dozen systems that **don't talk**.

Every dealer juggles a legacy DMS, spreadsheets, a CRM, a website, a financing portal and registry lookups — none connected. The data that should drive margin is trapped in silos, and decisions get made on gut feel.

€1T+

European automotive value chain

10+

disconnected systems per dealer

1

infrastructure layer they all need

One open platform. **Modular by design.**

VehIQ makes canonical European vehicle data usable for every actor — and lets anyone build on it. It runs alongside the systems a dealer already has, then expands to become the operating system for everyone who touches a vehicle.



Modular DMS & operations

Inventory, valuation, deals, financing, registration — adopt one module or all.



Canonical European vehicle data

One versioned vehicle model with field-level lineage across markets.



AI-native decisions

Pricing, days-to-sell and risk — every answer shows confidence and sources.



Developer platform & ecosystem

Versioned REST/OpenAPI + MCP; a marketplace where others build modules.

The window is open.

AI is the default now

Dealers now expect decisions, not dashboards — and AI-native beats bolt-on AI on legacy monoliths.

Open data formats won

Owned data in open formats (Iceberg-class) makes compute interchangeable and lock-in optional.

EU Data Act tailwind

Regulation is strengthening rights to access and port vehicle data — advantage to whoever canonicalises it legally.

Incumbent DMS platforms are closed monoliths that innovate slowly. No one has built the open, AI-native infrastructure layer for European automotive. That is the gap.

Moats built at the **one-way doors**.

The deepest moat is canonical European vehicle data — designed to compound as dealers join. Beneath it sit architecture decisions competitors on legacy stacks cannot retrofit.



Canonical vehicle data

Cross-market, historic, lineage-tracked — years to build, better with scale.



Network effects

More modules → more value → more dealers → more module builders.



Tenant isolation & owned data

Row-level security; data in open formats the customer owns.



Outcome-logged AI

Every recommendation stored with its result — a dataset no newcomer can replicate.

Start in the Nordics. Expand across Europe — and the value chain.

BEACHHEAD

Nordic car dealers

Thousands of dealers; each spends materially on a DMS plus peripheral tools today.

EXPANSION

European dealers

Tens of thousands across the EU as the canonical data model extends market by market.

PLATFORM

The whole value chain

Workshops, financiers, marketplaces, fleets and OEMs multiply the addressable market.

MARKET SIZING ILLUSTRATIVE · TO BE VALIDATED WITH DEALER RESEARCH

Recurring software, compounding ecosystem.

Modular SaaS

Per-dealer subscription per module (DMS, valuation, data, intelligence).
Land with one, expand to many.

Ecosystem revenue

Marketplace revenue share as third parties build and sell modules on the platform.

Consulting bridge

SIAX consulting funds the product build and preserves a 10-year focus until SaaS carries itself.

Augment-first adoption lowers the barrier to land; modular expansion and an ecosystem raise net revenue retention over time.

From wedge to infrastructure.

NOW

Module 1 — Vehicle data

Canonical European vehicle data + AI valuation with confidence and lineage.

NEXT

Module 2 — AI decisions

Connect Fortnox and the dealer stack; AI/ML-driven business decisions.

THEN

DMS core + ecosystem

Full modular DMS; open API, SDKs and the first third-party modules.

LATER

The operating system

Workshops, financiers, marketplaces across Europe on one core.

Built by an operator who has shipped data platforms before.

Simon Axelsson — Founder

Founder of SIAX Technology AB. Built production data platforms and BI on a modern cloud/data stack, with deep hands-on automotive-data experience. Building VehIQ with the architecture-first discipline this kind of infrastructure demands.

Status

- Pre-seed; product and architecture in active build.
- Engaging Nordic dealers as design partners.
- Hiring founding engineers post-round.

Raising a **pre-seed** round.

We're in conversation with pre-seed investors who want to back the infrastructure layer for European automotive. The round funds the founding team and the first paying design partners.

RAISING

€ —

Set your target; placeholder for the deck.

USE OF FUNDS

Team + GTM

Founding engineers, first dealer rollouts, vehicle-data access.

MILESTONE

Design partners live

Module 1 in production with paying Nordic dealers.



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