I'm a car dealer.
I built the software
I couldn't find.

Created inside a working dealership.
Now seeking the partner to lead its next stage.



Kevin Egan

Founder, H2O Dealer Management

Irish-based car dealer and entrepreneur

25+ years in the motor industry

Kevin Egan Cars
Five Irish Car Dealer of the Year awards

One platform for the dealership.

H2O brings the daily work of a dealership together, with clearer visibility of activity, performance and profitability.

Sales & stock

Manage vehicle stock and the sales process, with visibility of margins and dealership activity.

Service & parts

Bring service, aftersales and parts operations into the same management platform.

Leads, reporting & targets

Connect enquiries and follow-up with the reporting and targets needed to manage performance.

CONNECTED ACCOUNTING

Xero integration

A significant advantage

Dealers manage their business through H2O, while accountants continue using the accounting platform they already know.

THE BUSINESS TODAY

Live product. A platform to build on.

20

dealerships live

€5,000+

monthly recurring revenue

€700k

total invested to date

Management snapshot. Investment is historic funding, not a valuation or a new funding request.

Soft launch: growth to date through the founder's network.

THE NEXT STAGE

Build on a product already operating in Irish dealerships.

Combine dealership expertise with experienced SaaS leadership to develop sales, pricing, onboarding and customer success.

WHAT A PARTNER ADDS

Commercial leadership
A repeatable growth plan
Distribution and market access

COMMERCIAL GROWTH POTENTIAL

A small operating cost.
Significant scope to grow revenue.

ANNUAL H2O COST / TURNOVER

0.023%

€21m

annual dealership turnover

€4,800

annual H2O subscription (€400/month)

Example based on Kevin Egan Cars.

More customers.
More revenue per dealership.

This illustrates the potential for experienced SaaS operators to develop pricing and revenue, while continuing to deliver strong value to dealerships.

Price increases

Align pricing with dealership size and the value delivered.

Better-structured packages

Develop tiered packages and dealership-group offers.

Additional revenue streams

Assess premium modules, implementation and training services.

Commercial opportunities to assess, not committed price rises or existing additional revenue.

An opportunity beyond Ireland.

Build on a live Irish business with experienced SaaS leadership, stronger distribution and a repeatable onboarding process.

IRELAND | MANAGEMENT ILLUSTRATION

4%

share of the Irish dealer market

€900k

potential annual revenue

A PARTNER-LED EXPANSION PLAN

Choose the markets

Assess the UK, selected European markets and other international opportunities, including Australia, New Zealand and South Africa.

Build the route to market

The partner would prioritise markets, develop distribution, and determine the local product and onboarding work needed for expansion.

The 4% / €900k scenario is management's illustration, not current revenue or a forecast. Underlying market-size and revenue-per-dealership assumptions remain subject to validation.

THE PARTNERSHIP

The next stage starts with the right partner.

H2O is seeking a strategic operating partner to lead commercial growth and international expansion.

THE PARTNER LEADS

Commercial direction, sales, pricing, onboarding, customer success, distribution and international expansion.

KEVIN REMAINS

Founder and product visionary, bringing dealership expertise and product direction without taking the day-to-day commercial CEO role.

TAKE THE NEXT STEP

Request the confidential investor briefing

Proposed ownership, funding position and partnership terms.
Requests are reviewed by Kevin before the briefing is released.

Scan to request

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