**Company and Product Summary**

**Fictitious Company name:** **AxleWave Technologies**

**Industry:** Automotive retail SaaS (dealership & OEM operations)

**Geographic focus:** North America first; EU/UK in year 2

**One‑liner:** **AxleWave** provides **DealerFlow Cloud™**, a modern, cloud‑native retail operating system that unifies dealership **sales, F&I, service, parts, CRM, and accounting** with open APIs, embedded analytics, and AI copilot workflows.

**One‑liner:**

* **PRD**: clear personas (GM, Sales Mgr, Service Dir, Controller, OEM PM), P0/P1 functional requirements, measurable success metrics (e.g., -25% deal time, -3 days month‑end close), NFRs (99.9%+ SLOs, SOC2/ISO, PCI).
* **MRD**: crisp ICPs, TAM/SAM/SOM sizing, competitive posture vs. legacy DMS and point solutions, packaging & pricing model.
* **SAD**: Kubernetes microservices, event backbone (Kafka), OIDC/OAuth2, RBAC, PII tokenization, lakehouse analytics, OEM adapters, SDKs & webhooks.
* **Tech docs**: REST/GraphQL resources, auth flows, event names, SDKs, and integration patterns.
* **Feedback log**: realistic sample entries and a ready‑to‑use template to drive backlog linkage.

**Pitch Deck**: AxleWave + DealerFlow Cloud™ — 12‑slide deck