PARKWIZ - YOUR PARKING COMPANION

Designed For: COMMON PEOPLE

Designed By: ACE - SQUAD

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Version: 1



KEY PARTNERS



KEY ACTIVITIES



VALUE PROPOSITIONS



CUSTOMER RELATIONSHIP



CUSTOMER SEGMENTS

Real-Time Space Detection: Use sensors and cameras to monitor parking availability.

User Interface: Provide apps for searching, reserving, and navigating to parking spots.

Automated Payments: Enable easy, automated payment processing.

Space Management: Dynamically allocate and manage parking spaces.

Data Analytics: Analyze usage for optimization and reporting.

System Integration: Connect with smart city infrastructure and third-party services.

Security: Implement surveillance and access control systems.

Environmental Monitoring: Manage energy use and integrate EV charging. Customer Support: Offer support and collect feedback for improvements.

1. App Development: Building and integrating features.

- 2. Testing: Ensuring functionality and user experience.
- 3. Marketing: Promoting via social media and ads.
- 4. Customer Support: Assisting users.
- 5. Data Management: Handling and securing data.
- 6. Partnerships: Collaborating with stakeholders.
- 7. Maintenance: Updating and improving the app.
- 8. Performance Monitoring: Tracking and analyzing performance.



KEY RESOURCES

The key sources of value for your smart parking system include offering real-time parking availability, enabling easy reservations, providing multi-location access, utilizing dynamic pricing, integrating with GPS for seamless navigation, enhancing security through license plate recognition and secure payment options, delivering a personalized user experience with profiles and notifications, reducing traffic congestion, promoting eco-friendliness, and leveraging innovative technologies like IoT and AI with continuous upgrades.

Convenience: Real-time spot availability, easy reservations, and multi-location access.

Efficiency: Dynamic pricing and GPS integration for seamless navigation.

Security: License plate recognition and secure payment options.

User Experience: Personalized profiles and instant notifications.

Impact: Reduces traffic congestion and promotes ecofriendliness.

Innovation: Leverages IoT, AI, and continuous tech upgrades. For your real-time car parking system using computer vision, your business plan should focus on providing seamless customer experiences by offering real-time parking detection, reducing congestion, and improving space efficiency. Target parking lot operators and municipalities, using demos and partnerships for customer acquisition. Engage and retain customers with strong support, regular updates, and loyalty programs. Prioritize scalability and continuously gather feedback to enhance your system, ensuring long-term customer satisfaction and success.



CHANNELS

- Social Media: Facebook, Instagram, LinkedIn,
- Digital Advertising: Google Ads, online ad networks
- Content Marketing: Blogs, articles, press releases
- Email Marketing: Newsletters, targeted campaigns
- Partnerships: Property managers, event organizers, smart city projects
- Local Media: Newspapers, radio stations
- Trade Shows and Conferences: Industry events and

- 1. Property Owners and Managers: Owners or managers of commercial properties, shopping malls, hospitals, and residential complexes who need efficient parking management solutions.
- 2. Municipalities and City Governments: Local governments seeking to reduce traffic congestion and improve parking infrastructure in urban areas.
- 3. Event Organizers: Large event venues and organizers needing temporary or permanent parking solutions for high-traffic events.
- 4. Smart City Initiatives: Developers involved in smart city projects looking for integrated parking solutions to enhance urban living.
- 5. Tech and IoT Companies: Companies interested in integrating ParkWiz with their existing smart technologies or expanding their service offerings.



COST STRUCTURE



REVENUE STREAM

Implementing ParkWiz with a budget of ₹5,000 is challenging but feasible for a scaleddown version. This amount could cover initial costs like domain registration and basic marketing. For a more comprehensive solution, including full app development and infrastructure, a larger budget is needed. However, starting small allows for testing and refining key features before scaling up.

Revenue for your real-time car parking system can be generated through subscription fees from parking operators and municipalities, charging for system installation and setup, and offering ongoing maintenance and support contracts. Additional revenue can come from providing data analytics services that offer insights on parking usage, and licensing your technology to other companies or cities. These streams can be customized based on customer size, usage patterns, and specific requirements.