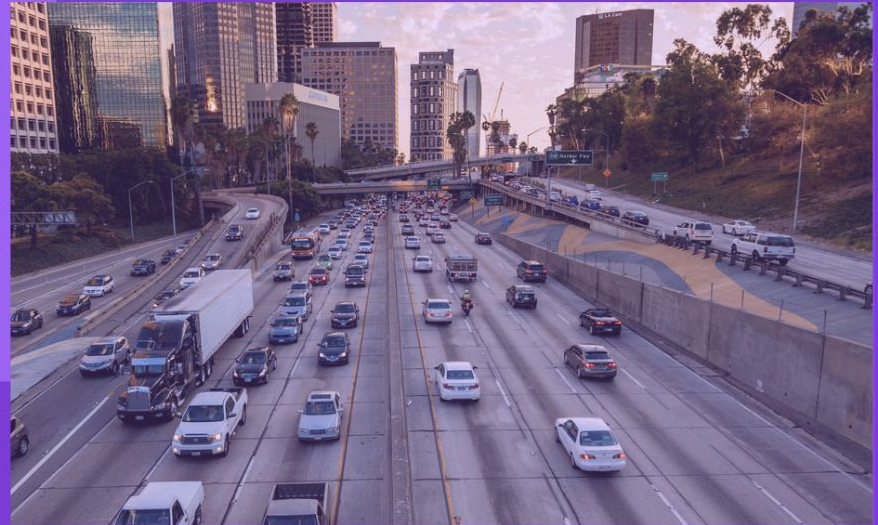PARK TO THE FUTURE

iParkIT

Our Mission Statement

to provide drivers with a simple solution to the social inconvenience of locating an appropriate parking space in a sustainable manner

AGENDA

1 WHAT IS IPARKIT?

2 PROBLEMS & SOLUTIONS

3 CUSTOMER SEGMENTS

4 GO-TO MARKET PLAN

5 BUSINESS MODEL

6 COST STRUCTURE

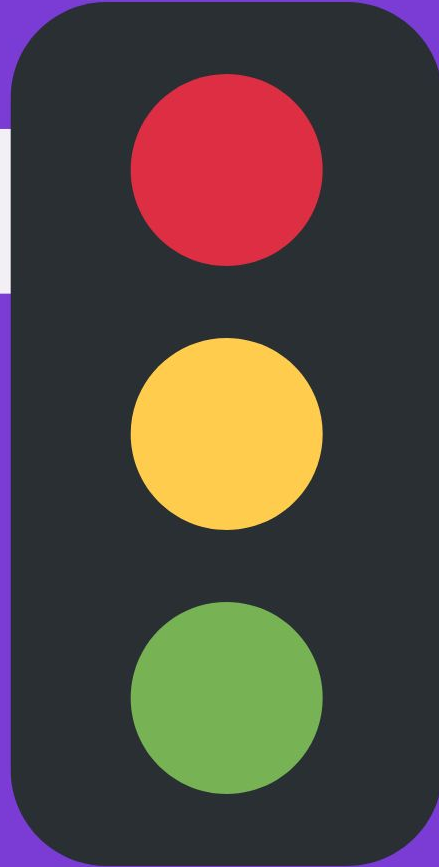**7** COMPETITIVE ADVANTAGE

8 APP DEMO

What is iParkIT?

A service that provides drivers with a rented driveway space through crowdsourcing.

A tool used by businesses to track customer traffic and manage parking prices.

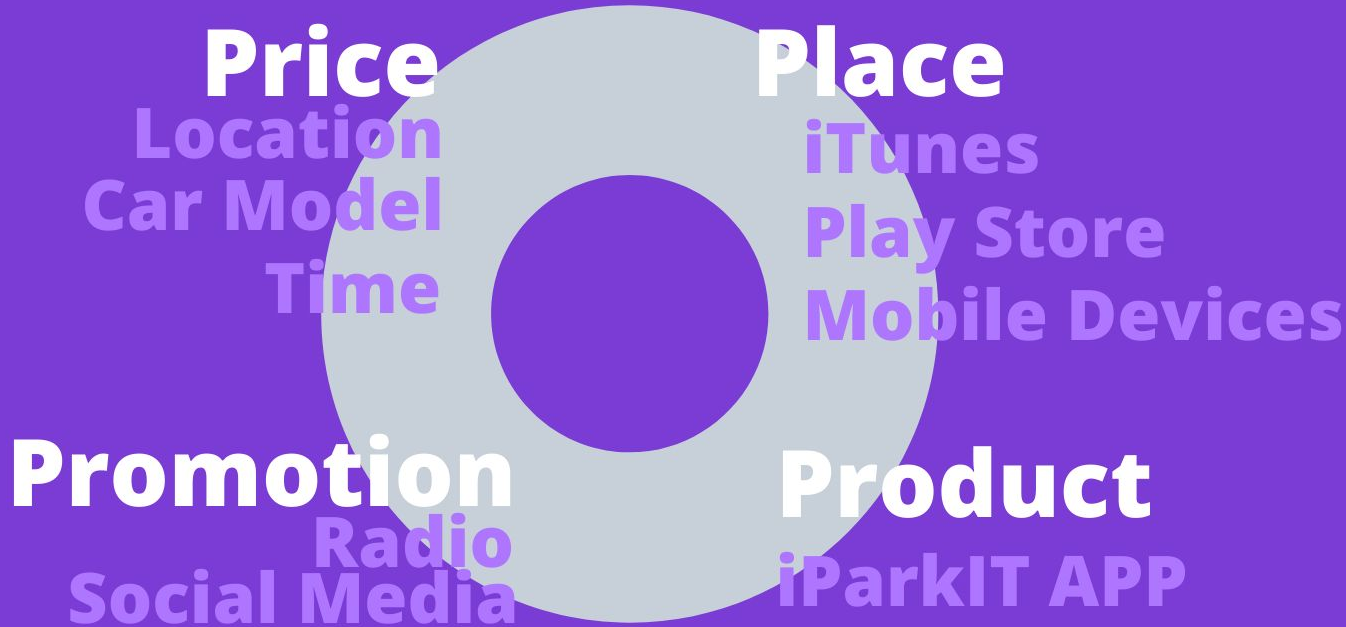An intuitive app that can be easily downloaded and used on the go.

The Problem

- **Vehicles produce a lot of carbon emissions**

- **Time Consuming**

- **More Collisions and Road Rage**

Our Solution

- **Efficient parking allows for cars to stay off the roads and reduce emissions**

- **Less time to find parking space**

- **Less collisions and accidents on the road**

Customer Segments

Price
Location
Car Model
Time

Place
iTunes
Play Store
Mobile Devices

Promotion
Radio
Social Media

Product
iParkIT APP

Sample Advertisement

GO-TO MARKET PLAN

Step #1

Obtain Funding

Step #2

Business Plan

Step #3

Develop an App

Step #4

Create A Website

Step #5

Launch Service

BUSINESS MODEL
[REVENUE TO PROFIT]

REVENUE - **TAX** **CAPITAL COSTS** = **PROFIT**

OPERATIONAL COSTS

COST STRUCTURE

Expenses

- **Tech Platforms**
- **Marketing**
- **Personnel**

Revenue

- **Business Booking**
- **Advertising**
- **Commission per Transaction**

COMPETITIVE ADVANTAGE

The app allows users to book locations directly from the phone app

Special tailored analytic tools for Businesses. (Monthly subscription)

APP SAMPLING

SPONSORS: