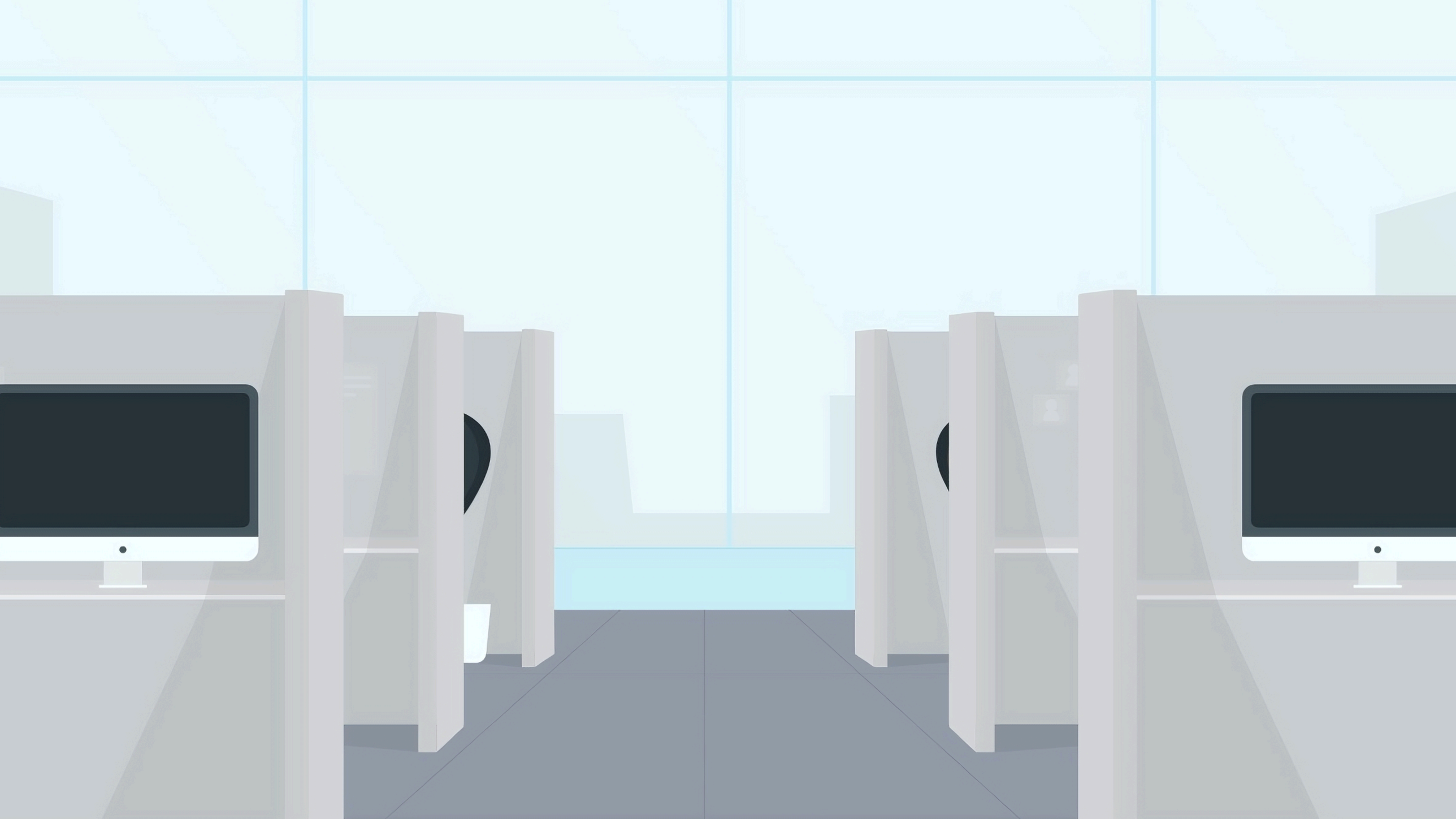


-ISPP PRESENTS-

APARKING

SEE YOU HERE, PARK YOU HERE

Feedback

WHAT IS APARKING?

+17 h/y

Average Driver

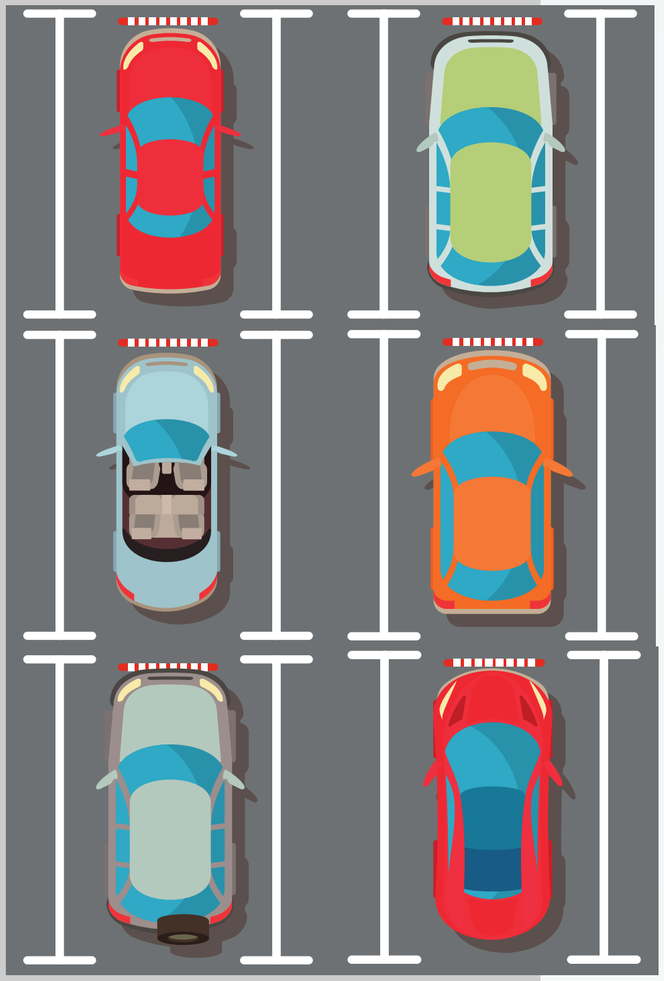
Pollution

Stress & Bad Mood

Waste Time

Feedback

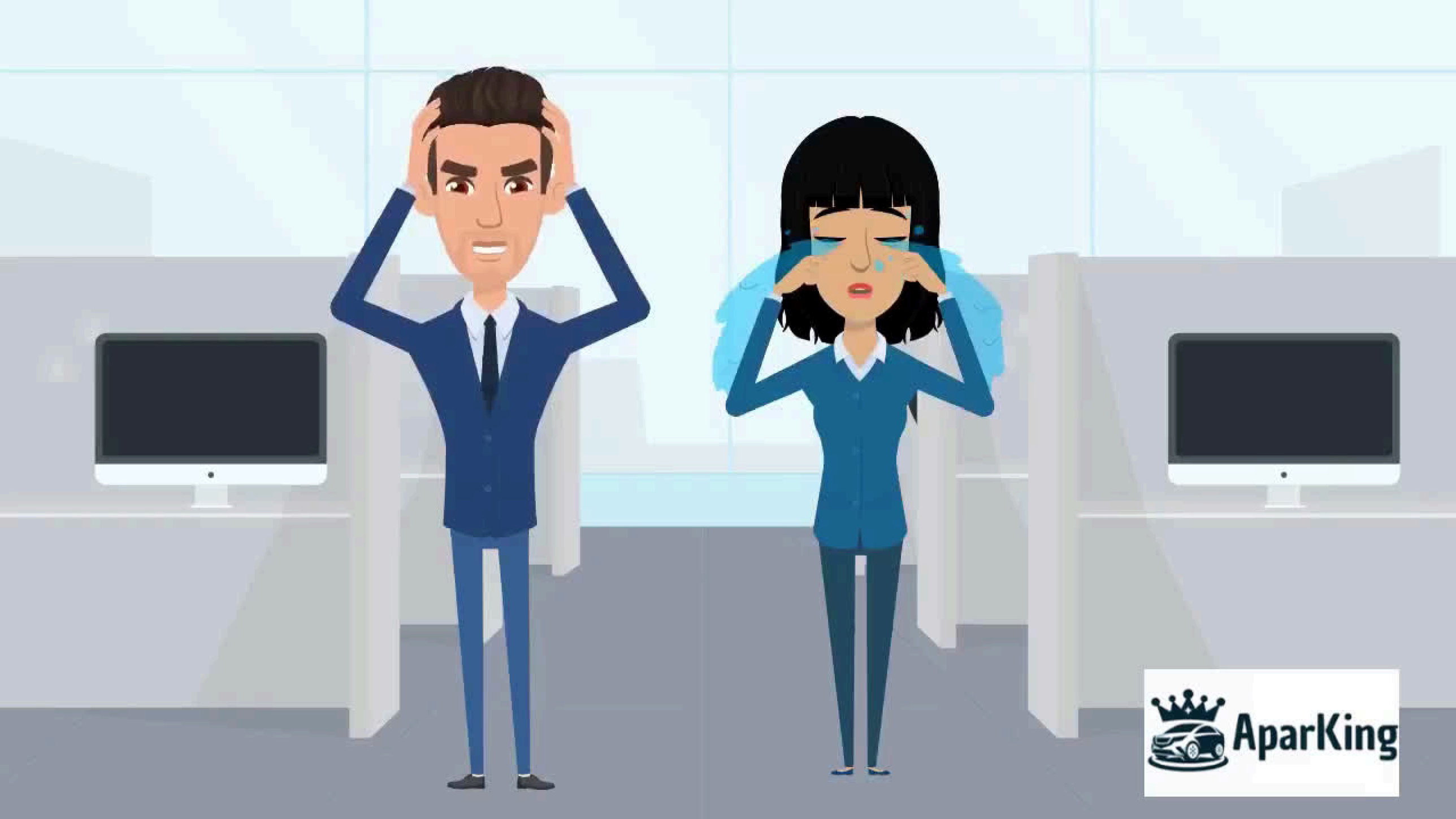
WHAT IS APARKING?



The largest database, **users**.

Right on target

Rent your place


AparKing

DEMO

Transfer parking

Credit bonus

Private parking

Feedback

COMPETITOR ANALYSIS

	telpark	Parclick	JustPark	
A sense of community	✓	✓	✓	✓
Rent your own private garage	✓	✓	✓	✓
Look for other users' garages		✓	✓	✓
Integrates private parking meters			✓	
Finding real time where to park			✓	✓
Hand over parking lots				✓
Available everywhere				✓

Feedback

COMPETITOR ANALYSIS

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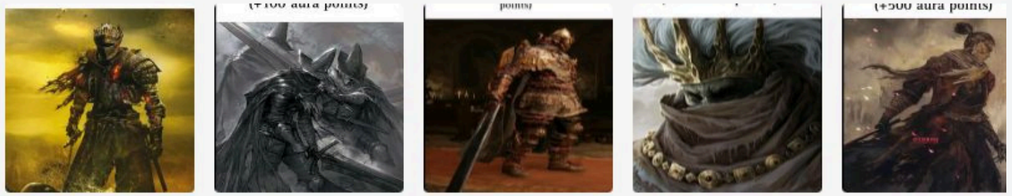
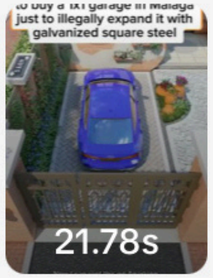
Hand over parking lots				✓
Available everywhere				✓

MARKETING IMPACT



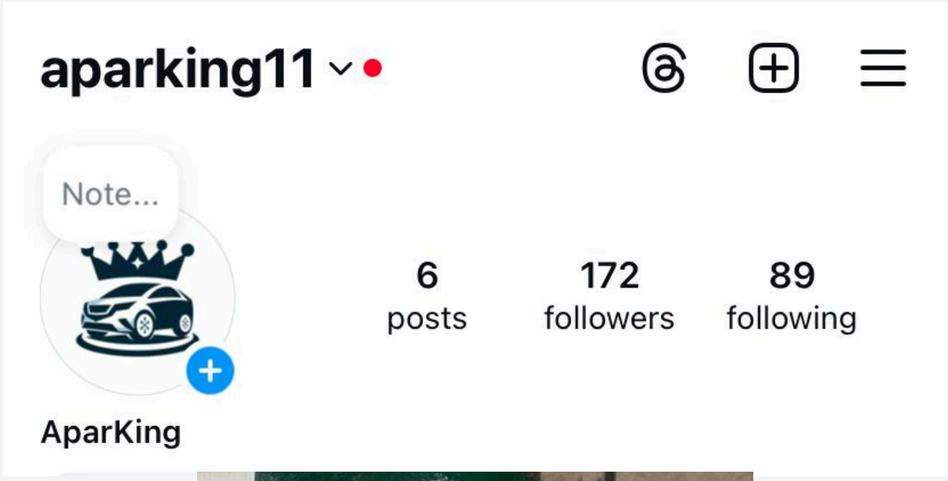
Posted on May 15, 2024 2:01 PM

1,320 | 162 | 3 | 13 | 6



Posted on May 18, 2024 5:00 PM

2,290 | 75 | 3 | 8 | 2



OUR TEAM

Coordinators

- Meetings every week
- Select and create tasks

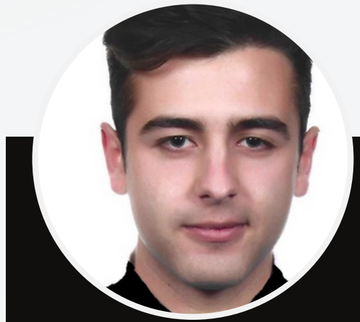
Group 1

Group 2

GROUP 1

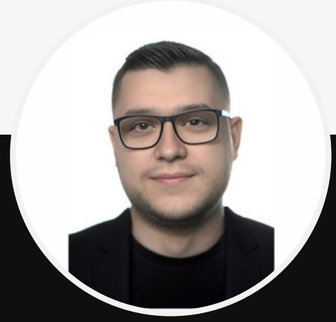
María Vico Martín

Coordinator

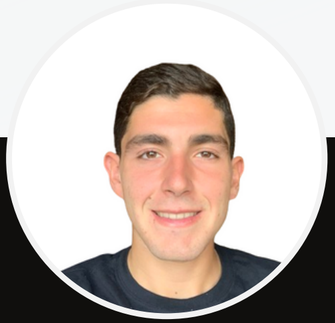


Alejandro Pérez Vázquez

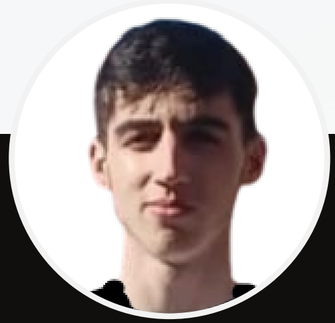
Carmen Ruiz Porcel



Juan Carlos Ramírez López



Sergio Santiago Sánchez



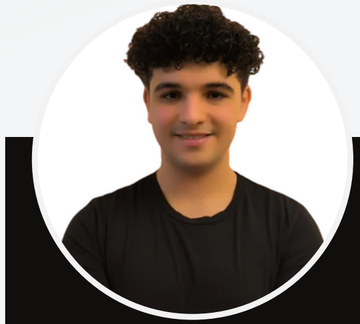
Pedro Jesús Ruiz Aguilar

José Javier Alcobendas

GROUP 2

Alberto Perea León

Coordinator



Mario Aroca Páez

Enrique Caballero Muñoz

Laura Roldán Merat

Iván Sánchez San José

Ismael Ruiz Jurado

Virgilio Oliva Alonso

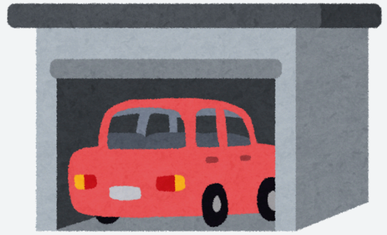
Feedback

KEY ASPECTS

– External aspects

76% Spaniards consider lack of parking a *major* issue

35% of houses have a garage space



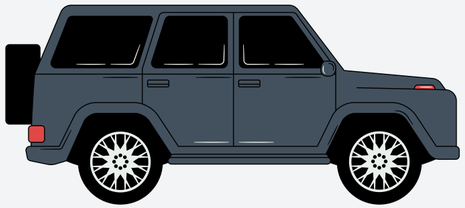
A driver spends 220€ on parking

50k – 100k people rent their garages

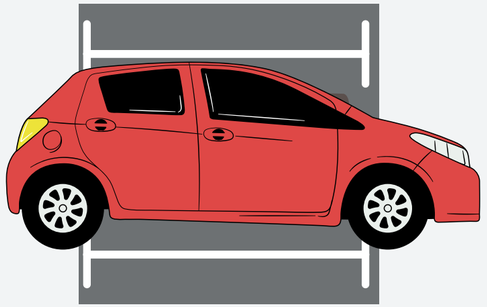
– Market issues

More cars per families

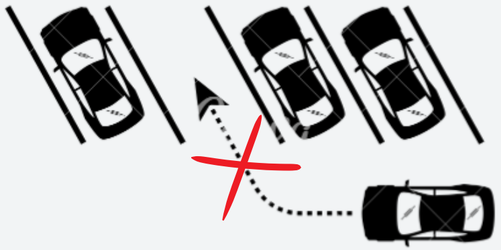
Bigger cars than before



Parking lots are the same



People don't know how to park



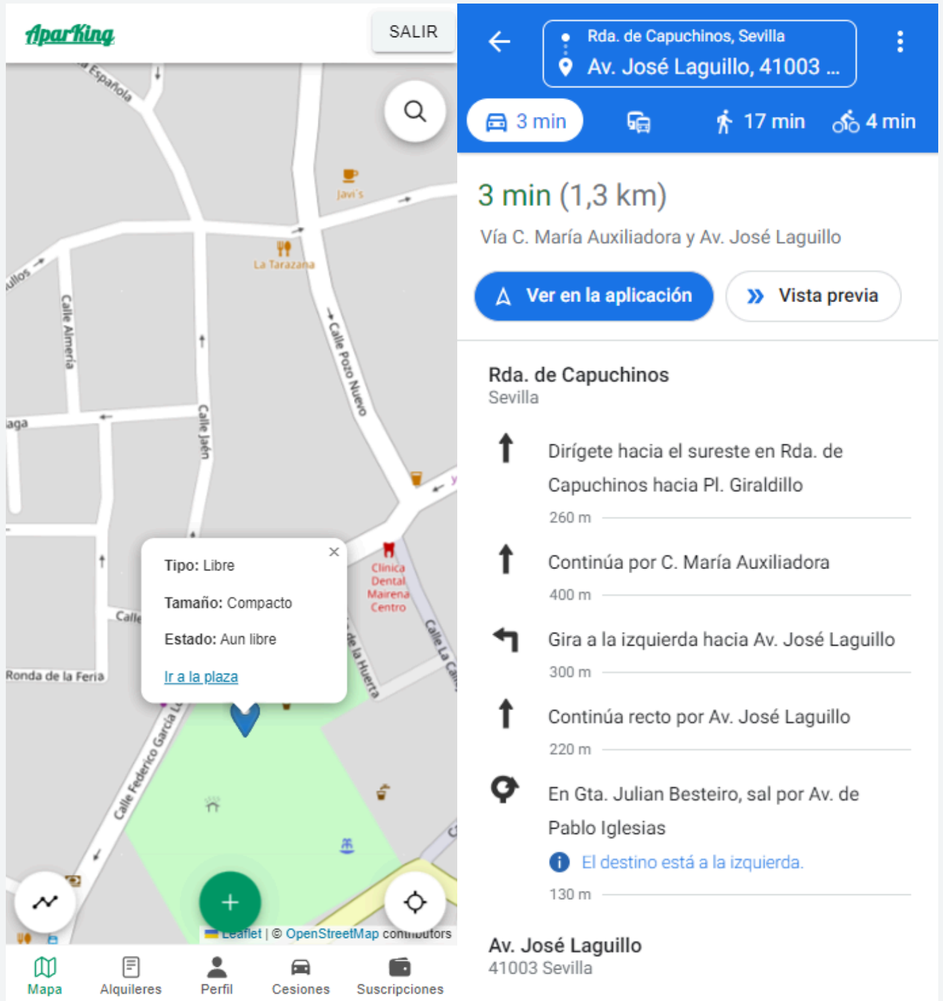
https://neomotor.epe.es/movilidad/aparcar-el-gran-problema-de-la-movilidad-en-espana

Feedback

KEY ASPECTS

– Internal aspects

Park lot handover



Whenever & wherever

Buying garage rental

Feedback

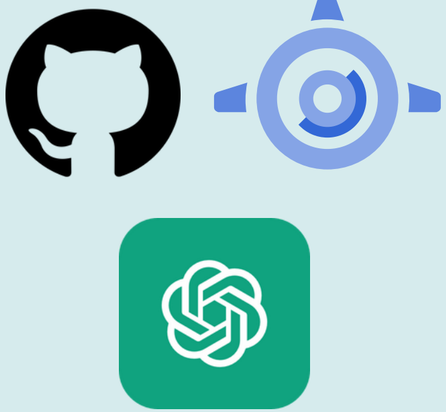
PRICING C.A.

PLAN	PRICING	FEATURES
FREE	0 €	50 + 1 garage
NOBLE	3.99 €	300 + 3 garages
KING	4.99 €	1000 + 5 garages

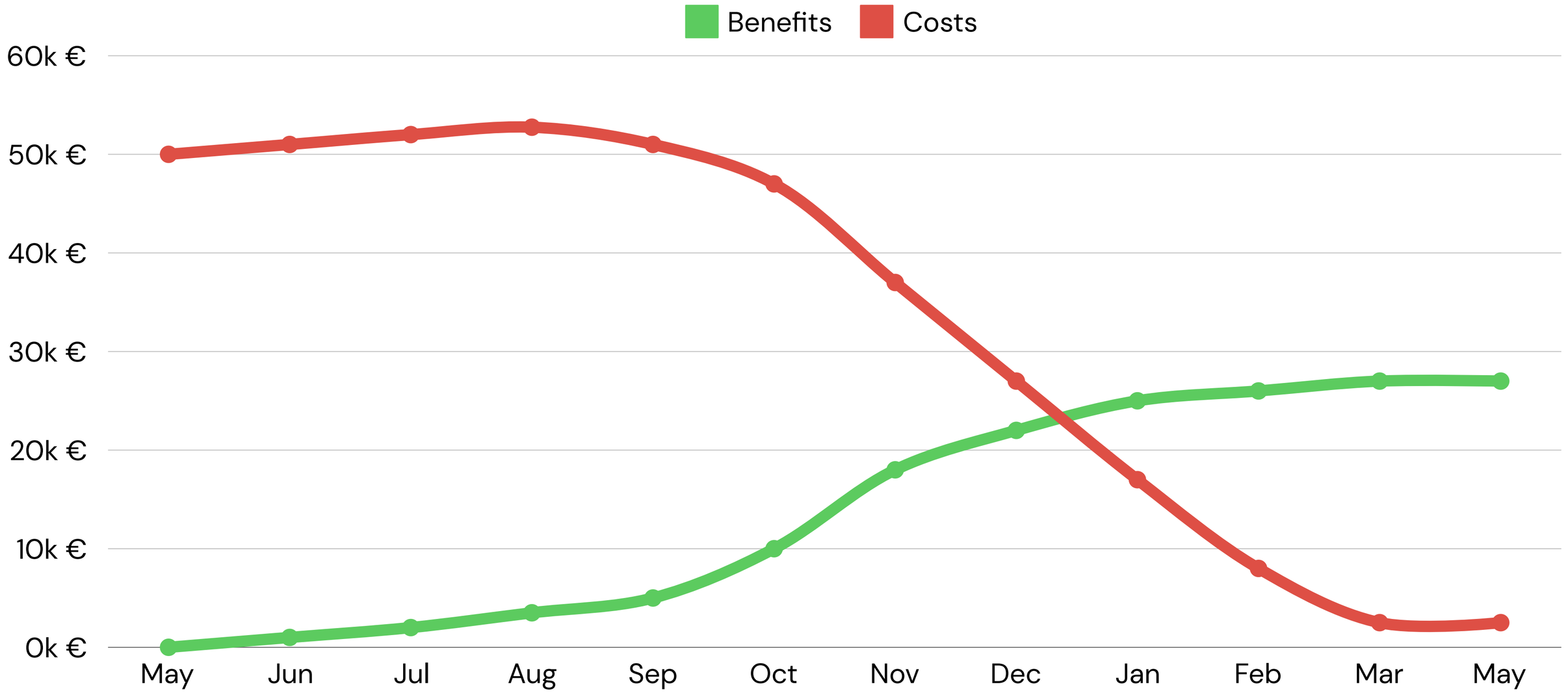
ADS 0.001 € / user

10 0.49 €
(Minimum amount required)

COST ANALYSIS

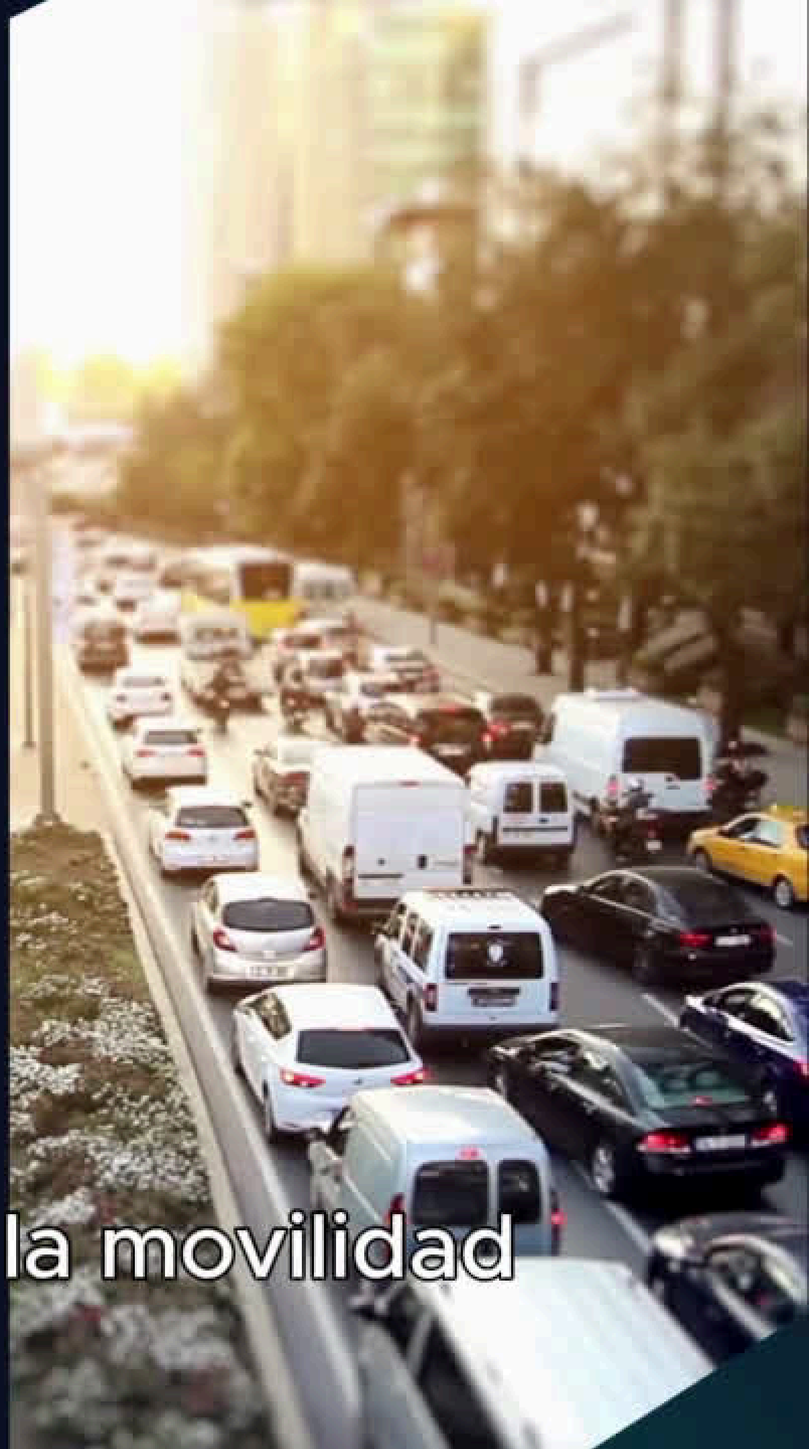
	Capital Expenditure	Operational Expenditure	Contingency	Total Cost of Ownership
REALISTIC 8k users/year	39k €	7k €	4k €	50k €
EXAMPLES	Salary Equipment 	Monthly payments 	Extra hours Change in technologies / tools Equipment breaking	

BENEFITS vs COST



I WANT YOU
TO INVEST IN
APARKING

AparKing



nuestra plataforma no solo mejora la movilidad urbana

AI & SOSTENIBILITY

Formula

$$F = p * k$$

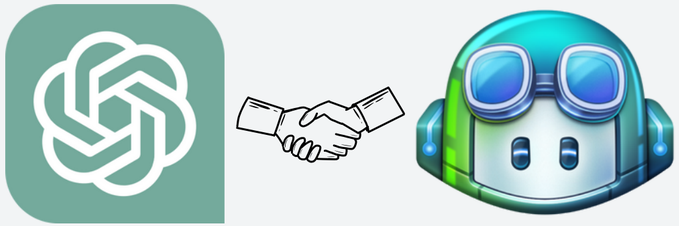
- F = total
- p = promts
- k = IA costs = 0,01 kWh

Last update: 20/05/2024

- *2 new prompts*
- *+ 1.4 grams of C02*

TOTAL = 0.37 KWh = 16.70 g CO2

Most used



Code fix

Eleven Labs

Suno

removebg

Marketing plans

CONTACT US

Landing Page

Clockify Reports

CONTACT US

Landing Page

Clockify Reports