





**- ISPP PRESENTS -**

# **A PARKING**

**SEE YOU HERE, PARK YOU HERE**





Feedback

# WHAT IS APARKING?

6/26

+17  
h/y



Average  
Driver



Stress &  
Bad Mood



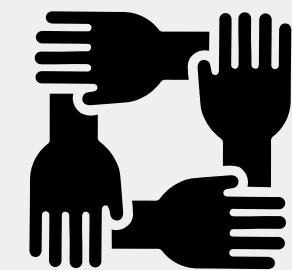
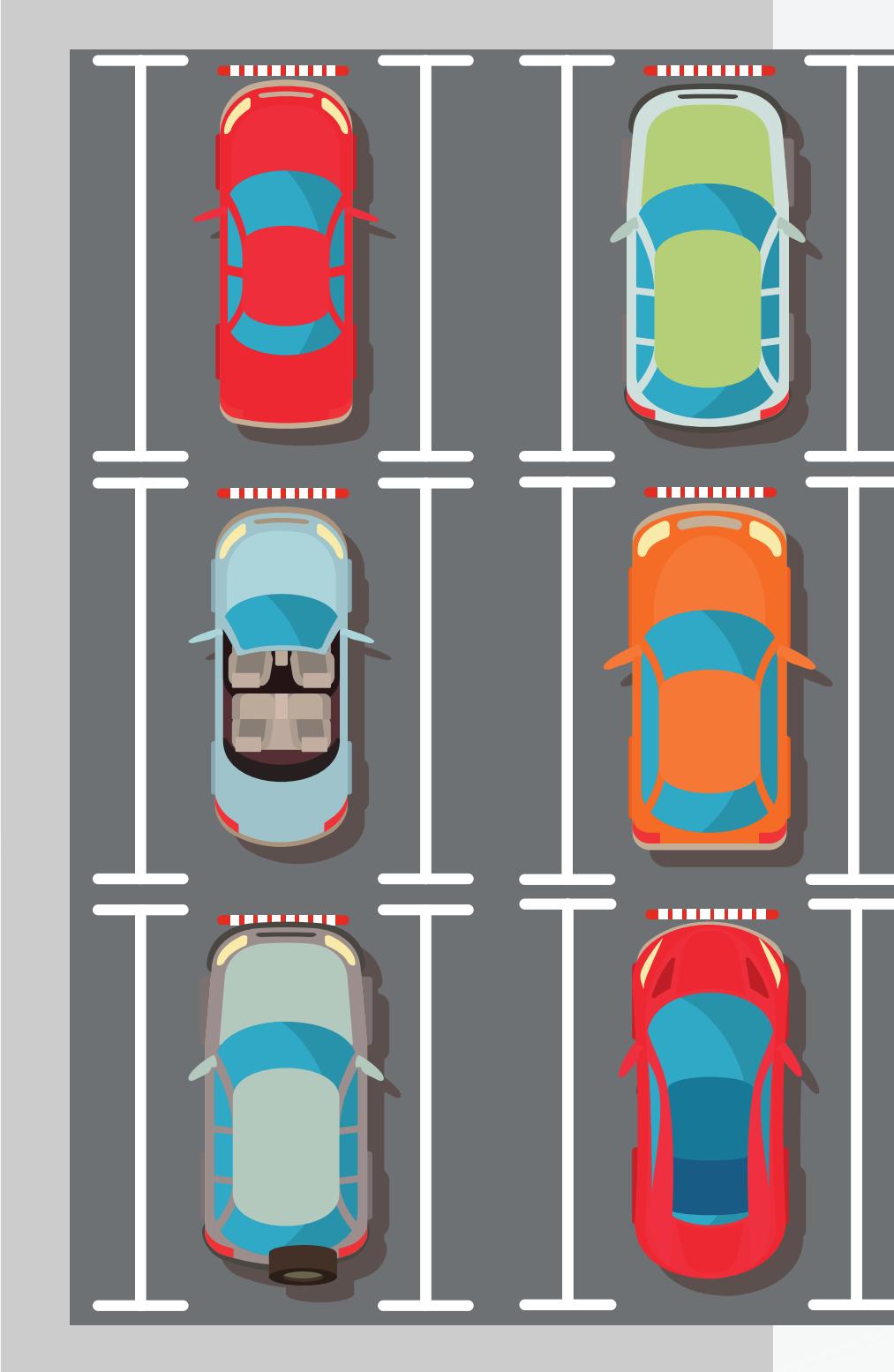
Pollution



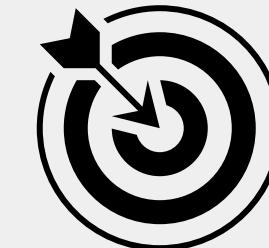
Waste Time



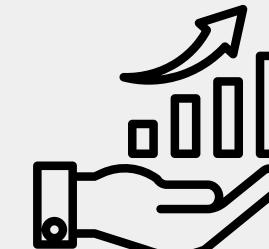
# WHAT IS APARKING?



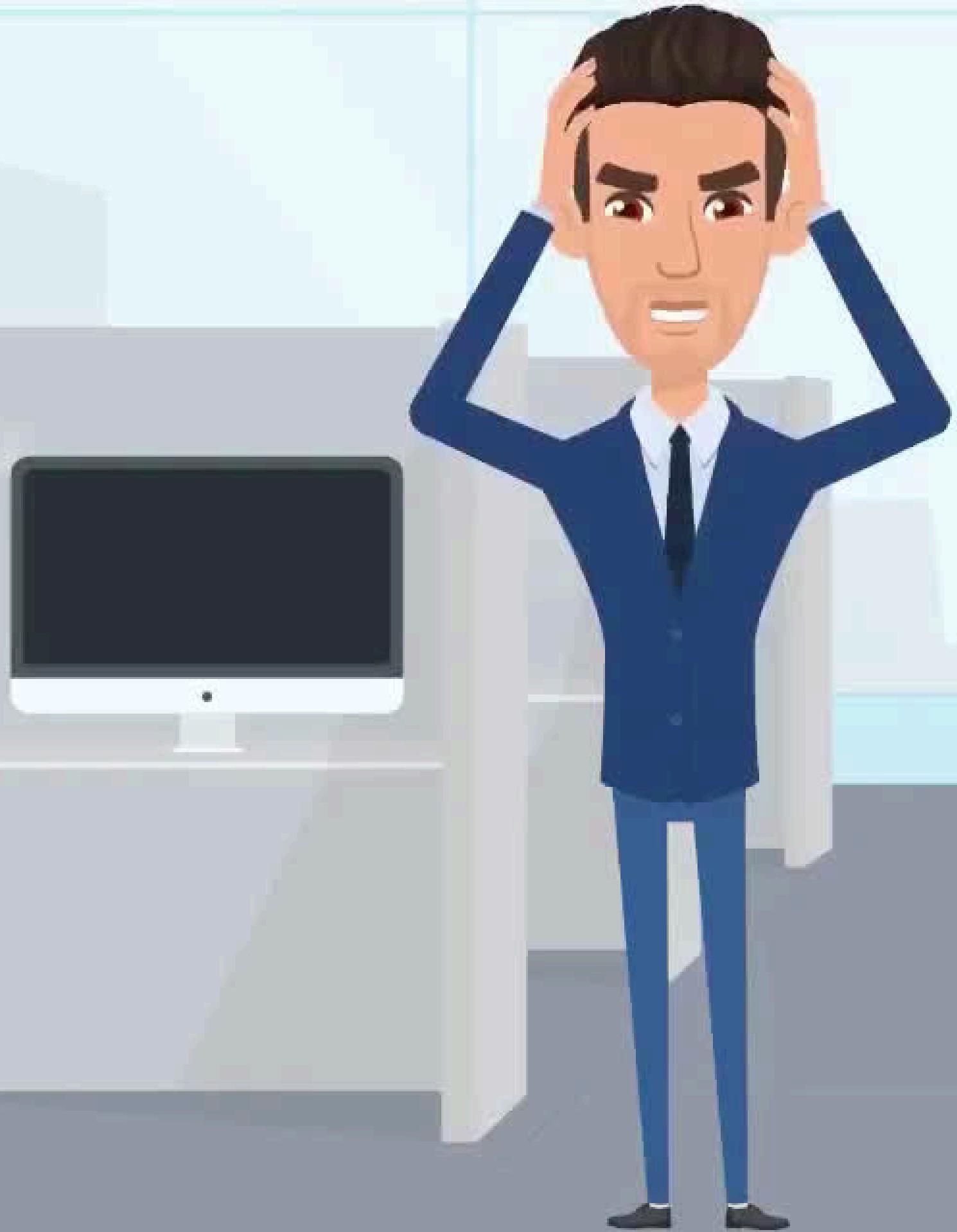
The largest database, users.



Right on target



Rent your place



# DEMO



Transfer parking



Credit bonus



Private parking





# COMPETITOR ANALYSIS

telpark

Parclick

JustPark



	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				✓



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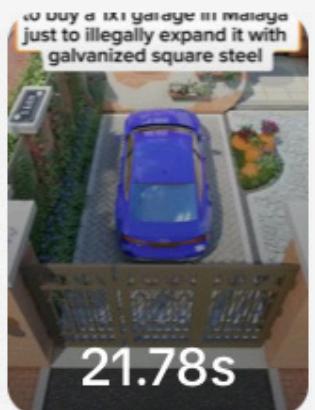
# MARKETING IMPACT

13/26



Posted on May 15, 2024 2:01 PM

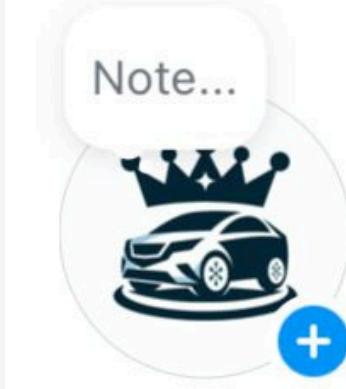
▶ 1,320  
之心 162  
💬 3  
↗ 13  
🔖 6



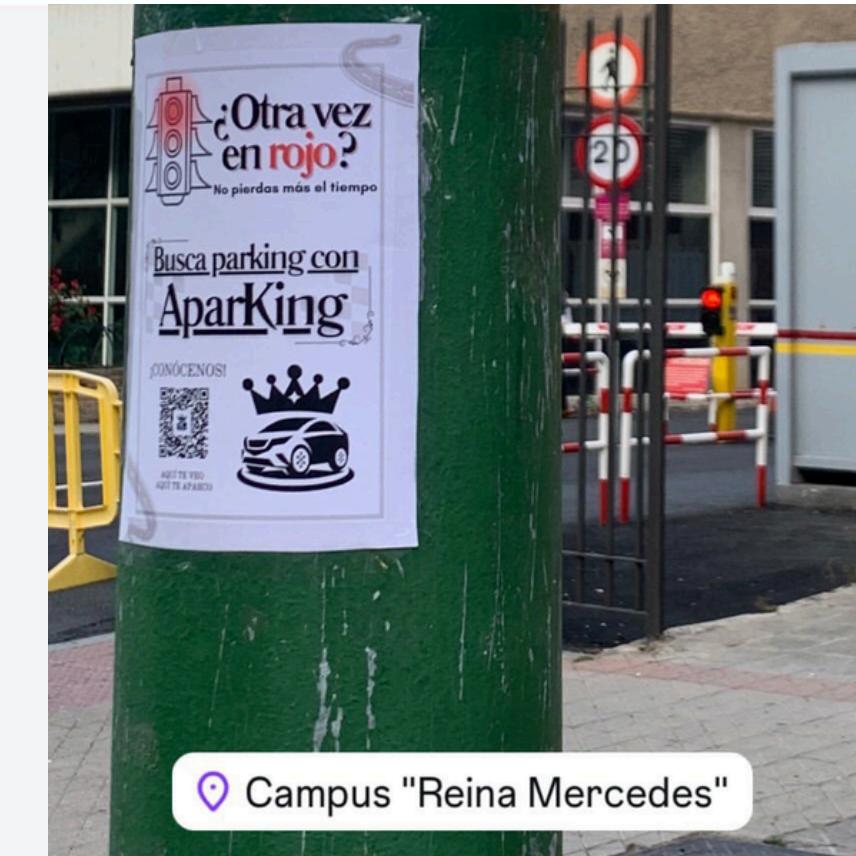
Posted on May 18, 2024 5:00 PM

▶ 2,290  
之心 75  
💬 3  
↗ 8  
🔖 2

**aparking11** •

Note...  
  
AparKing

6 posts    172 followers    89 following



# OUR TEAM

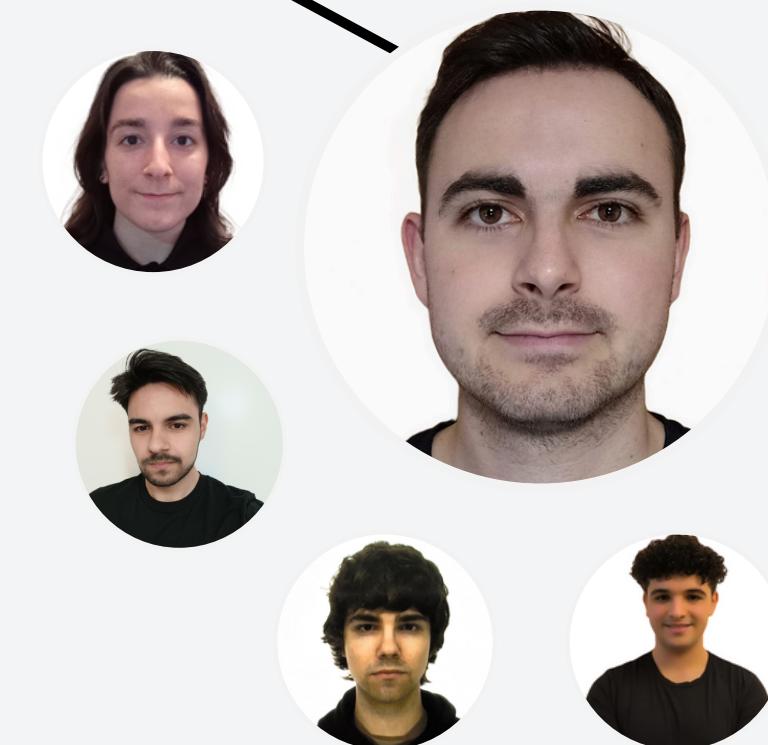
14/26



**Group 1**



**Group 2**



## Coordinators

- Meetings every week
- Select and create tasks

# GROUP 1



María Vico  
Martín

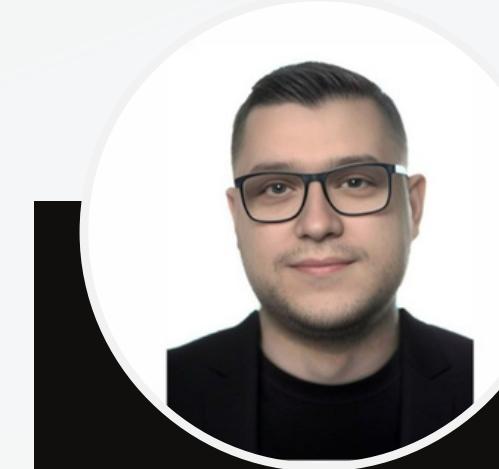
**Coordinator**



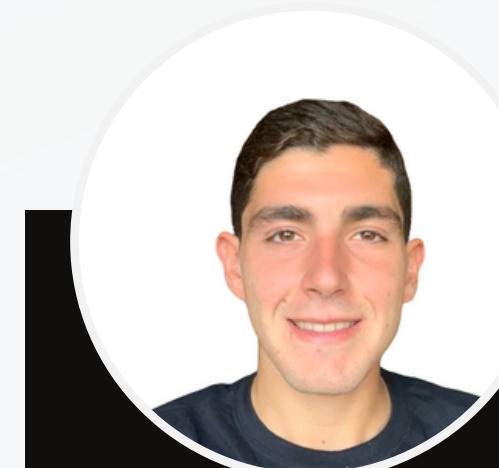
Alejandro  
Pérez Vázquez



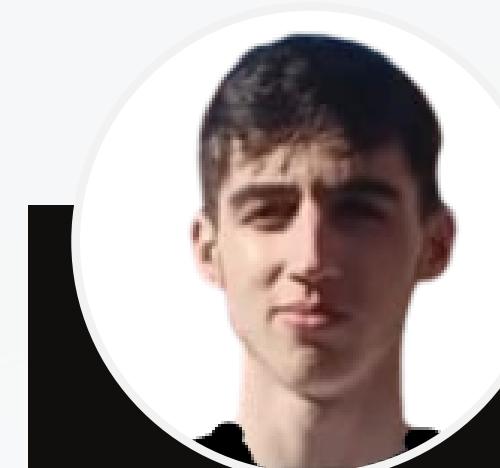
Carmen Ruiz  
Porcel



Juan Carlos  
Ramírez  
López



Sergio Santiago  
Sánchez



Pedro Jesús  
Ruiz Aguilar



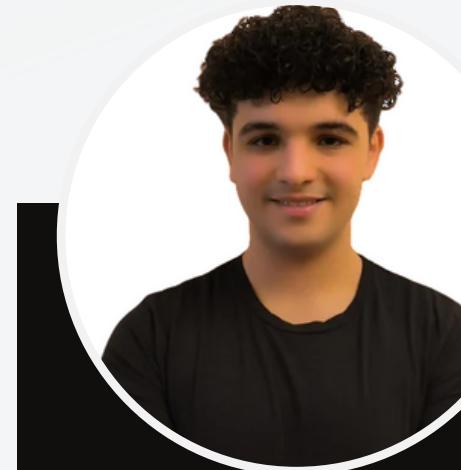
José Javier  
Alcobendas

# GROUP 2

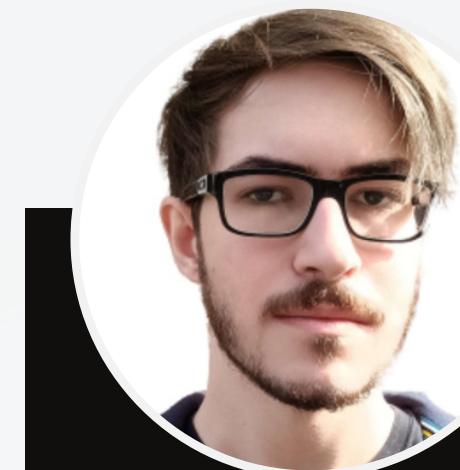


Alberto Perea  
León

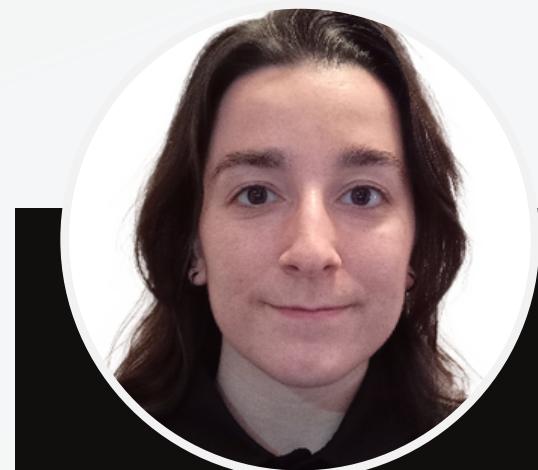
**Coordinator**



Mario Aroca  
Páez



Enrique  
Caballero Muñoz



Laura Roldán  
Merat



Iván Sánchez  
San José



Ismael Ruiz  
Jurado



Virgilio Oliva  
Alonso

# KEY ASPECTS

## - External aspects

76% Spaniards consider lack of parking a major issue



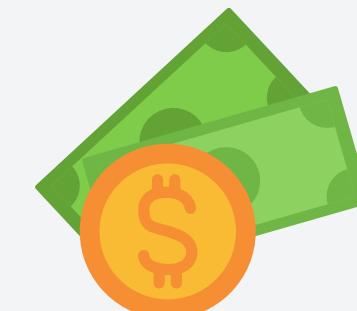
A driver spends 220€ on parking.



35% of houses have a garage space



50k - 100k people rent their garages

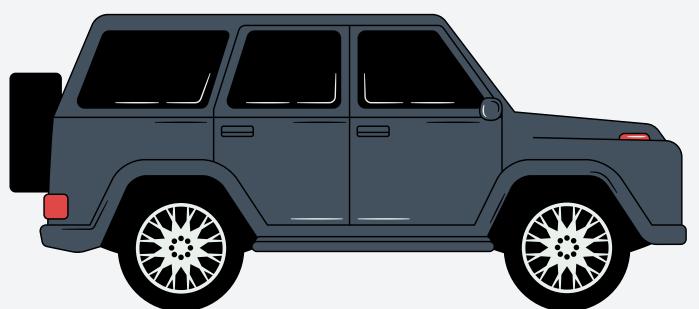


## - Market issues

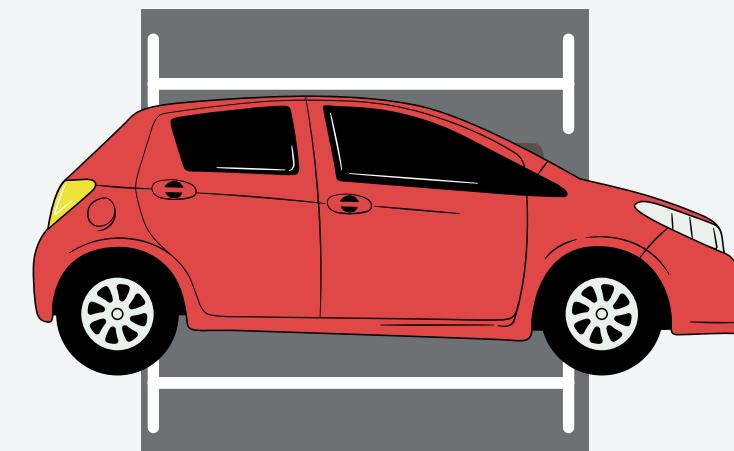
More cars per families



Bigger cars than before



Parking lots are the same



People don't know how to park



# KEY ASPECTS

## - Internal aspects

### Park lot handover

The screenshot shows a map of a city area with several streets labeled in Spanish. A green circle highlights a specific location on a street. A callout box provides detailed driving instructions:

- Dirígete hacia el sureste en Rda. de Capuchinos hacia Pl. Giraldillo
- Continúa por C. María Auxiliadora
- Gira a la izquierda hacia Av. José Laguillo
- Continúa recto por Av. José Laguillo
- En Gta. Julian Besteiro, sal por Av. de Pablo Iglesias
- El destino está a la izquierda.**

At the bottom, there are navigation icons for 'Mapa', 'Alquileres', 'Perfil', 'Cesiones', and 'Suscripciones'.

Whenever & wherever



### Buying garage rental

The page displays a photograph of a small, single-car garage with a concrete floor and wooden walls, located in a residential area. To the right, there is a form for purchasing the garage:

- Suscribirse a normal**  
3,99 € por mes
- Correo electrónico** (input field)
- Información de la tarjeta**  
1234 1234 1234 1234  
MM / AA  
Nombre del titular de la tarjeta  
Nombre completo  
País o región  
España
- Guardar mis datos de forma segura para un proceso de compra en un clic**  
Paga más rápido en este sitio y en todos los comercios que acepten Link.
- Opcional**  
612 34 56 78  
link · Más información
- Pagar y suscribirse** (blue button)

A note at the bottom states: "Al confirmar tu suscripción, permitirás que efectúe cargos de futuros pagos conforme a las condiciones estipuladas. Siempre puedes cancelar tu suscripción."



# PRICING C.A.

## PLAN



## PRICING

0 €

3.99 €

4.99 €



0.001 € / user

## FEATURES

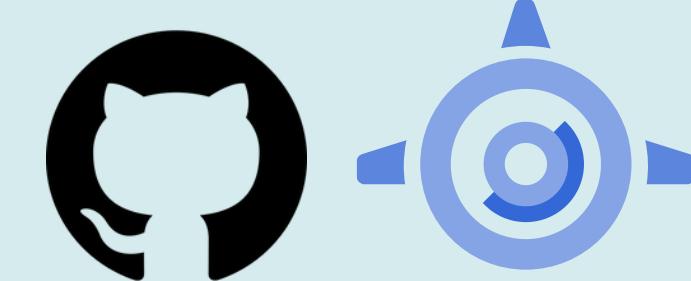
50 + 1 garage

300 + 3 garages

1000 + 5 garages

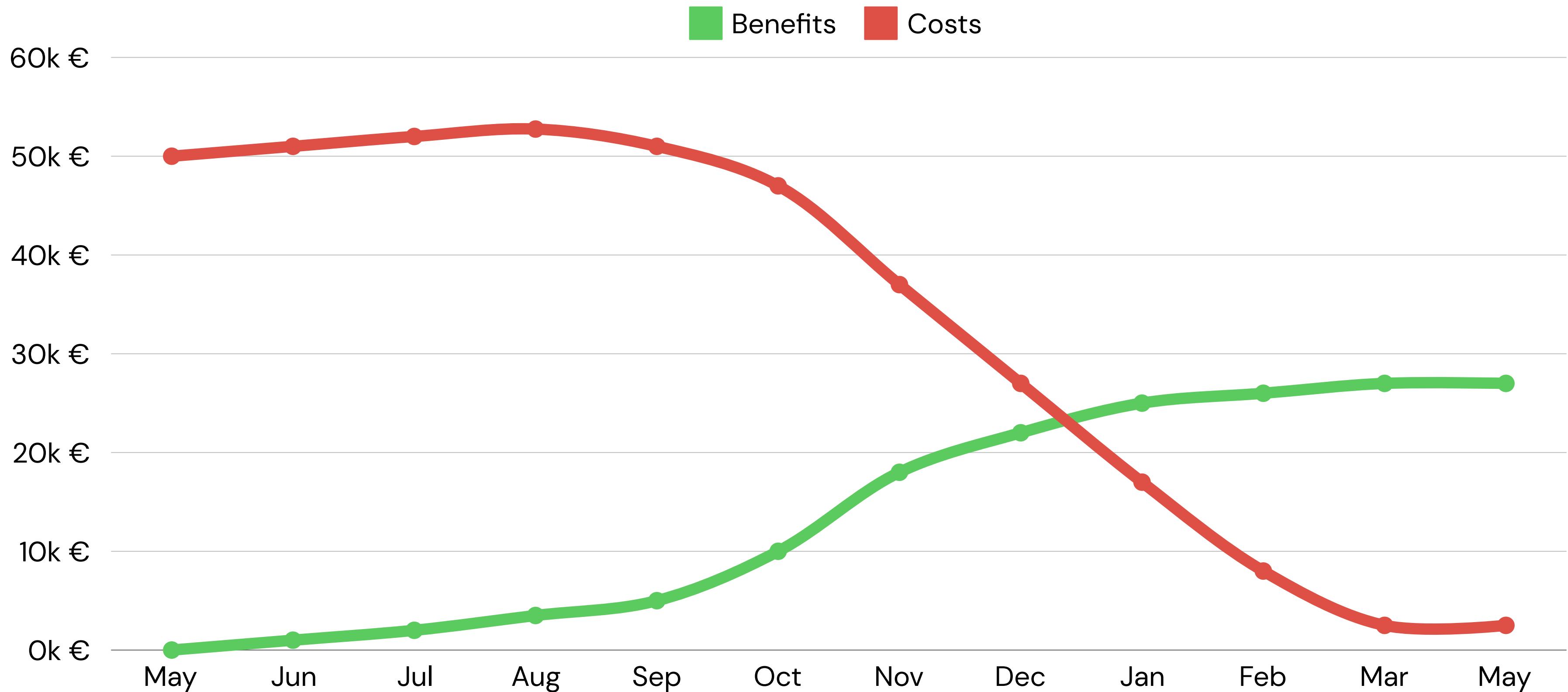
0.49 €  
(Minimum amount required)

# 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

21/26

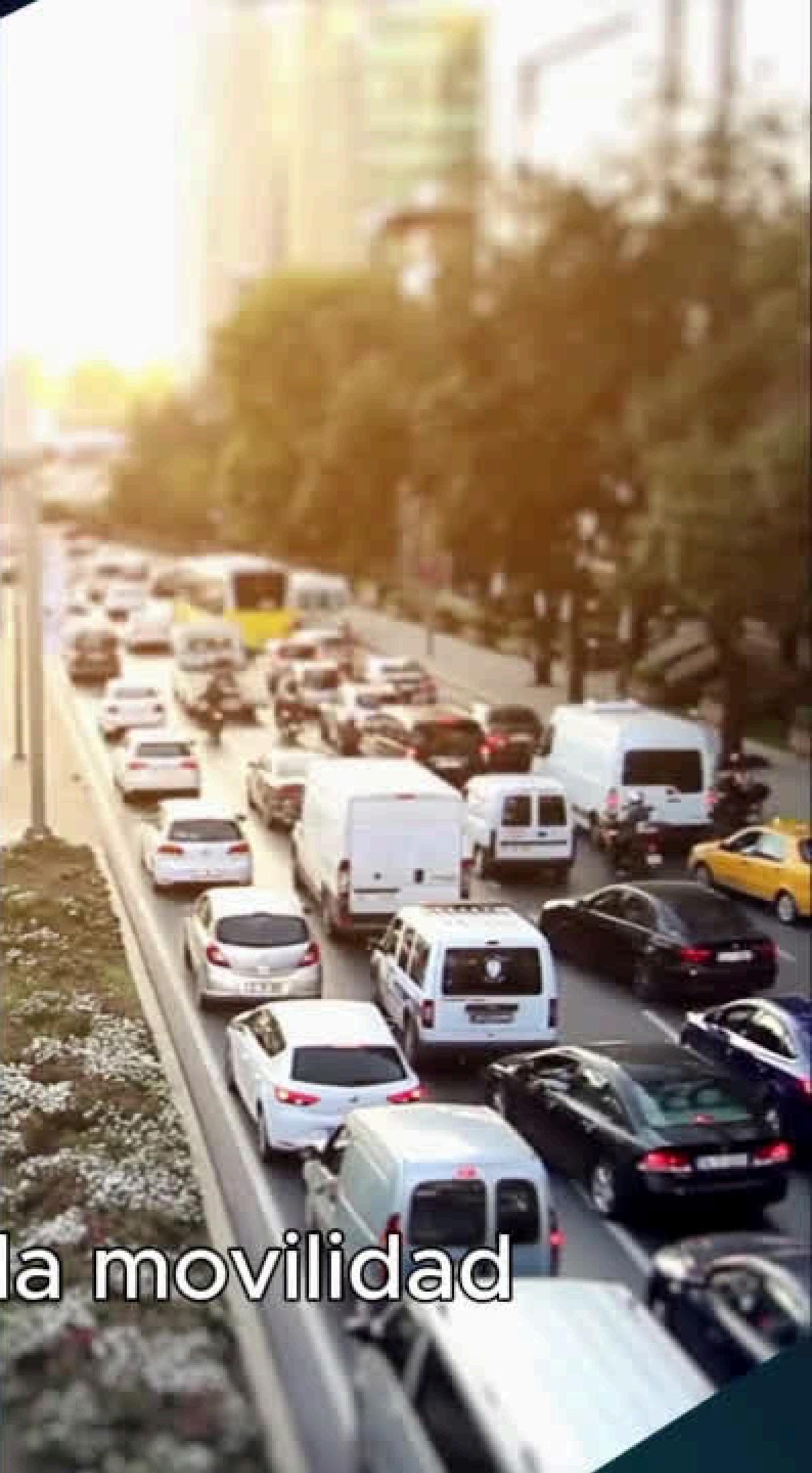




# AparKing



nuestra plataforma no solo mejora la movilidad  
urbana



# AI & SOSTENIBILITÀ

## Formula

$$F = p * k$$

$F = \text{total}$   
 $p = \text{prompts}$   
 $k = \text{IA costs} = 0,01 \text{ kWh}$

Last update: 20/05/2024

- 2 new prompts
- + 1.4 grams of CO<sub>2</sub>

TOTAL = 0.37 KWh = 16.70 g CO<sub>2</sub>



## Most used



Code fix

Eleven  
Labs

Suno  
removebg

Marketing plans

# CONTACT US

25/26



Landing Page



Clockify Reports

# CONTACT US



Landing Page



Clockify Reports