

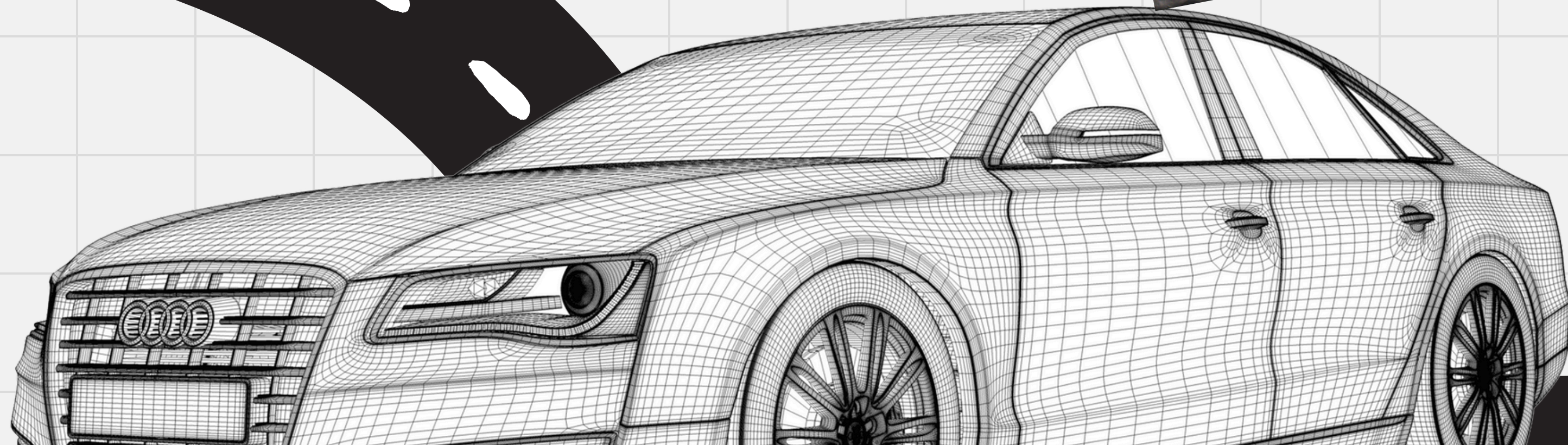
TEAM ARIZE

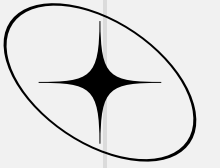
MINT HACKATHON-2024

REAL TIME UPDATES ON PARKING INVENTORY FOR CARS AND BIKES.

PARKSENSE

PARKING, PERFECTLY
SENSED



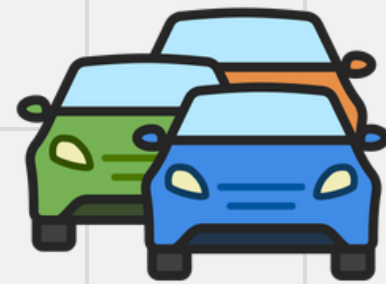


PROBLEM

With India's cities growing fast and more vehicles hitting the roads every day, **finding a parking spot** has become a **frustrating challenge** for drivers. The endless search for parking leads to **more traffic, wasted time, and increased pollution**. Without real-time updates on available parking, we're stuck with **inefficient systems** that create more problems than they solve.



Real-time
parking spot



Traffic
Congestion



Wasted
time

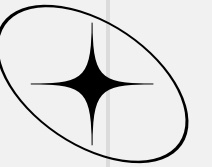


Air
Pollution



Loss in
Revenue

THE SOLUTION STORY



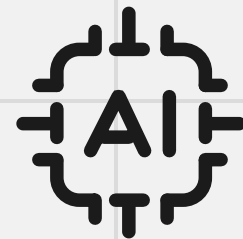
Manager Registration

- 1 Managers can easily register on the platform by providing their credentials and garage details.



Rating and Reviews

- 5 After utilizing the service, customers can leave ratings and reviews, providing feedback to managers and helping other users make informed decisions.



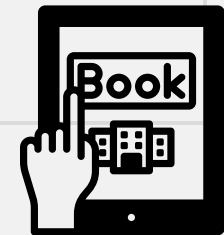
AI Cross Verification

- 2 Once the manager submits their details, AI performs a detailed image and form-based verification, ensuring credibility.



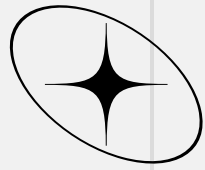
Park Space Display

- 3 View available parking spaces in real-time updated live through advanced booking systems



Customer Booking

- 4 Users can select desired parking space, confirm booking, and make payments securely using parksense



YEARLY INSIGHTS

- Indian cities face significant challenges with parking management. For instance, in cities like **Bengaluru and Delhi**, on-street parking is often unregulated and chaotic, leading to **cars being parked haphazardly outside official parking zones**.

DATA TREND IN 2023



28,544 CARS PARKED OUTSIDE PARKING ZONE



30% CONGESTION OF TRAFFIC IN URBAN CITIES

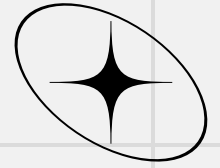


200-250 HRS WASTED PER YEAR BY INDIVIDUALS



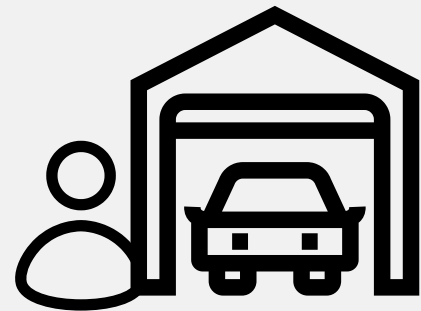
1.44 MILLION METRIC TONS OF CO₂ RELEASED DUE TO DELAY IN PARKING

- In major cities like **Mumbai, Delhi, and Bengaluru**, traffic congestion is a persistent issue.
- As drivers circle looking for parking, **fuel consumption increases, contributing to air pollution and greenhouse gas emissions**.



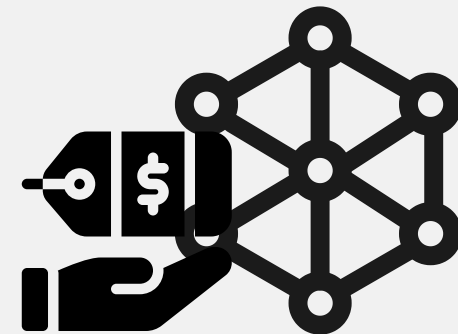
WHY WE STAND OUT?

We offer a comprehensive platform that bridges the gap between **parking space providers (managers)** and **customers (vehicle owners)**, utilizing advanced technology like **AI-driven verification**, **dynamic pricing**, and **real-time data processing**



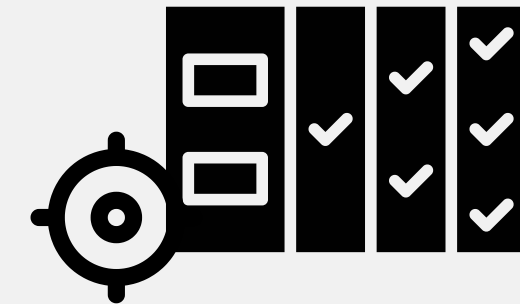
MANAGER REGISTRATION

Managers register their garages through a detailed form, including space dimensions, capacity, and available time slots. They also upload an image of their garage, which is then verified by an ML model.



DYNAMIC PRICING ENGINE

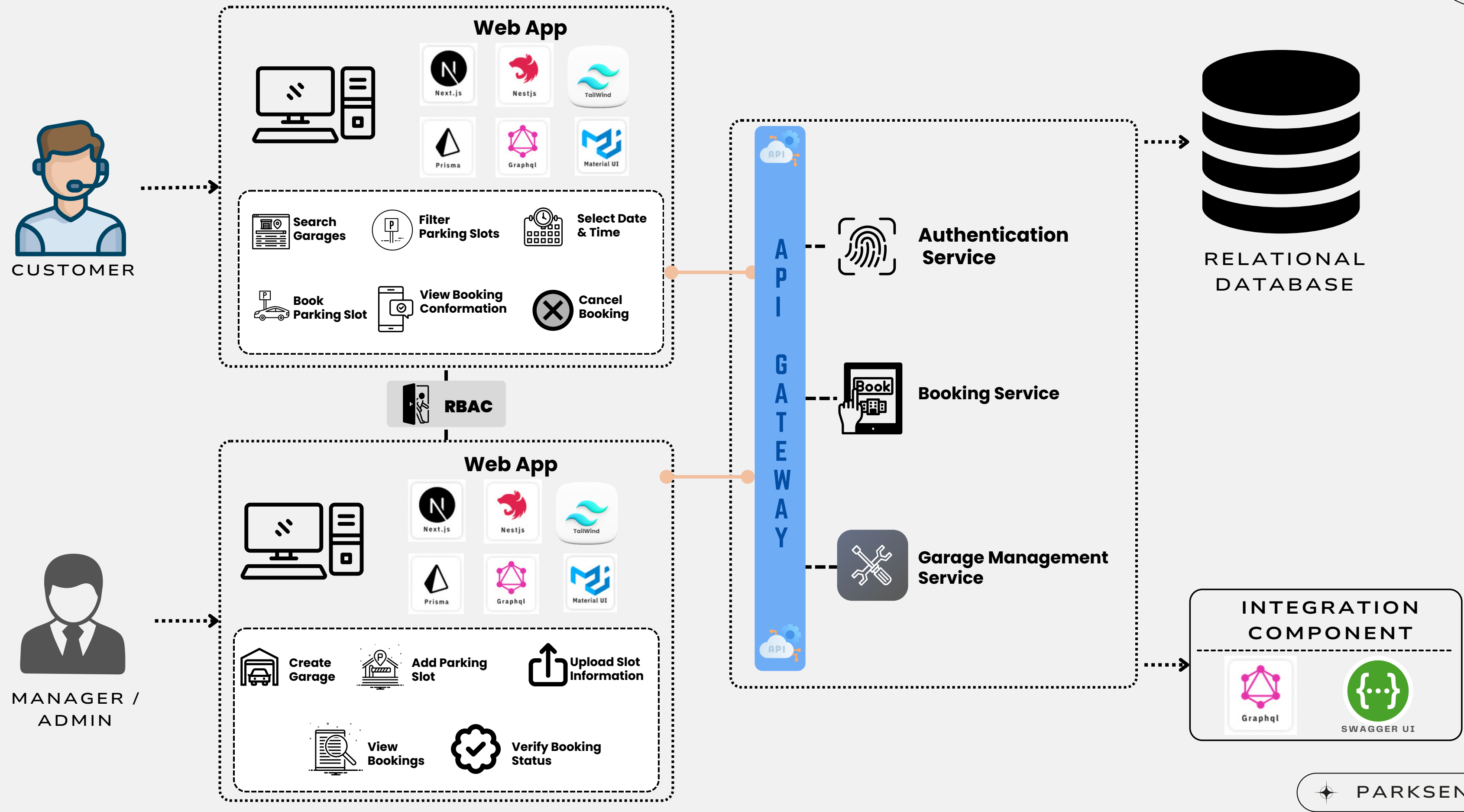
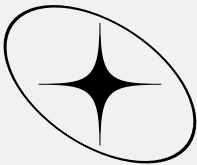
The engine sorts parking spots by proximity, price, ratings, and availability. It updates in real-time for customers on the move, offering the most convenient options to reduce search time and stress.












DYNAMIC MATCHING ENGINE

The engine adjusts parking prices in real-time based on demand, location, and market conditions. During high-demand, prices increase automatically to maximize revenue for the manager.

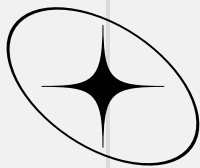
TECHNICAL APPROACH



BUSINESS MODEL CANVAS

<div> Key Partners</div> <ul style="list-style-type: none">• Real Estate Owners/Managers (to provide parking spaces)• Local Governments or Parking Authorities (potential regulation compliance)	<div><div> Key Activities</div><ul style="list-style-type: none">• Develop and maintain the platform.• Onboarding and verification of parking space managers• Customer support and experience optimization• Data analysis for demand prediction and congestion management</div>	<div><div> Value Propotions</div><ul style="list-style-type: none">• For Managers: Monetize underutilized parking spaces with minimal effort; automatic verification and dynamic pricing for optimal earnings.• For Customers: Convenient, hassle-free parking with real-time matching based on location, price, and availability.• For Cities: Reduced traffic congestion and emissions, contributing to sustainable urban development.</div>	<div><div> Customer Relationship</div><ul style="list-style-type: none">• Self-service platform with easy registration and booking process• AI-driven, personalized recommendations• Regular updates and real-time alerts for both users• Customer support for resolving disputes or issues</div>	<div><div> Customer Segments</div><ul style="list-style-type: none">• Parking Space Managers: Individuals or businesses with parking spaces available for rent.• Customers/Vehicle Owners: Daily commuters, city visitors, or anyone in need of temporary parking.• Urban Authorities: Looking for solutions to reduce congestion and promote sustainable parking solutions.</div>
	<div><div> Key Resources</div><ul style="list-style-type: none">• AI/ML Technology• Real-time data processing infrastructure• Software development team• Customer and Manager databases• Partnership network with local parking space providers</div>		<div><div> Channels</div><ul style="list-style-type: none">• Website and Mobile App• Social Media for marketing and awareness• Local partnerships with businesses and parking space providers• Email notifications and real-time alerts through the platform</div>	
<div><div> Cost Structure</div><ul style="list-style-type: none">• AI/ML and Data Processing Infrastructure (development and maintenance)• Customer support and operations team• Marketing and promotion costs• Platform development (engineering, design, and testing)• Transaction and payment processing fees</div>			<div><div> Revenue Streams</div><ul style="list-style-type: none">• Commission on each booking (percentage of parking fees)• Subscription fees for premium features (for frequent customers or businesses)</div>	

REVENUE ESTIMATION



SUBSCRIPTION

Subscription Tier	Annual Fee (₹)
Small Parking Space	1,500
Medium Parking Space	3,000
Large Parking Space	5,000

COST STRUCTURE (ANNUAL)

- CLOUD HOSTING (AWS/GCP) ₹60,000
- AI/ML DEVELOPMENT & MAINTENANCE ₹1,00,000
- TRANSACTION FEES (PAYMENT GATEWAY) ₹40,000
- MARKETING & PROMOTIONS ₹30,000
- CUSTOMER SUPPORT & OPERATIONS ₹50,000
- TOTAL ₹2,80,000

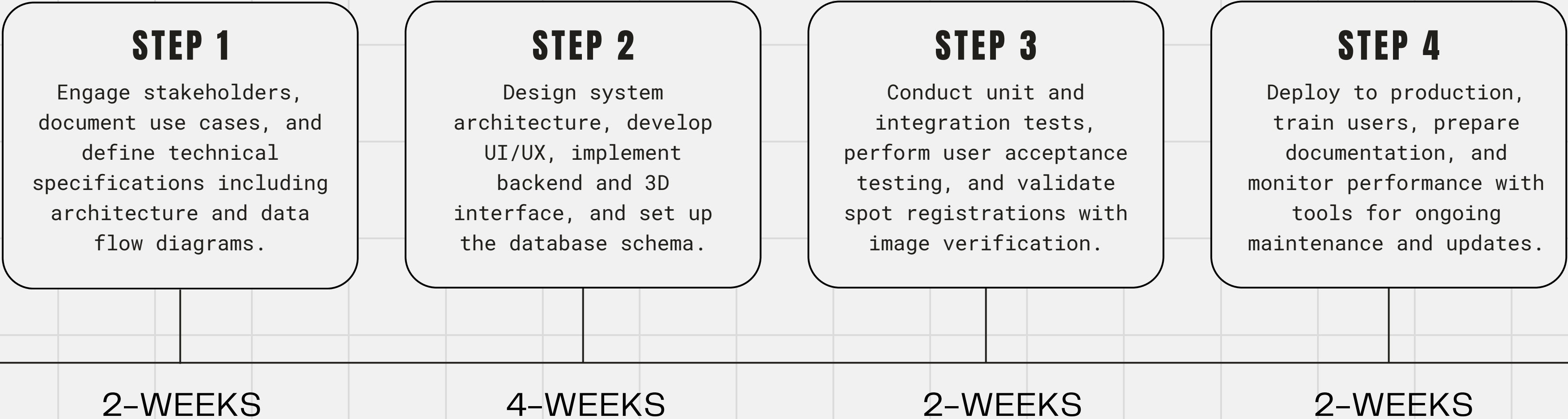
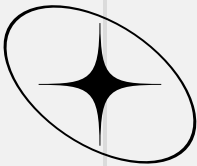
EXAMPLE REVENUE ESTIMATION

EXAMPLE INVOLVES A TOTAL OF 270 USERS DISTRIBUTED ACROSS DIFFERENT SUBSCRIPTION TIERS FOR REVENUE AND PROFIT CALCULATIONS

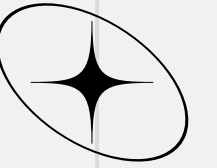
Category	Details	Calculation	Amount (₹)
Revenue (Small Spaces)	₹1,500 × 140 users	1,500 × 140	₹2,10,000
Revenue (Medium Spaces)	₹3,000 × 80 users	3,000 × 80	₹2,40,000
Revenue (Large Spaces)	₹5,000 × 50 users	5,000 × 50	₹2,50,000
Total Annual Revenue		₹2,10,000 + ₹2,40,000 + ₹2,50,000	₹7,00,000
Total Annual Cost			₹2,80,000
Net Profit		₹7,00,000 – ₹2,80,000	₹4,20,000
Profit Margin	(Net Profit ÷ Revenue) × 100	(4,20,000 ÷ 7,00,000) × 100	60.00%
Profit Percentage	(Net Profit ÷ Cost) × 100	(4,20,000 ÷ 2,80,000) × 100	150.00%



PARKING SPACES WITH INBUILT SECURITY CAMERAS: SPECIAL BADGE IN THE APP, INDICATING SURVEILLANCE, BOOSTING RECOMMENDATIONS AND USER TRUST.



IMPLEMENTATION PLAN



THANK YOU FOR YOUR TIME!

TEAM

- RAKHUL PRAKASH SB
- SHANTHOSH S
- PRASANTH S
- VIGNESH C

