

Business Model Canvas

INTELLIGENT PARKING SYSTEM



Key Resources

- Development team (software and hardware engineers).
- Cloud servers and databases.
- Cameras, sensors and access controllers.
- Brand, digital platform and user interfaces.

Key Activities



- Software development and system integration.
- Installation and maintenance of hardware.
- Marketing and sales.



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Value Proposition

- Automated system that records vehicle entry and exit using license plate recognition or QR codes.
- Automated billing and real-time reports for administration and security.
- Improved traceability and operational efficiency for parking operators and users.



Customer Relationships

- 24/7 technical support.
- User portal for monitoring, invoicing and payments.



Channels

- Mobile application and website.
- Social media (Facebook, Instagram, LinkedIn).



Customer Segments

- Owners/operators of public and private parking lots.
- Shopping malls, universities and office complexes with parking facilities.
- Companies with private parking for employees.
- Drivers seeking fast, secure and reliable parking.



Cost Structure

- Software development and cloud infrastructure.
- Hardware procurement and installation.
- Marketing and advertising.
- Salaries for technical and administrative staff.
- Support, maintenance and warranty costs.



Revenue Streams

- Software sales or licensing (one-time or perpetual).
- SaaS subscription fees (monthly/annual).
- Per-vehicle transaction fees (pay-per-use).
- Equipment sales, installation and maintenance contracts.
- Customization and integration services.