



Parkidle

Your favourite park finder

The problem



Scenario

Simone, a car driver.

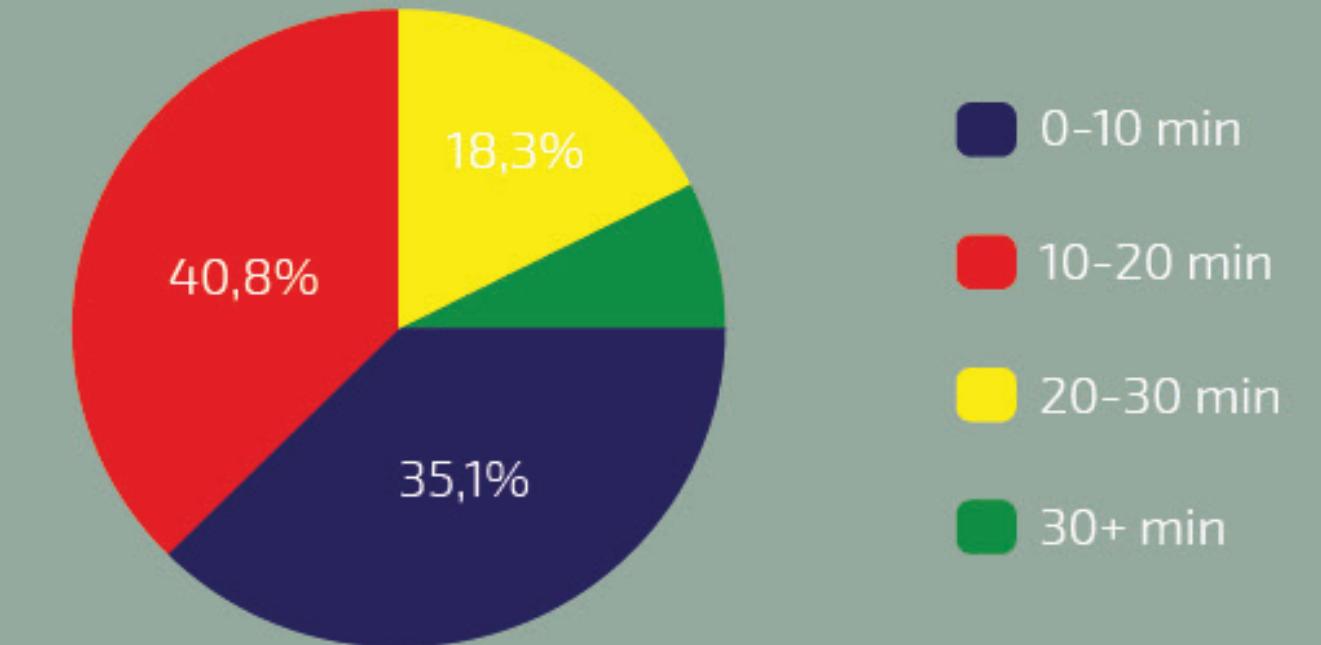


Every Morning:

- In office at 8:30AM
- Wake up at 7AM
- 30 minutes route
- Ready and leave at 8AM

How much time do you spend every day to find an empty parking?

262 answers

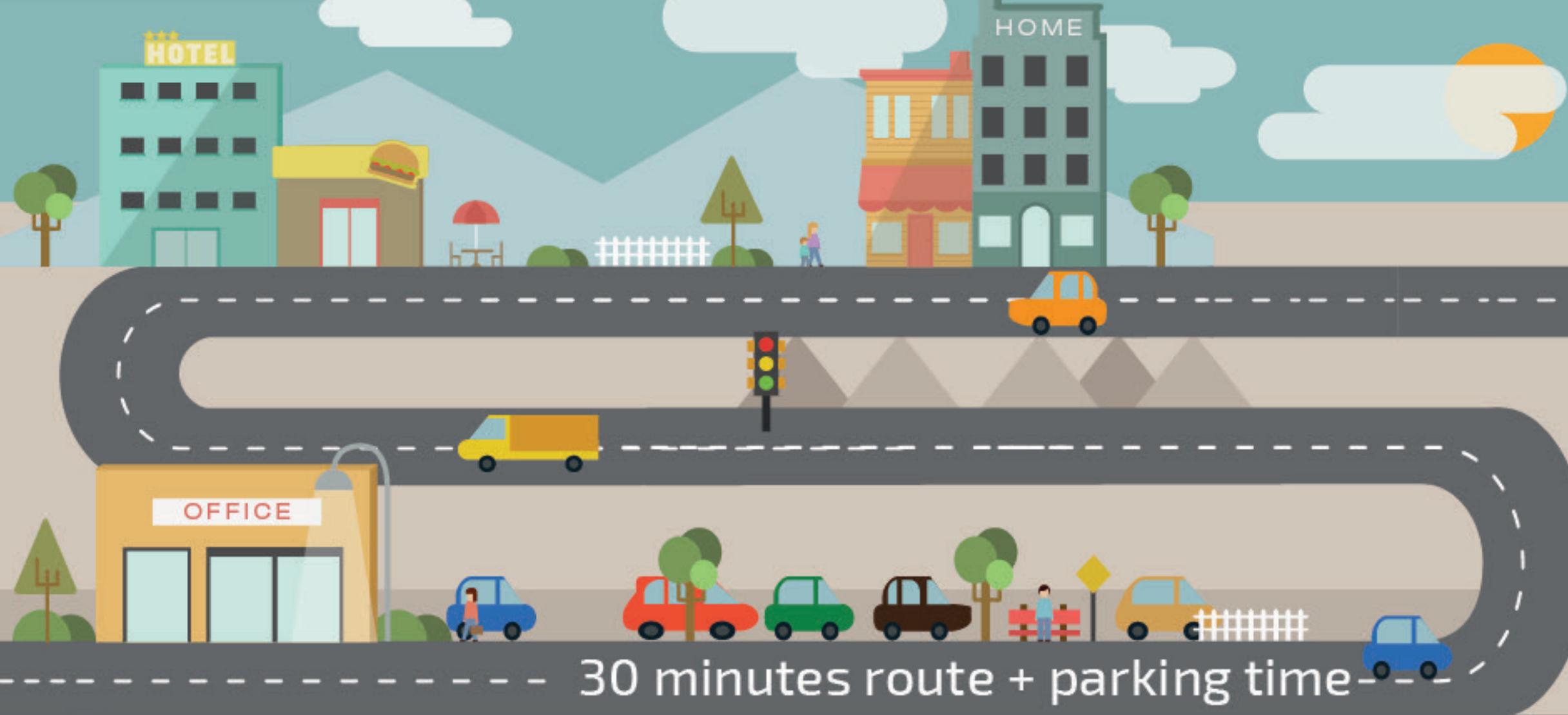


10 minutes average to find an empty parking spot.

7AM



Without Parkidle



He will often be late



Maybe he can wake up earlier...



But you know...



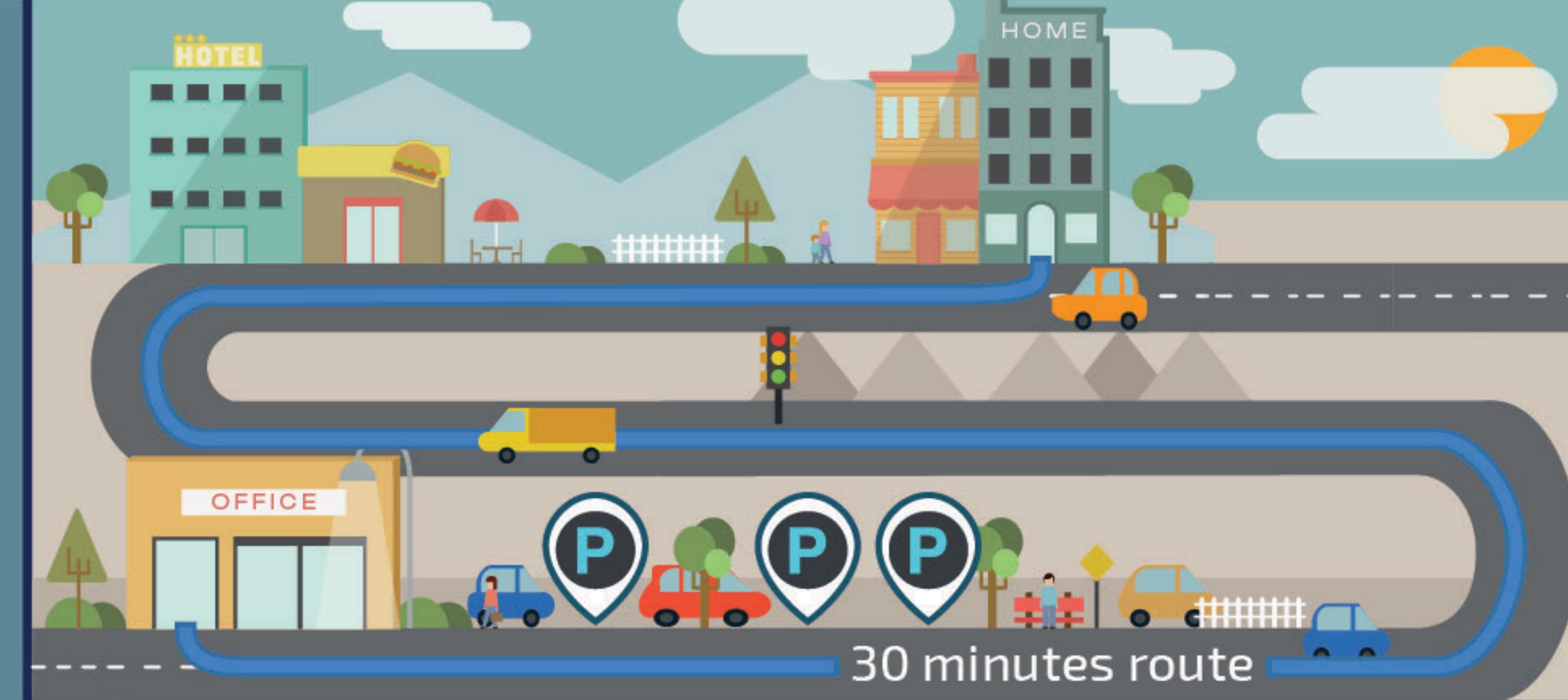
Our solution



7 AM



With Parkidle



30 minutes route

Increasing chance to find an empty parking spot.
Simone will rarely be late.

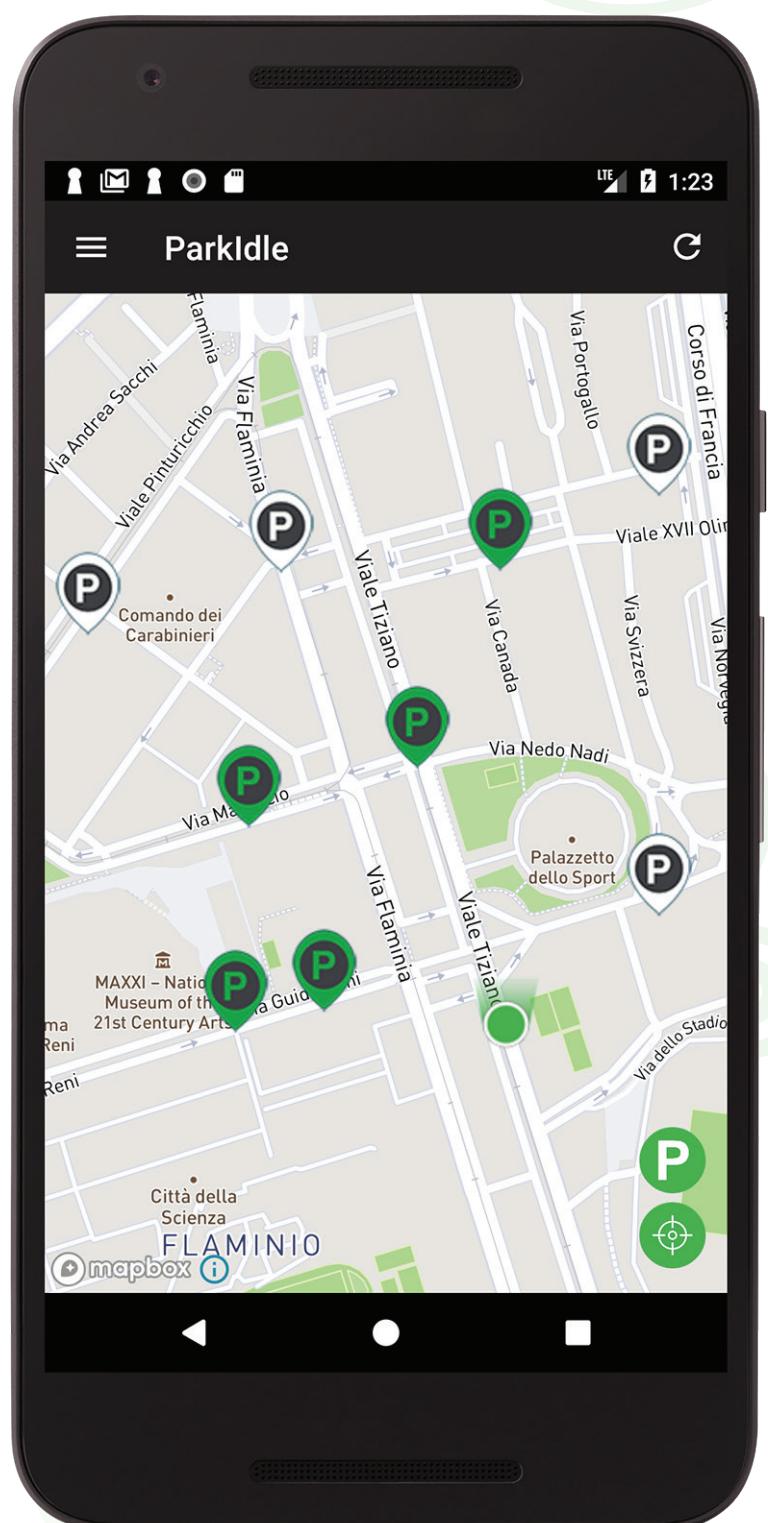


Login with your favourite provider



Enhance your experience
with the side left menu

Use the map to find a free parking spot



<5 minutes



5 < minutes < 10



10 < minutes < 20



> 20 minutes

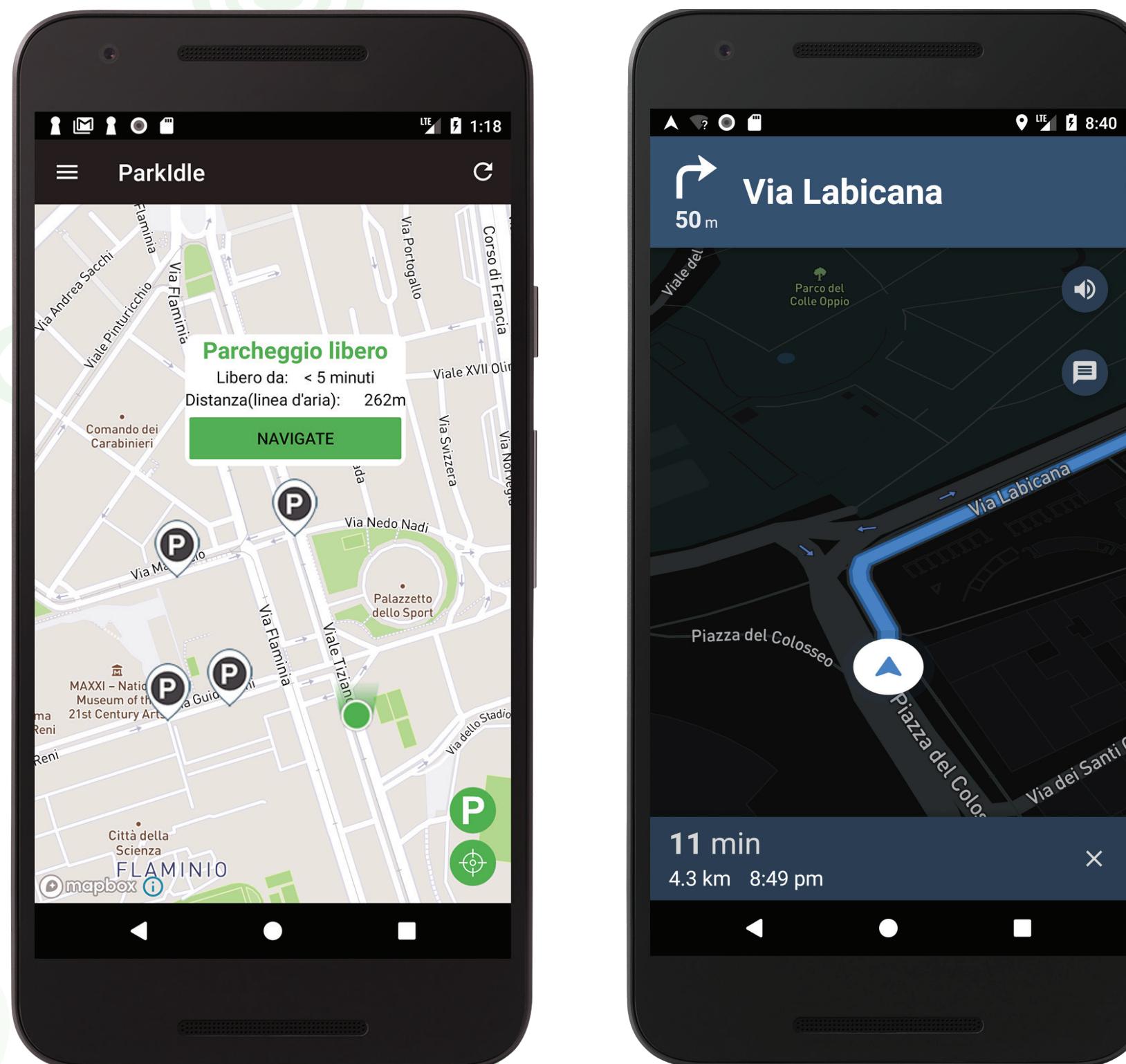


Shows the nearest parking spot



Recenters camera

Select a marker to have info about it



Then if you want
you can **navigate** to it

Parkidle works for you

Automatically knows when you leave/occupy a parking spot

Shares a "departed" event with the community

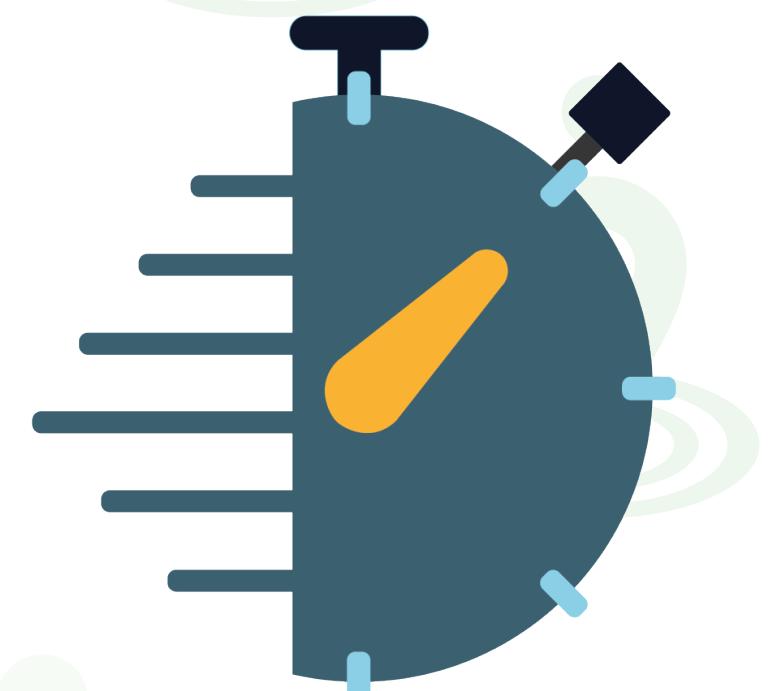
Saves the positions where you parked

Customer value

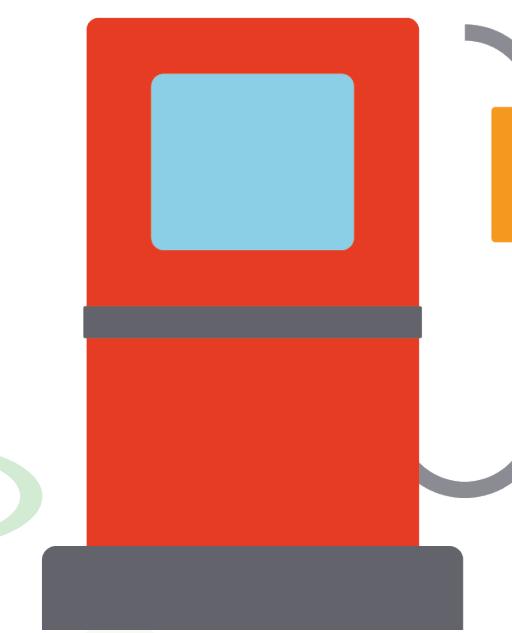


What do we offer?

Saving Time



Saving Fuel

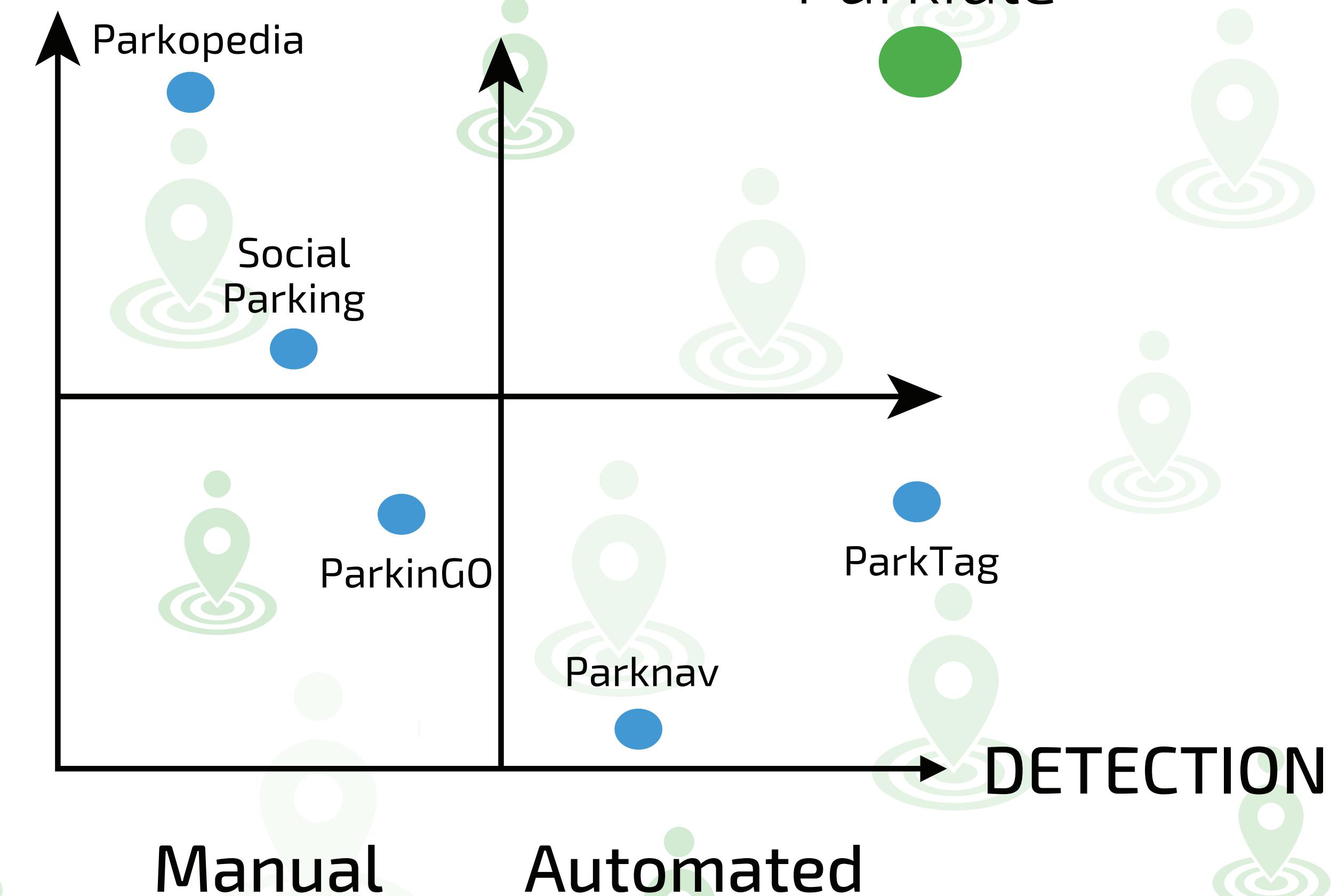


No more stress



Competitors analysis

DISTRIBUTION IN ITALY



1



Competitors analysis

2

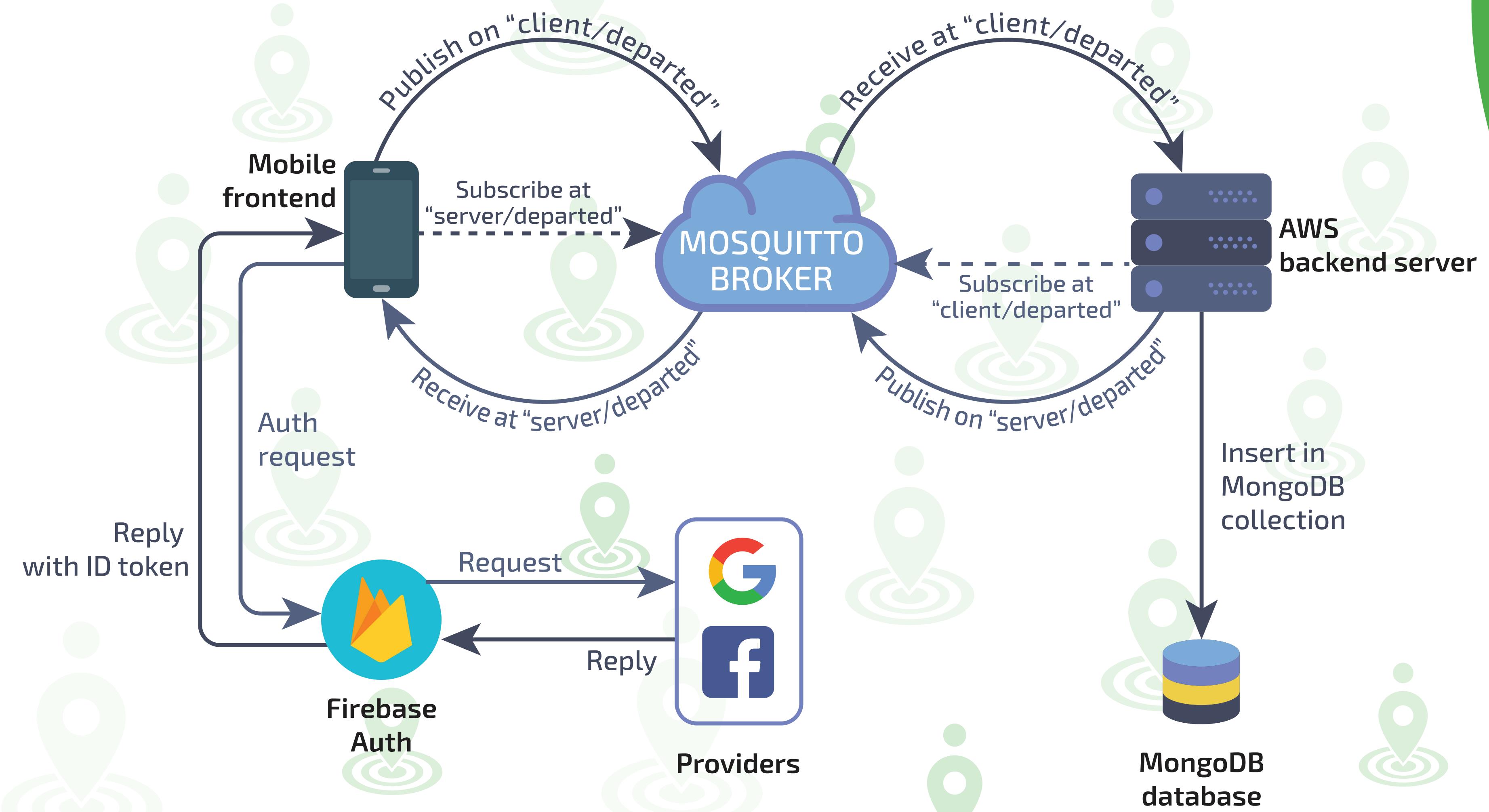


	Public space referred	Auto	High precision	Saves your car position	Presence in Italy
Parkidle	✓	✓	✓	✓	✓
Parkopedia			✓		✓
Social Parking	✓		✓		✓
ParkTag	✓	✓	✓		
Parknav	✓	✓	✓		
ParkinGO	✓			✓	

Technology



Architecture



Activity recognition

Activity Detection with **GPS** and **Sensors** every 20s



Still



Walking



Running



Bicycle



Vehicle

Departed Event = Empty Parking Spot



Arrival Event = Where you parked

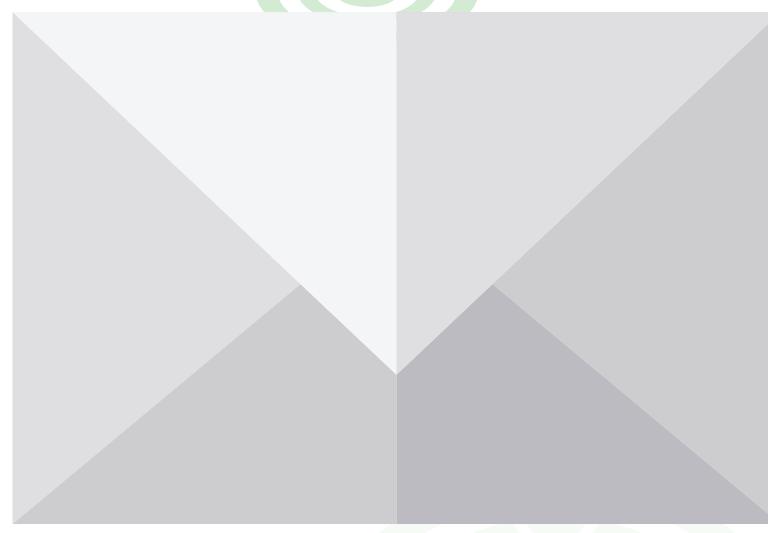


Background Functionalities

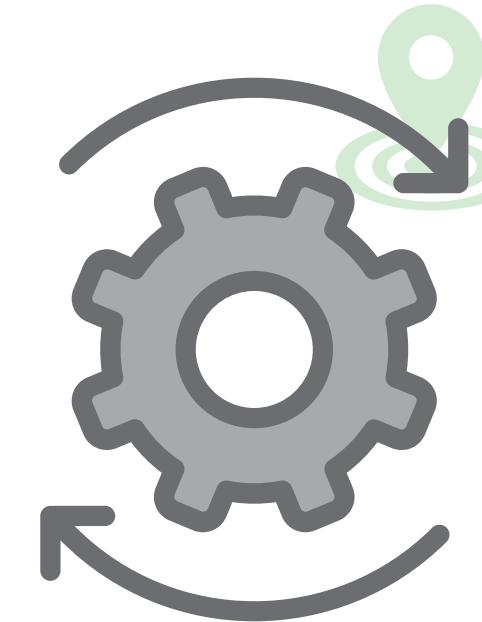
Location



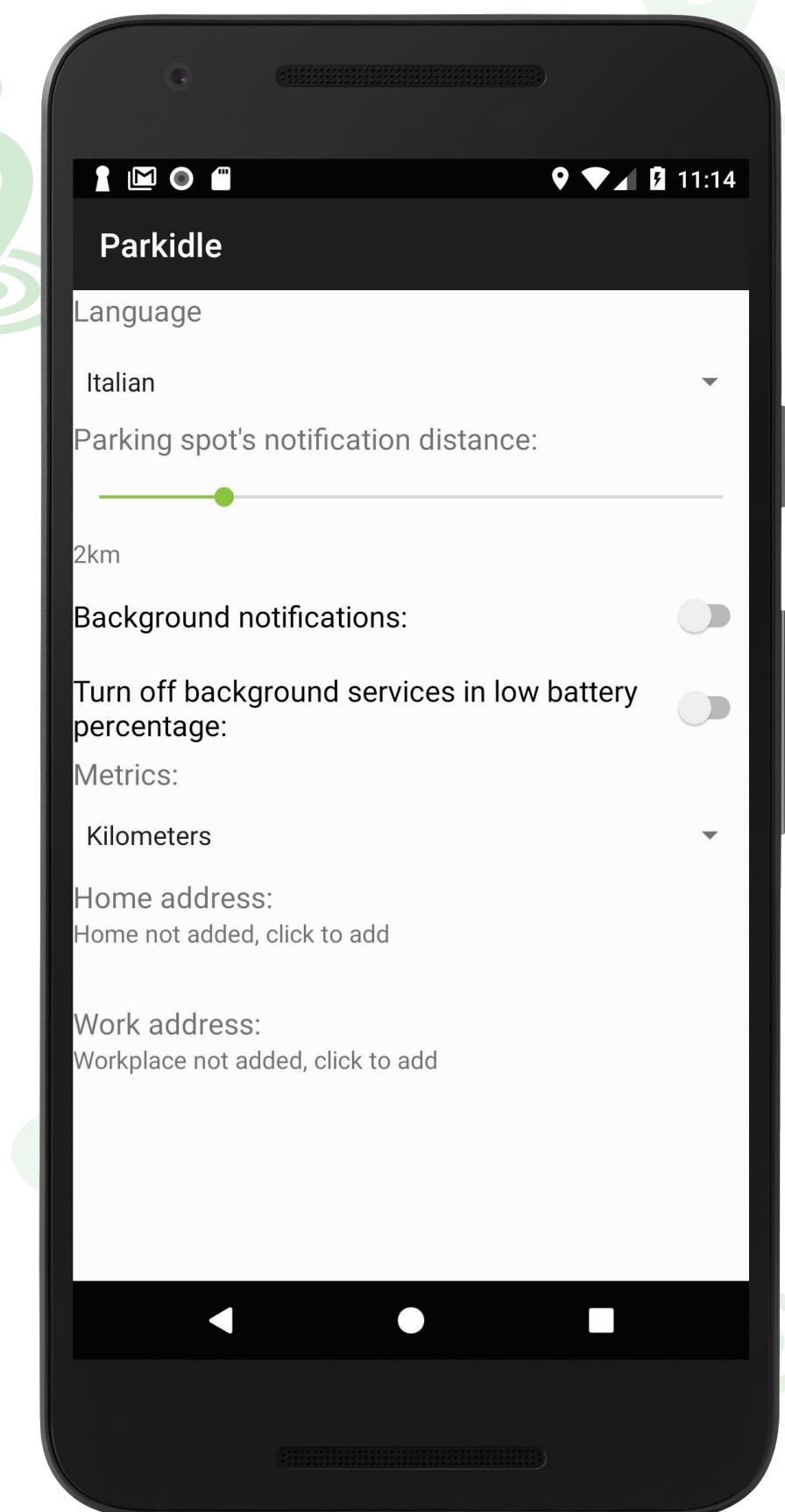
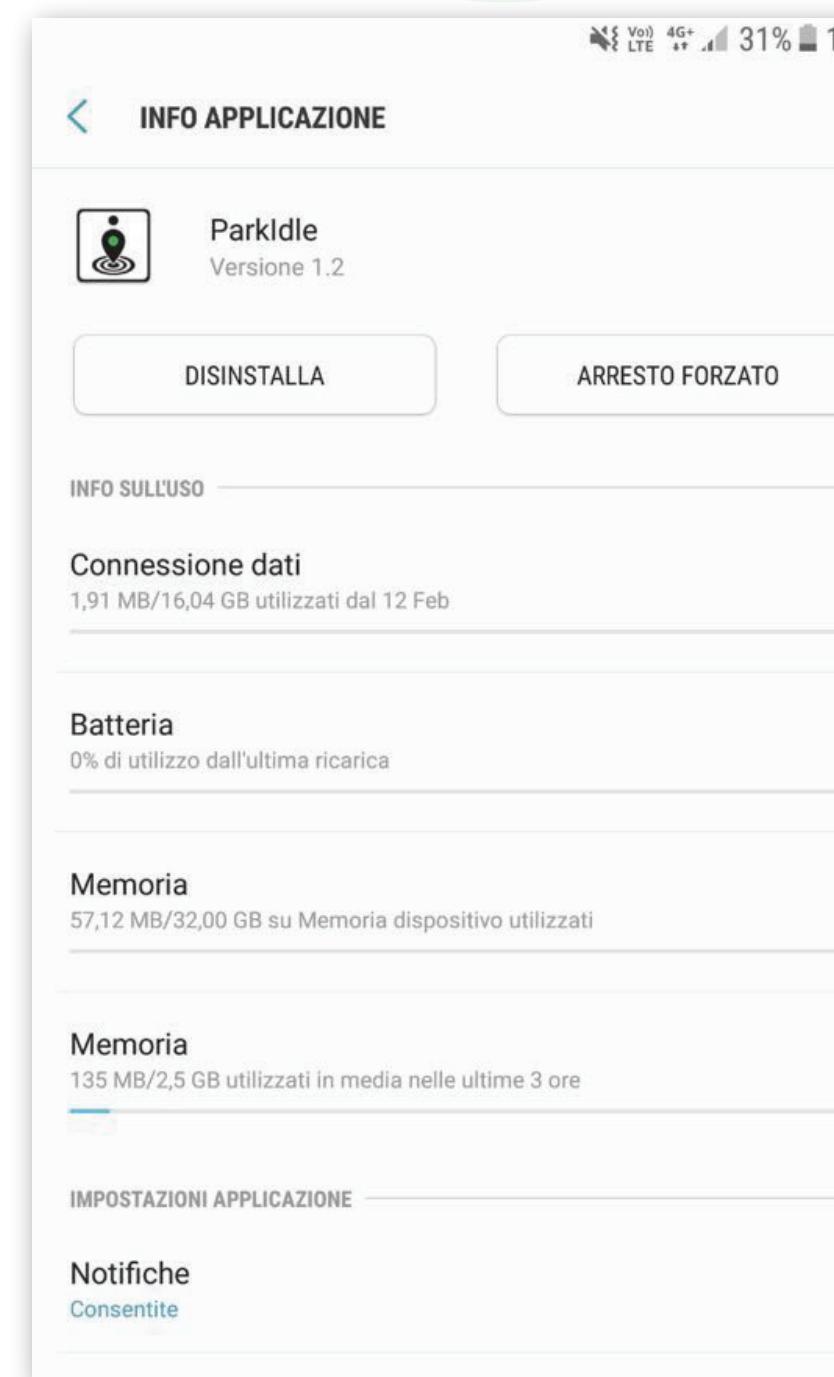
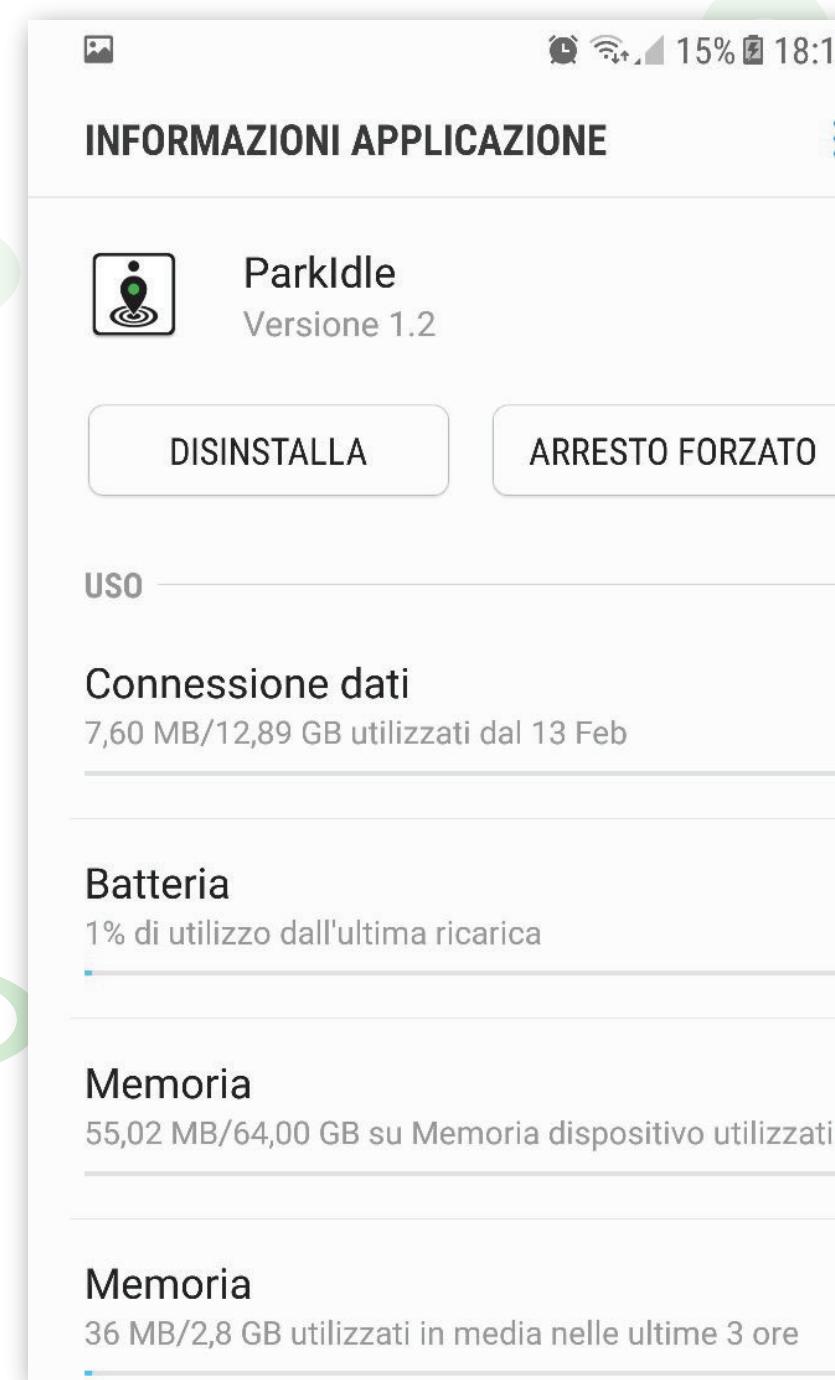
MQTT



Activity Recognition Client



Energy-saving service



Average consumption: 1,5%/hour



Test



Collecting real trip data to simulate our algorithm

Event detection reliability:

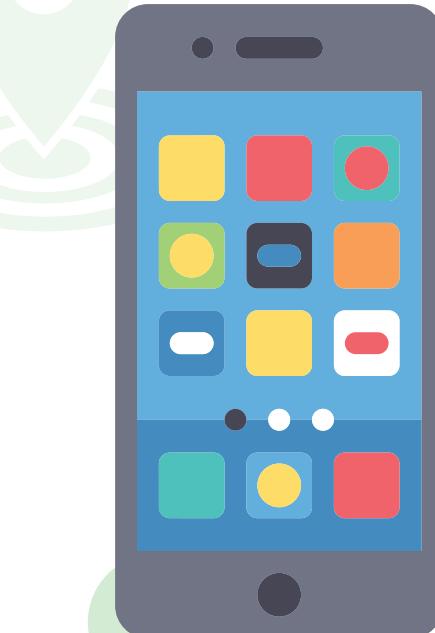
70~75%

Average position accuracy:

25m

It depends on:

technology



GPS

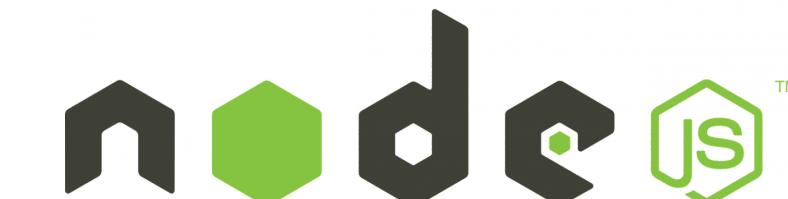


Technologies

Front end



Back end



Firebase



mongoDB

paho

Support



BUGFENDER
powered by Mobile Jazz

Project Challenges

Team working



Testing



Solving a real
specific problem



Attention
to the customer



Strategy

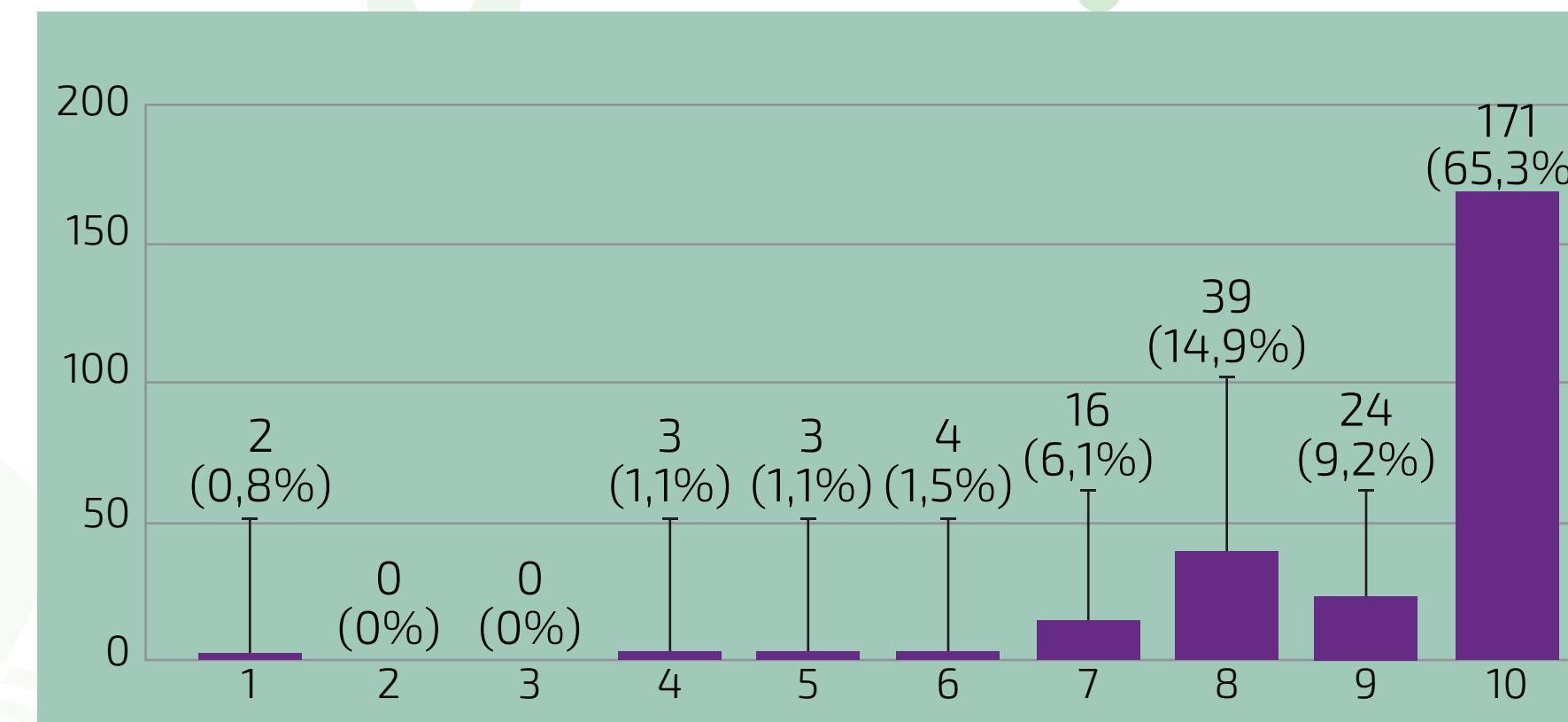
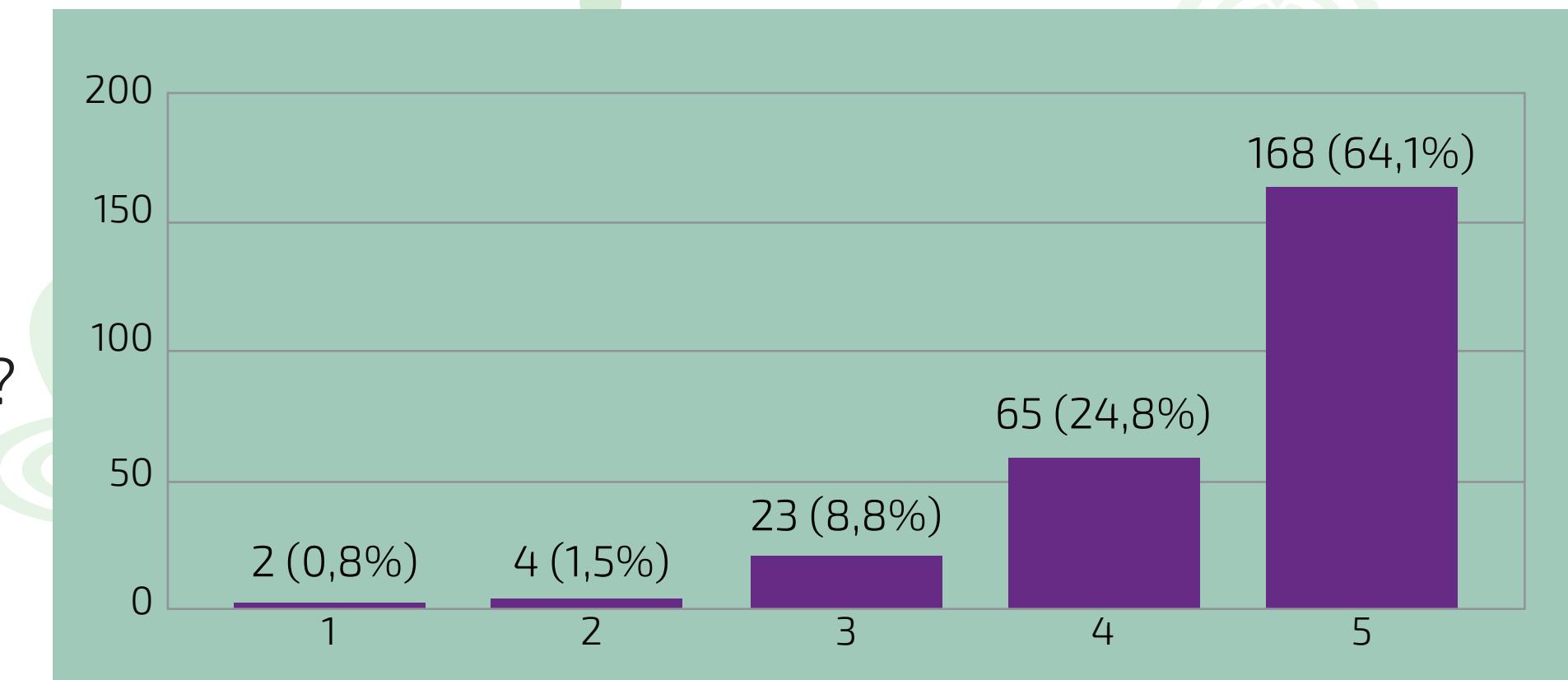


Idea's validation

1st Survey

250+ total answers

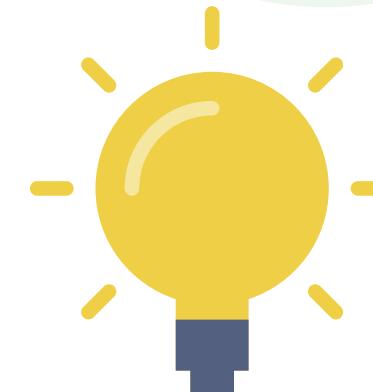
In your opinion,
how real is the problem
of finding parking in the city?



Would you find useful an application
that allows you to view, in real time,
the empty parking spots near you?

What users told us?

2nd Survey
200+ total answers



“ Different marker colors based on time ”

“ Instant notification when there's a new empty parking spot near you ”

You should be able to set the **range of distance** in which you want your parking spot to be. In order to get targeted notification

You should specify the **distance** from a specific parking spots when i click it



“ A button that shows me the **nearest** parking spot ”



“ The app should automatically **save where you park your car** ”

Create a **home marker** in the map, to know faster if there are free spots near home

Show **when** a parking spot has been freed

The application has to be **automated**, because no one wants to click a button to share the parking spots while driving

Customer approach

#earlyadopters

University students

They share the same restricted area
which can be easily tested

Contact strategies



Live interviews

To get in confidence with our customers

Social

Since the Beta release



- **reach +13,727%** - from 200 to 2,427
- **post engagement +8,900%** - from 10 to 540
- **page likes +50%** - 108 total



- **reach +104%**
- **profile visits +278**
- **impressions +861**



- **100 tester**

Landing Page

Getting leads to start a newsletter campaign



Acquired leads
200

Future plans



Revenue streams



Parkidle is totally free
How to monetize?

Location-based
advertising



Selling traffic data

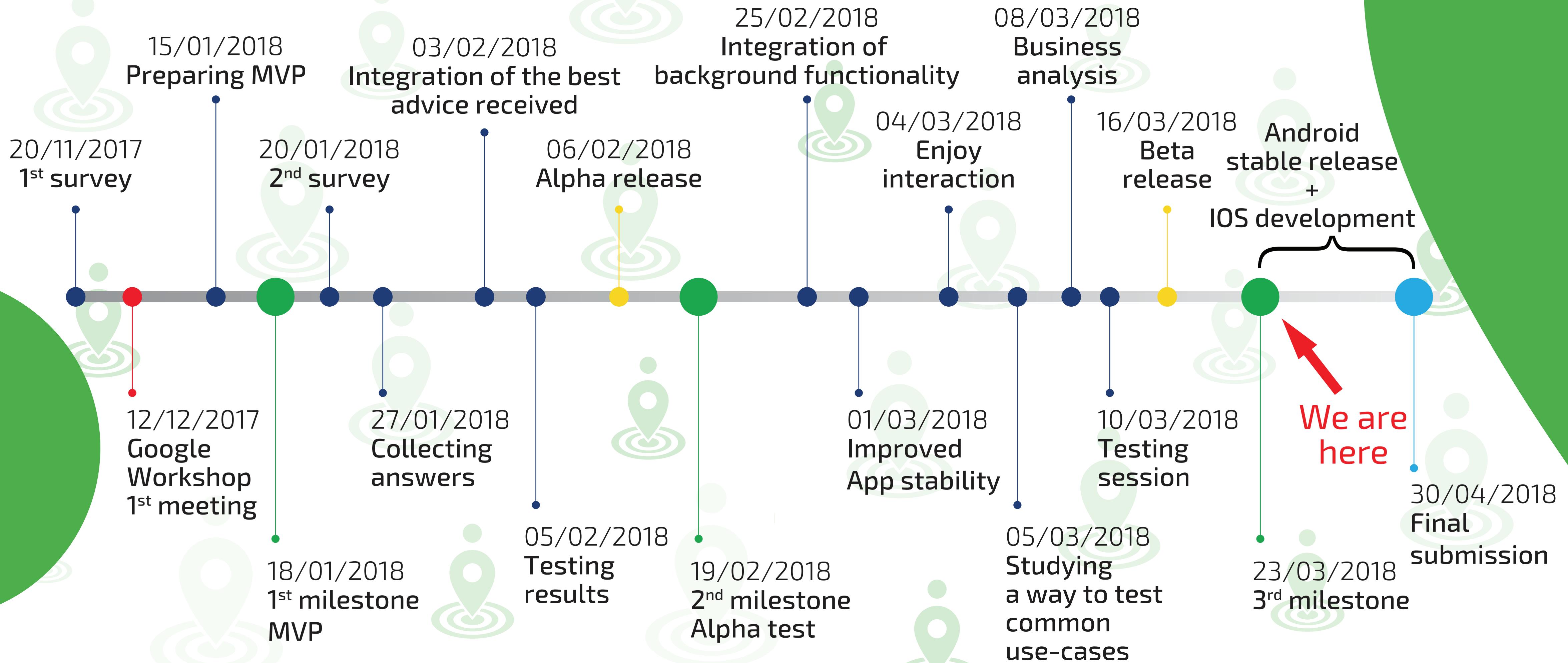
Partnership? Why not!



enjoy



Road map



Thank you

@ info@parkidle.com

www.parkidle.com

@parkidle

@parkidle

