





Market Gap

Finding a quick and safe parking space in the city is becoming difficult every passing day. Some of the key reasons for the same are (%people unhappy, survey):

- » Poaching and improper parking (59%)
- » Uninformed about parking lots (44%)
- » Increasing vehicles on road (80%)
- » Insufficient parking spaces (48%)
- » Lack of proper planning (-)
- » Confusing directions (27%)

There must be a tech driven solution for this, right? Well, many have tried, but of over 20 apps available online, none of them are providing online parking! This is mainly because of the impractical approach taken by these apps – Hardware Approach! The problems:

- » Massively Expensive
- » Time Consuming
- » High Maintenance and Constant Upgrades
- » Restricts Scalability

Therefore all apps are just info apps with no bookings!

PROBLEMS OF PARKING



1 15 MINUTES WASTED DAILY!

An urban Indian wastes ~15 minutes of his day trying to find a parking spot in the city.



2 5% EXTRA FUEL CONSUMED

It is estimated that ~5% of fuel consumed is to find a secure parking space worldwide.



3 INCREASING COST OF PARKING

Due to lack of knowledge about free parking lots, people spend heavily on parking in urban India.



4 30% INCREASED POLLUTION

Across major cities in the world 30% of road congestion and pollution is due to vehicles looking for parking.



5 KILLJOY

~50% of the plans are dropped due to unavailability of parking areas. This is surely one of the biggest killjoy.

ABOUT US

This Sample is a parking app connecting vehicle owners with parking lots, enabling instant and pre-booked parking in India.

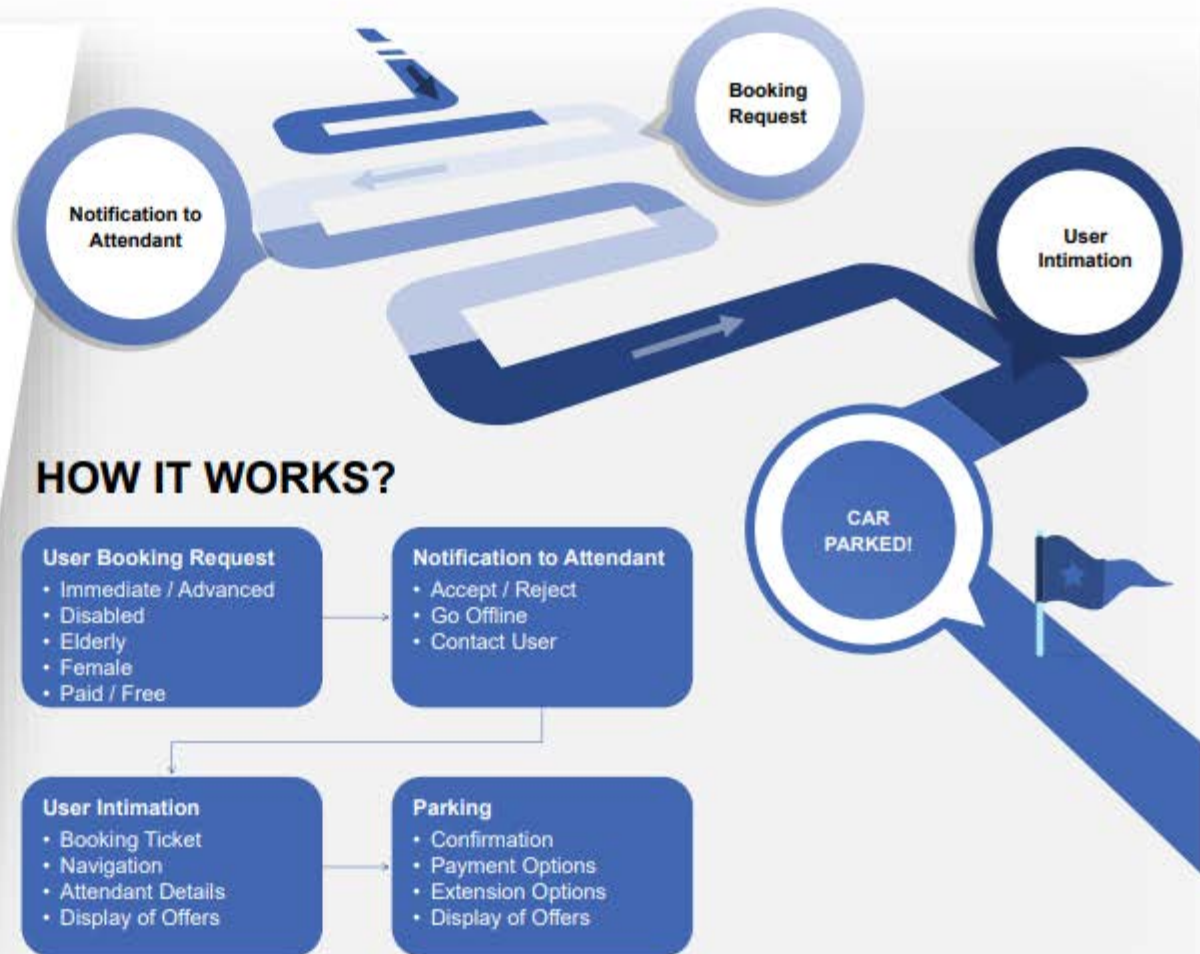
We are aggregating private, government, mall attached and event specific parking lots available across the cities.

We strongly believe in simplicity, and so we have abridged the entire process and reduced anything we feel is unnecessary.

Unlike most apps available today, we are not a hardware platform, thus eliminating related issues such as cost, maintenance and teething issues. We are not bothered about the inventory a parking lot holds. If it is available, the attendee will accept, else they will simply reject or go offline!

Through a one click parking and speech recognition, we have reduced the clicks required while one drives. Safety first!

Again, we believe in **Simplicity!**



Benefits to users

Finally, an app that allows online booking of parking spaces - instantly or in advance.

Avail Park is a simple and intuitive parking app with some unique features aimed to ease the life of our users. Some of these include:

- ✓ SOS and Safety Features
- ✓ Theft Protection Plans
- ✓ Parked Car Tracker
- ✓ Parking Expiry Notification
- ✓ Parking Extension Options
- ✓ Cash and Online Payment Modes
- ✓ One Click Parking

Special Parking:

Our booking engine is developed keeping in mind the special needs of different people and focuses on providing priority booking for:

- ✓ Differently Abled People
- ✓ Elderly / Senior Citizens
- ✓ Female Drivers
- ✓ Employee Parking

KEY FEATURES



AN INNOVATIVE IDEA - EVENTS PARKING

Finding parking spaces at events is a complete KillJoy! Unless we have a reserved parking or a valet service, it is tedious to find good parking. Even if there is a valet service, it is a long wait to park and get the car back too.

Now, here is a simple and effective solution for it! Through our event parking engine, we shall generate unique QR Codes that are geo-tagged to the parking lots for every unique event.

The unique QR Code can be sent to guests in advance or can be printed at the venue. Guests can then scan the QR Code with our app to find the best parking space nearby. It's that simple! No additional hardware, No hassle!

Going to a public event? Not an issue. Our app shall list public events with our platform for user to pre-book or book a parking instantly through our app. Again, it really is that simple.



BENEFITS TO GOVERNMENT

Parking is one of the biggest issues plaguing urban India. Part of which can be attributed to the increasing number of vehicles, while part of it is also due to lack of town planning.

However, the State Governments and Local Authorities have started developing policies to address this situation with reforms like:

- ✓ State Owned Parking Lots
- ✓ Public Parking in Real Estate Projects
- ✓ PPP Model for Parking Areas
- ✓ Under-bridge Parking Lots and much more

By sharing the details of Government parking lots and showcasing them on our app, we can educate citizens about government initiatives taken to tackle this problem.

We would make these parking lots available to our users on priority basis with a unique government marker differentiate it for public.





SOLUTIONS FOR DIFFERENTLY ABLED

ONE CLICK PARK

Our one-click system for booking is to reduce the time taken to book and make booking a simple task for our app users.

SPEECH ENABLED

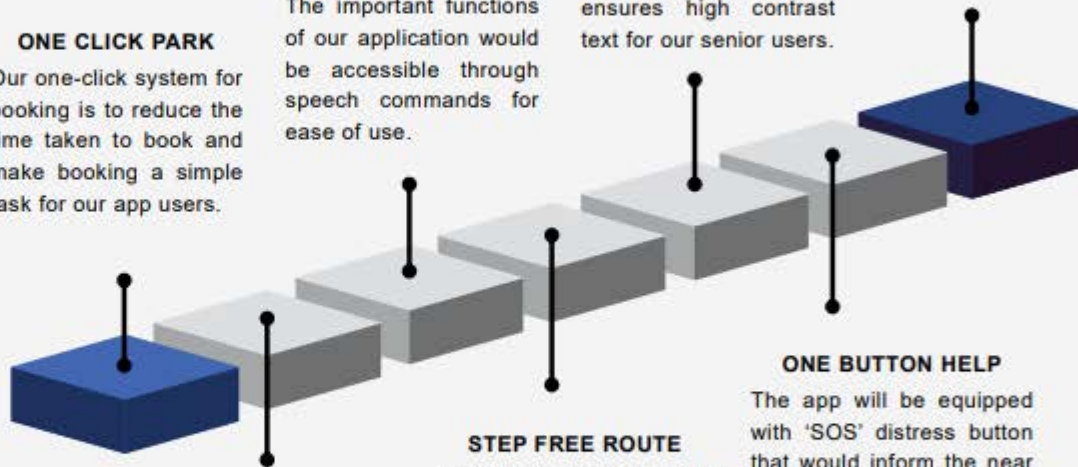
The important functions of our application would be accessible through speech commands for ease of use.

CONTRAST MODE

For elderly and visually impaired users, we have a contrast mode, which ensures high contrast text for our senior users.

LONG TERM PARKING

Through tie-ups with lot owners, we plan to offer pass system for long term parking solutions.



TEXT TO SPEECH

Text to speech feature will make it easier for hands-free operation of our application. Safety and Simplicity!

STEP FREE ROUTE

Parking space along with navigation shall be allotted to ensure convenience and better mobility to users so that they can avoid any staircase and can access directly via ramps.

ONE BUTTON HELP

The app will be equipped with 'SOS' distress button that would inform the near ones about the user's location. The app would also intimate the attended and connect to customer care service immediately in case of emergency.



PARKING FOR SENIORS

According to Population Census 2011 there are nearly 104 million elderly persons (aged 60 years or above) in India.

With age, the cognitive functions reduce causing various issues such as blurred viewing, hearing impairment and so on.

PROBLEMS

- ✓ No priorities considering their age
- ✓ No booking reservations
- ✓ Allotted space is far from entry or exit
- ✓ No attendant so people misuse space
- ✓ Legibility of sign-boards

OUR SOLUTIONS

- ✓ Waved parking fees at many places
- ✓ Priority parking in Public Places & Malls
- ✓ Parking stickers for their vehicle
- ✓ Contrast Mode for legibility
- ✓ Speech Mode for ease of access



GOVERNMENT SUPPORT

We are a start-up looking to solve a real pain-point in India and so are looking for support from the Government Authorities of Centre, State and Local Authorities.

We are looking for government partnership and support in the following ways:

- ✓ Listing of Government run parking lots
- ✓ Listing of Public Parking lots
- ✓ Compulsory Listing of PPP Parking lots
- ✓ Financial Support
- ✓ Endorsement from Government

By sharing the details of Government parking lots and showcasing them on our app, we can educate citizens about government initiatives taken to tackle this problem.

We would make these parking lots available to our users on priority basis with a unique government marker to differentiate it for public.





**LET'S GET IN TOUCH
WITH US**