

MONETISATION



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- ⇒ Smart data collection from the beginning to enable expansion & optimization
- ⇒ Possible B2B cooperations in the future: In-Car-Navigation-Integration, Selling data & algorithms
- ⇒ Marketing cooperations

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The monetization strategy of the app was deliberately not designed as a classic paywall or purely subscription-based model. The starting point of our considerations was the central insight that the functional value of the app directly depends on the activity and size of the user community: the more users actively report parking spots and engage in handshakes, the more precise, reliable, and attractive the system becomes for everyone.

A purely monetary model would contradict this principle, as it would require users to pay without creating incentives for active participation. For this reason, a credit system was introduced as an intermediary layer between monetization and user behavior.

This credit system fulfills two key functions:

On the one hand, it acts as an incentive mechanism that rewards desired behavior. Users who report parking spots or actively offer a handshake receive credits, while purely consumptive actions (e.g., receiving a handshake) cost credits. This creates a fair balance between contribution and benefit within the community.

On the other hand, credits serve as a buffer between money and usage, as not every action is directly monetized. This reduces usage barriers and increases long-term engagement.

The subscription model (Basic and Premium) builds directly on the credit system and does not differentiate users by access to features, but by resource allocation and result quality. Basic users receive all core functionalities of the app along with a limited monthly credit allowance that enables regular usage. Premium users, by contrast, receive a significantly higher monthly credit allowance, allowing them to use handshake functions more frequently.

In addition, Premium users receive prioritization within the parking spot display. This prioritization does not grant exclusive access to parking spots; instead, Premium users are shown those parking options that currently have the highest calculated probability of availability. In edge cases where multiple potential parking spots have similar conditions, these high-probability options are initially shown to Premium users, while they may not be shown or are shown with lower priority to Basic users.

This design creates a clear added value for Premium users without devaluing the experience for Basic users. All core functionalities remain fully accessible to everyone, while Premium users benefit from improved information quality and efficiency. Monetization is thus achieved without undermining the system's core principles of fairness and community participation.

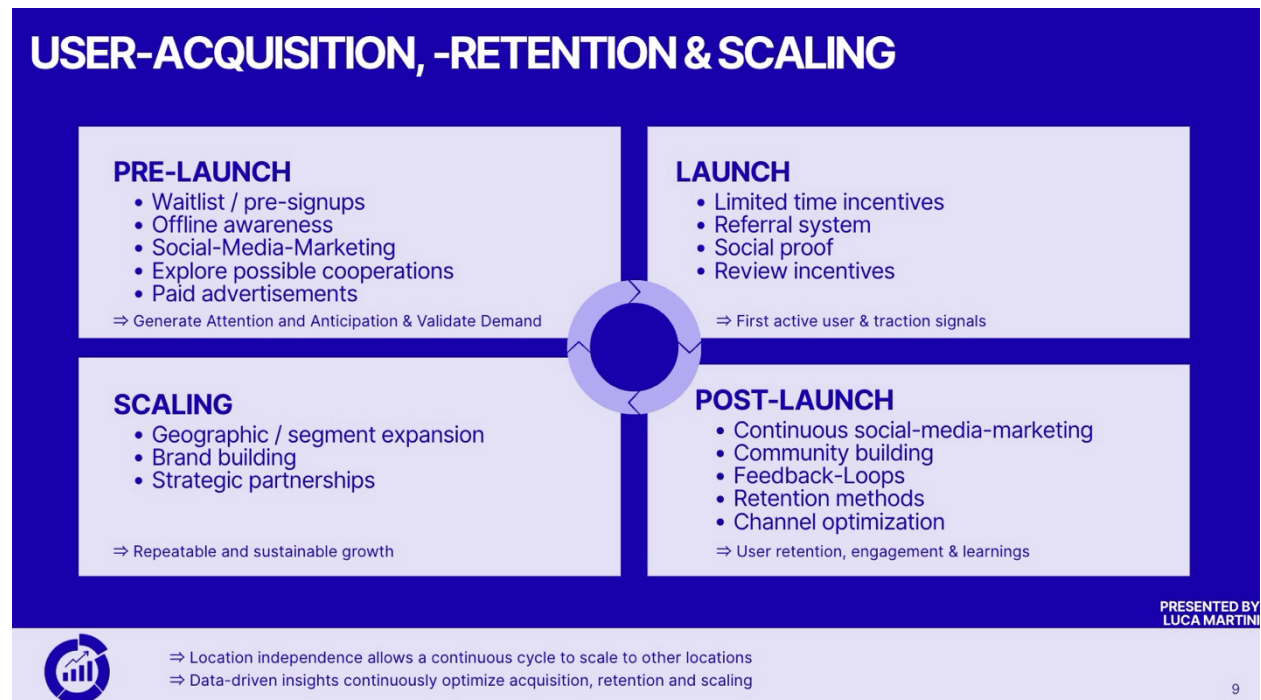
The deliberately low prices of €1 (Basic) and €5 (Premium) were chosen to minimize the entry barrier. The goal is to build a broad user base, as network effects are critical to the app's success. This approach follows proven models from the digital market, where low monthly prices generate high willingness to pay while maintaining a low psychological barrier. In particular, the €1 price point functions as a “no-brainer” entry offer and significantly lowers the threshold for an initial payment.

From the outset, the system is designed to be data-driven. The app continuously collects usage data to analyze and optimize the interaction between incentives, monetization, and user behavior over time. This allows, for example, the evaluation of how intensively handshake functions are used, whether the current credit incentives are sufficient, or whether certain actions should be incentivized more strongly. Based on these insights, adjustments can be made, such as modifying the credit rewards for parking spot reports or fine-tuning the cost–benefit balance of individual features. Monetization and incentivization are therefore not static, but continuously refined based on empirical evidence.

In the long term, the credit system is also expandable beyond the app itself. Credits could be used not only for premium features, but also for external benefits or partnerships, creating additional value for active users.

In addition to B2C monetization, a B2B perspective was considered from the beginning. The data generated by the community can be used—aggregated and anonymized—for cooperation with companies, cities, or mobility providers. Furthermore, a large and clearly segmented user base creates potential for meaningful marketing and advertising partnerships that are contextually relevant to the usage situation and generate additional revenue streams without negatively impacting the user experience.

Overall, the monetization model does not aim for short-term revenue maximization, but for the creation of a sustainable, scalable ecosystem in which monetization, incentivization, and community growth are closely interconnected.



The strategy for user acquisition, retention, and scaling was deliberately designed as a multi-phase, community-based, and data-driven process. It is based on the insight that the functional value of the app depends not only on the number of users, but primarily on their active participation. The goal is therefore not merely to acquire users, but to build an engaged community in which users perceive themselves as part of a shared system and actively contribute to data quality.

A key advantage of the app is that it does not rely on local infrastructural conditions. As a result, a user and community development strategy developed in one context can be transferred to other regions. The focus is not on simply scaling marketing measures, but on building a repeatable community ecosystem.

In the pre-launch phase, the community concept is already emphasized alongside awareness generation. Through waitlists, pre-sign-ups, and targeted incentives, early users are addressed not only as potential customers but as co-creators of the system. Social media communication, offline awareness, and initial partnerships help establish early identification with the product. At the same time, initial data is collected to validate demand, channel performance, and target group responses.

The launch phase focuses on activating this early community. Time-limited incentives, referral systems, and social-proof and review mechanisms not only drive growth but also strengthen interaction between users. The network effect is thus reinforced not only technically, but socially, as users begin to perceive themselves as part of a growing community.

In the post-launch phase, the community aspect becomes particularly central. Continuous social media activity, active community building, and direct interaction with users foster trust and a sense of belonging. Feedback loops allow users to be actively involved in the further development of the app. These measures increase emotional attachment to the product and directly impact users' willingness to report parking spots and engage with the system over the long term.

The scaling phase transfers this community model to additional regions or user segments. Successful measures from existing markets are replicated, while brand building and strategic partnerships elevate the community concept to a broader level. Since the app functions independently of location, this cycle can be repeated multiple times without changing the underlying model.

Across all phases, the approach is consistently data-driven. Usage, interaction, and community data are continuously analyzed to identify which measures most effectively promote engagement and active participation. Insights into which channels or formats best support community building are directly incorporated into the optimization of acquisition and retention strategies.

Overall, this strategy aims not merely to increase user numbers, but to build a sustainable, engaged community that forms the core of the product and enables long-term, scalable growth.