

Company Name
Mk2

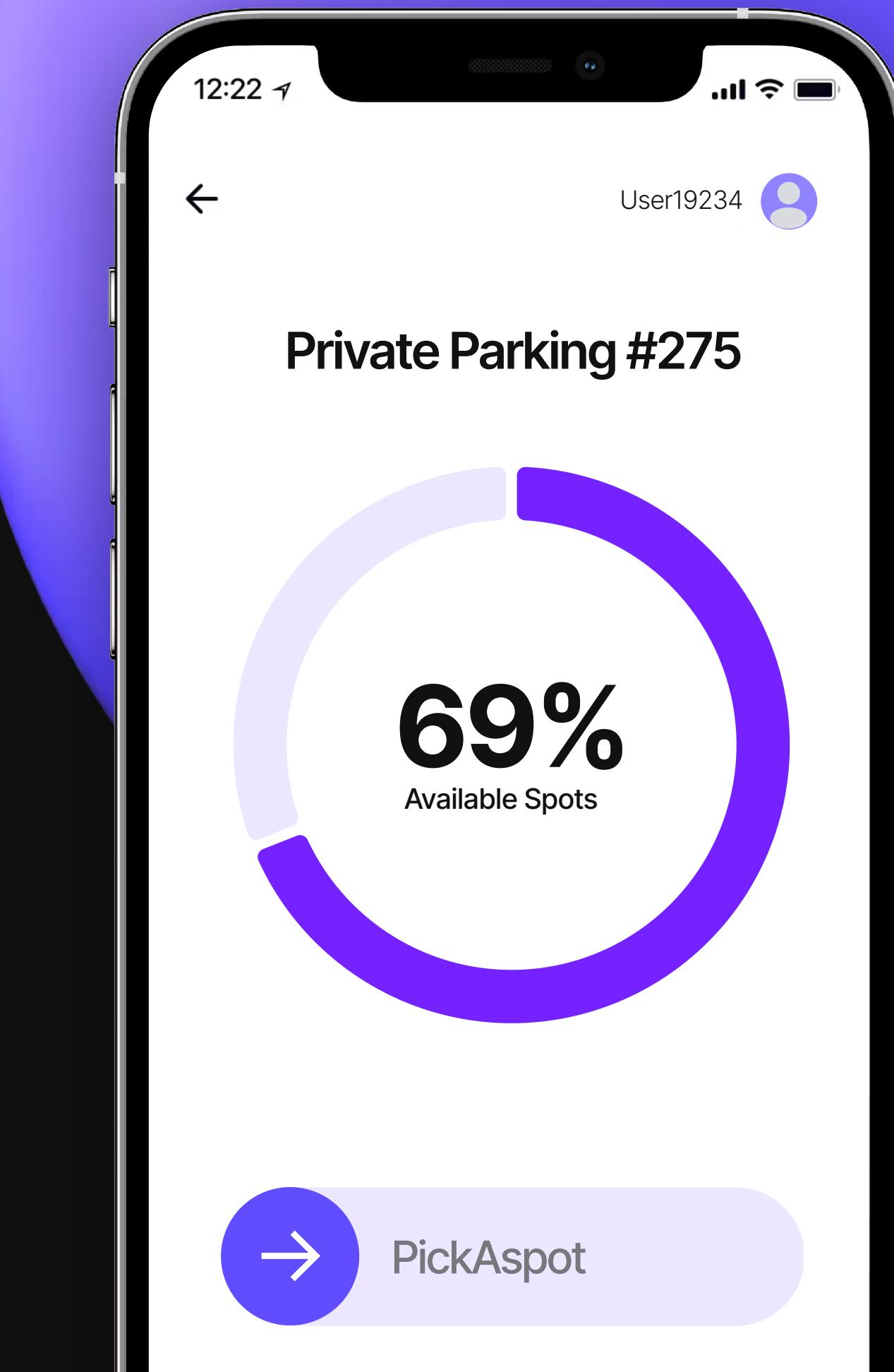
Contact
parkalot@mk2.com

Date
October 2023

ParkAlot



Try Pitch





What?

Finding parking in high-traffic zones:

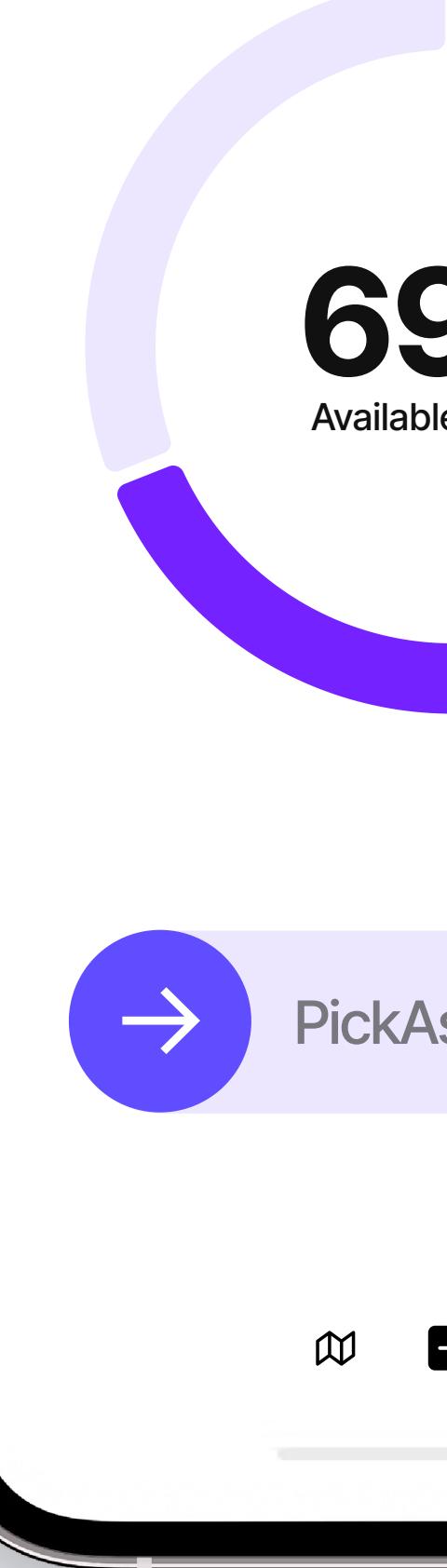
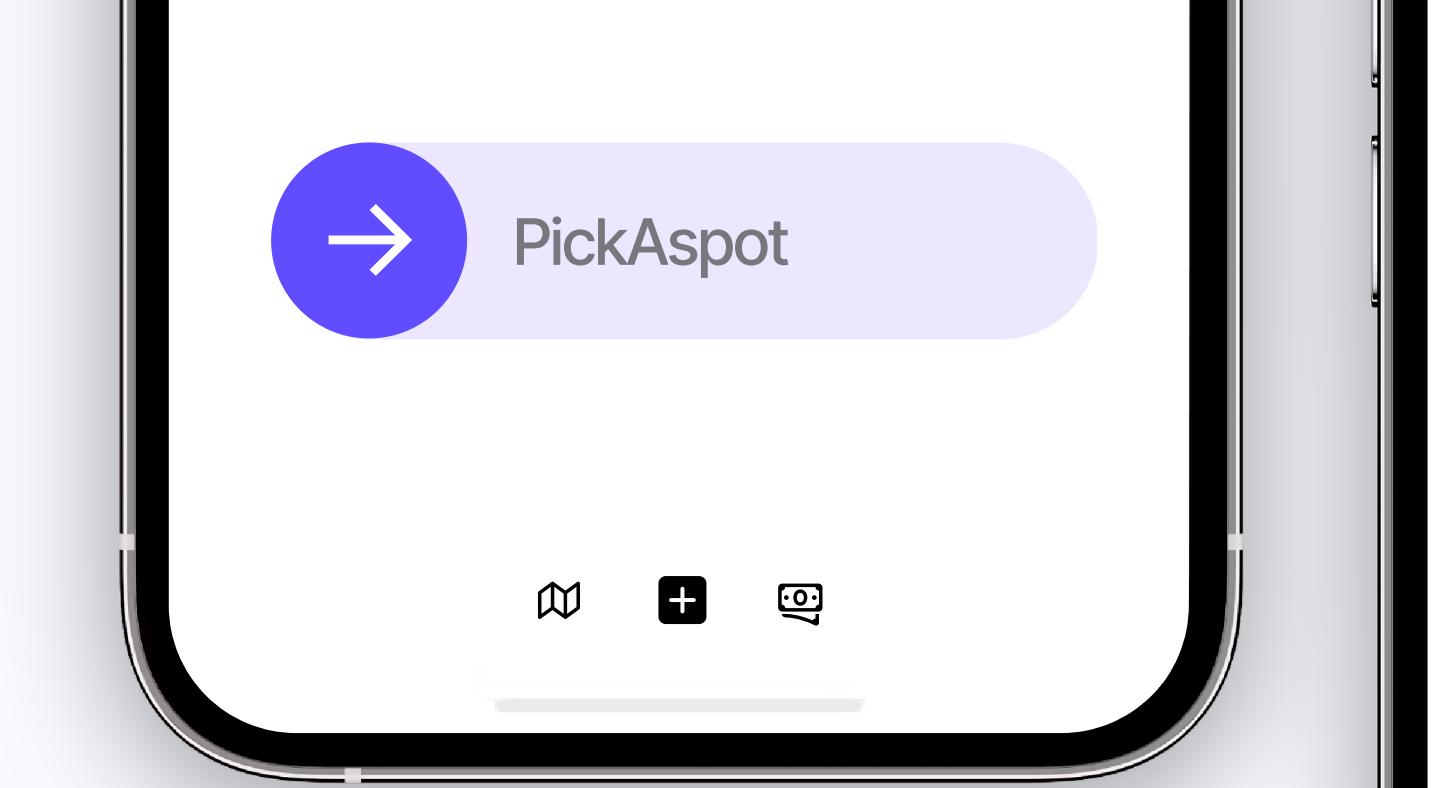
- Recurring challenge
- Waste of money
- Time consuming
- Stress generator
- Excessive pollution
- Wasteful energy consumption



Why?

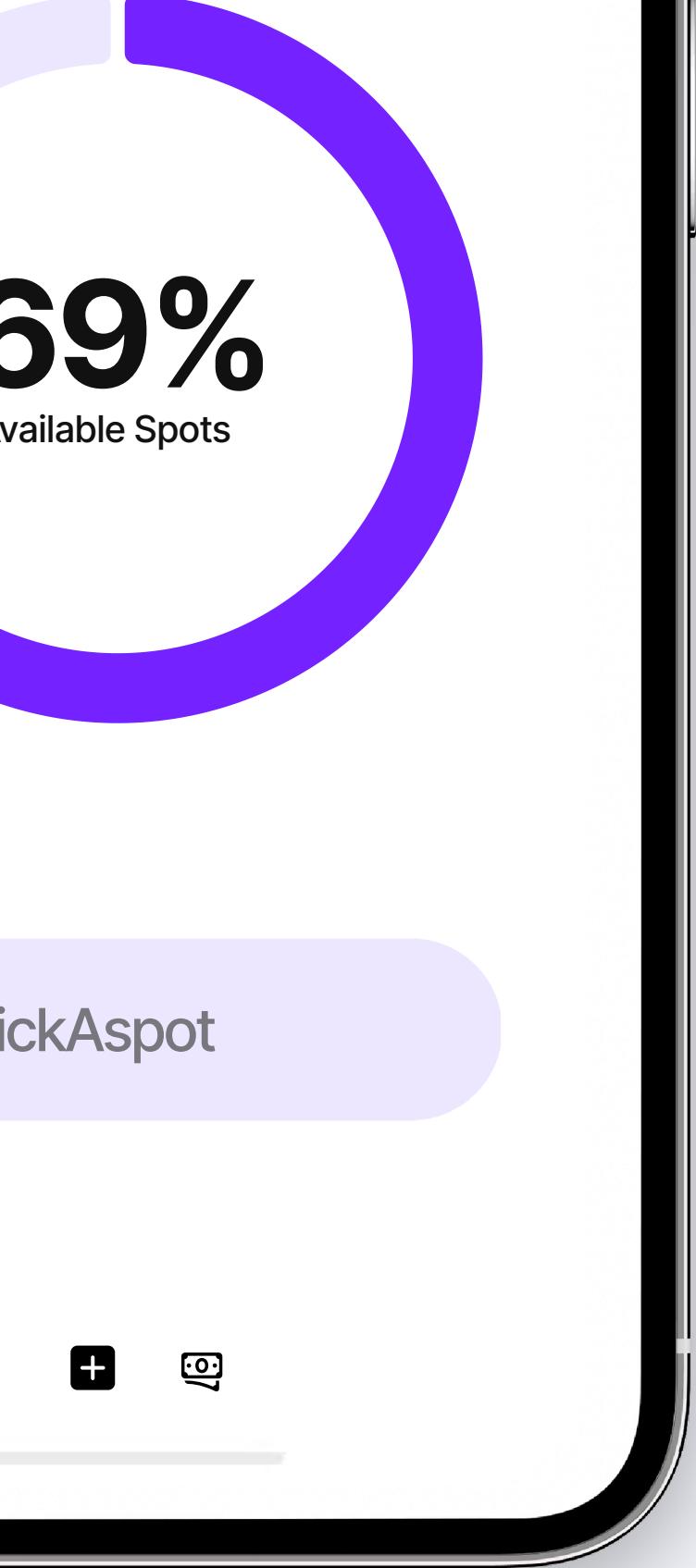
Existing Systems:

- **Unfriendly Visualization**
 - Citizen's dissatisfaction
- **No In-Depth Analysis**
 - Decrease effectiveness in addressing user needs
- **Lacking Accessibility**
 - Restrict user reach and convenience



Our mission —





The solution —

ParkAlot a Real-Time Parking

Accurate & Up-to-Date

Real-time information on free parking spaces and high level of precision for our users.



Safe & Secure

Safe and secure parking options, to reduce the risk of parking accidents.



Vehicle-Friendly

Our data analysis considers different sizes of vehicles for enhanced parking accuracy.



PICKASpot



User19234



#30

Revolutionize the way you park

12:22 ↗

12:22 ↗



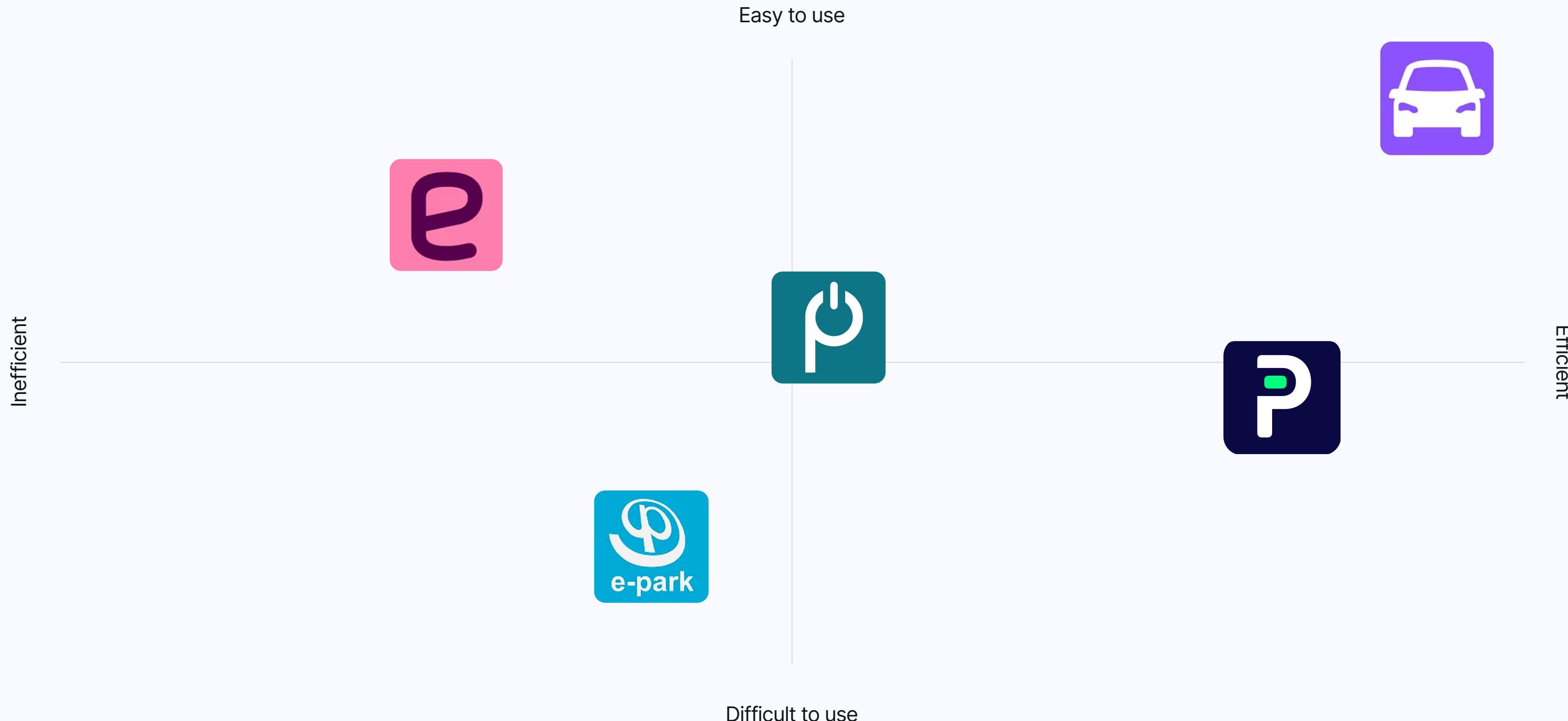
User19234



Private Parking #2701

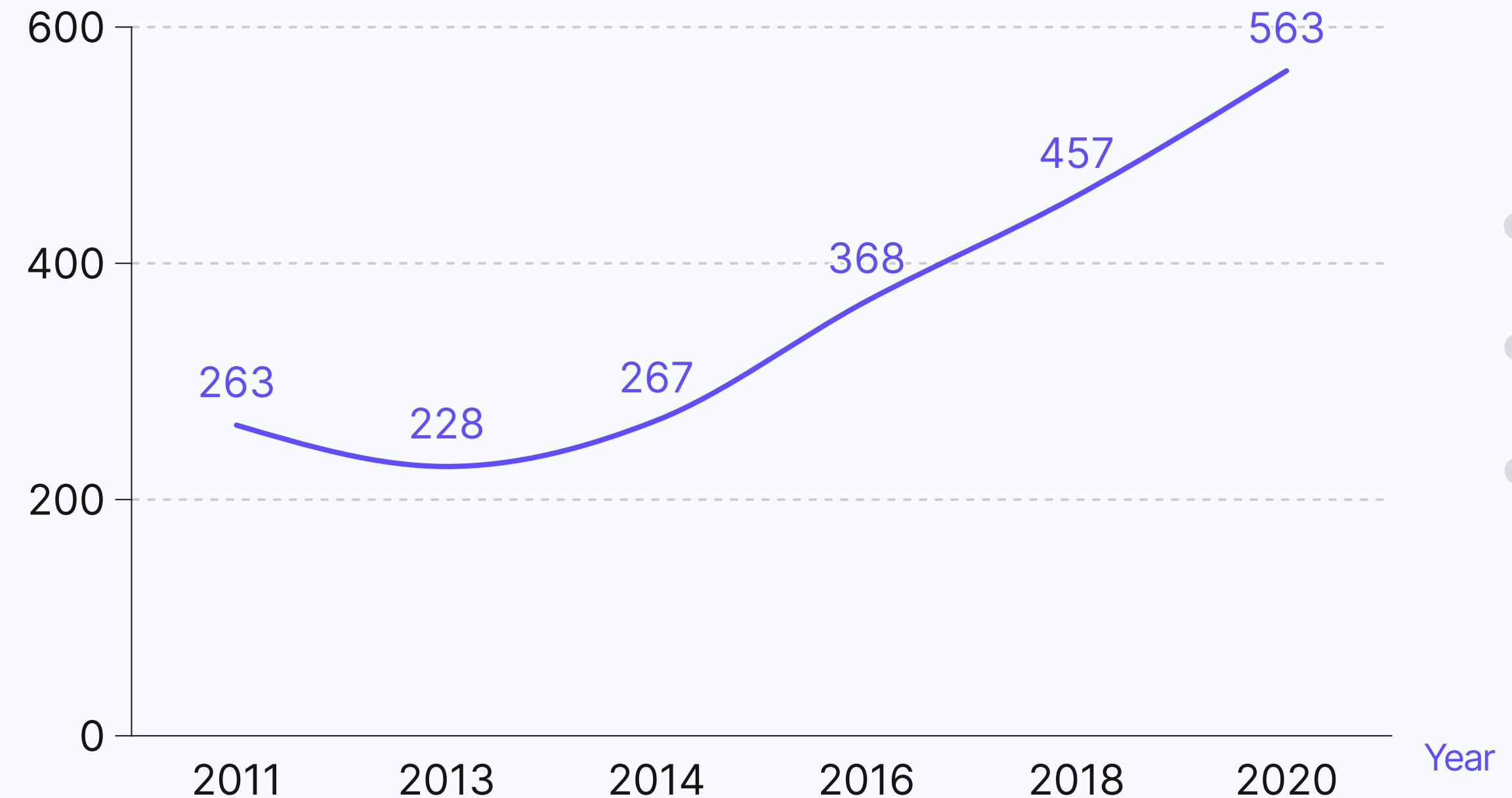
Try Pitch

Competitive landscape



Market size of the opportunity

Number of registered cars
in Madrid in thousands



- **The number of cars is rising every year**
- **The market is also rising**
- **Number of potential customer is increasing**

ParkAlot features

Real-Time Parking Updates



Parking History



Smart Navigation



Payment Integration



Instant Notifications



Secure & Reliable



Competitive advantages

1

We offer a User-friendly platform for everyone & customized features to the user's need

2

We offer cashback and credit score based system to pay your parkin fee

3

Evolutionary Prototypes: increasing detail and functionality, while ensuring a seamless user experience.

Subscription based Business model

ParkAlittle*

Free

- Real-time Parking Updates
- Smart Navigation
- 100% Security & Reliability

ParkAmedium*

€0,99

- Integrated Payment
- Instant Notifications
- Parking History

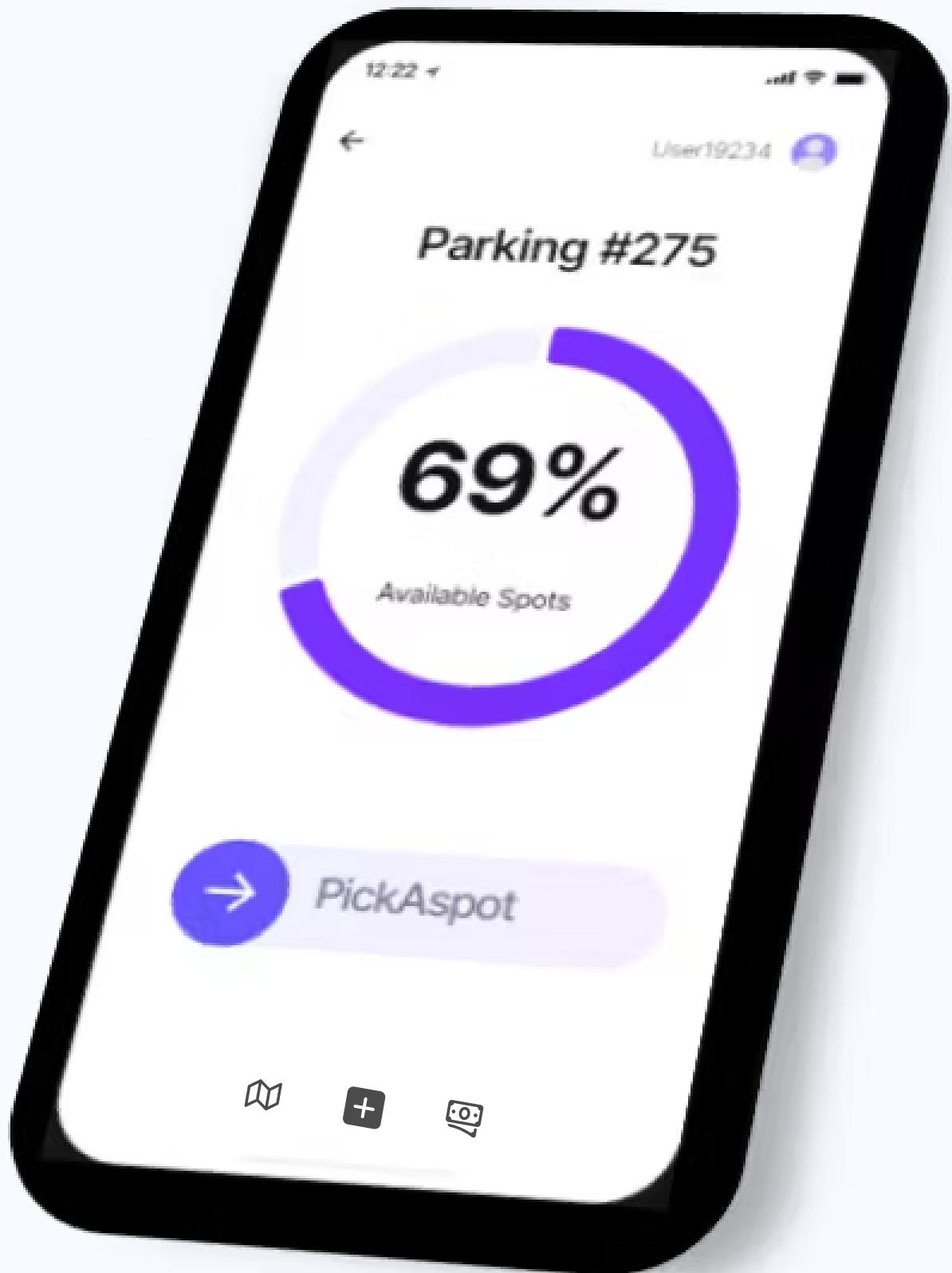
ParkAlot+*

€4,99

- Reservate parking spots
- Credit score to pay parking
- Cahsback systyem

86.4%

of drivers have this problem.

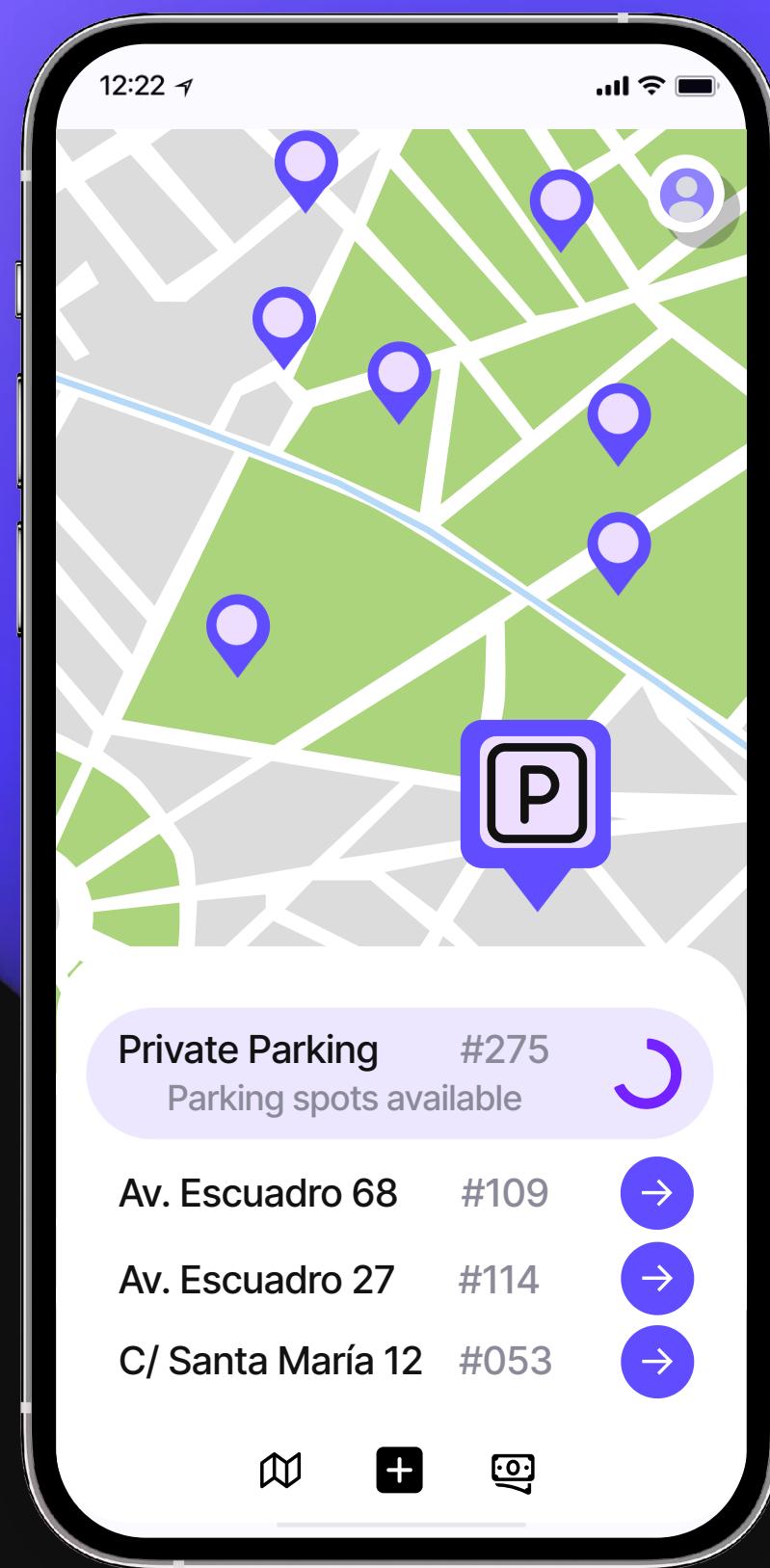
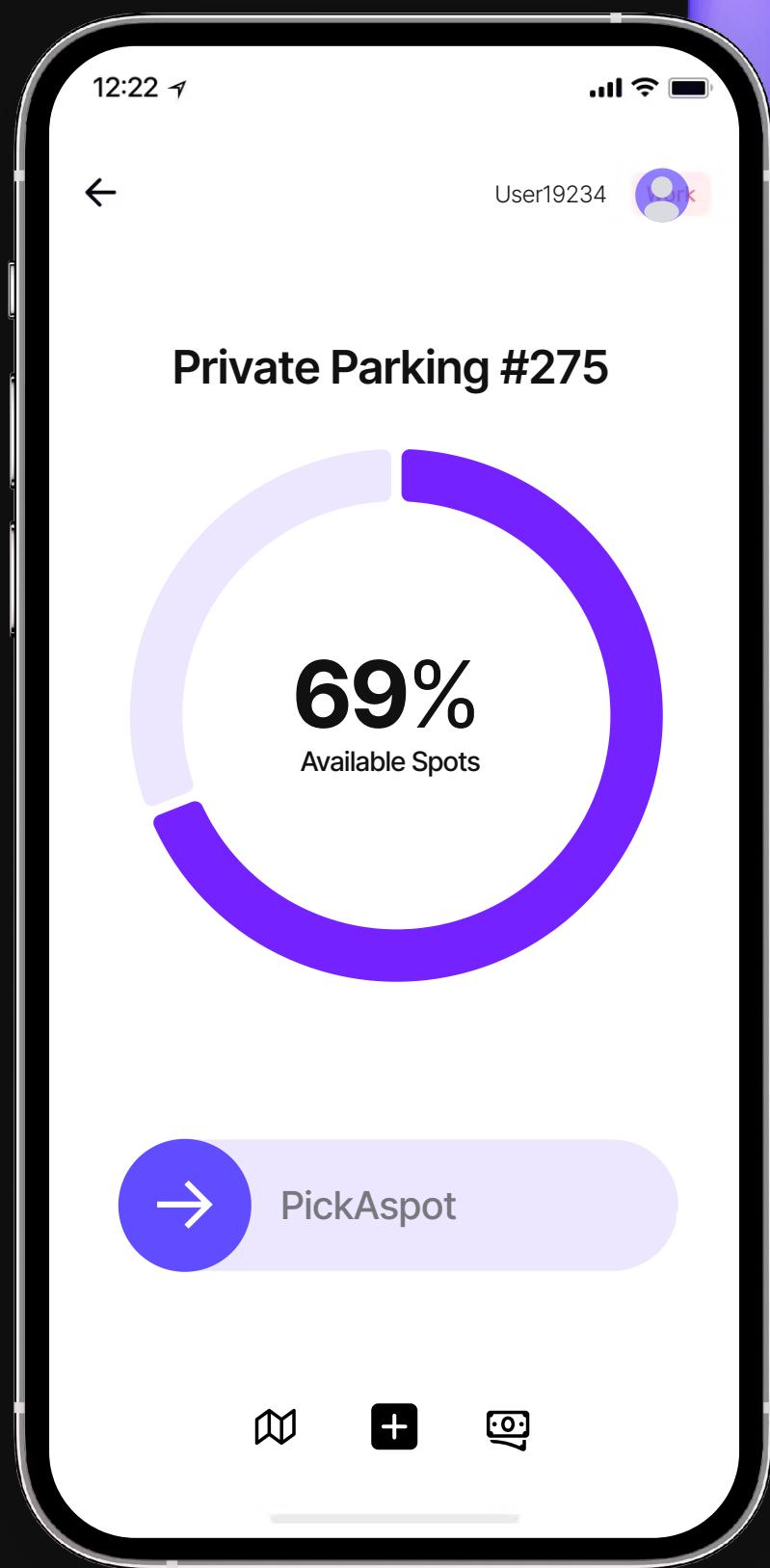
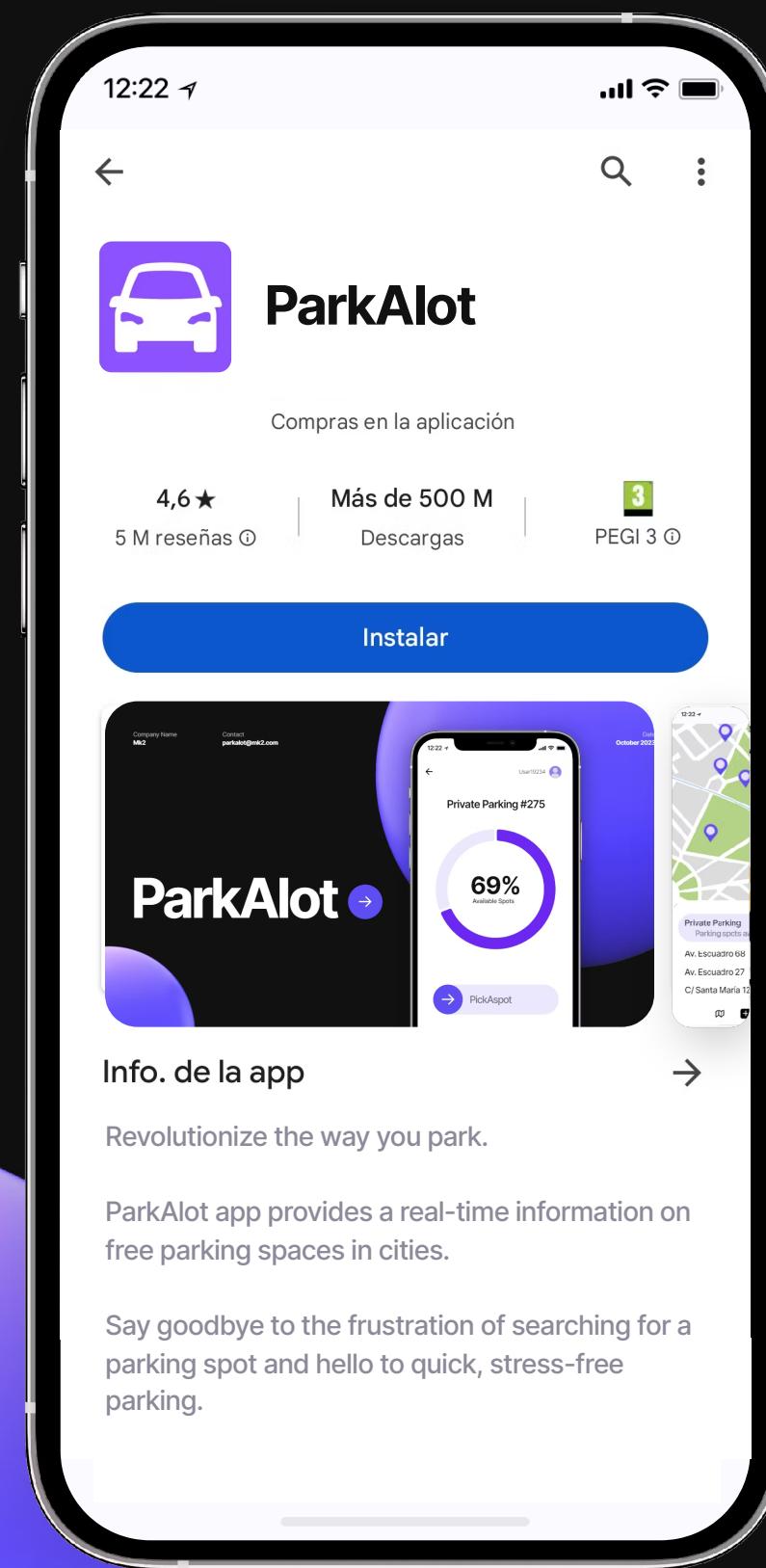


23.9%

of people feel existing solutions don't fully solve it.

71.5%

of drivers who tried our app thought it solved their problem



GET IN ON
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Google Play

Try Pitch

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Thank You

Try Pitch





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