

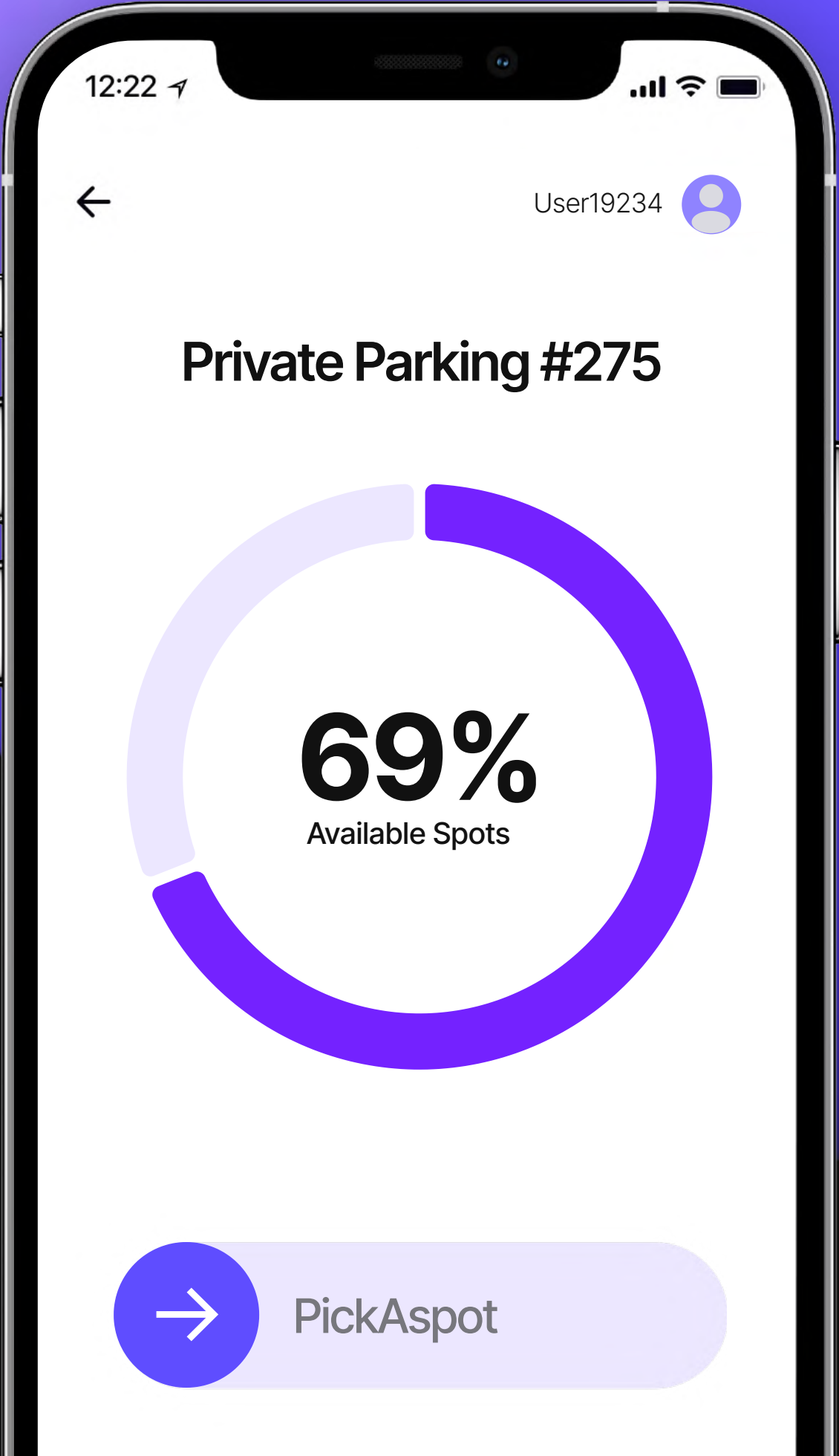
Company Name  
**Mk2**

Contact  
**parkalot@mk2.com**

Date  
**October 2023**

# ParkAlot

Try Pitch





## What?

### Finding parking in high-traffic zones:

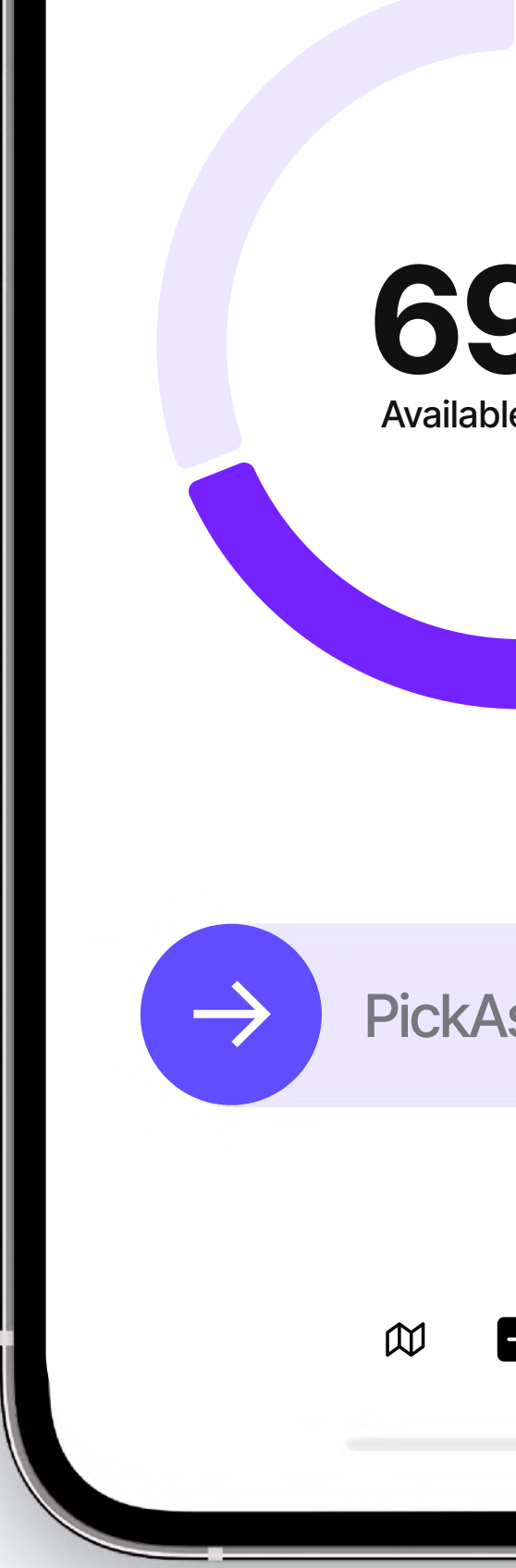
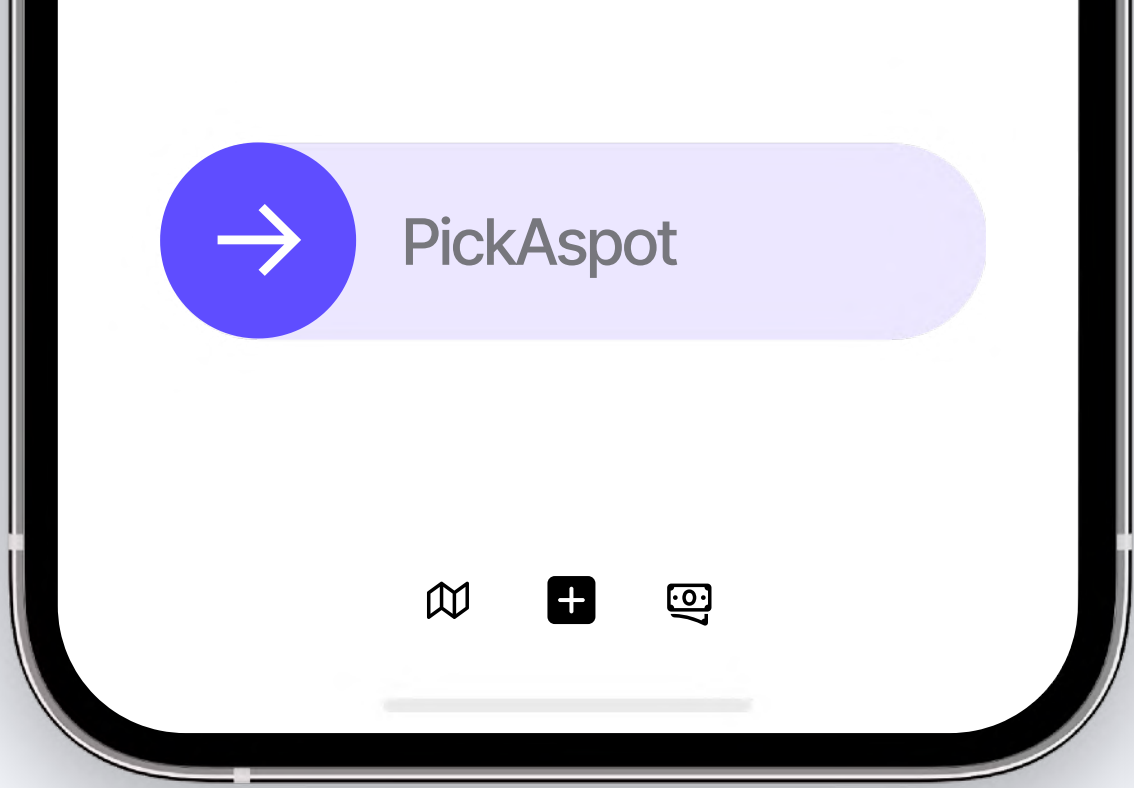
- Recurring challenge
- Waste of money
- Time consuming
- Stress generator
- Excessive pollution
- Wasteful energy consumption



## Why?

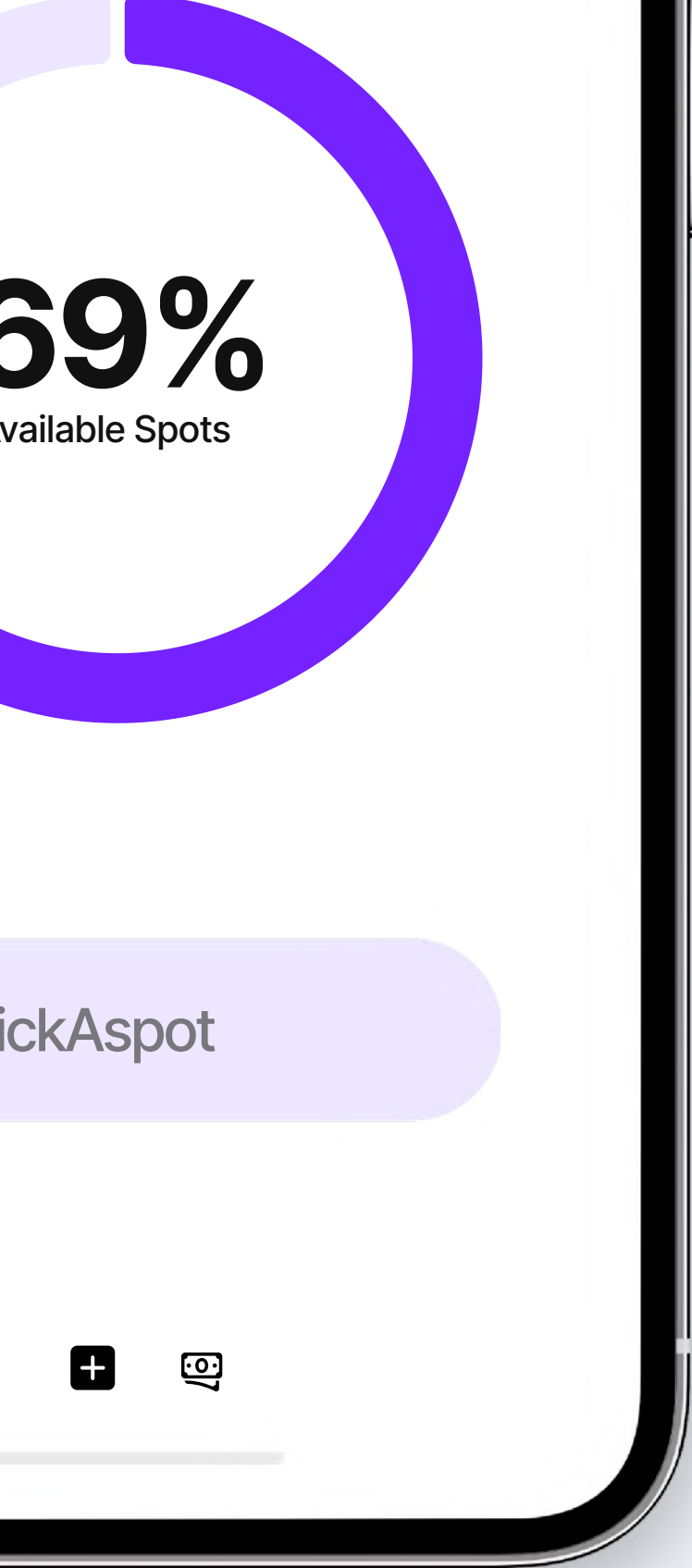
### Existing Systems:

- 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

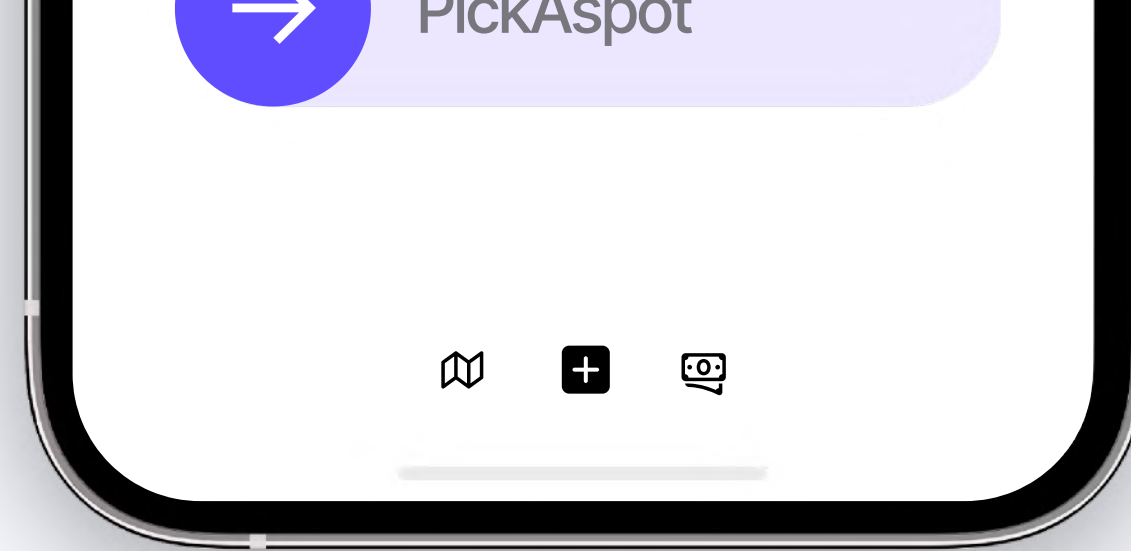
Safe and secure parking options, to reduce the risk of parking accidents.



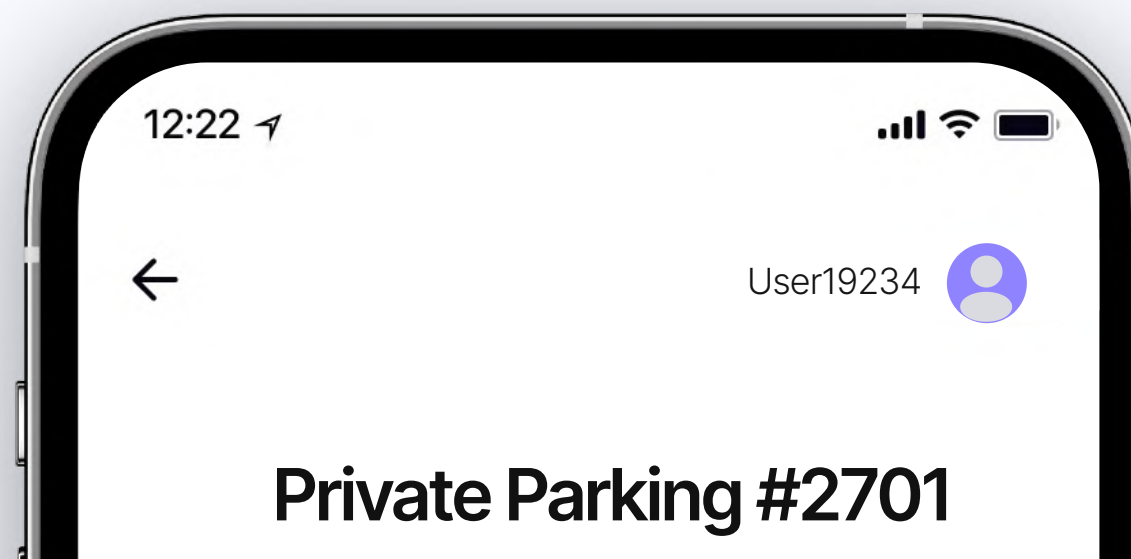
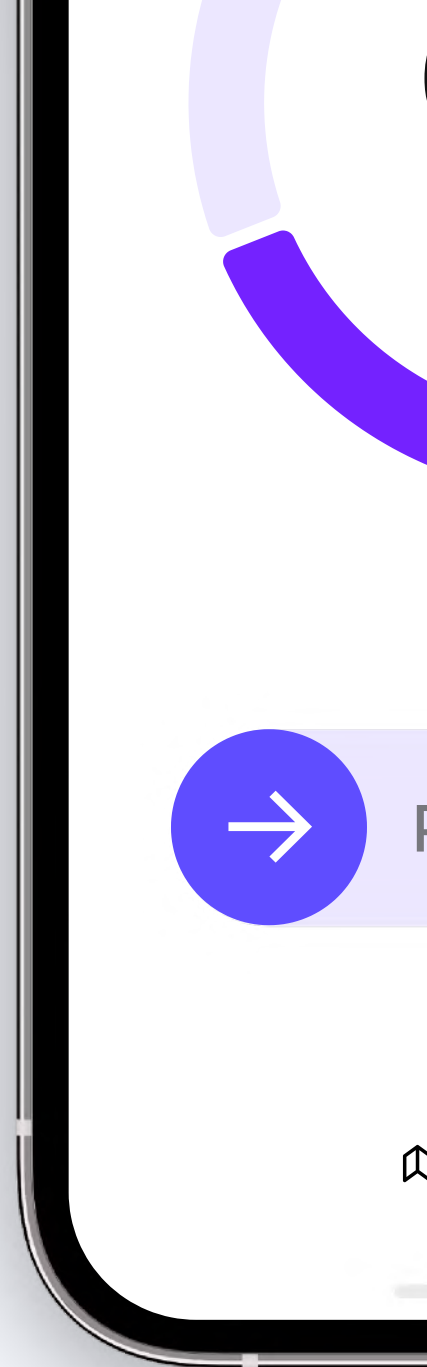
### Vehicle-Friendly

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

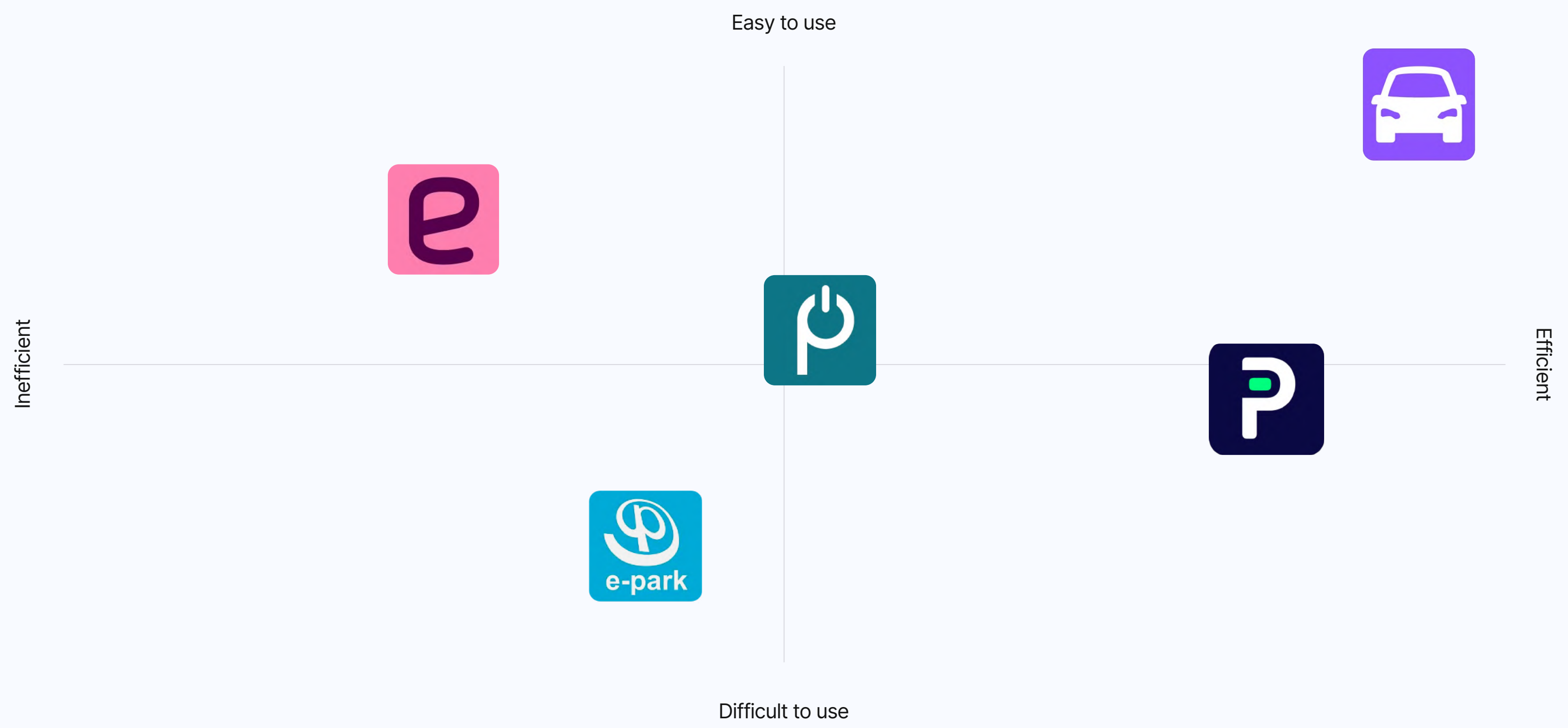




**Revolutionize the way you park**

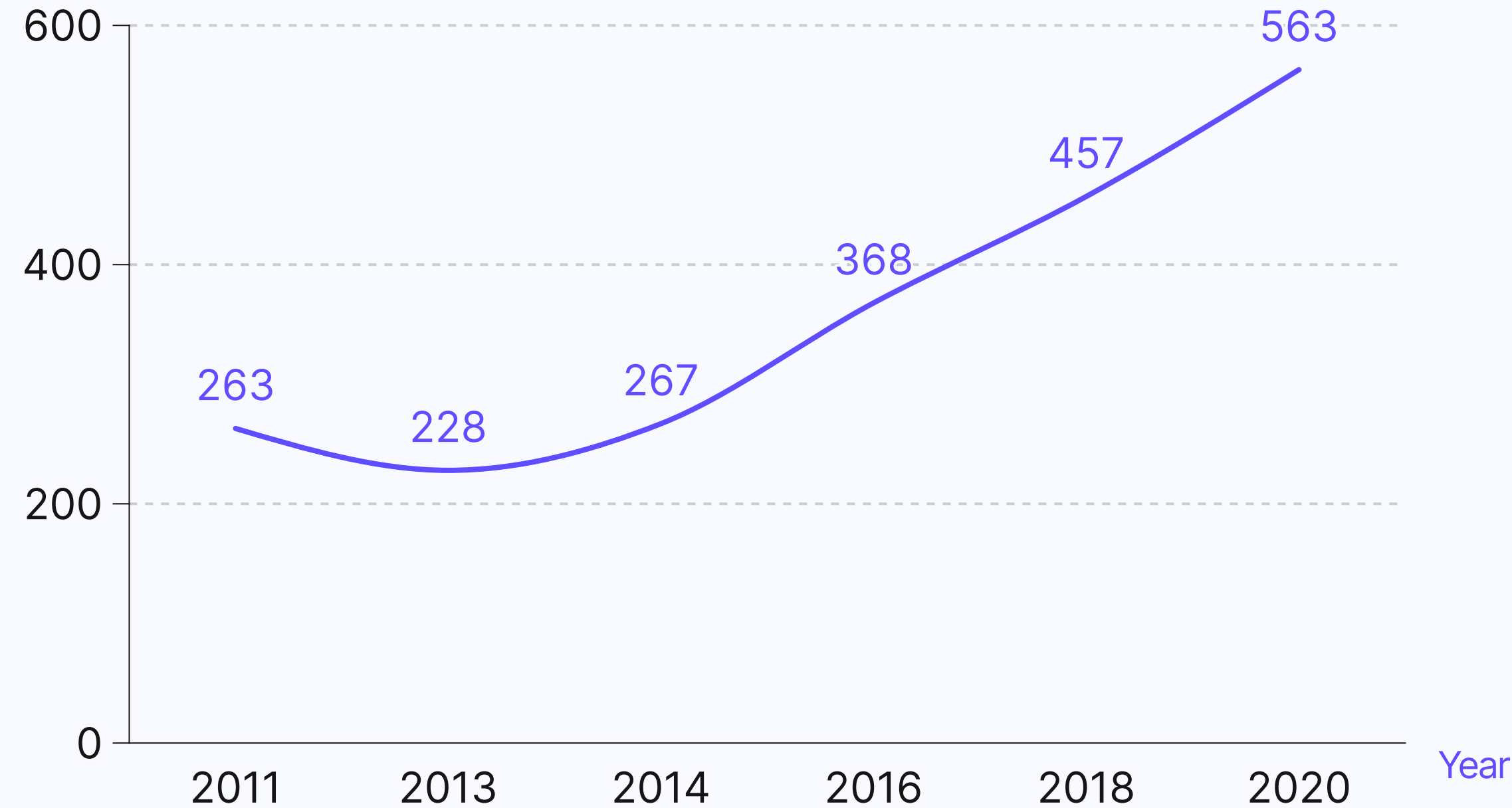


# Competitive landscape



# 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

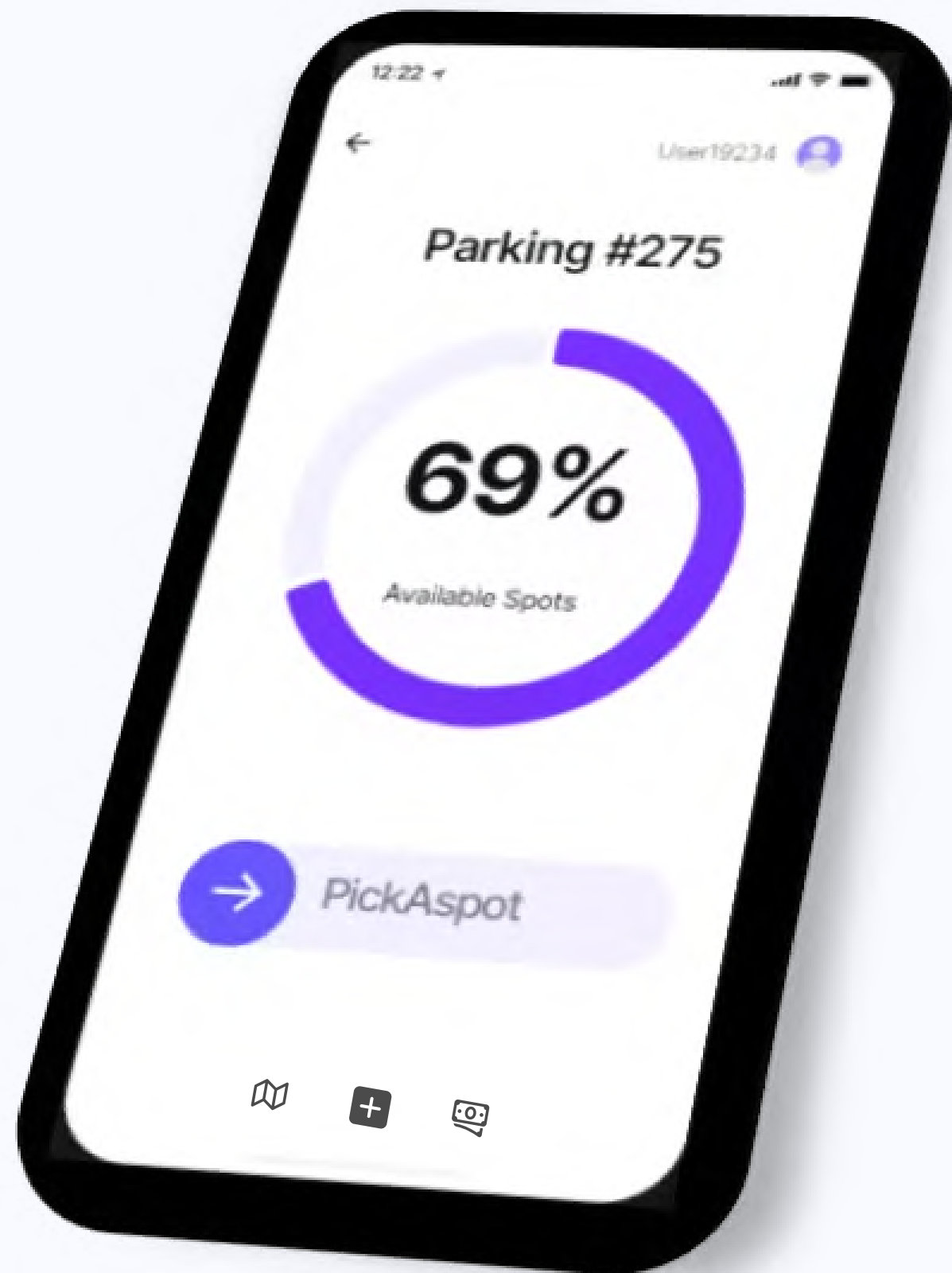
3

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

# Subscription based Business model

ParkAlittle*	ParkAmedium*	ParkAlot+*
Free	€0,99	€4,99
<ul style="list-style-type: none"><li>• Real-time Parking Updates</li><li>• Smart Navigation</li><li>• 100% Security &amp; Reliability</li></ul>	<ul style="list-style-type: none"><li>• Integrated Payment</li><li>• Instant Notificacions</li><li>• Parking History</li></ul>	<ul style="list-style-type: none"><li>• Reservate parking spots</li><li>• Credit score to pay parking</li><li>• Cahsback systyem</li></ul>

\*ParkAMedium the ParkAlittle perks & ParkAlot includes all of ParkAmedium perks



# 86.4%

of drivers have this problem.

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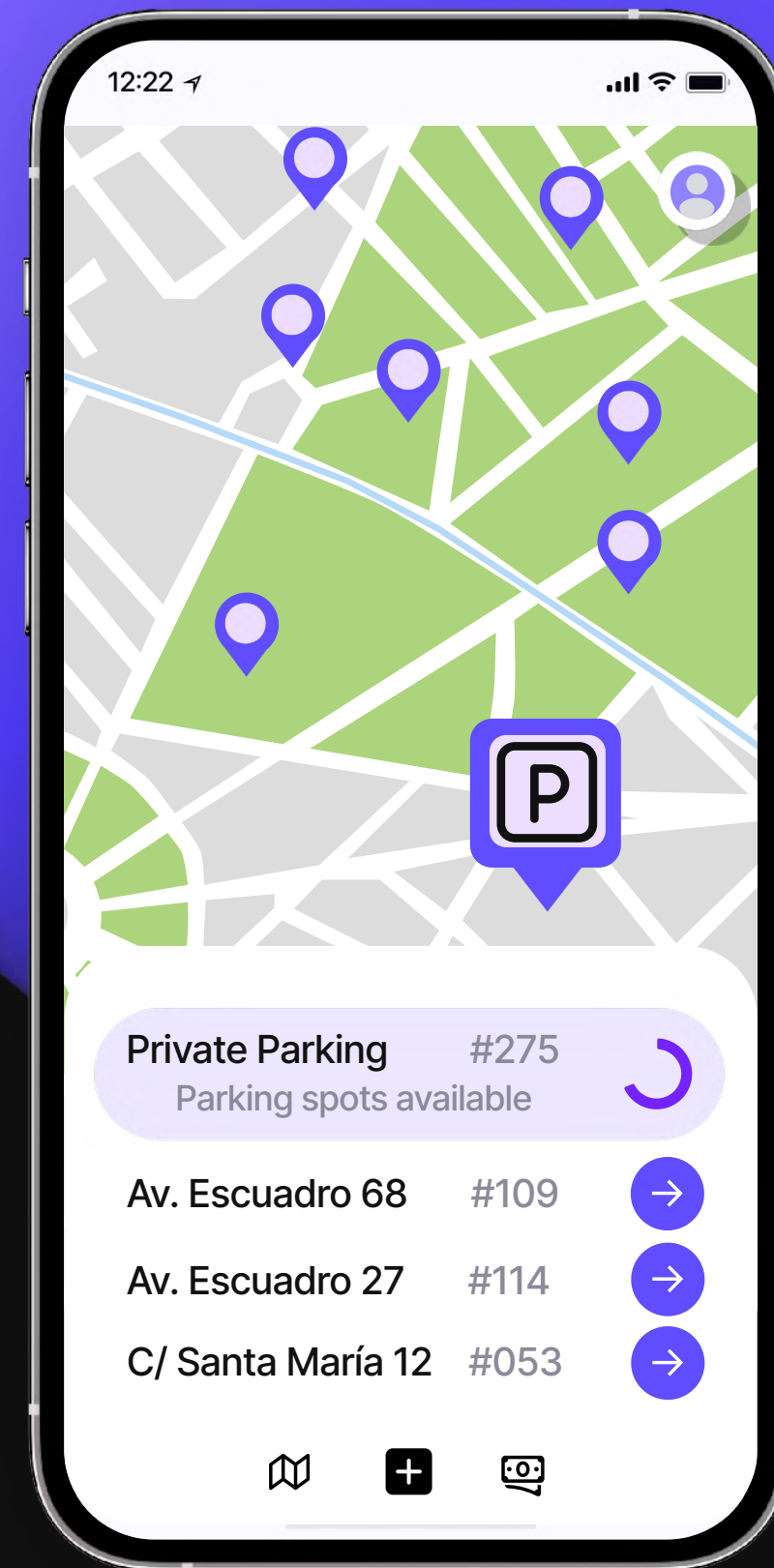
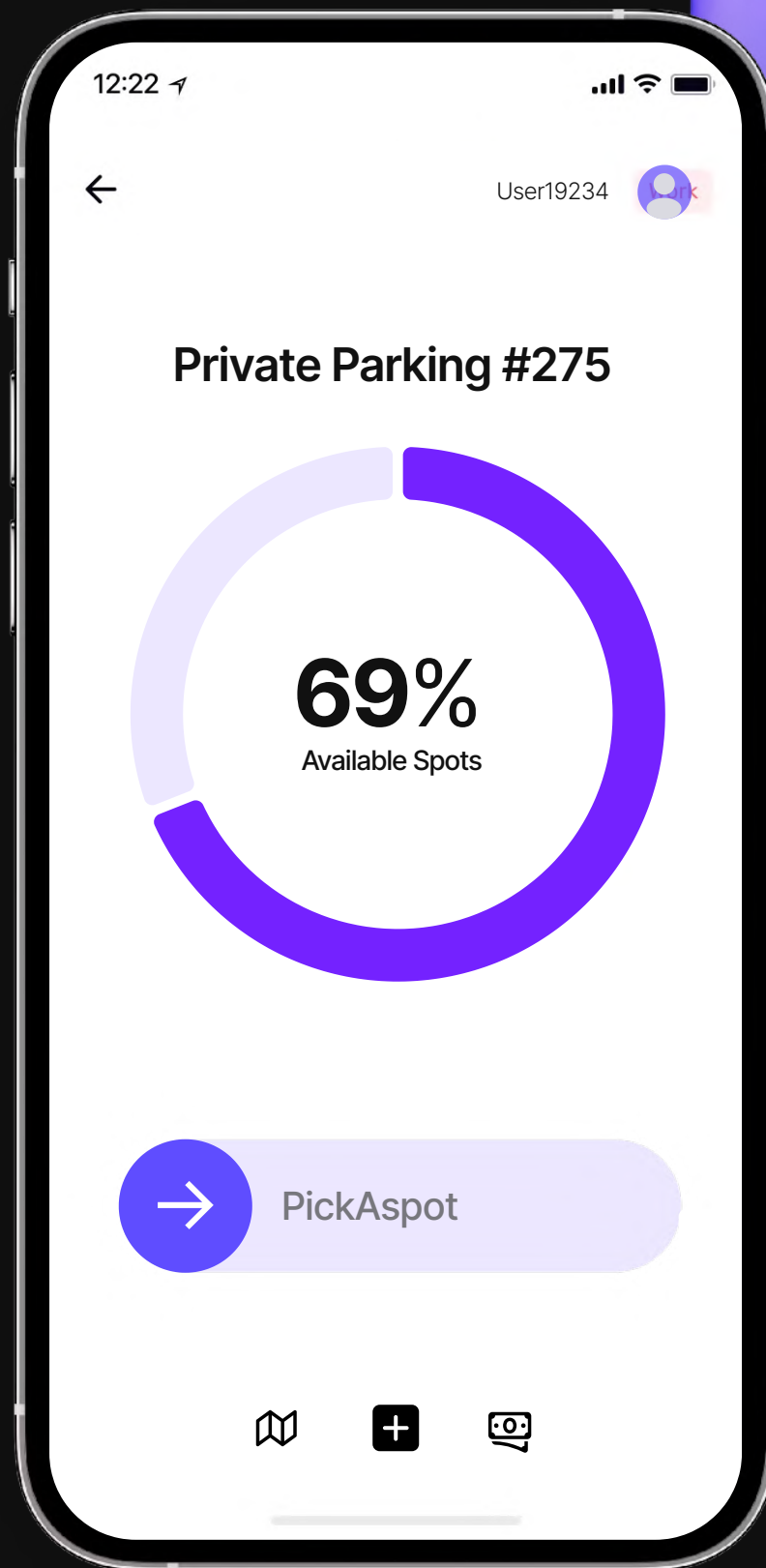
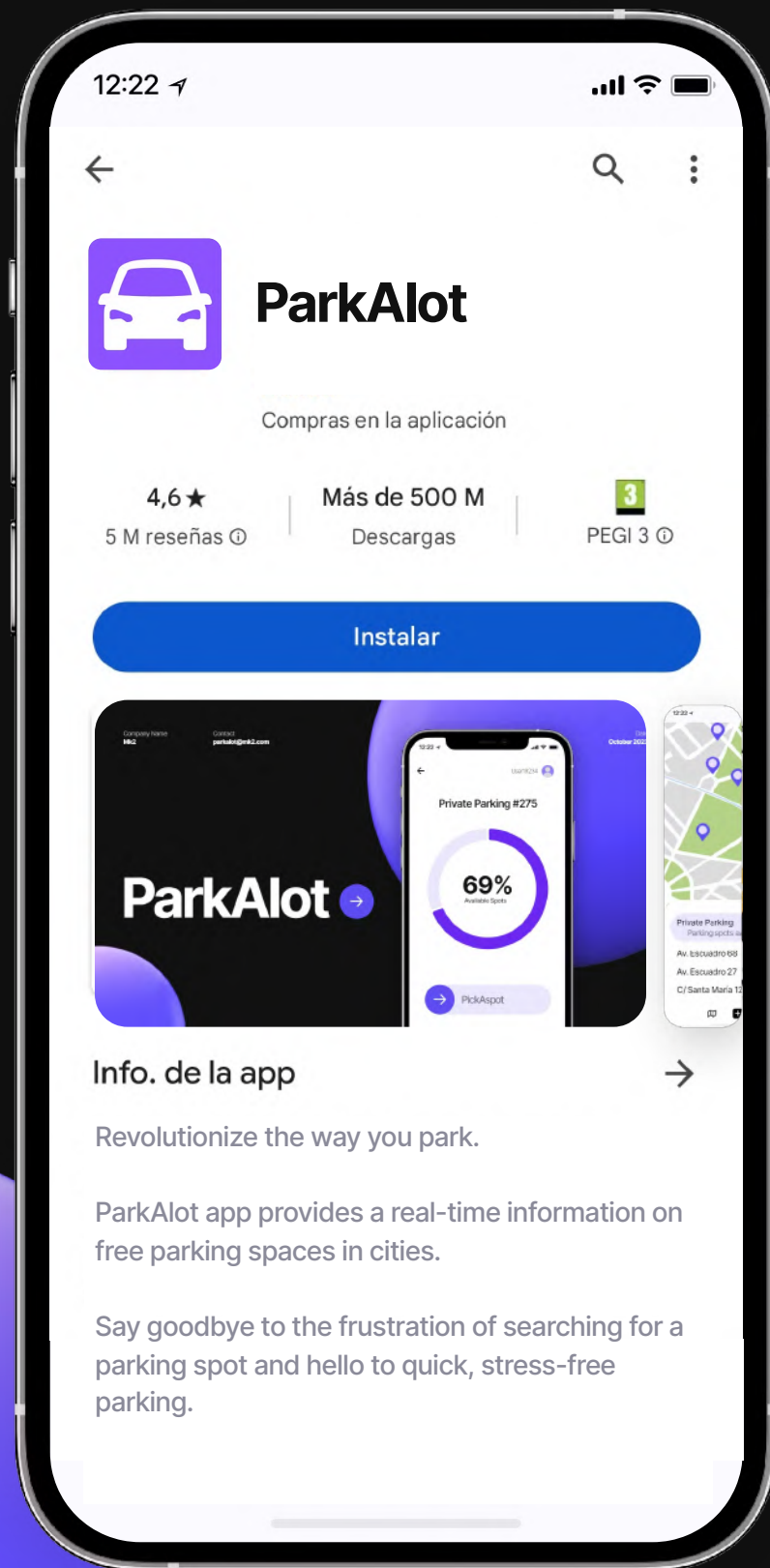
# 23.9%

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

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# 71.5%

of drivers who tried our app thought it solved their problem

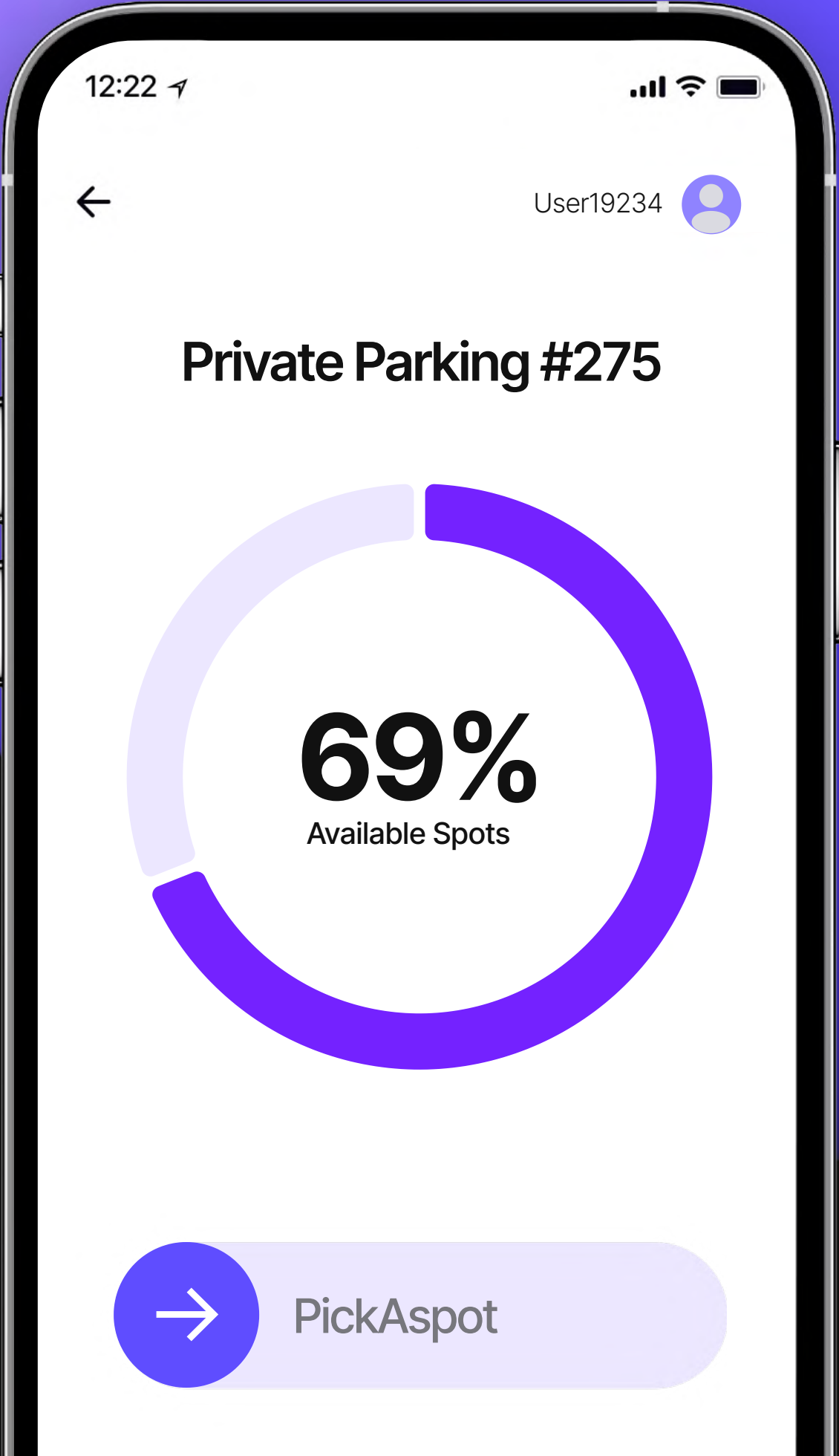


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**Thank  
You**





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