



Parallel
Park

Redefining Mobility for an Accessible Future

Meet Zuza



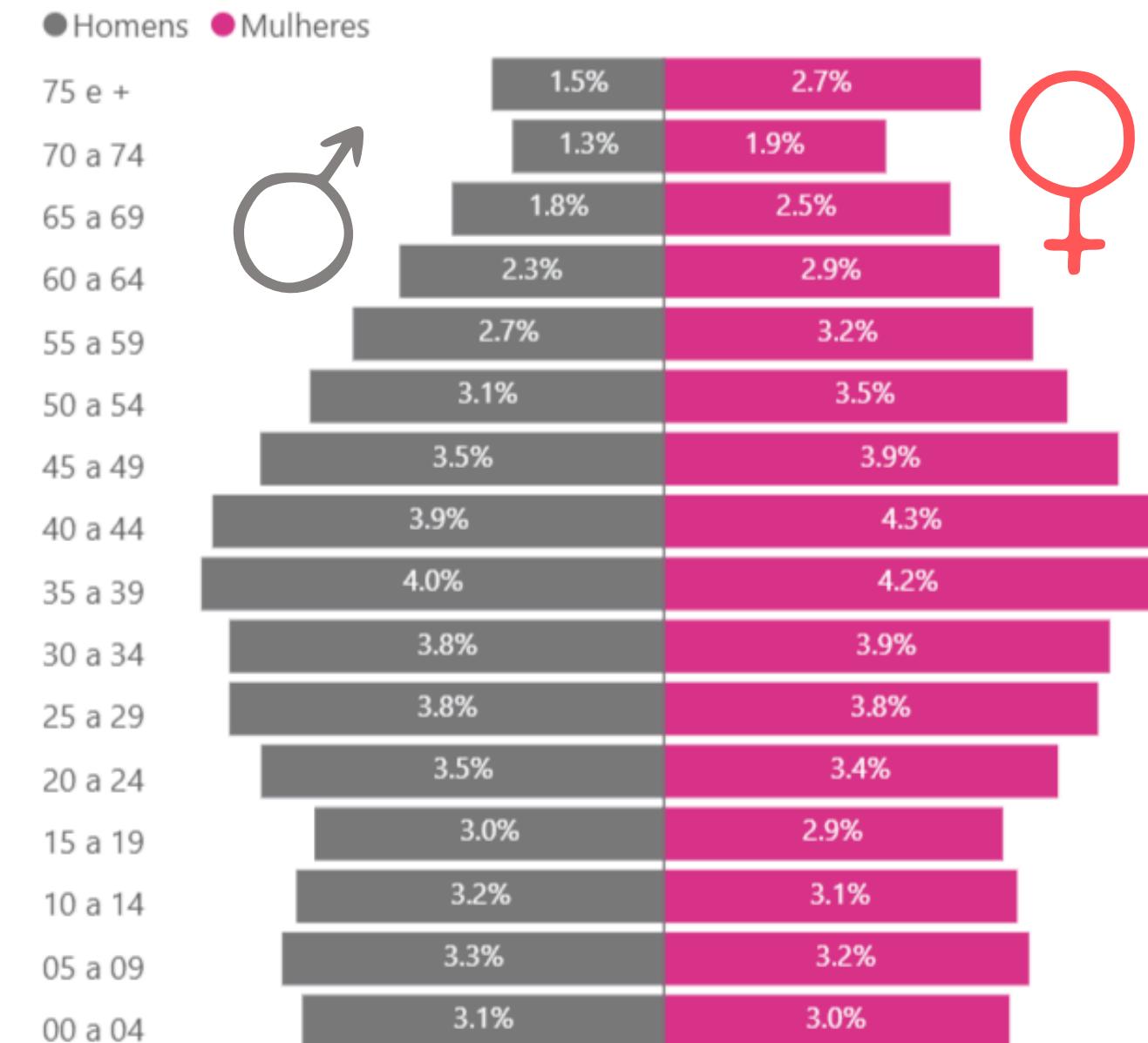
Problem

3.323.729

people have reduced mobility in São Paulo, and face challenges that hinder their ability to get around the city.

- Lack of inclusion in urban design
- Dangerous sidewalks
- Poor maintenance of structures
- Poor accessibility

Growing Market



Source: São Paulo - SEAD Foundation, 2024.



Source: Reporter Diario, 2023

**How might we
redesign public
transportation for
individuals with
movement disabilities?**



Interview with Matthew, Who Uses a Wheelchair

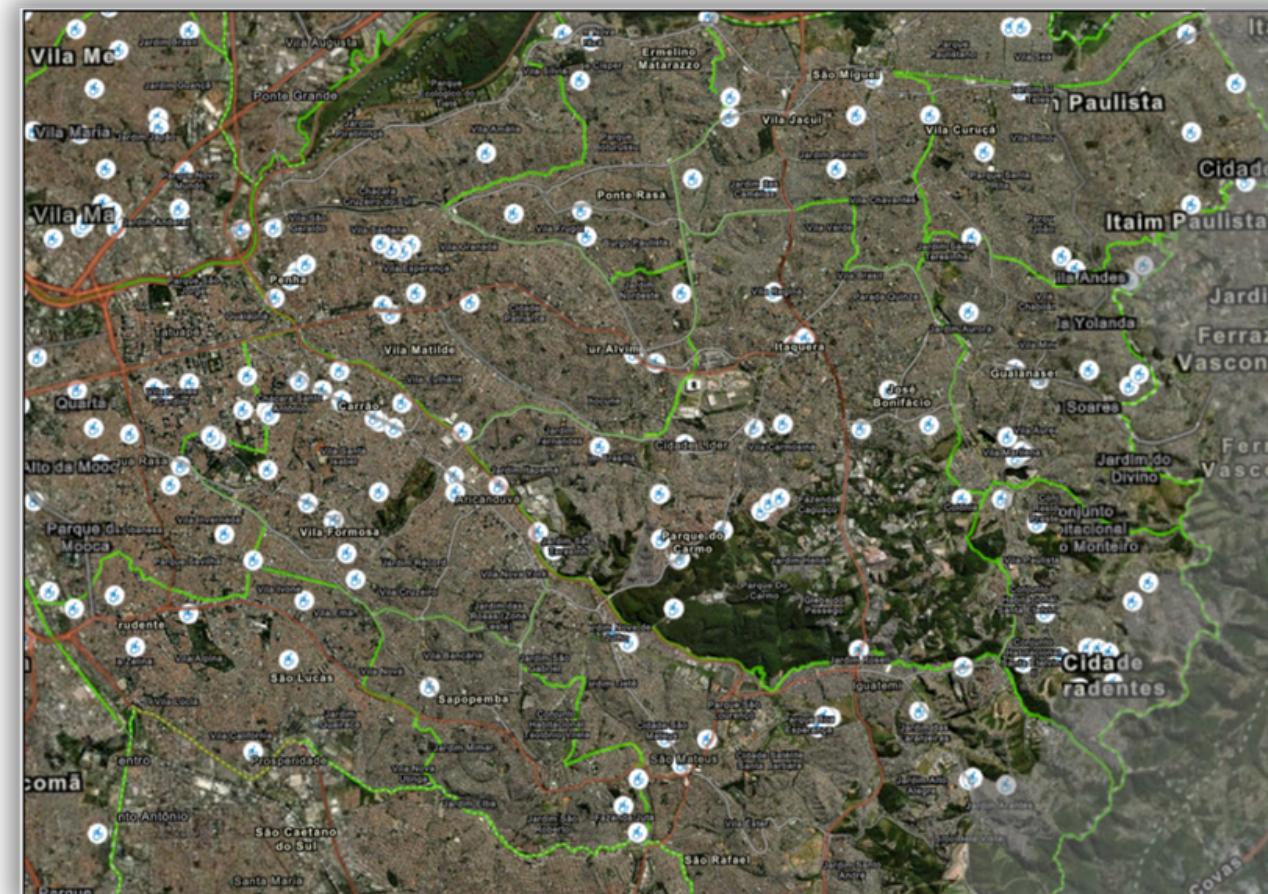
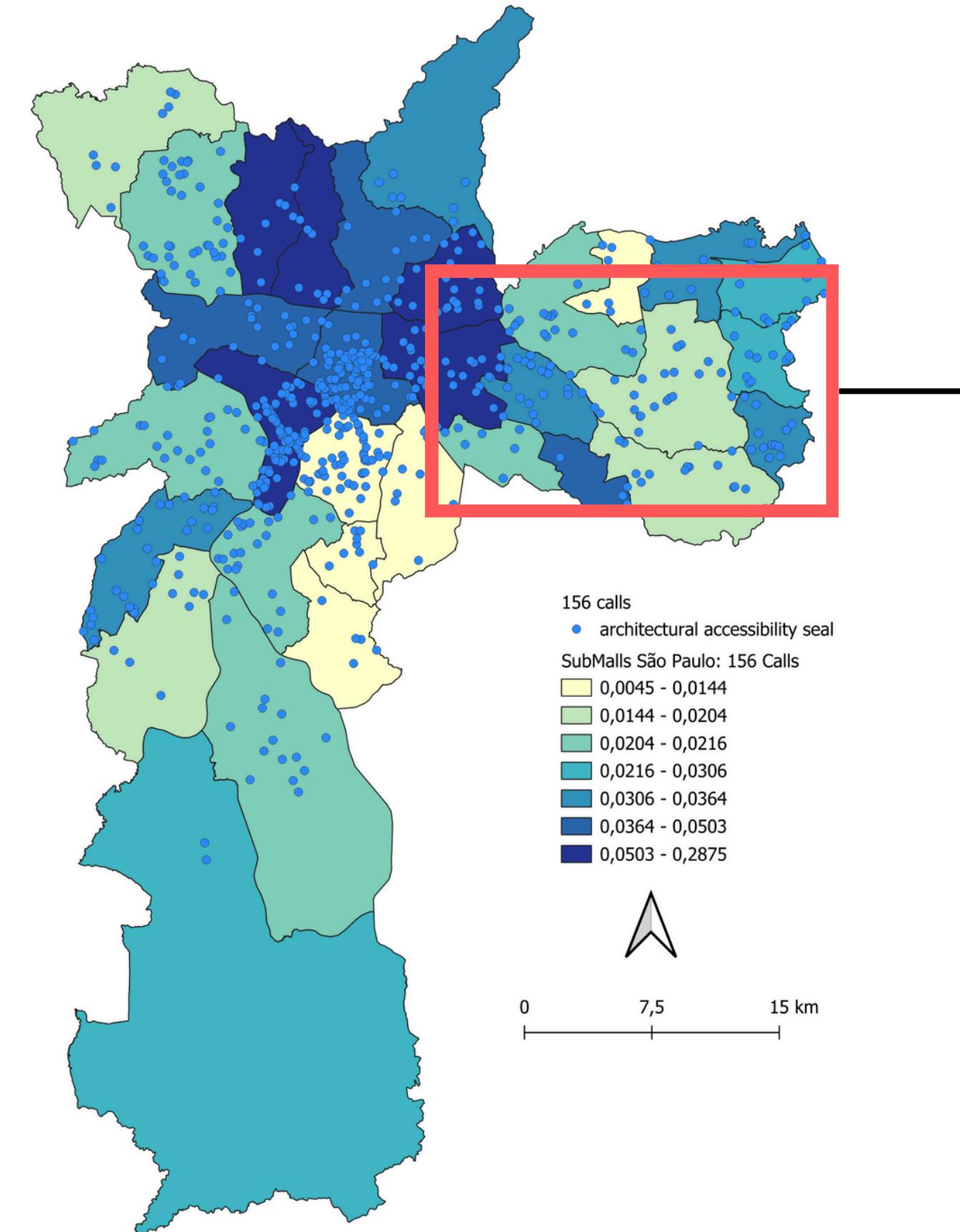
“Biggest things public transport wise are well-maintained elevators at metro/trolley stops, step-free access from the platform to the train, and well-trained bus drivers who know how to handle a wheelchair”



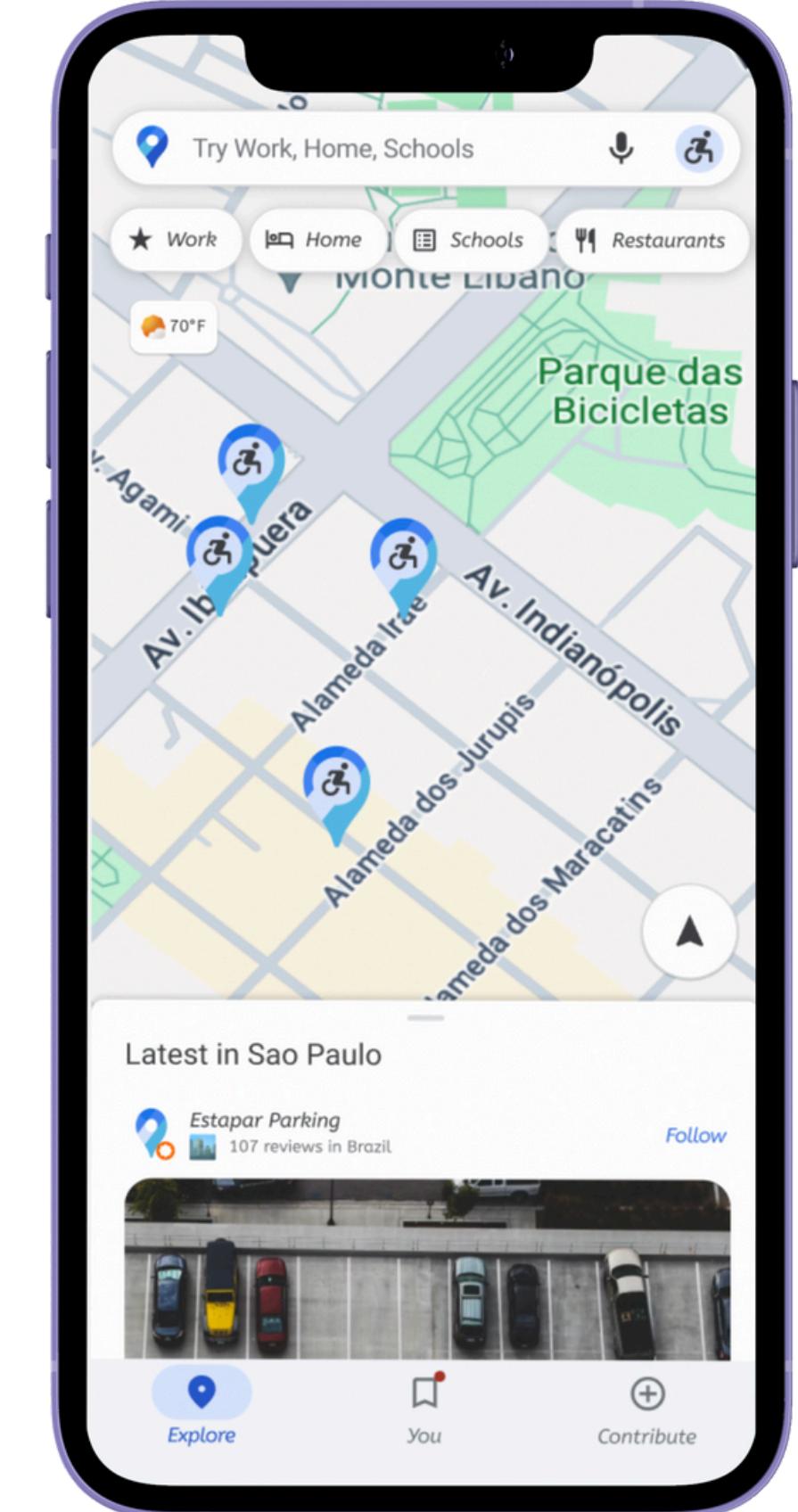
**“For car transport, having
blue spots
(blue parking disabled signs)
that are on flat ground and
in close proximity to
businesses are critical”**



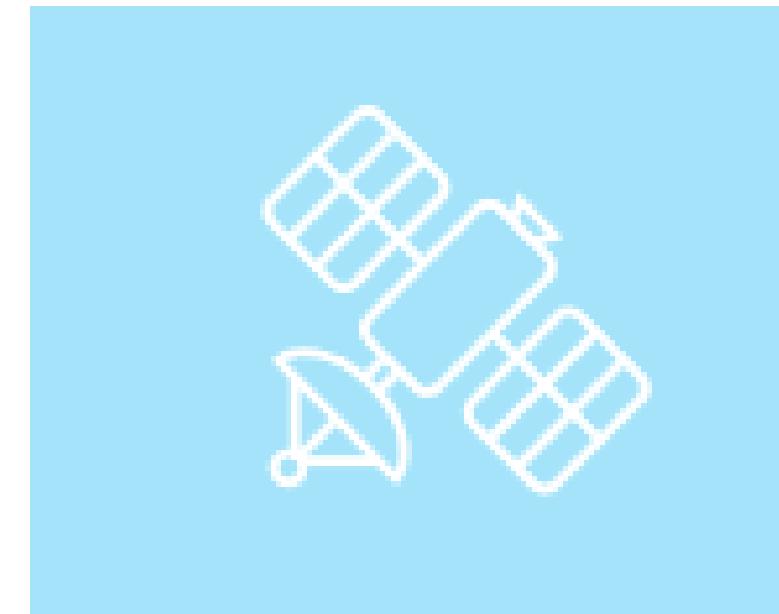
Prototype



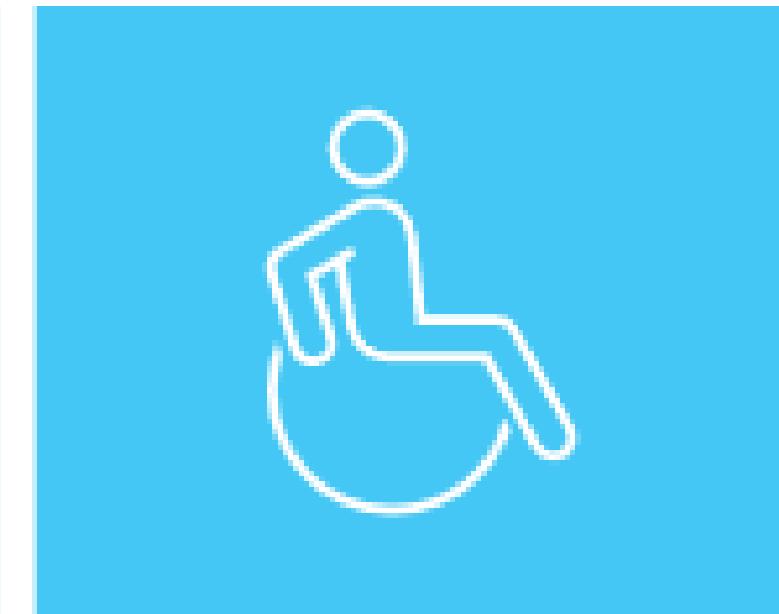
- **Redeeming Points at partner locations (local stores and online platforms)**
- **Partner Organizations with various retailers, transportation agencies, and online services**
- **Activity Detection by using GPS and motion sensors while using the APP**



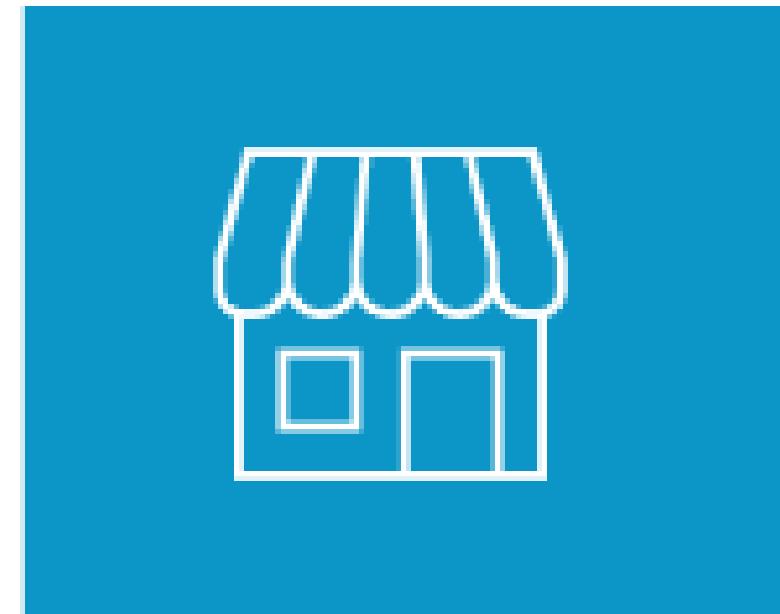
Key Features



AI that
Analyzes
Street View
Satellite
Images



Marker Pins
to Know
Where the
Blue Parking
Spots are
Located



Displays
Proximity to
Businesses in
Cities

Our Focus

11 SUSTAINABLE CITIES
AND COMMUNITIES



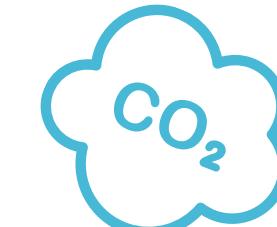
SUSTAINABLE
DEVELOPMENT
GOALS



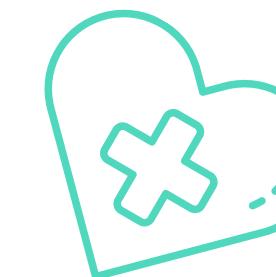
Points &
CashBack



Less
Pollution



Improved
well-being



We are focusing on the blue parking spots that are on flat ground and in close proximity to businesses by developing a **map app that uses AI to detect the surfaces and geolocation data** in main cities like São Paulo, Toronto, London, and San Diego.



Potential Partnerships

Funding

In addition to subscriptions, we could partner with



FUNDO CLIMA

Brazil's Climate Adaptation Fund Urban Mobility Sector
(2 Million USD)

Data

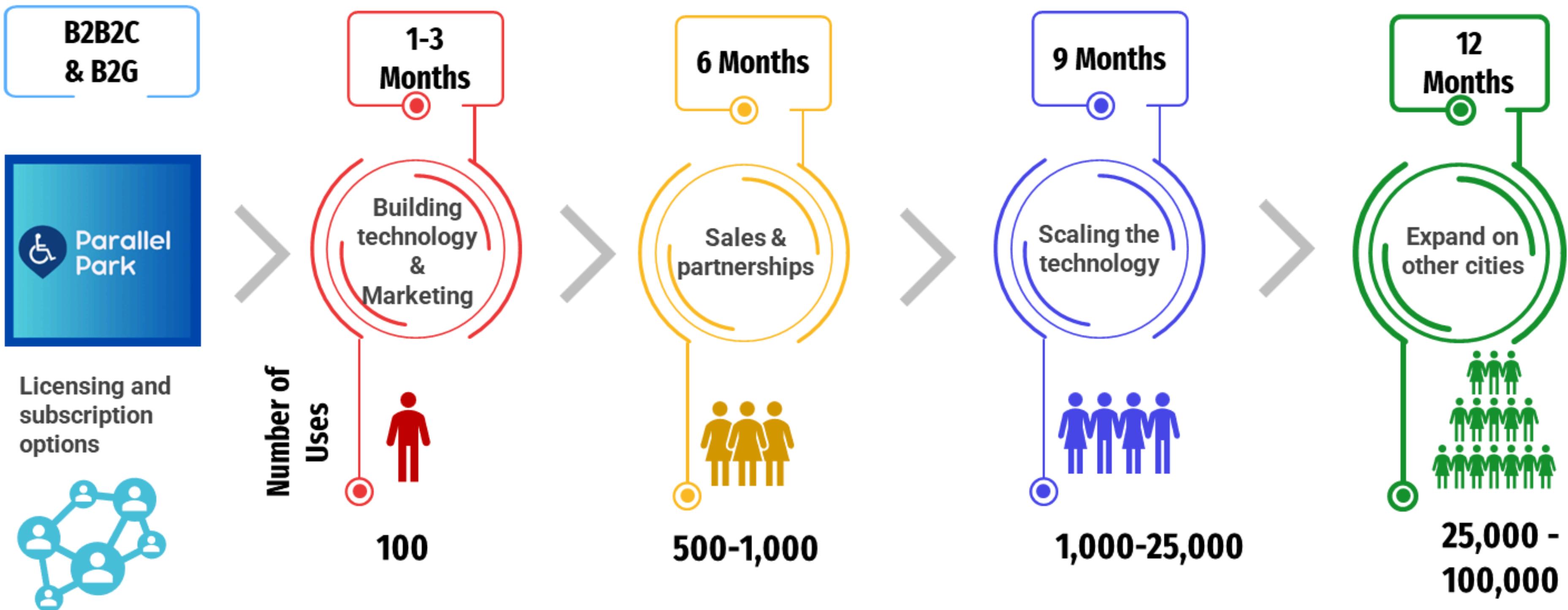
In addition to our own data collection and analysis, we could use data from



Marketing

Raising awareness to accessibility issues, and promoting our service

Business Strategy Roadmap



Endorsements

We have received two endorsements so far

“I strongly believe that such concepts and services are **strongly needed** in urban markets [...] I am deeply convinced that this project is **essential** and will be a success.”

- Experienced professional in Data Science and ML

“I would like to give my appreciation for your **innovated** thoughts and **open-minded** concepts in building the better future for new generation.”

- Experienced professional in Biomedical Sciences

Team



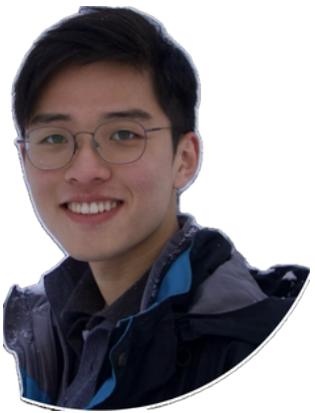
Product
Laura Charria
Design



UC San Diego



Universidade de São Paulo
Agência USP de Inovação



Sales & Marketing
RJ Wang
Entrepreneurship



Operations
Erick Mota
Geologist & Urban Planner



Universidade de São Paulo
Agência USP de Inovação



Strategy
Chan Li
Biological sciences



Technology
Yolanda Thant
Computer science



UNIVERSITY OF
TORONTO



Technology
Bruno Zunta
Engineer



Universidade de São Paulo
Agência USP de Inovação

Advisor
Leo Luk



Thank You for Your Time!



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