

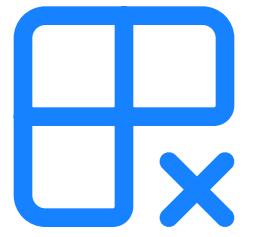
# Parallel | Investor Deck

A short description related to the deck reader.



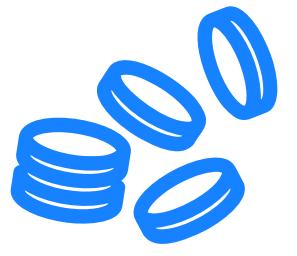
**Parking sucks..**

# Problem



## Operational Fragmentation

Parking operators lack a single, digestible view of multi-lot parking analytics needed to make informed operational decisions.



## Lost Revenue

Open lots and limited manual enforcement leave up to 20% of revenue uncollected.



## Setup Costs

Complex and expensive infrastructure makes automation hard to deploy and scale for universities and large operators.

# Financial ROI

## CASE A: WITHOUT PARALLEL

Metric	Value
Gross revenue	\$10,000,000
Revenue loss (20%)	-\$2,000,000
Operational cost (personnel, meter repairs, violations)	-\$2,000,000
<b>Net Revenue</b>	<b>\$6,000,000</b>

## CASE B: WITH PARALLEL

Metric	Value
Gross revenue	\$10,000,000
Revenue Loss reduced (5%)	-\$500,000
Parallel SaaS (annual)	-\$500,000
Operational cost (reduced)	-\$1,000,000
<b>Net Revenue</b>	<b>\$8,000,000</b>

# Solution

## Camera Vision

A solar-powered, LTE-connected hardware kit that installs anywhere in under an hour with zero infrastructure.

## Parking Ecosystem

A single data layer connects operators and drivers so sessions, billing, and analytics flow seamlessly in real time.

## Automation

ALPR captures every vehicle to recover 20% lost revenue, while Parallel AI predicts occupancy, spots issues, and automates tasks to reduce oversight.

# Why Now



## Market Validation

Universities have ALPR tech, but lack a unified system to turn that raw data into real-time insights, leaving enforcement, utilization tracking, and forecasting fragmented across disconnected tools.



## Enforcement Inefficiency

Current processes burn time and budget on tasks that Parallel can automate instantly, increasing labor costs while still failing to eliminate revenue leakage.



## Real-Time Analytics

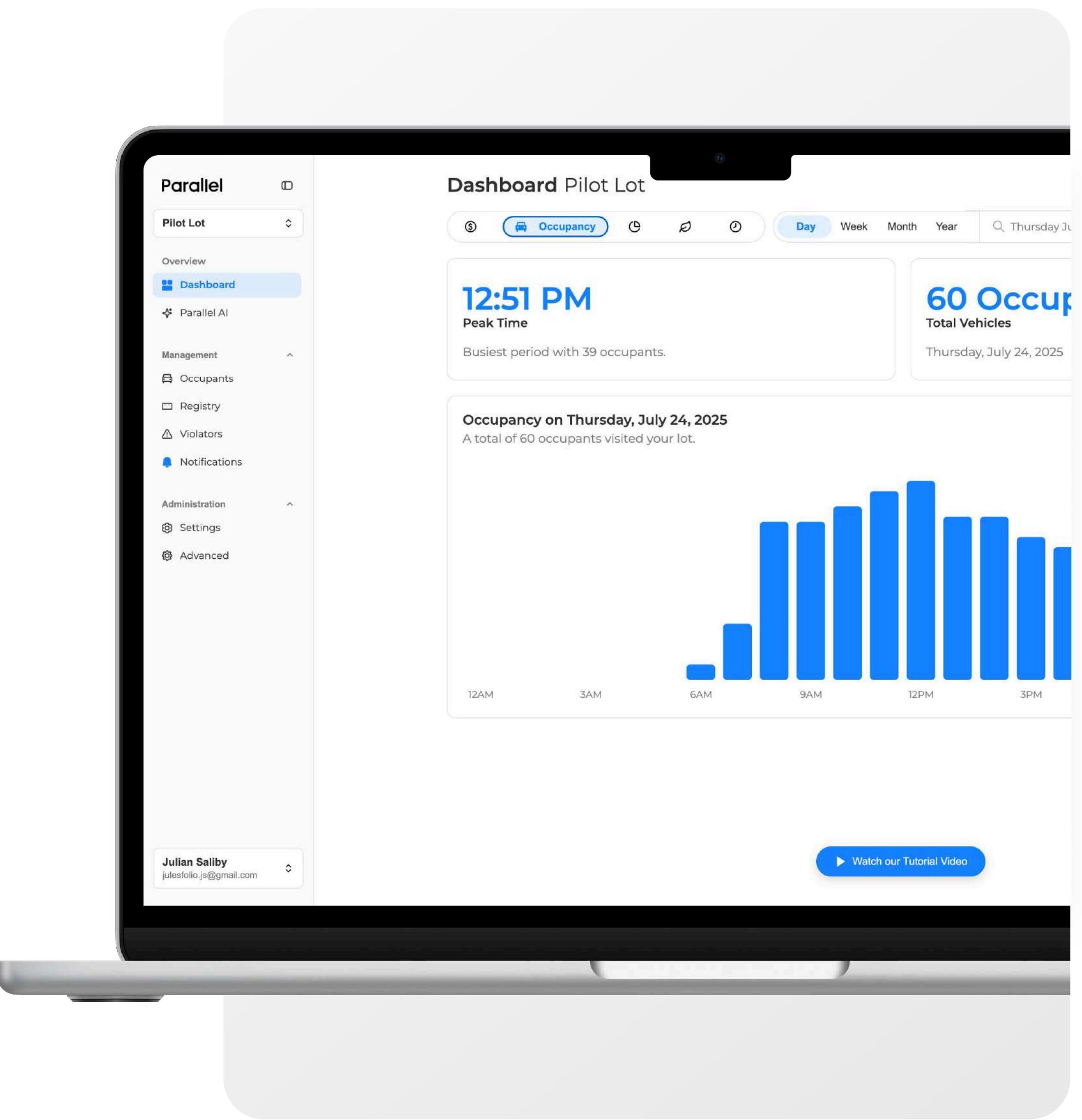
In an AI-powered world, universities need instant parking insights to improve enforcement accuracy, maintain clear occupancy analytics, and support data-driven policy decisions.

# For Operators

Universities get campus-wide control, automated enforcement, and real-time transparency, all from a single platform built to run every surface lot.

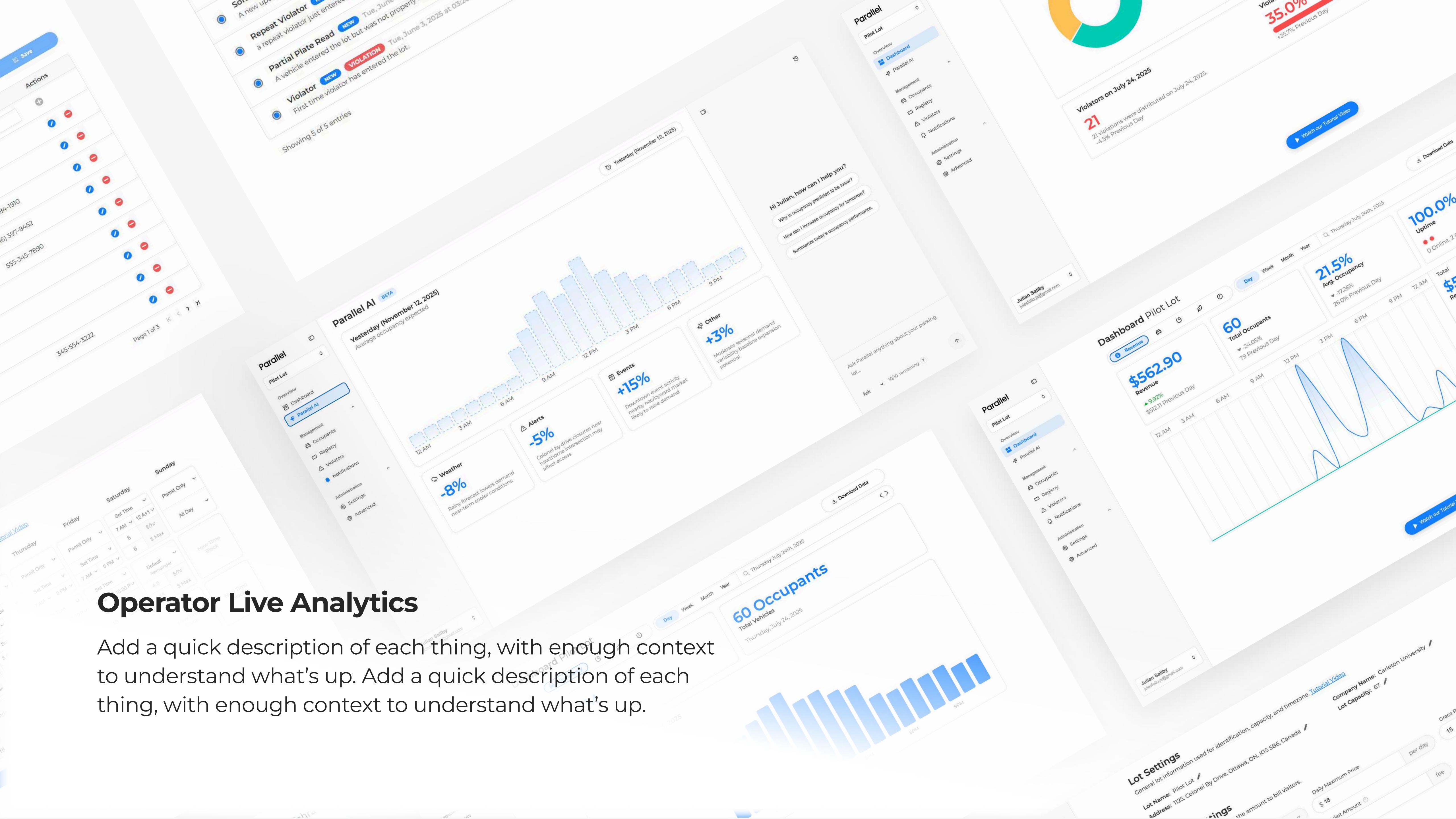
- **Enforcement without the overhead:** ALPR catches violations in real time with no manual patrols.
- **Recover lost revenue:** Activate “dark” lots and eliminate leakage from unpaid sessions.
- **See your campus live:** Occupancy, movement, and violator alerts in one view.

Parallel **OPERATOR** →



# Operator Live Analytics

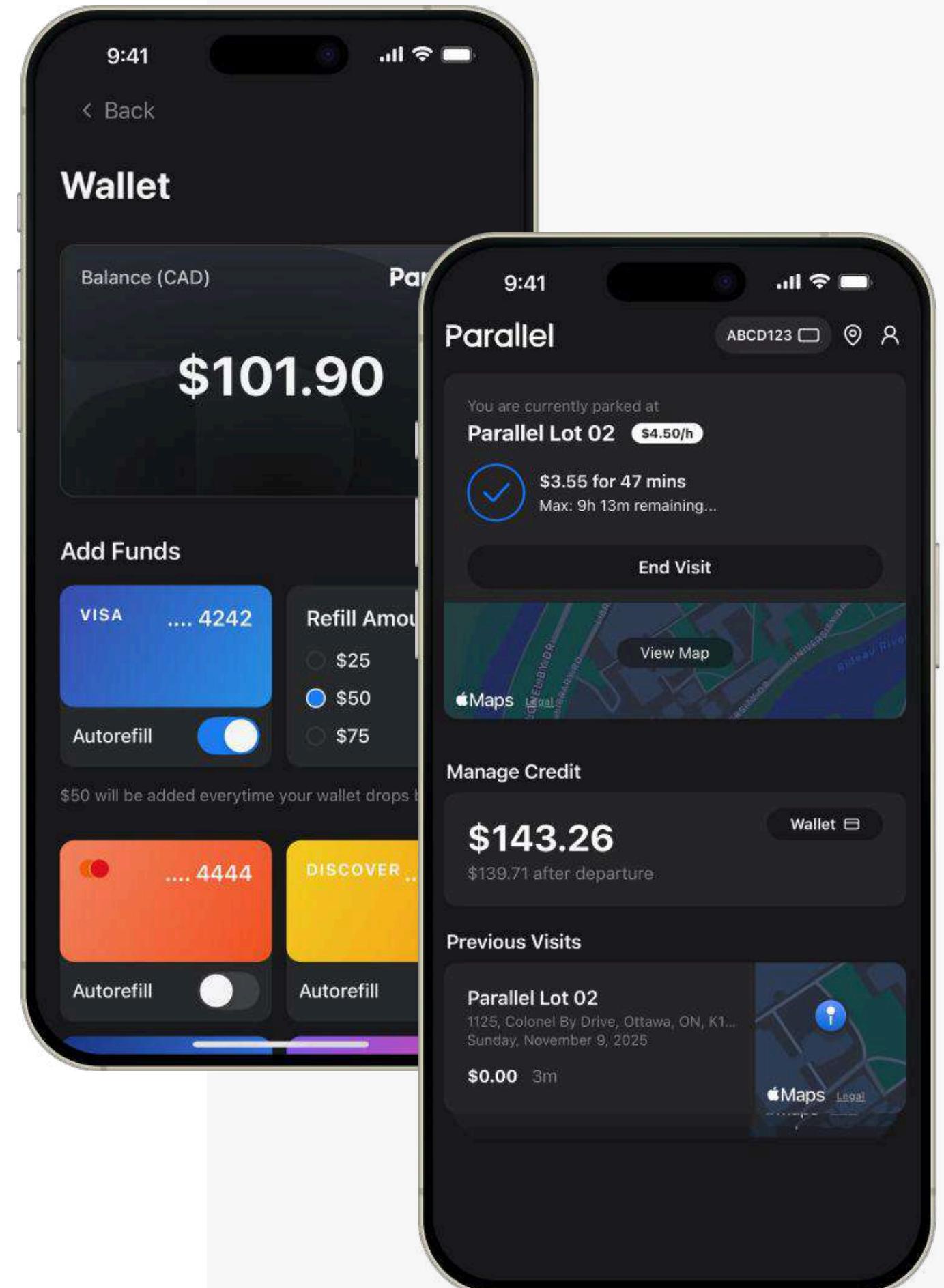
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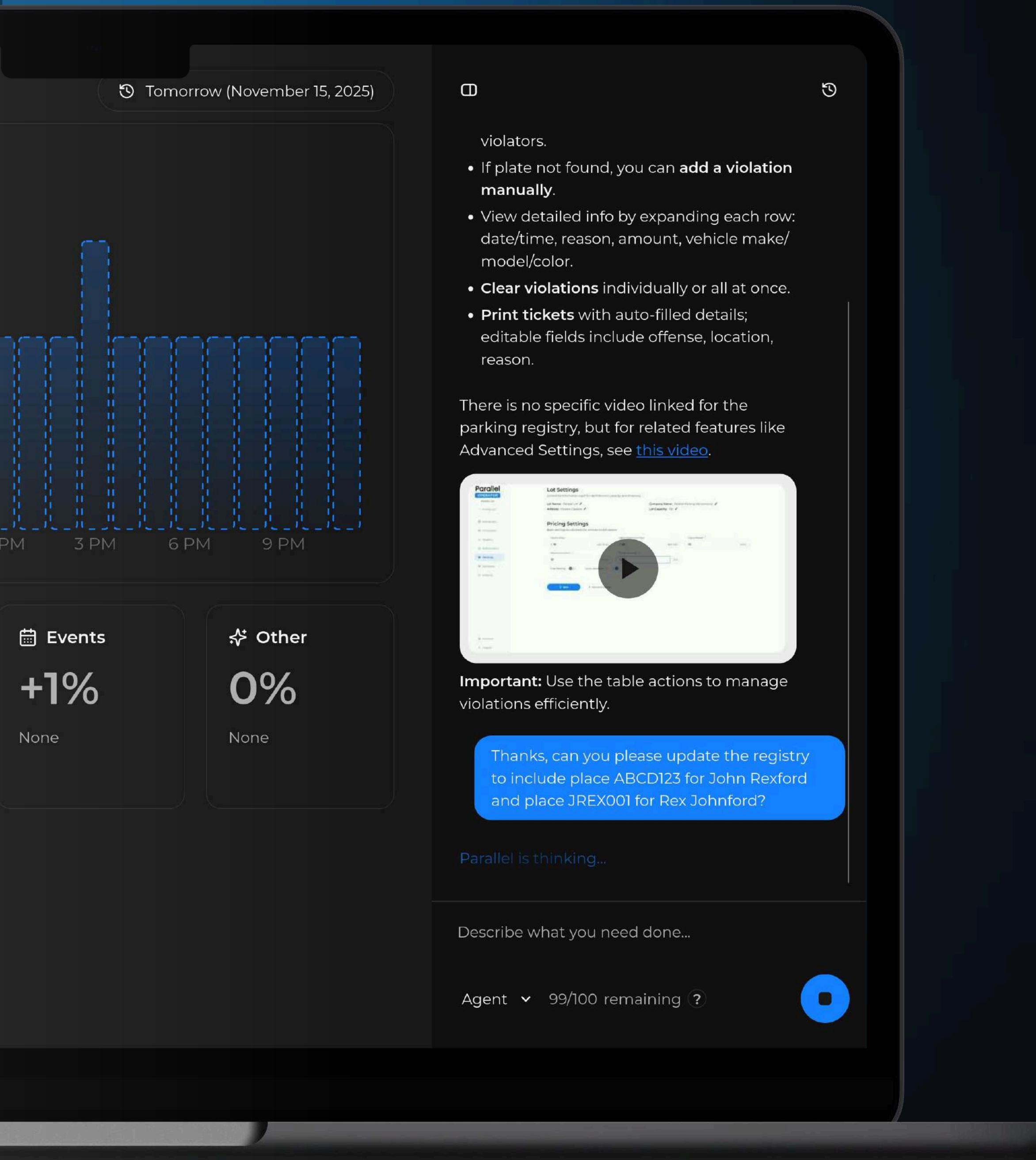


# For Drivers

Users see eligibility before parking, with sessions starting and stopping automatically. Real-time updates remove uncertainty and prevent tickets.

- **Know before you park:** Instantly see if you're allowed, permitted, or at risk.
- **Hands-free sessions:** Automatic start/stop with optional scanning or manual payments.
- **Real-time clarity:** Get notified the moment anything changes, no tickets, no confusion.





## ★ Parallel AI

### Data Driven Intelligence

Parallel AI is the intelligence layer that powers the entire parking system.

#### Parallel Agents

One chat interface to analyze data and instantly update permits, pricing, rules, and reports across the entire Operator Portal.

#### Adaptive Intelligence

Continuously learns campus behavior to surface smarter insights and recommendations.

#### Automated Operations

Handles support, disputes, violations, and routine enforcement actions without operator overhead.

# University Feedback



## Stanford

*"Well I must say, an infrastructure-light solution with LTE that actually gets us LPR out there could be potentially transformational."*

 - Director of  
Parking Operations



## UC Riverside

*"If there was a product that was just plug and play to monitor lot occupancy and direct enforcement staff, that'd be a gold mine."*

 - Parking Operations  
Coordinator



## UC San Diego

*"If you can solve the power management issues and get a solar cellular LPR camera out there... you're going to make a fortune on that."*

 - Assistant Vice  
Chancellor of Transportation

# Roadmap

## Phase 1

### Research

Interviewed 40+ operators across verticals to uncover unmet needs in enforcement, billing, and automation.

### Development

Launched unified Operator Portal + Parallel App with billing, violations, permits, and analytics.

### Testing

Internal system validation across multiple leading ALPR camera systems to confirm workflow reliability.

## Phase 2

### Live Pilot

Three month live deployment at Carleton University to stress test and validate with a real operator.

### Investment

Raising to support compliance, hardware deployment, and subsidized pricing for large institutional rollouts.

### Client Acquisition

Target Toronto and Florida lots, along with private operators, to convert the 10+ lots in the active pipeline.

## Phase 3

### Multi-Vertical Expansion

Expanding into municipalities, hospitals, airports, and other underserved verticals.

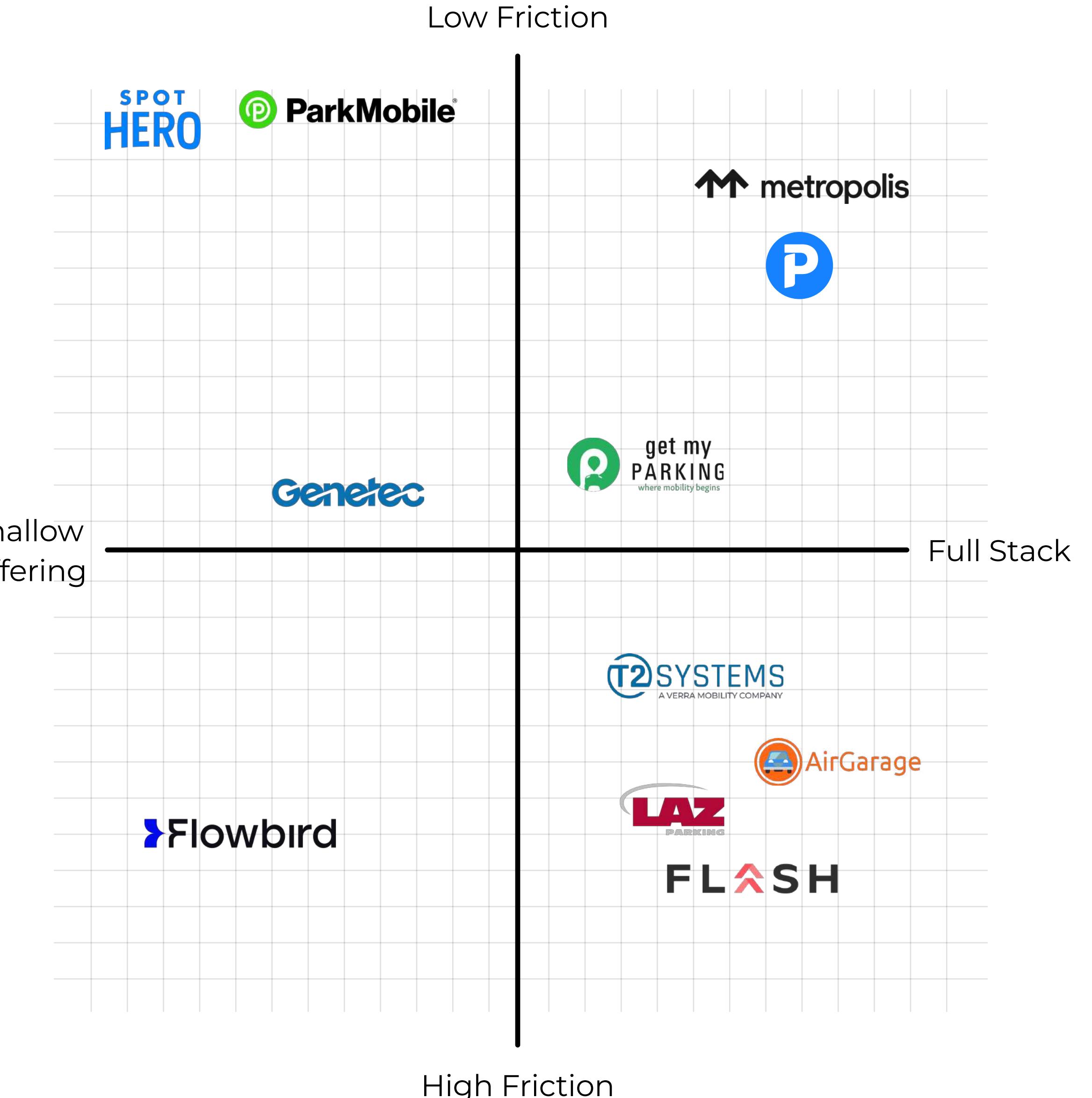
### Hardware Development

Developing solar + LTE ALPR systems to reduce install time and bypass site construction costs.

# Parking Competitors

**Depth of Offering (X-Axis):** Measures how fully the platform covers parking operations, from multi-lot management to analytics, payments, security, and AI automation.

**Ease of Deployment (Y-Axis):** Measures how quickly and simply a system can be activated without trenching, power, heavy installs, or complex IT involvement.



# Team



**Aryaman Harlalka**

Co-Founder & CEO

Description Here



**Zach Rodgers**

Co-Founder & CTO

Description of the specific bullet point in the phase, milestone, team size, etc. phase.



**Julian Saliby**

Co-Founder & COO

Industrial design background, creative and business-strategy minded, recognized in university with an Award of Excellence and capstone nomination.

## Advisors

Rajiv Gupta (CEO @ Axiamatic), Neeraj Harlalka (CEO @ CompanyStore), Avnish Bajaj (MD @ Z47)  
Samir Malviya (COO @ Daylight Energy),

**Parallel**

# The Ask

What we need from you.

# \$500,000

We're raising a pre-seed round of \$500,000 to convert demand into revenue. This 18-month runway will fund key hires, subsidize initial hardware rollouts, and close high-value contracts.

With the core product built, we're positioned to scale quickly in a space no one's executed well and own the category.

## **Initial Deployments – \$200,000**

Used to subsidize ALPR hardware and installation across 10+ lots. Unlocking multi-year contracts by absorbing upfront costs typically lost to slow RFP cycles.

## **Team Salaries - \$200,000**

Sustains our core 4-person team while adding 1 cybersecurity hire (compliance, SOC-2 prep) and 1 sales/marketing lead to drive outbound conversions. Compensation is lean, averaging ~\$2K–\$4K/month

## **Customer Acquisition + Ops – \$100,000**

Covers travel, demos, university events, cloud infrastructure (AWS, Twilio), cyber insurance, and legal costs required to deploy, sell, and operate within institutional environments.

This image displays a collage of ten screenshots from a parking management software application, illustrating various features and data visualizations.

- Violations Log:** Shows a list of violations with details like date, time, and description. Examples include "Repeat Violator", "Partial Plate Read", and "Violator".
- Occupant Management:** A grid view showing occupant details such as name, phone number, and actions.
- Parallel AI (Beta) - Yesterday:** A dashboard showing average occupancy expected for the previous day. It includes a timeline chart, weather forecast (-8%), event forecast (+15%), and other insights (+3%).
- Parallel AI (Beta) - Today:** A dashboard showing current occupancy levels throughout the day.
- Dashboard Pilot Lot:** Displays total occupants (60), revenue (\$562.90), and a bar chart showing peak time at 12:51 PM.
- Occupancy Timeline:** A bar chart showing the number of occupants over time on Thursday, July 24, 2025.
- Violator Statistics:** A summary for July 24, 2025, showing 21 violations with a 35.0% increase from the previous day.
- Lot Settings:** General information for the Pilot Lot, including address, capacity, and fees.
- Management Sidebar:** A sidebar menu for managing the pilot lot, including sections for Overview, Dashboard, Parallel AI, Management, Occupants, Registry, Violators, Notifications, Administration, Settings, and Advanced.