

Parallel

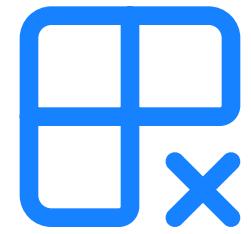


| **Investor Deck**
AI-Powered Parking Management



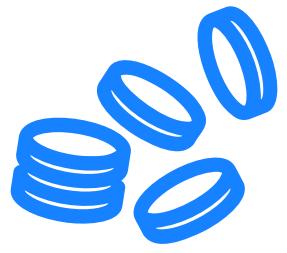
Parking sucks..

Why (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 large operators.

The Simple Math (Financial ROI)

CASE A: WITHOUT PARALLEL

Metric	Value
Gross revenue	\$1,000,000
Revenue loss (20%)	-\$200,000
Operational cost (personnel, meter repairs, violations)	-\$200,000
Net Revenue	\$600,000

CASE B: WITH PARALLEL

Metric	Value
Gross revenue	\$1,000,000
Revenue Loss reduced to 5%	-\$50,000
Parallel SaaS (annual)	-\$50,000
Operational cost reduced by 50%	-\$100,000
Net Revenue	\$800,000

Drive in/Drive out (Solution)

Camera Vision

A rapid-deploy ALPR hardware kit that supports standard PoE/solar LTE configurations for remote lots without reliable power access.

Parking Ecosystem

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

Automation

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

Why Now



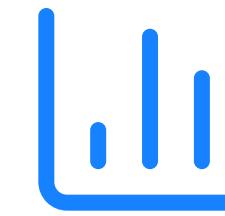
Market Validation

Parking lots lack ALPR tech and 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

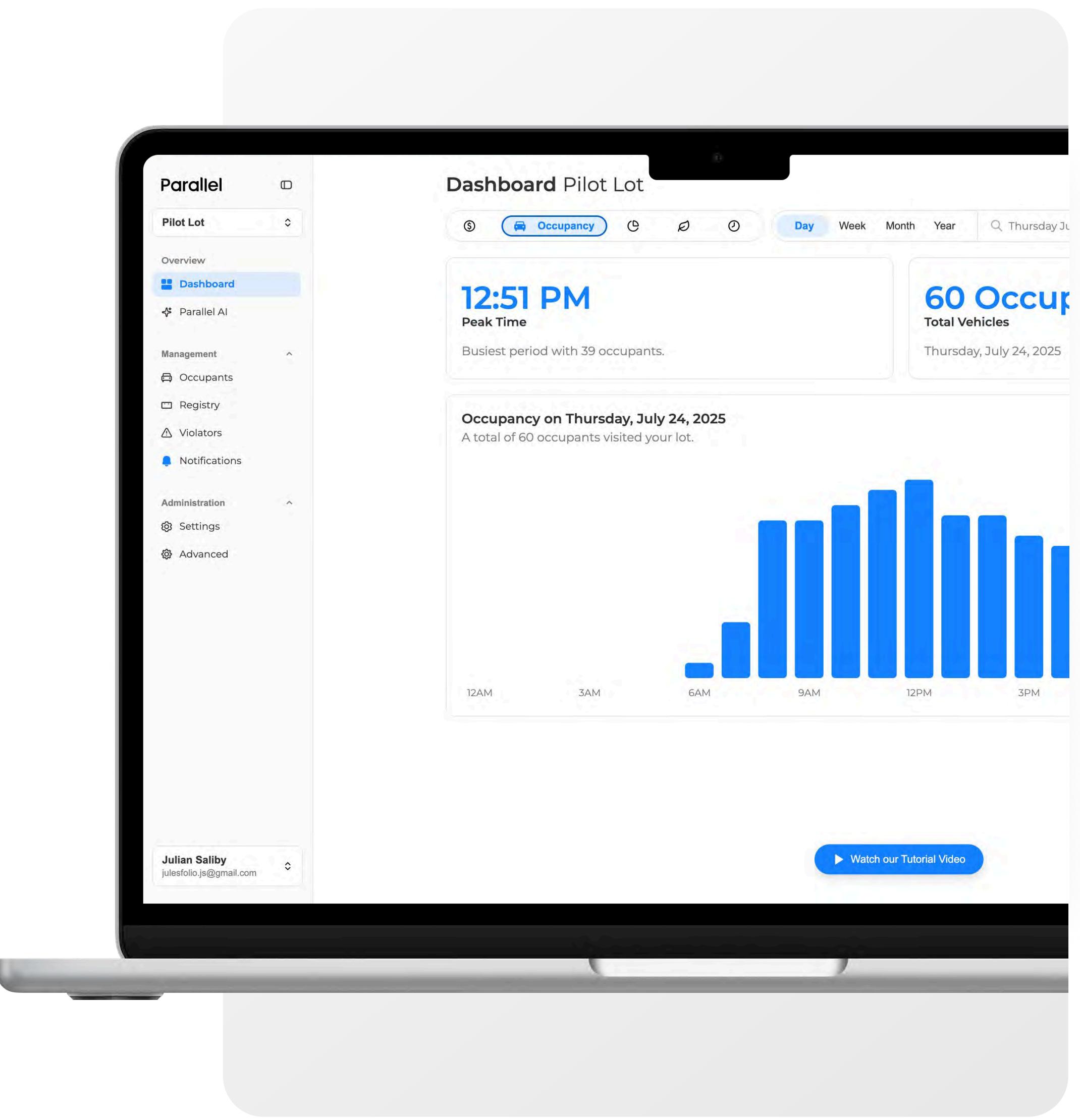
In an AI-powered world, universities need instant parking insights to improve enforcement accuracy, maintain clear occupancy analytics, and support data-driven policy decisions.

For Operators

Operators get portfolio-wide control, automated enforcement, and real-time transparency from a single platform designed to run surface lots and garages at scale.

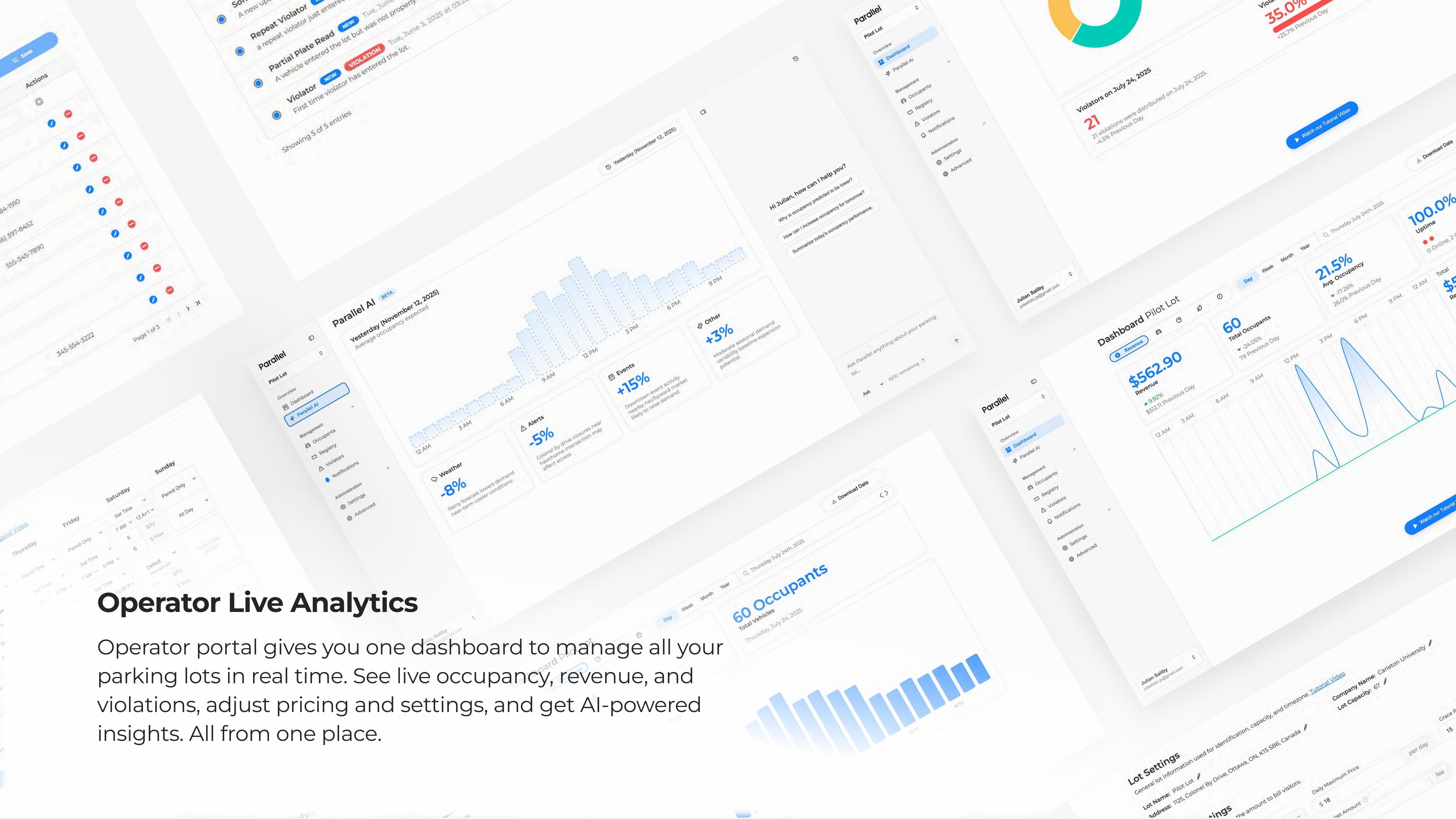
- **Enforcement without the overhead:** ALPR catches violations in real time with no manual patrols.
- **Recover lost revenue:** Activate “dark” lots and eliminate leakage from unpaid sessions.
- **See your lot live:** Occupancy, movement, and violator alerts in one view.

Parallel **OPERATOR** →



Operator Live Analytics

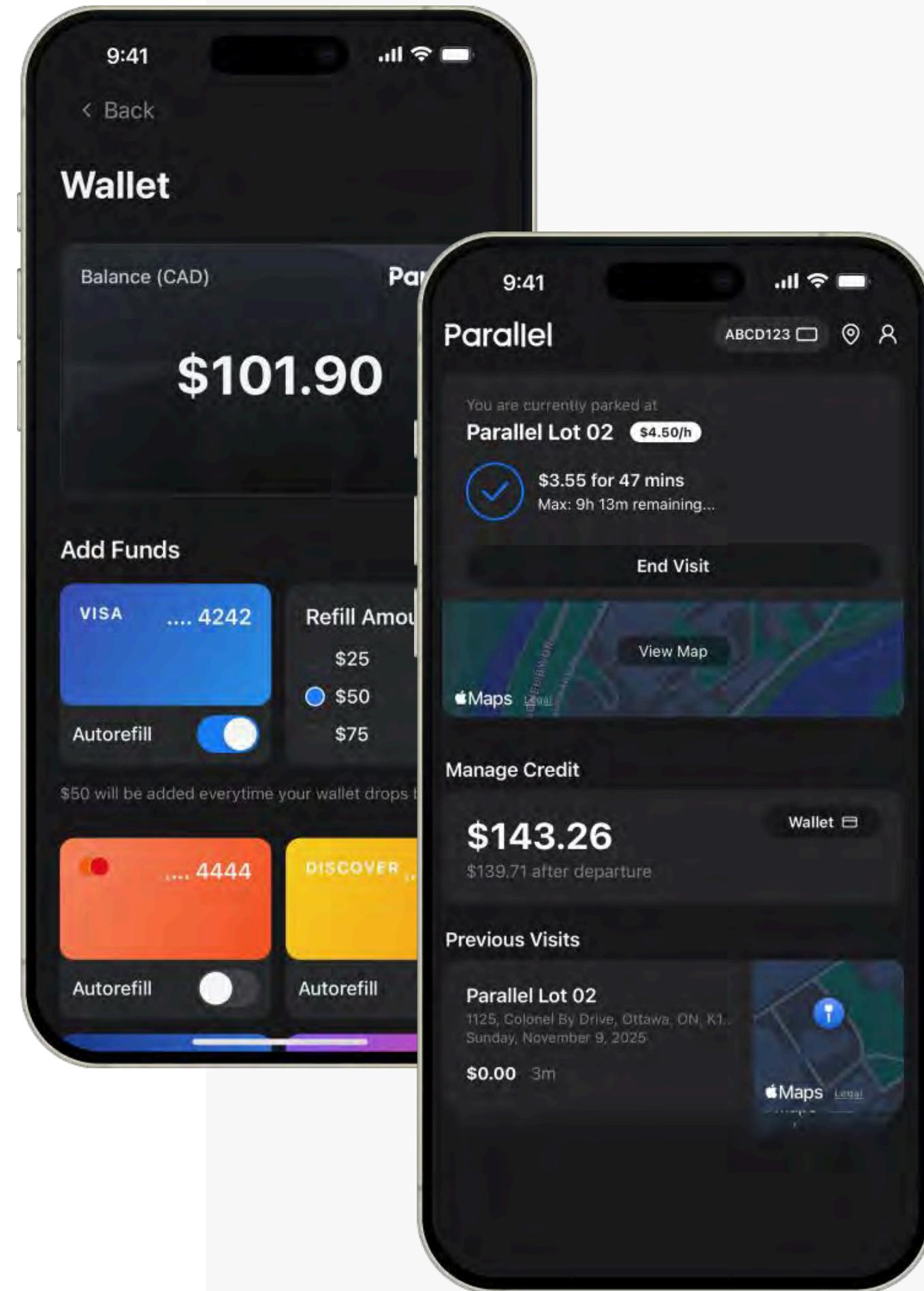
Operator portal gives you one dashboard to manage all your parking lots in real time. See live occupancy, revenue, and violations, adjust pricing and settings, and get AI-powered insights. All from one place.

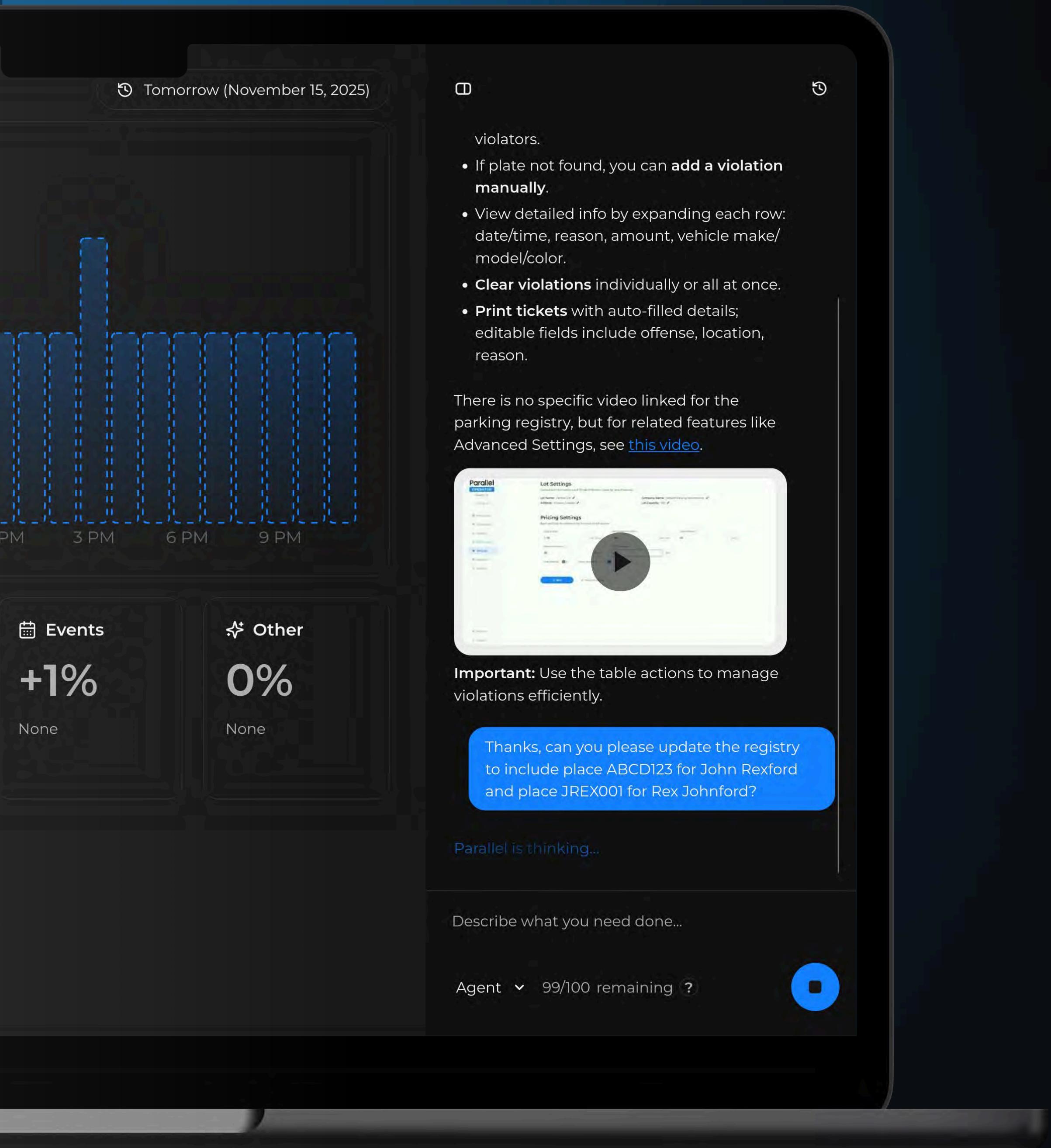


For Drivers

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 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."

Matthew Brown - 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."

Yasser Tabbalji - 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."

David Newburgh - 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.

Client Acquisition

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

Investment

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

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.

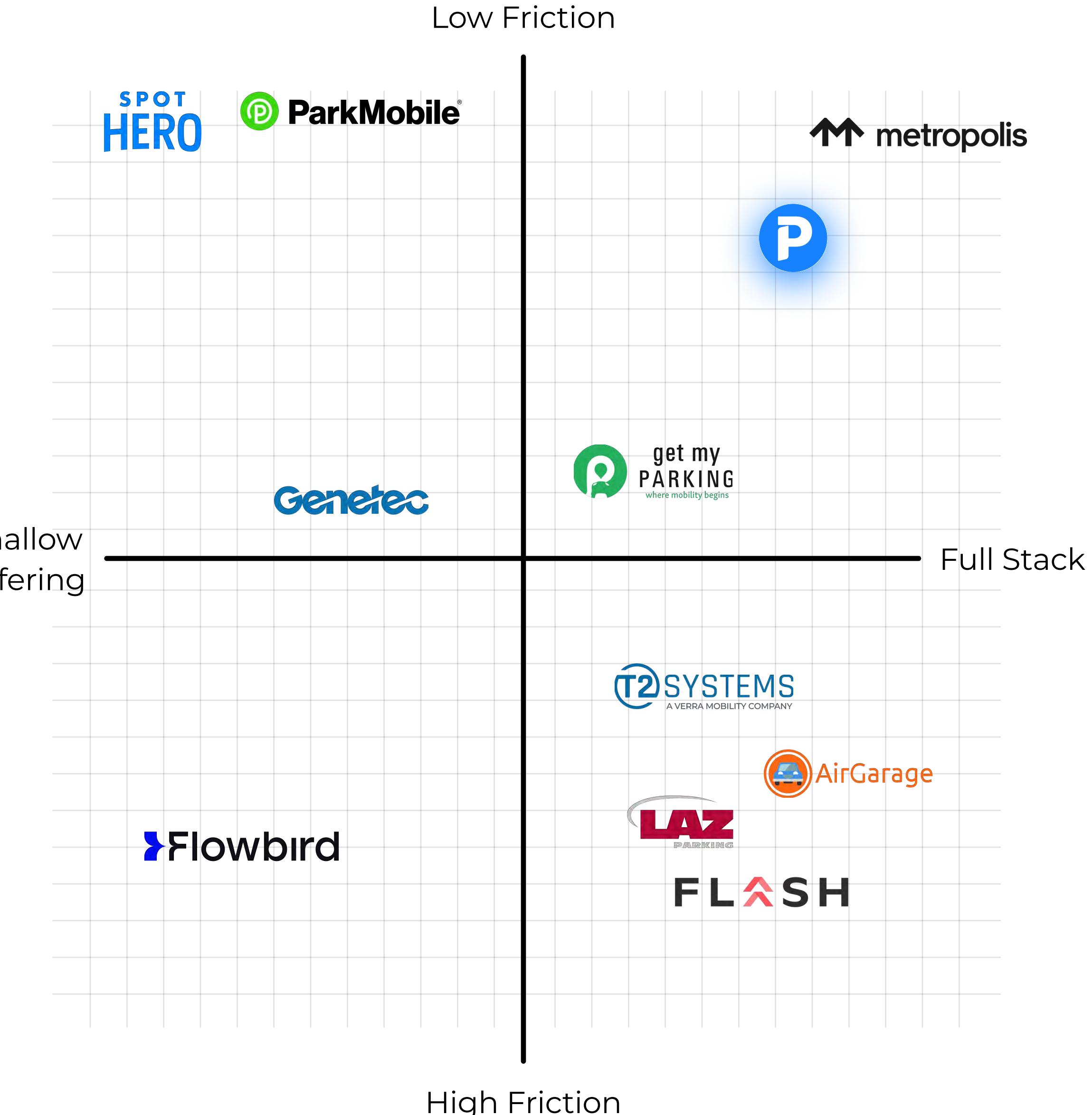
Company Valuation / Funding

↑↑ metropolis \$5 B estimated valuation.

AirGarage \$37–40 M raised.

get my PARKING \$10.4 M raised; ~\$12–13 M revenue.

FLASH \$1 B valuation reported 2022.



Market Opportunity

The \$140B North American parking market is massive, fragmented, and underserved. Parallel is unifying the stack of hardware, software, and AI to enable automated, data-driven operations.

Average Revenue by Lot Type (U.S.)

University Parking: ~\$10M/year

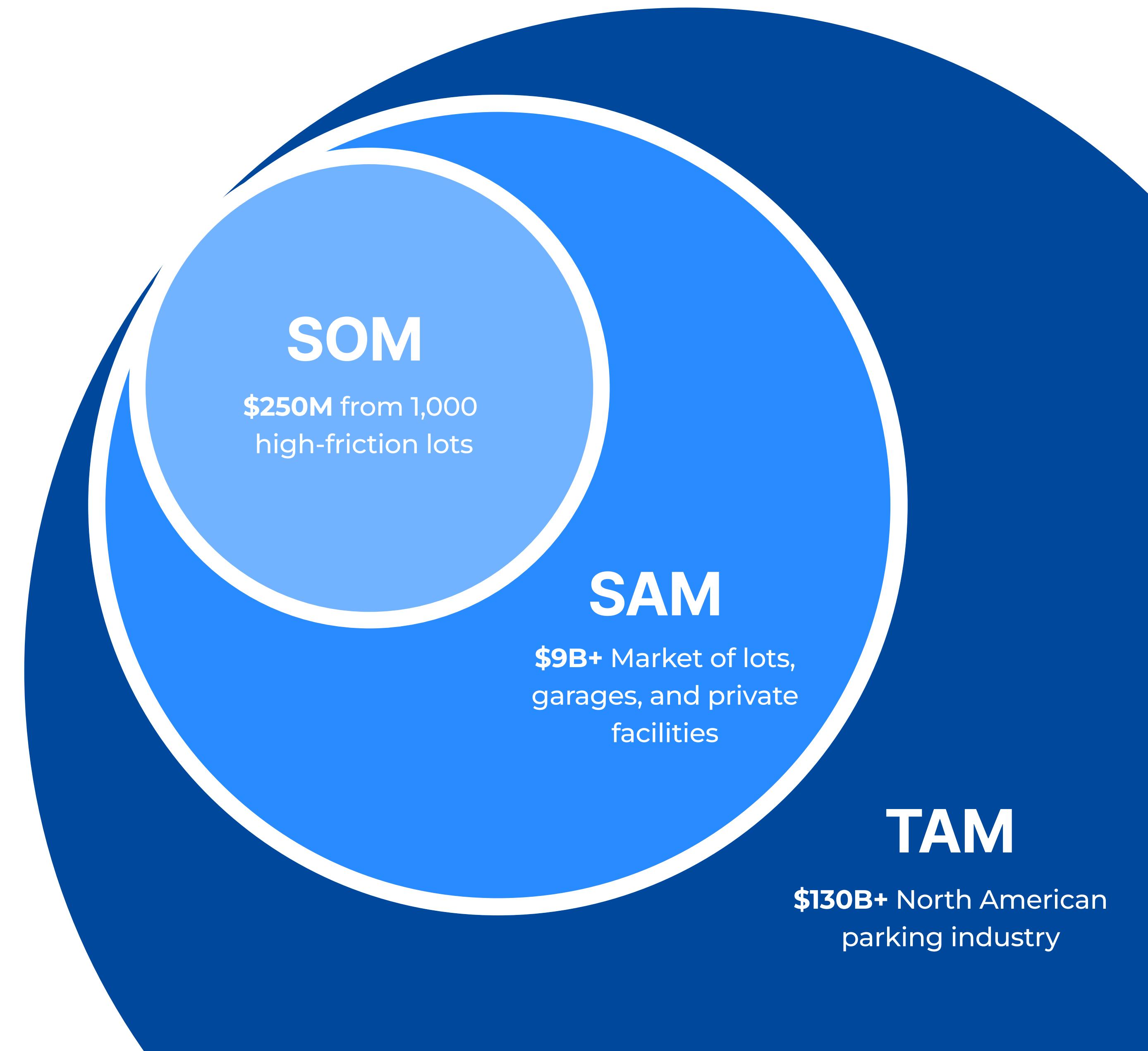
Airport Lots: ~\$1M–\$2M/year

Urban Surface Lots: ~\$300K–\$600K/year

Parking Garages: ~\$500K–\$1.2M+/year

Shopping Center Lots: ~\$150K–\$360K/year

Suburban Office Lots: ~\$60K–\$100K/year



Team



Aryaman Harlalka

Co-Founder & CEO

Leads sales, partnerships, and GTM.
Lead the incubator program at Carleton University. Winner of multiple design and entrepreneurship awards at university and national level.



Zach Rodgers

Co-Founder & CTO

Full-stack engineer and founder of DroneFX. Built Parallel's web app, mobile app, and backend. Winner of multiple engineering awards at university and national level.



Julian Saliby

Co-Founder & COO

Leads infrastructure, deployments, and field execution. Award-winning industrial design background from university. Oversees logistics, strategy, partnerships, and product decisions.

Advisors

Dr. Rajiv Gupta (CEO @ Axiamatic and Serial Entrepreneur), Neeraj Harlalka (CEO @ CompanyStore), Avnish Bajaj (MD @ Z47 one of India's Largest VC firms), 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 help close high-value contracts.

With the platform built, we scale through a user-centric parking experience aligned toward better compliance and conversion than legacy enforcement models.

Initial Deployments + Ops – \$225,000

Used to subsidize ALPR hardware and installation across 10+ lots, absorbing upfront costs to unlock multi-year contracts, and to cover cyber insurance and legal requirements for institutional deployment and sales.

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 – \$75,000

Covers travel, on-site demos, university and enterprise events, pilot deployments, sales tooling, and incremental cloud infrastructure costs including AWS and Twilio.

Thank you.

parkwithparallel.com