



ParkSe
DRIVE ARRIVE & PARK

PROBLEM

NO PRE-BOOKING
For parking Spots

Manual Management
&
High Turn-Around
Time

NO TRUST
&
SECURITY
In the parking spots

SOLUTION



Web - App
For Advance Booking

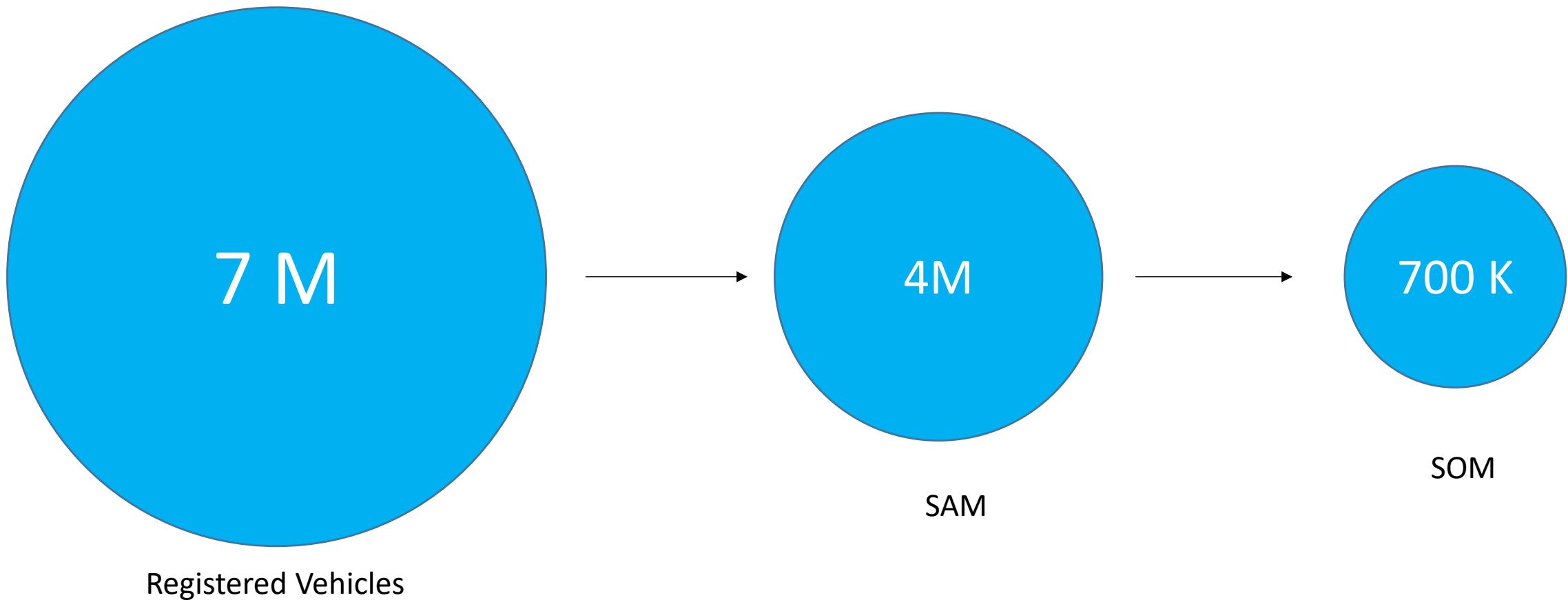


Fast, Credible
& Safe
Parking



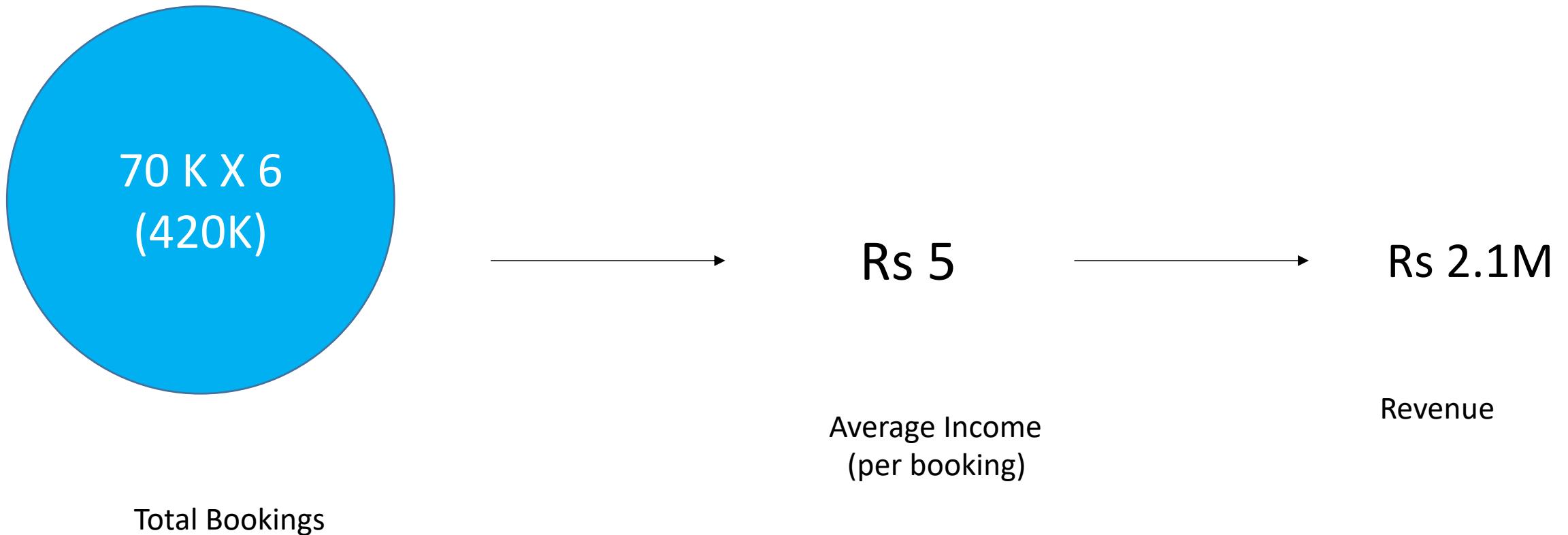
Fast – Cashless
Transaction

Market Size



Business Model

We Charge for every transaction



Expected Finance

Total Expenses: Rs. 20,00,000 per year
(includes salaries, office rent, marketing expenses, server costs, payment gateway charges, customer support cost)

Income per transaction: Rs. 5

Break-even point = $(\text{Rs. } 20,00,000) / (\text{Rs. } 5)$

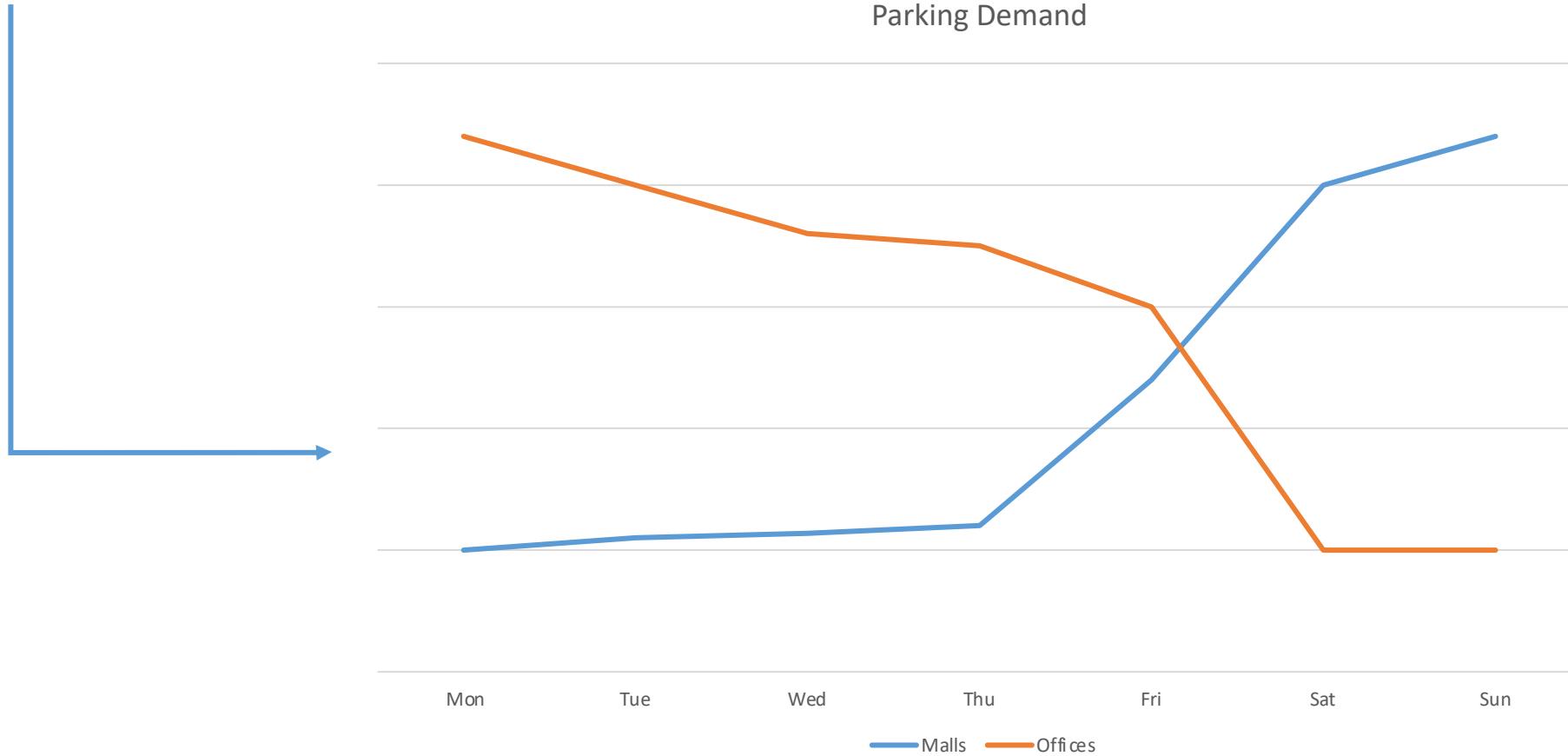
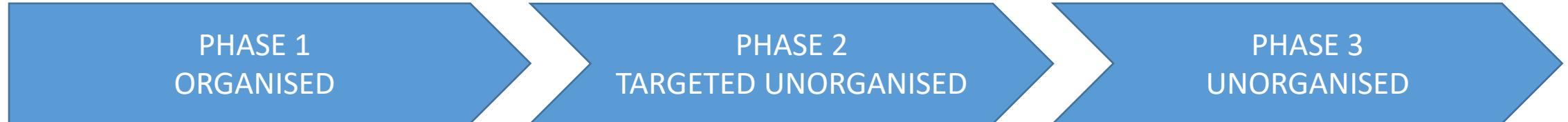
Break-even point = 4,00,000 transactions per year

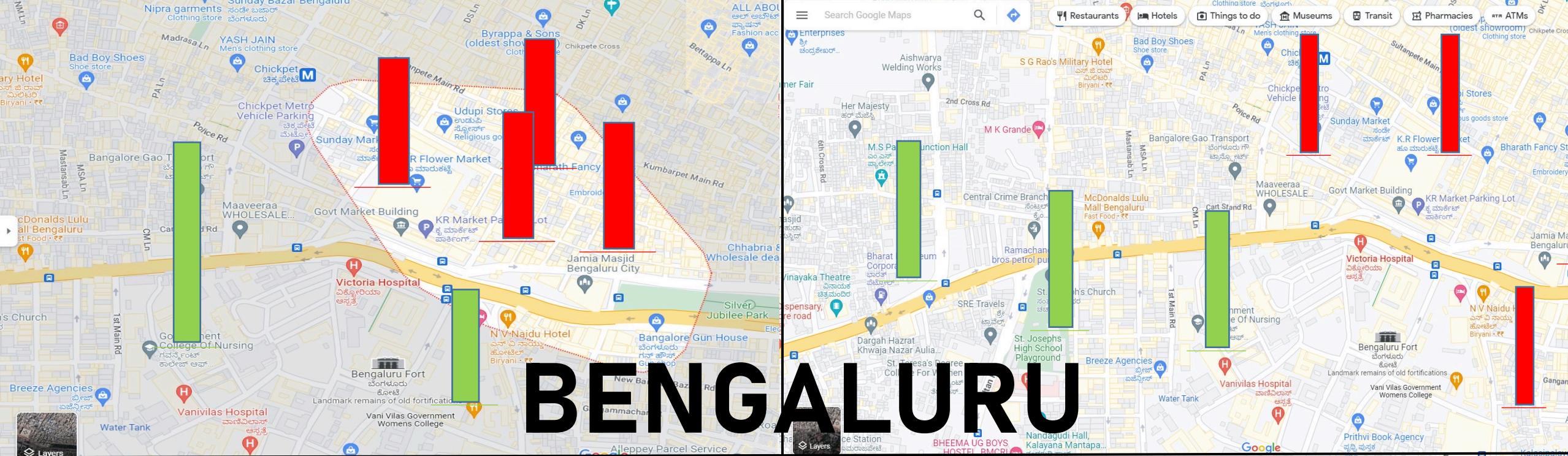
Expected Profits : Rs. 1,00,000

CAC: Rs 8.5

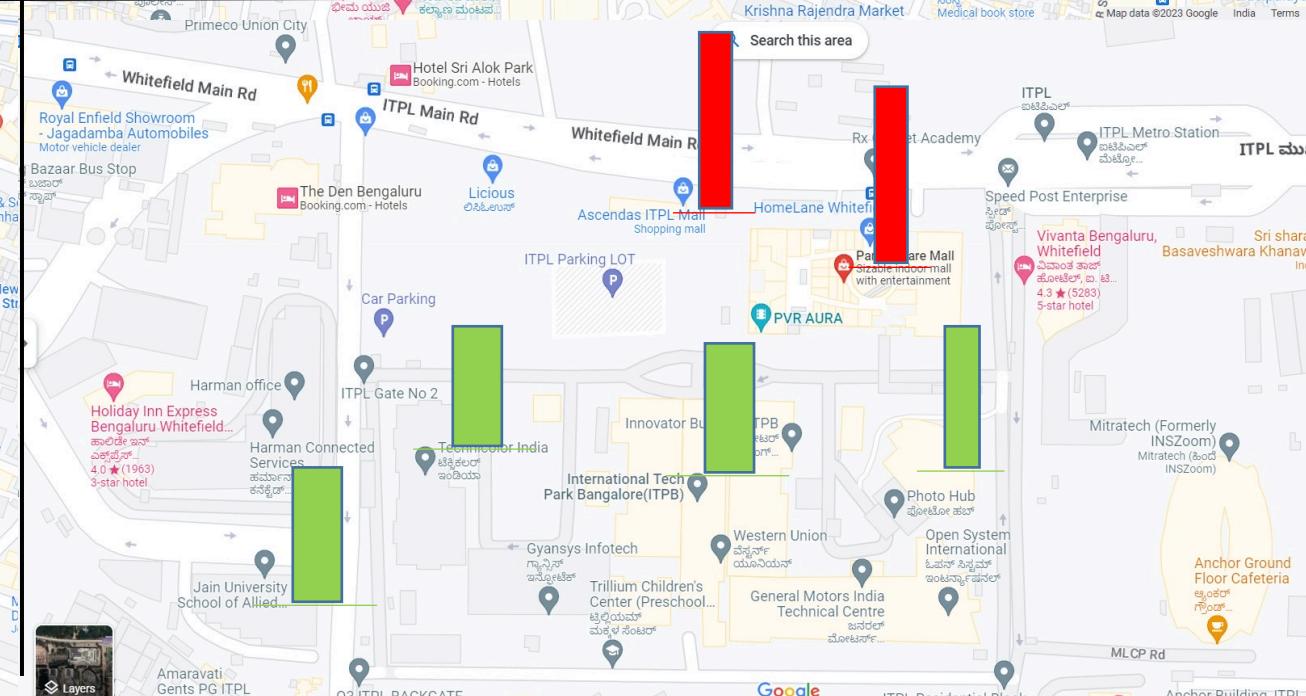
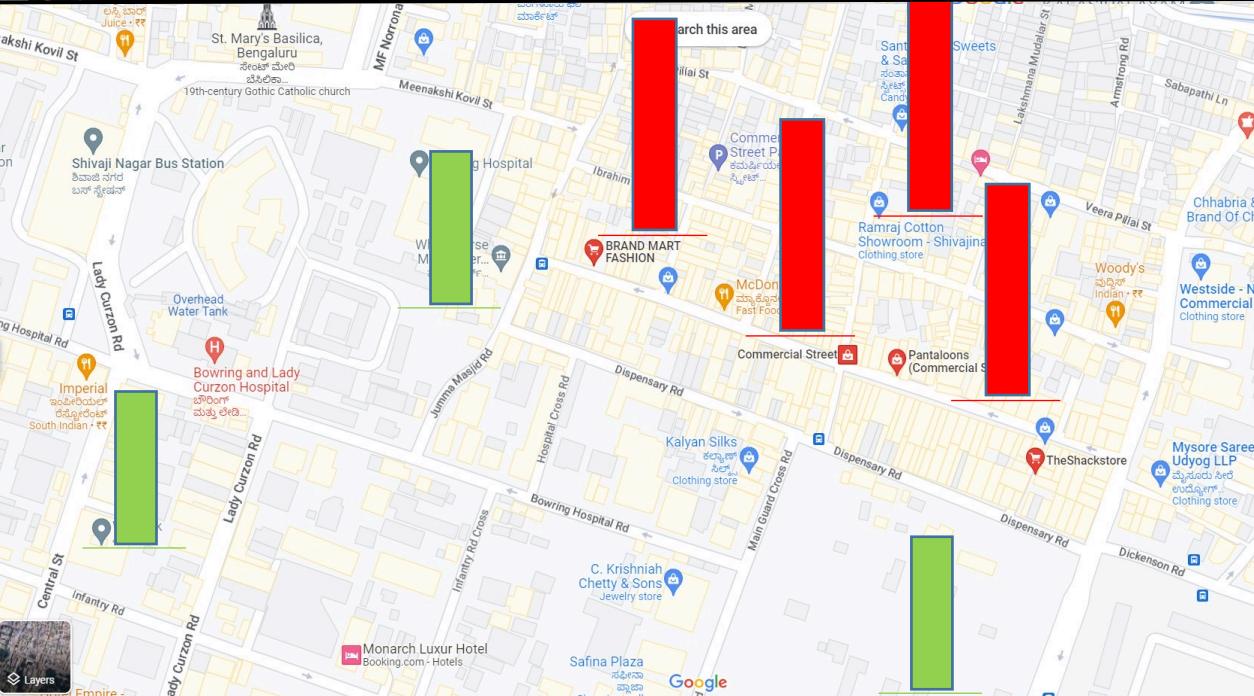
ROAS : 3.5

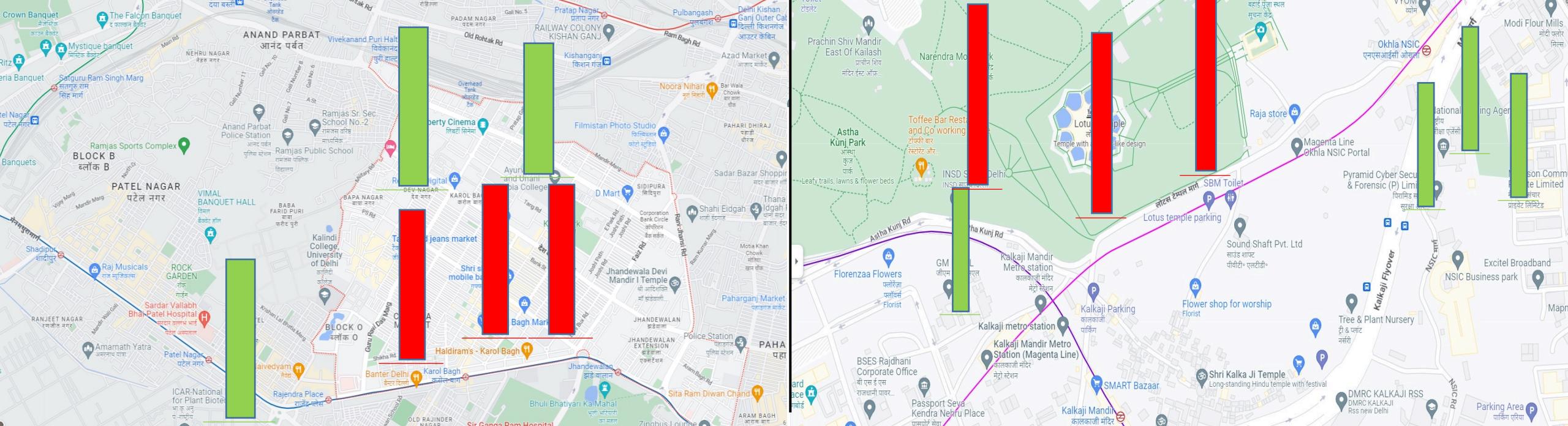
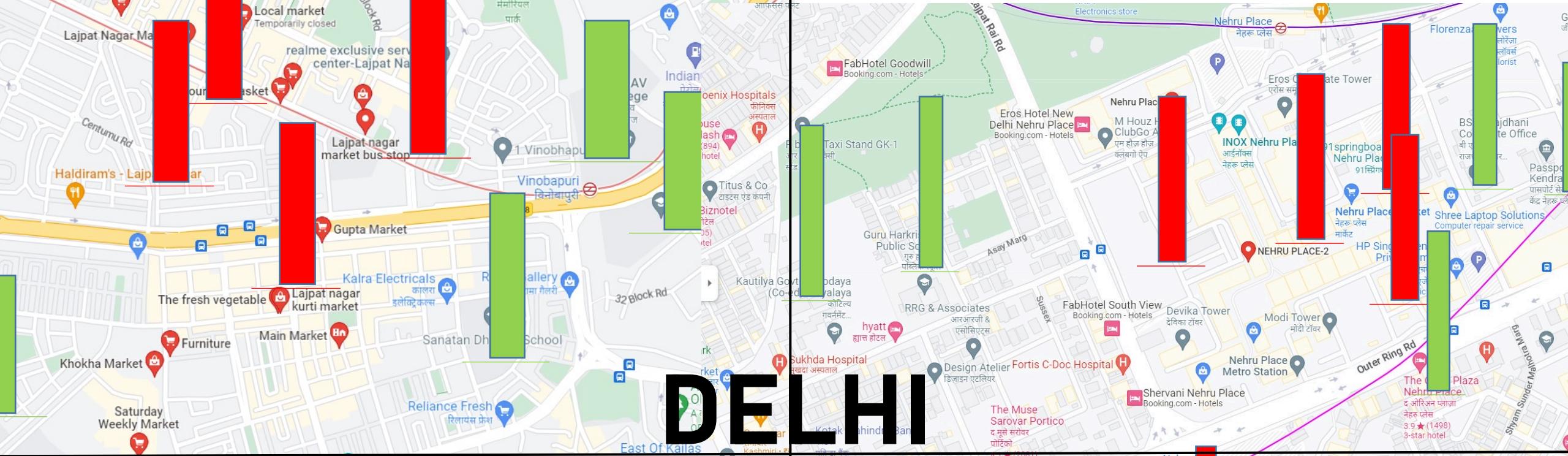
MARKET ENTRY

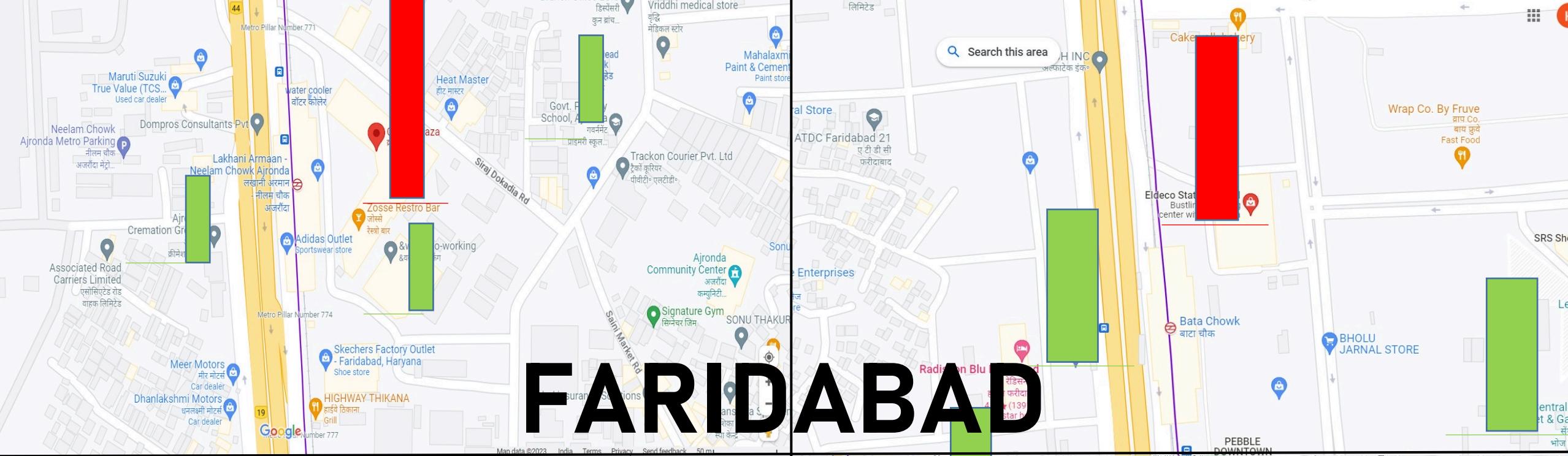




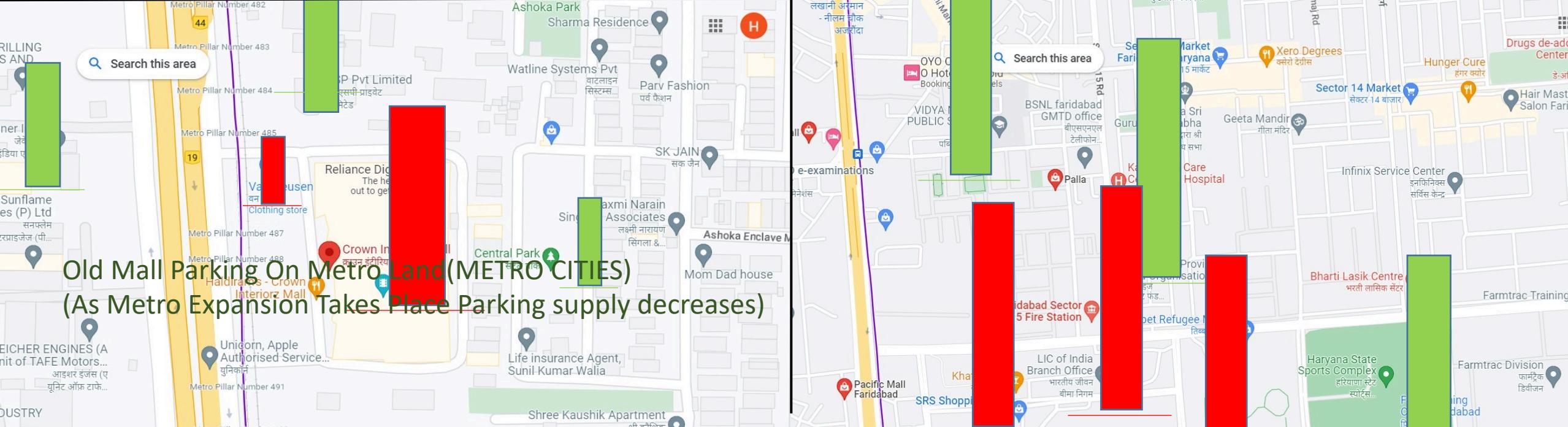
BENGALURU







FARIDABAD

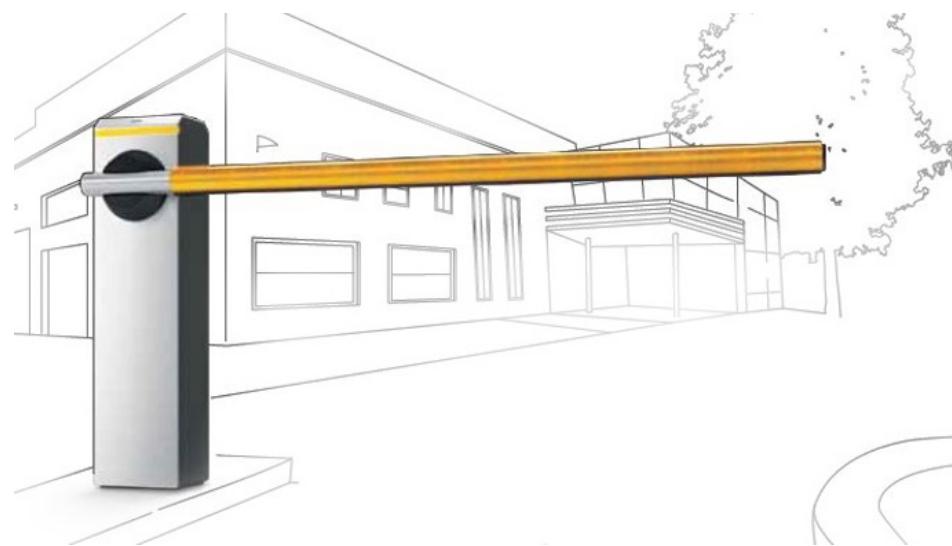


EXPANSION

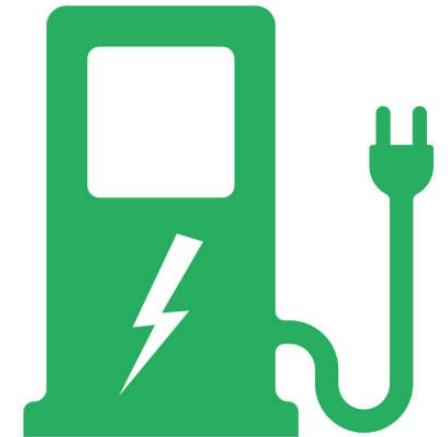
From Data And Products:



MultiPurpose FastTag
Do everything Car related via FastTag
(Fuel , Parking)



Automatic Barriers
(For Corporates, Institutes, Apartment)



EV charging services



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