

Hurdles	Platform/Application Type	Future Growth for the Buisness	Most basic features	Advertisement and Marketing
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how is the app going to be able to detect that the parking space is filled up	the main platform will be an app on a phones	can expand out to different college campuses	searching up the different parking garages	colleges can advertise on their instagram and twitter handles
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if students are in charge of making sure to mark their parking spot off they will forget and the info will be inaccurate	the app can be downloaded from the app store	can branch out to parking lots as well as garages	being able to identify the free spaces and filled up spaces	banners can be put up around campus to promote the app
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adding sensors is really expensive and might not be the most cost efficient	this could also be accessed through a website link that is posted on the parking services website	can also branch out to commercial building parking lots	viewing the total number of parking spaces available in all parking garages overall	The office of parking services can ensure that when people buy their passes they know that there is an app
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