



# SpotOn Business Plan

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## Outline

1. Identified the Problem
2. How do we solve the problem(conception and product introduction)
3. Market context and Market Entrance Strategy
4. Competitors and SWOT analysis
5. Financial Plan and Assumptions

“Parking sucks” -  
***Everyone***

“

**Mission:**

*Our mission is to eliminate the chaos that comes with finding parking for a major event. Gone are the days of driving in circles in search of public parking, only to find the overpriced, event provided parking lot full when the search proves futile. We believe the event experience can be improved by providing affordable, on-demand parking, while providing passive income to anyone with a driveway or extra parking space.*

”

“

**Vision:**

*We strive to improve people's lives through the easy and safe parking booking experience we deliver through our mobile and web application, while constantly improving our technological and operational infrastructure. Our goal is to be the leader in our industry by 2023 and to be globally known for our expertise in finding people parking lots in the right time and place.*

”

## The Tournament of Roses

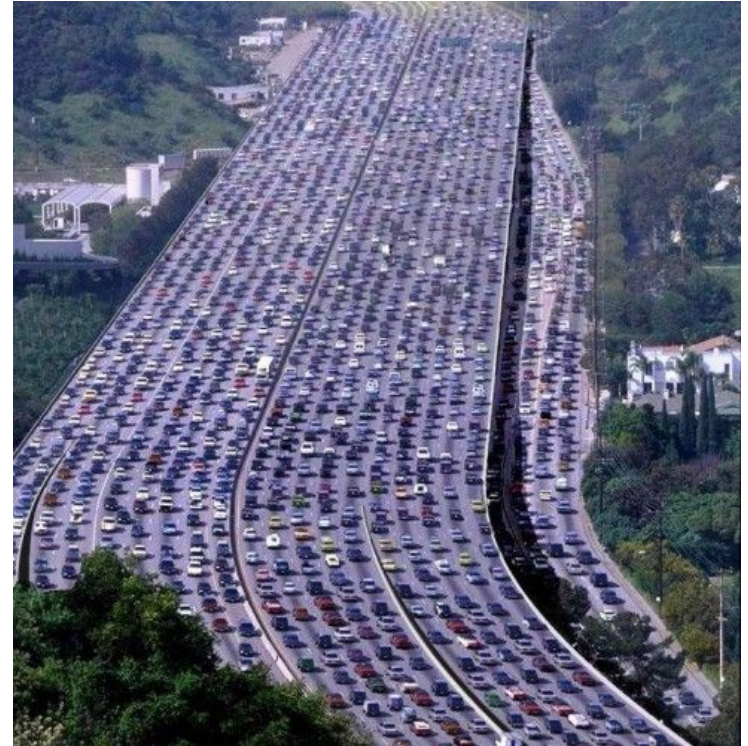
- ▶ 92,542 stadium seats
- ▶ Almost 100,000 Rose Bowl attendees
- ▶ 750,000+ Rose parade Attendees
- ▶ At least 6 UCLA home football games a year



# 7

## The Problem - Parking

- ▶ 20,000 parking spaces
- ▶ \$60 per spot
- ▶ Resale prices from \$60-\$200
- ▶ Limited public transportation options
- ▶ Limited third party parking lots
- ▶ \$40 per spot



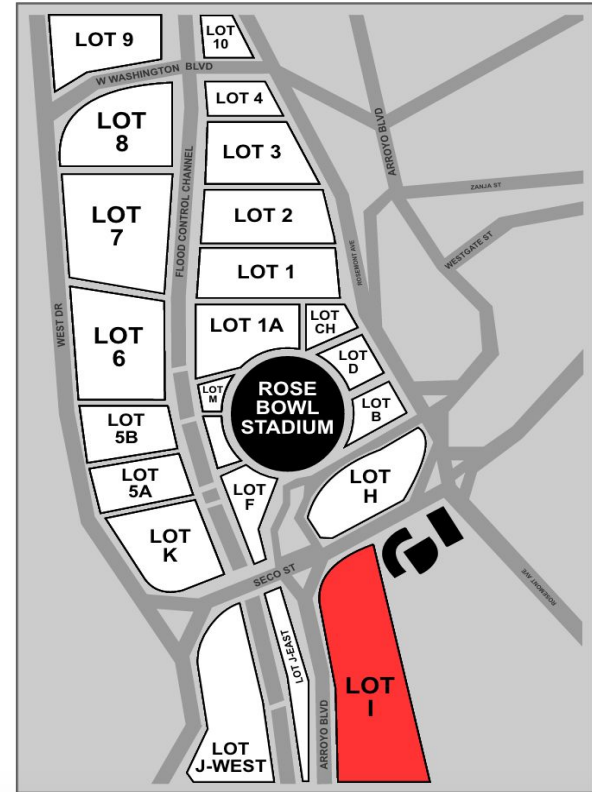


SORT BY: Price: Low to High

<b>+</b>	<b>LOT I</b> Row PARKING	QTY 1	<b>\$206.00</b> ea.	<b>BUY</b>
<b>+</b>	<b>LOT I</b> Row PARKING	QTY 1	<b>\$211.00</b> ea.	<b>BUY</b>
<b>-</b>	<b>GENERAL ADMISSION LOTS</b> Row GA	QTY 1	<b>\$58.00</b> ea.	<b>BUY</b>
<input checked="" type="checkbox"/> E-mail Delivery <input checked="" type="checkbox"/> 100% Buyer Guarantee				
<a href="#">VIEW ALL TICKETS IN SECTION ▶</a>		<a href="#">VIEW ALL TICKETS IN GROUP ▶</a>		
<b>+</b>	<b>GENERAL ADMISSION LOTS</b> Row GA	QTY 2	<b>\$61.00</b> ea.	<b>BUY</b>
Email Delivery				
<b>+</b>	<b>GENERAL ADMISSION LOTS</b> Row GA	QTY 1	<b>\$62.00</b> ea.	<b>BUY</b>
Instant Download!				
<b>+</b>	<b>GENERAL ADMISSION LOTS</b> Row GA	QTY 1	<b>\$65.00</b> ea.	<b>BUY</b>
Email Delivery				
<b>+</b>	<b>GENERAL ADMISSION LOTS</b> Row GA	QTY 1	<b>\$74.00</b> ea.	<b>BUY</b>

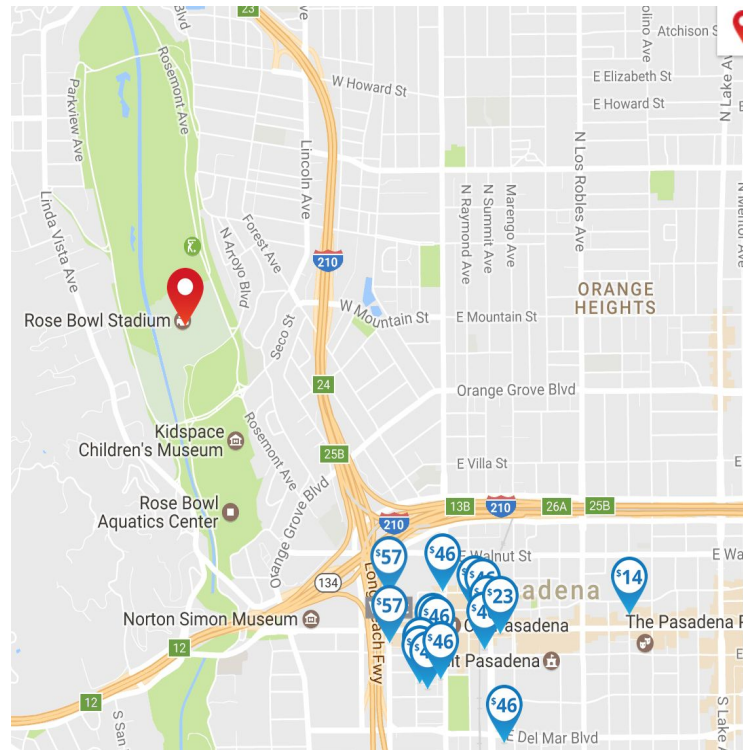
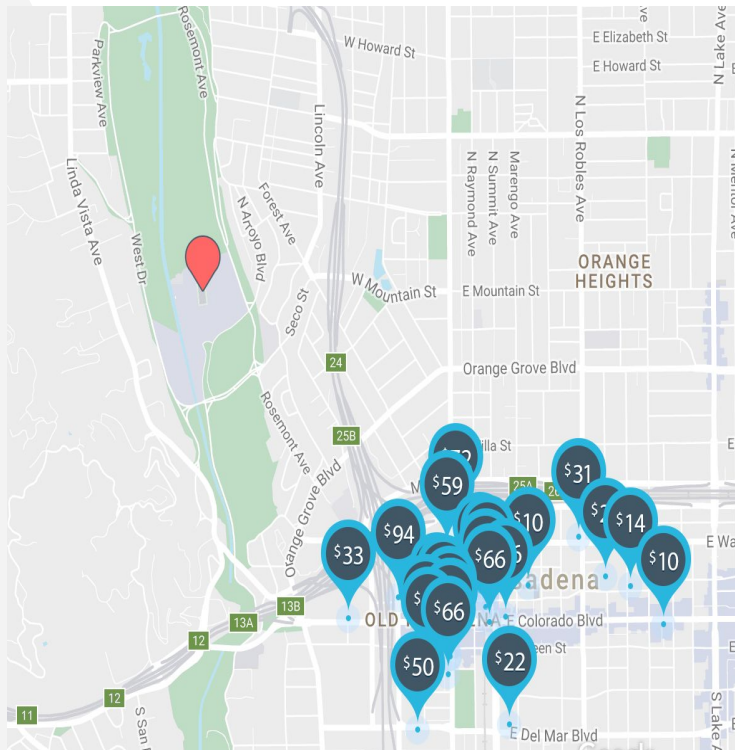


RESET



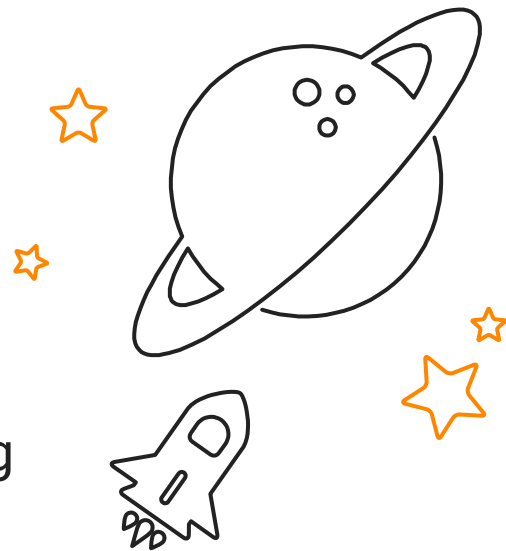


# Third Party Lots within 2 miles



# SPOT ON

- ▶ User friendly application to connect those looking for parking to any feasible parking spot not otherwise available
- ▶ Allow anyone with a parking space, a driveway, garage, or other private space to enjoy passive income



## The Product – User Interactions

- ▶ User's will input the venue or event
- ▶ SpotOn will then find all available parking near the venue
- ▶ SpotOn will suggest the best available spot, including price
- ▶ Users can then book the parking spot, and SpotOn will use GPS to guide the user to their spot
  - ▶ Alternatively, users can view all available spots on a map with prices, and select the spot that best suits them.
- ▶ Upon arrival, SpotOn will display a picture of the parking space and further instructions, if available
- ▶ Payments will be automatically processed using information provided by users upon creating a profile

# The Product – User Interactions

The image shows a mobile application interface for 'SpotOn'. The header is dark grey with the 'SpotOn' logo in orange on the left and 'Sign In' and 'Login' links in orange on the right. The main content area is divided into two columns. The left column contains a 'Select Time' section with 'From' and 'To' dropdown menus (both set to Dec. 12, 2016), a list of two locations with their distances and daily rates, and a 'Sort By' dropdown menu. The right column contains 'Select Your Event' and 'Select Your Location' dropdown menus, and a large white rectangular placeholder for a 'GPS Map Image'.

**SpotOn** Sign In Login

Select Time:

From: Dec. 12, 2016 5:00 PM ▼

To: Dec. 12, 2016 8:00 PM ▼

691 Westgate Street 0.6 Miles \$20.00/day

View Details

772 Linda Vista Avenue 1.6 Miles \$18.00/day

View Details

Sort By: Distance ▼

Select Your Event: Beyoncé Formation World Tour

Select Your Location: Current Location

GPS Map Image

## The Product – Provider Interactions

- ▶ Providers will create a profile, including the address and picture of the spot, and any additional details or instructions necessary
- ▶ At their discretion, providers can list their spot(s) as available
- ▶ SpotOn will suggest a price based on distance to venue, current demand, alternative options price, and other factors
  - ▷ However, the provider will decide the listing price and pay structure
- ▶ And that's it!
  - ▷ The provider sits back and enjoys passive income from what would be an otherwise unused driveway or parking space.

## Market Context

- ▶ Lack of viable public transportation option
- ▶ Illegal to park on sidewalk, private space or driveway without permission
- ▶ Insufficient supply of venue and third party parking lots, leaving them overcrowded and exacerbating traffic
- ▶ Last minute attendees have no guarantee of parking and are willing to pay

# 184,784 cars

requiring a parking space  
for Rose Bowl Parade and  
Rose Bowl Game



\$5,543,505

Total Addressable Market size in the first quarter of operations

17,950 users

Aimed to be served

9.71%

of Total Addressable Market

# Market Entry

- ▶ Focus on narrowly specific venues with large number of attendees
  - ▷ Initial focus on the Rose Bowl venue in Pasadena, CA
  - ▷ Marketing around events provides incentive to join platform, as providers can charge significantly more compared to average day
- ▶ Heavily market and attract customers in a small geographical region
  - ▷ SEO
  - ▷ Billboards
  - ▷ Salespeople
- ▶ Low cost strategy, limited expansion strategy initially to ensure MVP



Our Target

## Market Expansion

- ▶ After the MVP has been proven with the Rose Bowl, expand to other regions and major events to capture more customers
- ▶ Potential Expansions
  - ▷ Super Bowl LI - February 5, 2017
    - ▷ NRG Stadium in Houston, TX
    - ▷ 73,000 stadium capacity; 26,000 parking capacity
  - ▷ March Madness Final Four
    - ▷ University of Phoenix Stadium in Glendale, AZ
    - ▷ 63,000 stadium capacity; ~14,000 parking capacity
- ▶ Once the user base grows to critical mass, shift towards full-featured parking management app
  - ▷ Simplify parking payments and organization for both professional organizations and independent providers

# Competitors



Value Proposition	Park Whiz	Parking Panda	SpotHero	ParkWithSpotter	SpotOn
Available in Los Angeles	✓	✗	✗	✗	✓
Available in web, iOS and Android	✓	✓	✓	✗	✓
Available in other areas (i.e. other than LA)	✓	✓	✓	✓	✗
Event Oriented	✓	✗	✓	✗	✓
Parking Lots/Garages Only	✓	✓	✓	✗	✗
Customers can leave reviews	✓	✗	✗	✗	✓
Parking Lots include Private Property Owners Who Let Others Use Their Property	✗	✗	✗	✓	✓
24/7 Customer Help Line	✗	✗	✗	✗	✓

## Value Proposition Matrix



## SWOT ANALYSIS



# Five Force Analysis

- **Threat of New Entrants- HIGH**
  - New entrants can enter the market fairly easily. Because the only requirement to make this product is building an application, there are few barriers to entry.
- **Bargaining Power of Suppliers- FAIRLY WEAK**
  - The suppliers are parking space owners. We think the bargaining power of suppliers is fairly weak- hard to offer unreasonable price
  - we will give recommendation price for the suppliers based on the demand
- **Threat of Substitutes- LOW**
  - The threat of substitutes comes from public parking and temporary event parking.

## Five Forces continued ...

- **Bargaining Power of Buyers- MEDIUM/HIGH**

During major event time buyers are less concentrated than sellers, that is there are few sellers and many buyers While at usual, buyers are concentrated compared to sellers. The switching costs are low. The buyers cannot easily backward integrate.

- **Industry Rivalry-LOW**

Number of competitors, Size of competitors, Industry's fixed cost, Brand loyalty and Exit barriers

# Business Model

## Customer Selection

Tech savvy fans and attendees of major events who need affordable parking

## Value Proposition

Ease of use/mobile based application. Quality service at low cost. Passive income to providers..

## Differentiation and Control

Focusing on a single site to maximize quality service with the optimal parking lot options and maintaining full customer engagement by starting our operations with a niche market

## Scope of Product and Activities

Mobile marketplace connecting event attendees with need for parking with those who can provide a space.

## Organizational Design

Technology and marketing driven firm

## Value Capture for Profit

Low fixed cost and negligible marginal costs allow high margins. Charge providers a % fee of their revenue

# \$8.91

COCA through SEO and Salespeople

# \$11.36

LTV projected for the next three years

# 75,300 customers

to break even out of a projected TAM of 3,595,072  
users - 2.1% of the total market

# Product Development Cycle

Iterations - apply  
this procedure  
after every  
quarter



# Projected Milestones

Milestone 1  
Post Rose Bowl  
Game and Parade  
evaluations with  
advisors

Milestone 2  
Post Quarter 4 of  
every year -  
update forecasts  
and strategy

Milestone 3 - Post  
Quarter 4 of 2019  
geographical  
expansion  
strategy, liquidity  
discussions



SOUNDS COOL  
RIGHT?

For More Information  
Reach Our Founding  
Team!



# THANKS!

**Any questions?**