

CHISCHORT



CHISCHORT BUSINESS OVERVIEW

A sidewalk parking solutions with brilliant system outputting high user experience for the parking of store's customers.

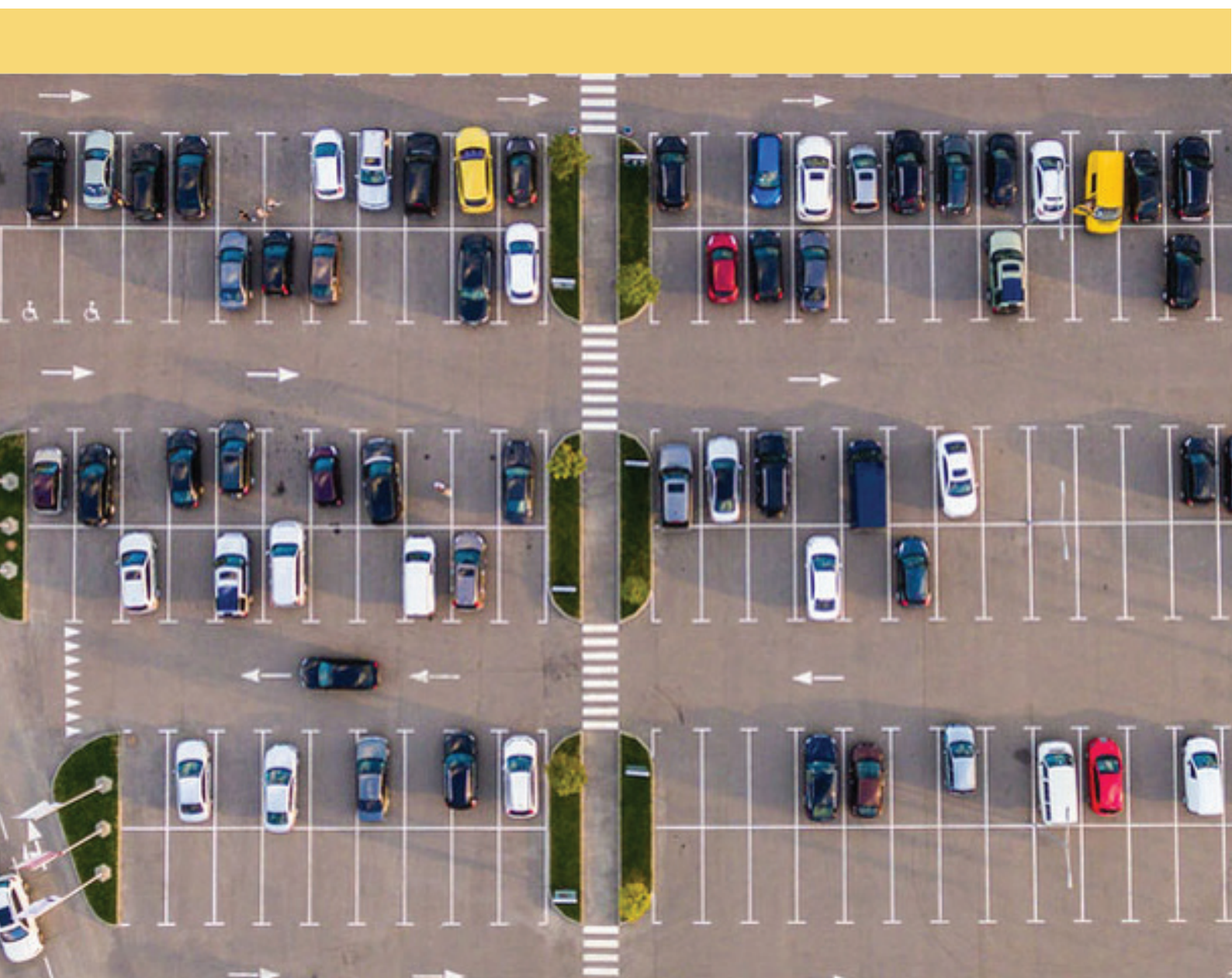


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Basic Company Information

Basic Information include name, business structure
and business history

BUSINESS INFORMATION

About

Name

Our company's name is Chis Chort which is the Khmer name. "Chis" means to drive, "Chort" refers to park. Our logo is inspired by the national road in Cambodia.

Business Structure

Business entity of our company comes in cooperation.

Location

Chis Chort is a startup company, so it is nowhere firm. we will have the headquarters in 6 months if everything runs smoothly as what we expect.

History or Story behind ChisChort

The story behind Chis Chort has happened to our co-founders who are Gechpor and Devit. Gechpor cannot find available parking space in Phnom Penh, whenever she goes out to restaurants or any stores, she always considers where to park because the parking space mostly is full.

Additionally, when David walks on the road, it is full of unorganized parking lanes that are invaded into the national road, so it is not easy for him to walk. That is why we came up with an idea to provide an organized parking lane via a digital platform.

What basically is ChisChort?

ChisChort is a web-based digital parking system, which can be used by everyone with any kinds of vehicle. ChisChort also provides e-wallet on the application to do

Supported by



United Nations Development
Program, UNDP

Ministry of Public Works And Transport

Grab, inc

02

Ownership

Management Team

Team information and position on what they do.

Managment Team



Huotkeo **Devit**

Chief of Executive Officer
Chief of Technology Officer
Computer Science, RUPP



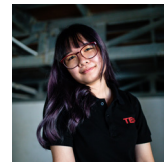
Chan **Darareaksmeay**

Chief of Creative Officer
Architecture, Paragon



Kim **Gechpor**

Chief of Financial Officer
Chief of Agency Officer
*Business Administration,
Paragon*



Te **Meily**

Chief of Operation Officer
International Relations, IFL

ChisChort Team

Our team consists of 4 people, whom responses different roles by their own experience, characteristic and interest.

At the first start, we would love to have 6 roles for 4 people:

- CEO (Executor)
- CTO (Technologist)
- CCO (Graphics + Product Designer)
- CFO (Budget Planner)
- CAO (Filer and Asistor)
- COO (Operator)

Above are the team members of ChisChort, each of the founders has their own unique skill to keep up ChisChort growing and cherished. We strongly believe we can interact with stackholders and expand ChisChort to another whole new level.

03

Mission & Vision Statement

Our mission and vision, which is our motivation to push chischort forward.

MISSION AND VISION

Mission

To reduce the traffic jam by organizing the parking space through the digital platform.

Vision

To provide parking more digital with high-end technology

Backup

Since the vehicle usage is increased, the demand of having a parking space keeps increasing, but to find a proper parking lane is scarce. People park improperly along the road, the road becomes smaller and smaller, traffic jams occur, people are stressed out, gasoline consumption is getting worse, and the time is wasted.

According to our survey, **92.7%** agree that bad street parking causes traffic problems. But we think that street parking is not a problem; the problem is how we park on the street.

We believe that an organized parking lane is the best practice to reduce traffic congestion. That is why ChisChort is created. Chis Chort is a new way of parking by using technology. To get awareness and accessibility from users, we are starting by targeting luxury shops and providing a premium parking experience. By doing this, we will aim to have chis chort be a way of managing on street parking all over the city in later days.

SDG goals with ChisChort

As the rise of COVID-19, there are changes in both life and development. It gives us another chance to see how the world is sustainable development is important, also, it helps with digital economy (e-wallet) and technology advancement of Cambodia as well. Lastly, using digital ticket will save tonnes of paper being wasted on paper ticket.

To sum up, ChisChort helps solving SDG problems such as

- **SDG 8** - Good jobs and Economic Growth (*Security has higher salary*)
- **SDG 9** - Industry, Innovation and Infrastructure (*Innovative parking*)
- **SDG 11** - Sustainable Cities and Communities (*Making city modern*)
- **SDG 13** - Climate Change (*Paperless parking*)
- **SDG 15** - Life on Land (*Paperless parking + cashless transaction, which is great for preventing COVID-19*)

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Customer And Service

This will show about the our customer target and our service which we provide

CUSTOMER + SERVICE

Customers

Our customers are the millennials and Generation Z (age 15-35) because they have the ability to use technology very well, so it is more convenient for them to take advantage of digital platforms to solve their parking problem via ChisChort.

Services

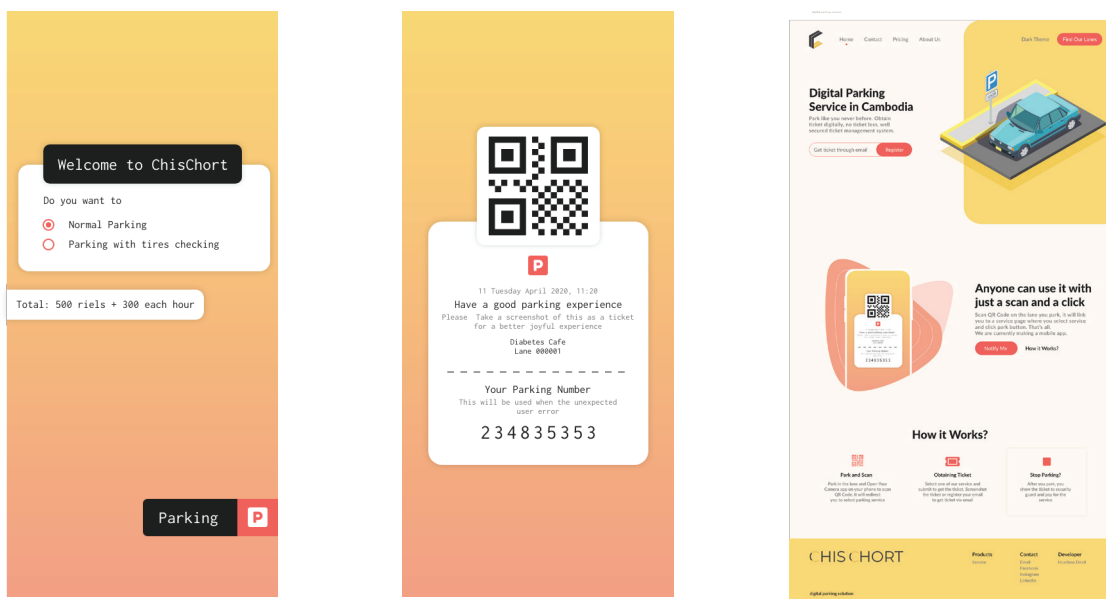
Digital parking service, where everyone can use without installing any application [if pay with cash].

Parking lanes will be equipped with QR Code and each lane is painted to divide and giving standard space for each vehicle not to damage each other as we see every shop parking does.

Steps of how it works on our digital parking service:

1. Scan the QR Code
2. It will lead you to the ChisChort parking page, with 2 choices, a normal parking or a parking with engine checking service.
3. After choosing the choice, the customer will get a ticket to screenshot. (if the customer giving the email through our homepage, the ticket will send directly to their email)
4. After finish the customer finish their meal at cafe, they let the security gaurd scan their ticket and pay the price with our mobile app.

By using digital tickets means making stores look more modern, which will attract more customers to the stores, also the system user will never lose their ticket like their *paper* ticket. Not only that, as COVID-19 is rising, using digital ticket + app payment means social distancing, safe and avoiding the spread.



Service page, Ticket and Homepage

Products

ChisChort mobile application wallet app. Due to covid19, we are precautious about interacting with money. This also giving the habit of paying with e-money. The wallet can be filled by using Visa card or paying to us. So, after parking, security ask to scan the QR Code he has recieve to in order for customer to pay.

*Mobile application is still in progress of developing and designing
But the system is a ready to go*

Partners

The cooperative stores are our partners. We believe in treating them with respect and dignity. Chis Chort is proud to offer materials such as Mental stand, QR code and painting for the stores, and the store just shares 1/3 - 1/2 of the store parking lanes with us. We are glad to work with the cooperative stores and welcome any feedback.

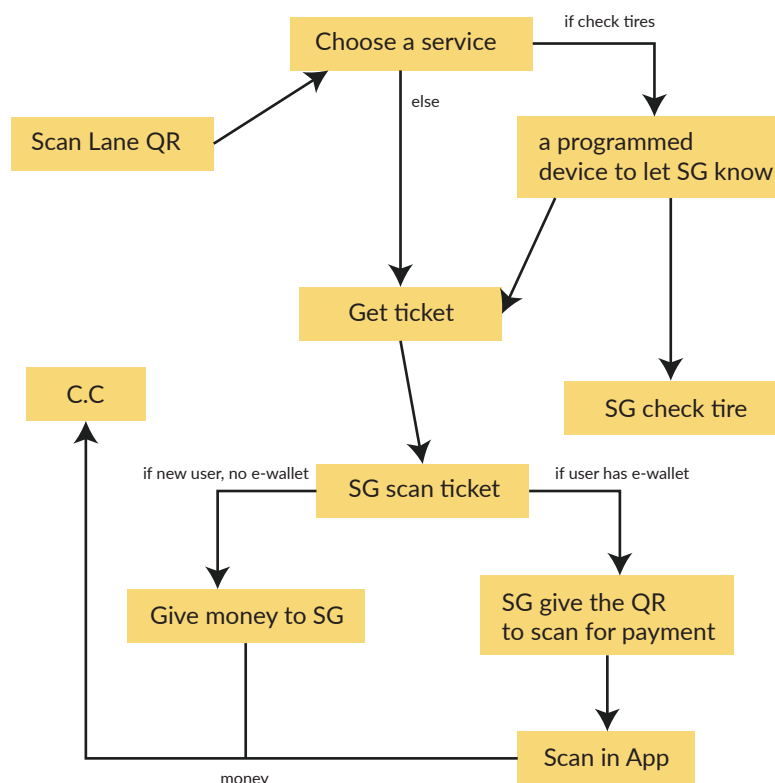
Also, Security company is also our main partner for ChisChort to role our effectively as well.

Last but not least, not only modernize the store or company, but also get benefit from getting discounts for customers which attracts many customers, yet also park with us, ChisChort.

Product and service flow

** CC - ChisChort

** SG - Security



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Future Goals

Future goals, which our management team redirect the chischort's direction to the righteous and reliable goals.

Future Goals

Goals I

After we have a success on our first implementation, ChisChort will level up their game by move from a web-based digital ticket system to mobile application with camera streaming on their mobile app for customer to check their vehicles, this will make customers feel warmer by using our system.

Goals II

If the mobile application works well, we will equipped our system with highend technology, which is AI (Facial Recognition and Parking detection) to boost the user experience to another whole new level. By this means that parking takes only less than a second.

Also providing warm feeling to the customers by giving the livestream of their own vehicle on a mobile application.

Not only making parking more convenient, yet we will contribute 10% of our profits to enhance our city beatification such as more sidewalk to walk, plant tree making Phnom Penh an eco city, boosting bike lane on the sidewalk.