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Executive Summary

Company Profile

IntelliPark is a tech-software company in the city parking industry. We leverage cutting-edge technology, software, and artificial intelligence to enhance and elevate the parking experience. IntelliPark utilizes surveillance cameras, sensors, AI, and our in-house software to create a map of the parking space. In addition to the ease of navigation our company strives to improve safety standards and efficiency in these precarious and hazardous driving conditions. IntelliPark strives to simplify and digitalize the currently lacking city parking industry.

Problems: Safety Issues, Efficiency, Parking Availability, Revenue Generation for Parking Garage

Solutions: Live Parking Maps, Surveillance and Sensors, AI Price Adjusting

Target Market: Parking Garages, Large Corporations, Universities, Government

Competitive Advantage: Cutting edge technology; Patents; Pair with Insurance Companies to reduce Premiums for Clients; Integration with Google Maps

Business Model

B2B & B2C Hybrid model

Channels: Insurance partnerships; word of mouth; social media advertising; local event sponsorships

Costs: Distribution; human resources; customer acquisition, materials, long-term equipment; totaling roughly $645,324
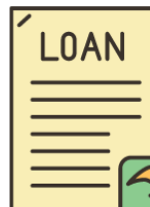
Revenue Streams: Parking Memberships, Installation Package, Software Subscription

Key Metrics: Parking Demand, Holidays and Time of Day, Cost of Subscription, Location, New Parking Areas

Proposal

IntelliPark would like to finance its debt through a 72 month loan for $500 000 at 20% interest to cover its pre-operational costs.

IntelliPark

Paving the Path to Hassle-Free Parking.

Problem

Parking is a universal challenge, and finding a parking space can be time-consuming and frustrating. Parking in large cities is very inefficient and hazardous; the number of accidents in parking spaces is worrisome and yet there is no proper solution for this day-to-day problem. In fact, one in every five collisions occurs in parking lots and garages; 25% of these collisions occur when backing out of spots. The limited parking spaces and lack of information in city parking causes illegal parking, traffic congestion, high parking costs and customer frustration. Parking is one of the most frustrating tasks because of its tedious nature, to make matters worse the process requires lots of time finding a parking spot and is very inefficient. In addition, customers have to then remember where they parked and locate their car when they return. The currently outdated parking industry lacks digital payments options making a simple task of parking require more time and effort. Another major problem faced by businesses in the car park industry is filling up their parking garages and being profitable. Illegal parking is another huge problem in the city parking industry, as people just park in any open location without paying. IntelliPark uses its advanced mapping technology along with its intelligent software to help overcome all these problems faced by drivers.

Customer Segments

We will look to target certain demographics; corporate office parking, municipalities, and universities where we feel our services and packages will be the most successful. This will help us lower our customer acquisition costs and make us a more efficient business. This targeted business model will also help with our customer satisfaction levels as we will only target customers that require our services. Firstly, the government is one of our larger customer segments. Parking Enforcement is an issue the police battle with every day, and we can solve this with our surveillance cameras. We can monitor payments through our software and capture pictures of license plates accordingly. Our largest customer is going to be paid parking businesses, our technology will help prevent drivers from parking without paying. Our virtual map will ensure customers find parking quickly and create an efficient, hassle-free parking process. Our direct-to-consumer services will target Day-to-Day Drivers with a parking membership so they can enjoy a hassle-free experience while saving money. We will also look to target shopping center owners or

- Day-to-Day Drivers
- Paid Parking Businesses
- Shopping Center
- Corporate Offices/Universities
- Government
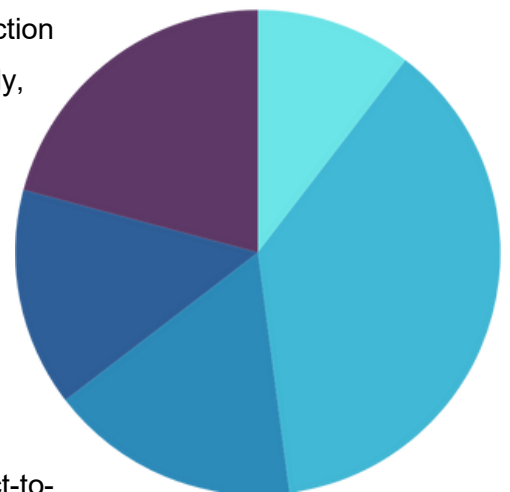
their parent corporation because they always have parking issues leading to customer frustration and dissatisfaction. IntelliPark's virtual map will help with this underlying problem and our technology will help improve customer flow, helping businesses grow by accepting more customers. Lastly, we will target large corporate offices and universities, for corporation's employee efficiency is their upmost priority and time wasted is money lost from their perspective. Universities will be interested in our services as large campuses always have traffic congestion, and parking unavailability, making students late for class looking for parking. In addition to time, university parking lots have the most student drivers, notorious for reckless and unsafe driving. Our safety features will help student park and attend class safely. All in all, IntelliPark's versatile business model along with strategic marketing will help us gain a positive reputation in the industry while also making us profitable and efficient.

Unique Value Proposition

Our business model has several unique aspects that allow us to overcome our competition. Firstly, our business will incentivize our customers by partnering with insurance companies to provide customers with discounted liability insurance. As our business deals with safety, corporations with parking lots and parking garage owners may receive discounts on insurance if they have our full IntelliPark system installed, creating a strong relationship with our main customers. Additionally, individuals with their own subscription pass to our IntelliPark system and app would also be eligible for slightly discounted insurance, as they are at a decreased risk of collision. While you may think that substituting an insurance discount for a paid subscription makes no difference, doing so will ensure your safety and prevent you from filing claims with your insurance, which would generally increase your premiums regardless of the circumstances. Furthermore, IntelliPark will uniquely contract with Google and have a partnership with Google Maps, while also building our app using Google Maps API. Using our system, our app will create a map of any given lot or garage that will include incoming cars, obstructions, and more; this will all become an extension of the Google Maps app for drivers with our subscriptions or drivers entering IntelliPark-subscribed lots. In addition, unlike many other businesses, our system will account for both safety and efficiency. Finally, our business is unique as its future-proof, accounting for self-driving cars. Our system would greatly benefit self-driving cars by having our software integrated into these cars' mapping programs, which would further ensure safety and efficiency in lots. Our virtual map will allow customers to leave their car and allow it to drive and park into its location automatically without human intervention. To
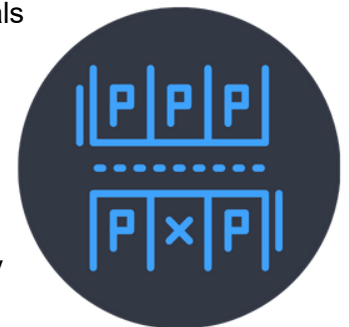
conclude, our future proof and unique business model has several advantages and incentives that will help us stand out from our competitors and will propel us forward.

Solution

At IntelliPark we strive every day to improve the city parking experience for our customers. We use our sensors, cameras, and algorithms to help generate a live virtual parking map of all our parking spaces. This eliminates the frustration and inefficiency that is associated with city parking. Our app and collaboration with different mapping services will help clients locate parking spaces. Customers will be able to select an open parking spot as their destination, ensuring they don't waste any time and can move on to their next task. In addition, our virtual map will allow software to automatically adjust the prices for parking, increasing, or decreasing them according to demand. In addition to the automatic price adjusting our parking membership will help our customers fill their parking spaces. Our cameras will capture pictures of license plates of vehicles that don't pay their parking fee and send tickets straight to their residence. IntelliPark's multi-use sensors will help customers park and maneuver safely, using sound feedback to alert drivers of oncoming traffic. This innovation not only benefits drivers but also contributes to urban sustainability efforts by minimizing traffic congestion and environmental impact. Our mapping technology will open more doors in the future to self-driving vehicles, drivers can simply enter the code for their parking spot and the car will drive and park itself in the open parking spot. All in all, IntelliPark's virtual mapping technology will help revolutionize the outdated and lack luster city parking industry bringing a clean and efficient model to help eliminate several problems faced by drivers.

Channels

IntelliPark has several methods of reaching our customers, like Social Media Advertising, Insurance Company Partnerships, Large Event Sponsorships, and Word of Mouth. We will contact Insurance Companies across North America to offer our customers a discount on their premium because of our enhanced safety and security features. Our sensors and cameras will help to reduce the number of crashes in the parking lot and keep an eye on robberies. We will reach our Parking Membership Customers through social media and tourism websites. We can also advertise through Google Maps, allowing customers to book parking directly from the app, with digital

payment. To conclude, we have several foundational methods of reaching our customers, which will lead to a steady flow of revenue in the business.

Revenue Streams

IntelliPark has several Revenue Streams that allow it to be a successful and profitable business in the city parking industry. Our main revenue streams are Pro/Basic Subscriptions and Pro/Basic Installation Packages. Our largest revenue stream is Pro Subscriptions, although the revenue amount coming from this stream is not the highest.

Basic Subscription 1%
Pro Subscriptions 7%
Basic Installation 39%
Pro Installation 53%
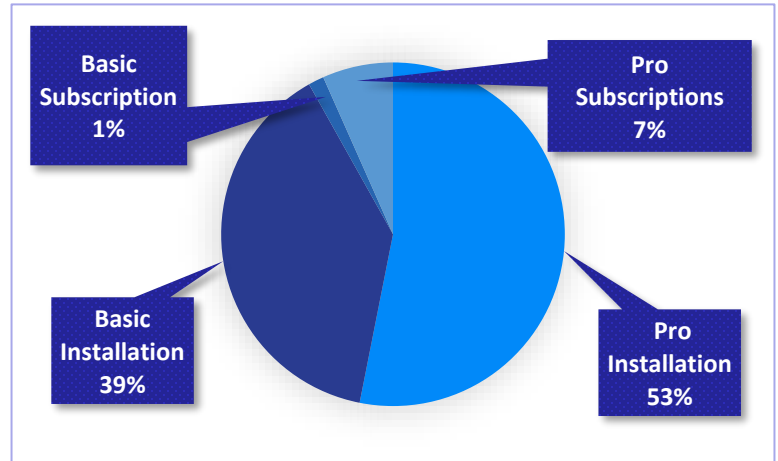
Our efficient business model and virtual platforms allow us to have close to an 80% profit margin for this revenue stream, making it our largest and most important. In addition to the Pro Subscription, we have our Basic Subscription which is very similar in terms of its Profit Margin. These subscriptions allow us to maintain and update our customers' software and hardware. The subscriptions give our customers a variety of perks that will help them stand out in the parking industry. As mentioned before, our services will help lower the cost of insurance for the parking businesses, it will also help them manage payments digitally and automatically. Pro Subscription customers will also enjoy automatic price adjustments according to the live market, demand, and vacancy. We offer Basic and Pro Subscriptions to capture a larger portion of the industry as not all our customers can afford our pro and it might not be realistic or practical for others. Furthermore, we have our two installation revenue streams that will help generate revenue. The Basic Installation package is something that is required for all paid parking businesses and our customers will be incentivized to buy our installation package as it enables them to upgrade their parking business to our pro subscription at a lower cost. Our installation package also allows our customers to purchase the Basic Subscription. IntelliPark's Basic Subscription will allow consumers to buy a monthly parking membership and pay digitally directly through our app. The Pro Installation Package on the other hand gives our customers a significant advantage over their competitors. The package will include all the standard equipment, as well as parking sensors, cameras, and our automatic price indication. This installation package enables customers to buy our Pro Subscription. With the Pro Subscription our safety and security features will help prevent accidents and help lower insurance rates for the business. In addition to safety and security features, our live virtual map will ensure consumers never have to search for a parking spot. The automatic price adjusting feature will help our customers maximize their revenue

and fill their garage regularly. The prices on the packages below include 1 entry exit system, 1 price indicator, 10 cameras and 30 sensors. We will then change the price and give an accurate quote to our customers according to the size and complexity of their facility.

INSTALLATION

BASIC

Automatic Entry/
Exit Gate System

Standard Manual
Price Indicator

$26400

PRO

Automatic Entry/Exit
Gate System

AI Price Indicator

Surveillance Cameras

Parking Sensors

$31920

SUBSCRIPTIONS

BASIC

Membership Parking

App Payment Access

Gate System Updates

$1000

PRO

AI Price Adjusting

Live Virtual Map

Safety Features

Membership Parking

App Payment Access
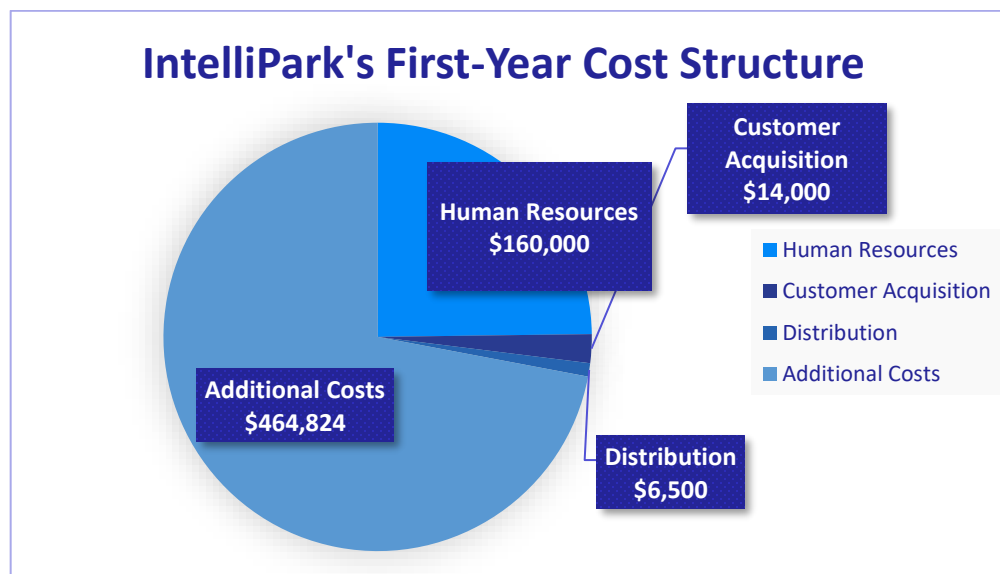
Gate System Updates

$4000

IntelliPark's research team has projected the first-year revenue according to the number of parking garages and their current parking management system in the GTA. They have predicted that the company will make around 1.02 million in revenue. This includes 17 Pro Installation and Subscriptions, and 15 Basic Installation and Subscriptions. These numbers are estimated using our key metrics, customers demand, the industry value in the GTA, and its future outlook.

Month	Basic	Pro
January	1	1
Febuary	1	1
March	1	1
April	1	2
May	1	1
June	1	0
July	2	1
August	1	3
September	1	1
October	2	2
November	1	2
December	2	2

Looking into the future, IntelliPark has you covered. Our use of technology to create a virtual map will seamlessly transition into the world of self-driving cars. Customers will be able to drop their car off after they enter the garage and let it drive and park itself. Our assigned parking system allows consumers to enter the parking spot code and let the car park itself, knowing that the spot will be empty and obstacle free. IntelliPark will look to reinvest our revenues into the business to help optimize the software and make the process even more efficient. In addition to software, we will look to invest revenues back into the industry actively acquiring paid parking businesses to capture and gain a monopoly on the industry. All in all, IntelliPark's efficient business model, effective and stable revenue streams along with its future outlook will ensure success in the city parking industry.

Cost Structure

IntelliPark's First-Year Cost Structure

Customer Acquisition $14,000

Human Resources $160,000

Additional Costs $464,824

Distribution $6,500

Legend:
- Human Resources
- Customer Acquisition
- Distribution
- Additional Costs

IntelliPark has made an estimate on our complete first-year cost structure based on low-bound predictions of projects in this year. While we hope to exceed the expectations listed here, this low-bound estimation ensures that our business will succeed regardless of the results we receive. Firstly,

our human resource costs include the salaries of 2 technicians earning $80,000 per year. These technicians will be responsible for installing all equipment, while also handling any maintenance required. As owners of the company with software experience, we will be able to use our knowledge to design our IntelliPark app; this takes away the need for hiring any software developers. Next, in terms of customer acquisition, we will use both social media advertising and physical handouts to spread the word of our company. We will invest $8000 into paid advertising on platforms such as TikTok, Instagram, Facebook, Google, and more. The other $6000 will go towards creating brochures, flyers, and business cards, which we will personally hand out to acquire clients. Additionally, our distribution costs are also quite low, only covering the gas costs of transporting our services to customers. Finally, our biggest cost falls under the category of additional costs, which accounts for installation resources, long-term equipment, a company vehicle, and software costs. Using our low-bound project estimation, our estimate for our 15 first-year basic installations is $180,000, while our estimate for our 17 first-year pro installations is $231,200. We will invest $5500 into various types of equipment; this includes both on-site equipment—such as ladders, drills, safety equipment, and more—as well as software equipment—specifically laptops. Lastly, we must pay $99 and $25 fees to keep our app on the App Store and Play Store, respectively. Using this cost structure and revenue estimation, we can predict the success of our business.

Key Metrics

IntelliPark will keep track of various key metrics to ensure the success of the business. Firstly, demand is one factor that we will need to measure to ensure our IntelliPark system is successful in each parking lot or garage it's installed in. Using demand trends and our AI system, we will be able to maximize profits by having our app constantly adjust parking prices. This AI price changing system in our app will use algorithms to predict effects on demand, accounting for date (higher demand on holidays or specific days of week), time (increased daytime parking demand for workplaces, rush hours, etc.), location (increased demand in urban cities), and more. In addition, the cost of our subscription is another factor that is essential to consider. A fair cost would ensure a business partner relationship between our business and the parking lot or garage owners that we are working with. Another key metric to consider is new parking garages and lots opening. As urbanization is growing exponentially, the rate at which new designated parking areas are being built is also increasing. These owners would be more likely to invest in us in order to boost their business reputation and give themselves a competitive advantage over other lots in the area, creating a mutually benefitting relationship. To conclude, IntelliPark ensures to measure key variables that will contribute to the success of the business and allow it to be scaled larger over time.

Competitive Advantage

IntelliPark has an advantage over its competition in several ways, ensuring the success of our model. In terms of the software of the business, we will patent our idea to ensure competitors cannot develop an app with this exact implementation and guarantee our lead in the parking industry. Furthermore, to gain an advantage with our business, we will set a base reputation quickly in order to acquire partnerships with corporations and a contract with Google. Another competitive advantage that our business has over others is its scalability. Our business plans to start locally in the GTA (Greater Toronto Area) and eventually expand across the nation and ultimately the world. This is a benefit for our business as there is no shortage of parking areas, meaning that our business can be expanded endlessly. Finally, we have an advantage in the early stages of the building of our business as there are few start-up costs. Our main costs are the installation of the parking systems in lots and garages, though these costs only occur once a project is guaranteed. With this, our business requires a lower initial investment, allowing for experimentation in the early stages to succeed with our new technology. In conclusion, IntelliPark has various advantages over its competitors to ensure its success in today's industry.

Conclusion

IntelliPark will require financing to help cover the costs over the first fiscal year. After this period, we project that the company will generate enough revenue through its stable customer base to pay off expenses for the years to come and generate profit. We are requesting a loan for $500 000 at a 20% interest rate. This along with our owner's investment of $100000 will cover our initial costs. We will put a large chunk of the money down for quality equipment that will last us for years. This means that our expenses for the 2nd year will be reduced dramatically, making it more likely that we will come out profitable. This will be a long-term loan that will be paid off over the course of 6 years as this business will take time to grow into a full-fledged, well-known company. Once our business gains a reputation and begins growing, we will be able to re-invest the earned money into the business again to hire more employees and continuously expand.

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