



# **Ticketech Final Presentation**

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# Scope of Work

- Competitive analysis
- Website review
- Go-to-market strategy



# Product

<https://airtable.com/tbl3qdoC77Bq4BywQ/viwVjywu9cwcw8iwZ> (*Airtable*)

[https://drive.google.com/drive/u/0/folders/1LMKZnTmqmdPGZHVmQVkhaV2xUV4Ca\\_fP](https://drive.google.com/drive/u/0/folders/1LMKZnTmqmdPGZHVmQVkhaV2xUV4Ca_fP) (*CSV files*)



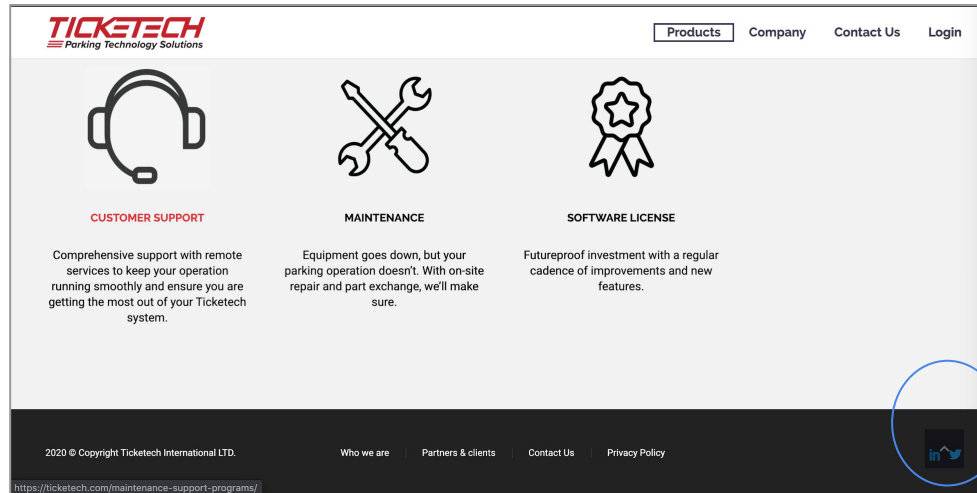
# Communications

Ticketech should communicate on...

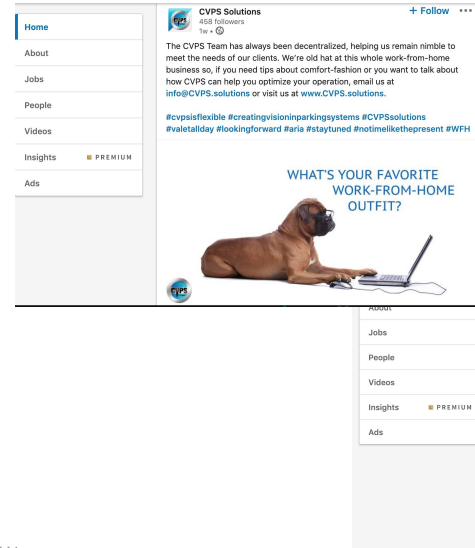
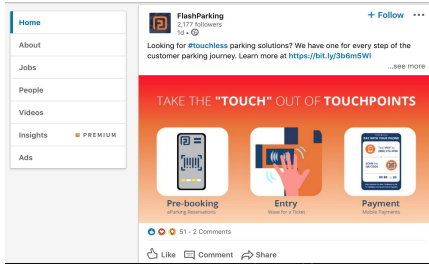
Branding	<ul style="list-style-type: none"><li>• COVID-19 validation</li><li>• Social media access</li></ul>
Competitive advantage	<ul style="list-style-type: none"><li>• Sector advantage</li><li>• Why Ticketech</li></ul>
Product Clarity	<ul style="list-style-type: none"><li>• Multimedia (e.g. Video tutorials)</li><li>• Pricing brief</li></ul>
Sales	<ul style="list-style-type: none"><li>• Open calendar</li></ul>

# Branding

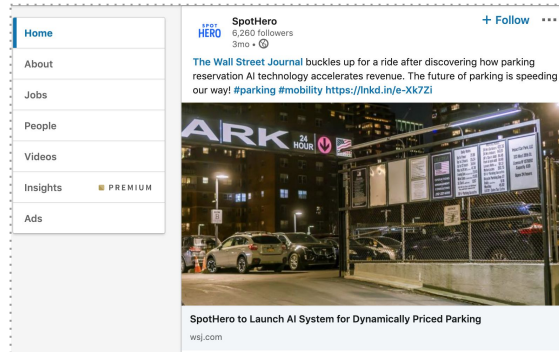
- Increase social media presence toward helping garage management companies increase their customer parkings
- Having social media access more visible



- In “contact Us” since social media also enables private messaging
- In the navigation bar



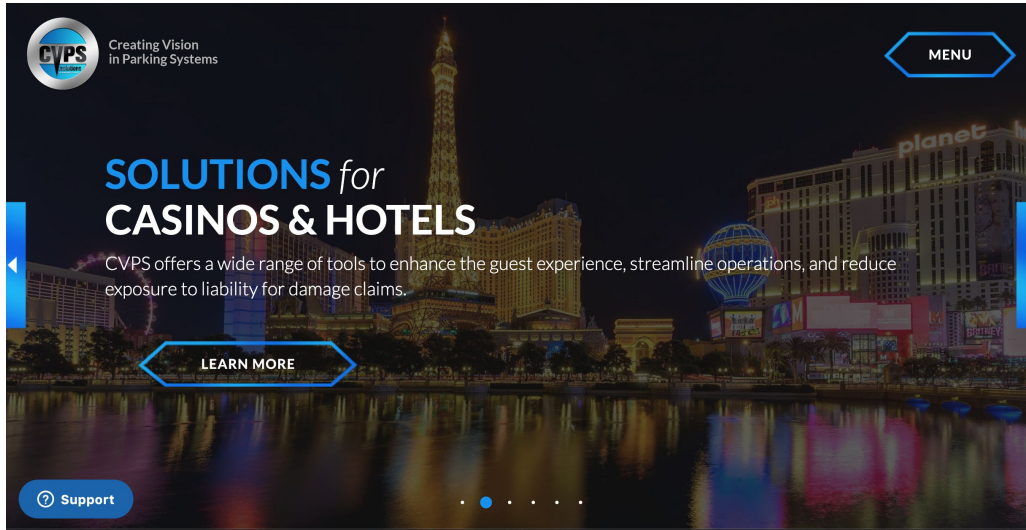
**Product driven:** touchless technology or tech reducing touch with unknown surfaces




**People driven:** ensure the safe of team and community yet stay connected with customers

**Industry driven:** having an outlook on the future of parking


# Competitive Advantage




Communicate sector advantage with track record  
& why Ticketech works for each specific market




**Simple, All-Inclusive Pricing**  
Per vehicle based pricing that means you only pay for what you use. Every feature is included within the same subscription.




**Works with all mobile devices**  
Scalable, modern technology that is best in class means we can deliver more features, more of the time on either Android or iOS smartphone apps.



**No location fees**  
Bring technology to all your customers locations thanks to no additional location fees or minimum usage requirements.



**Use your existing payment processor**  
Use your own processor or process through Oobeo. Either way, you can keep 100% of any optional surcharges and the funds are routed directly into your account.



Product differentiating factors &/or user benefits

OQBEO		FEATURES		PRICING		SOLUTIONS		CONTACT		LOGIN		SIGN UP NOW	
Up to 1500 vehicles		Up to 2500 vehicles		Up to 4000 vehicles		4001+ vehicles							
\$199		\$324		\$499		\$Custom							
Per Month, USD		Per Month, USD		Per Month, USD		Per Month, USD							
No setup fee, no location fee		No setup fee, no location fee		No setup fee, no location fee		No setup fee, no location fee							
Unlimited users and devices		Unlimited users and devices		Unlimited users and devices		Unlimited users and devices							
Pool your allowance across all locations		Pool your allowance across all locations		Pool your allowance across all locations		Pool your allowance across all locations							
Mobile payments		Mobile payments		Mobile payments		Mobile payments							
Custom SMS broadcasting		Custom SMS broadcasting		Custom SMS broadcasting		Custom SMS broadcasting							
Customer feedback & reviews		Customer feedback & reviews		Customer feedback & reviews		Customer feedback & reviews							
Phone & chat support		Phone & chat support		Phone & chat support		Phone & chat support							

## Price communication

The screenshot displays the Valet App interface with three main sections:


- How to Arrive a Vehicle:** A form titled "Select the Make, Model and Color" with dropdown menus for Make (Acura, Acura, Acura), Model (Acura Integra, Acura Integra, Acura Integra), and Color (Black, Black, Black).
- Inventory & Scrub:** A table with columns for Scan, Gather, Scrub, and Back. The table is currently empty.
- Request Monitor:** A table with columns for Request, VIP, Rate, and Damage. The table shows a single request for a "Acura Integra" with a "VIP" status and a "Rate" of "10/12/18/18".

## Product tutorial (by feature)







# Accessible Sales




Philip Crutchfield

Welcome to Oobeo's appointment scheduling page. Please choose a call or webex then select a time that works best for you and your team.

 20 Min. Oobeo Catch Up ▶

 30 Min Oobeo Webex Refresher ▶

 Oobeo Webex ▶

Open calendar:  
20, 30, 60min



# GTM NYC

<https://drive.google.com/drive/u/0/folders/1bhv4ufquHbEiNJLTjMEEW9zq30xrfB4>



# GTM Beyond NYC - How to assess opportunity?

## Market Size (40%)

1. Number of parking garages (80%)
2. Number of daily driving commuters (20%)

## Garage Average Earnings (40%)

1. Garage parking rates (2 hour) (60%)
2. Daily off-street parking (20%)
3. Monthly off-street parking (20%)

## Ease of Market Entry (20%)

1. Difficulty of doing business in city/state (100%)
2. Competitor Strength (unavailable)



## GTM Beyond NYC - The Numbers

Criteria	Sub-Criteria	Boston	Philadelphia	Washington DC
Market Size	Number of parking garages	653	389	435
Market Size	Number of daily driving commuters	1,638,504	2,055,677	2,059,582
Garage Average Earnings	Garage parking rates (2 hour)	\$20.63	\$16.55	\$16.33
Garage Average Earnings	Daily off-street parking	\$33.71	\$24.90	\$22.99
Garage Average Earnings	Monthly off-street parking	\$337.14	\$258.46	\$273.35
Ease of Market Entry	Difficulty of doing business in city/state	73.9	68.55	66.19



## GTM Beyond NYC - Cities Ranked

Criteria	Sub-Criteria	Boston	Philadelphia	Washington DC
Market Size	Number of parking garages	1	3	2
Market Size	Number of daily driving commuters	3	2	1
Garage Average Earnings	Garage parking rates (2 hour)	1	2	3
Garage Average Earnings	Daily off-street parking	1	2	3
Garage Average Earnings	Monthly off-street parking	1	3	2
Ease of Market Entry	Difficulty of doing business in city/state	1	2	3
Overall Rank		1	2	3



# GTM Beyond NYC - Next Steps

**Target for Expansion:** Boston

**Why?**

1. Most parking garages in city
2. Highest parking rates (garages have more money to invest in new technology)
3. Ease of doing business




**However:** competitor data was not available; if entrenched, it may not be wise to enter the market



## **Ideas for future expansion / operational excellence**

1. Having a Ticketech app for garage payments to deploy to garage customers
  - a. Partner with or acquire Zipby
2. Standardize addresses in CRM to city's open data for easier data analysis
3. Partnering with gig economy companies to offer regular parking for increasing deliveries due to COVID-19

# Appendix 1 - Google Maps Platform & API

English ▾Console

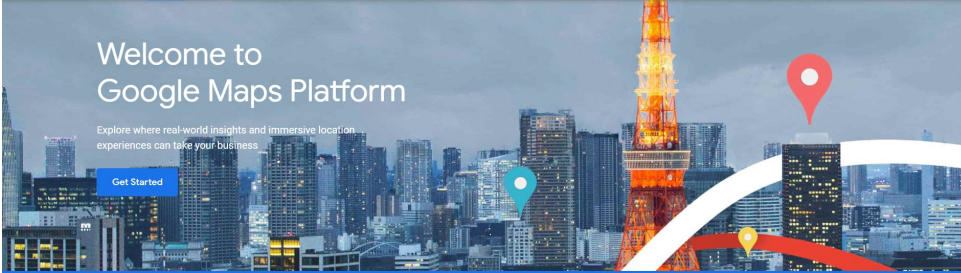
Google Maps Platform Overview Products Pricing Documentation ▾ Blog

Contact us Get started

## Welcome to Google Maps Platform

Explore where real-world insights and immersive location experiences can take your business.

Get Started



**99%**  
coverage of the world



Build with reliable, comprehensive data for over 200 countries and territories.

**25 million**  
updates daily

Count on accurate, real-time location information.

**1 billion**  
monthly active users

Scale confidently, backed by our infrastructure.

English




Google Maps Platform Overview Products **Pricing** Documentation Blog

Contact us

## Pricing for Maps, Routes, and Places

Pricing and Usage Matrix

Your first \$200 of usage each month is free

	 <b>MAPS</b>	 <b>ROUTES</b>	 <b>PLACES</b>
▼ <b>Geocoding</b> Convert addresses to and from geographic coordinates			<b>\$5</b> PER 1000 REQUESTS
▼ <b>Autocomplete</b> Type ahead place predictions based on location or text-based geographic searches			<b>\$17 *</b> PER 1000 REQUESTS
▼ <b>Place Details</b> Provide names and addresses for over 100 million places and points of interest			<b>\$17</b> PER 1000 REQUESTS
▼ <b>Find Place</b>			





## Appendix 2 - Sources

Number of parking garages: [Google Maps Places API: Places Search](#) (cost of all usage: \$1.05)

Number of daily driving commuters: [Governing.com: Average Commute Times for Metro Areas](#)

Difficulty of doing business in city/state: [Arizona State University: Center ofr the Study of Economic Liberty: Doing Business, North America](#)

Garage parking rates: [Parkopedia 2019 Parking Index North America](#)