

WePark

We do it for you!

Brisa Mobility Award

Montepio Acredita Portugal 2017





WHY?



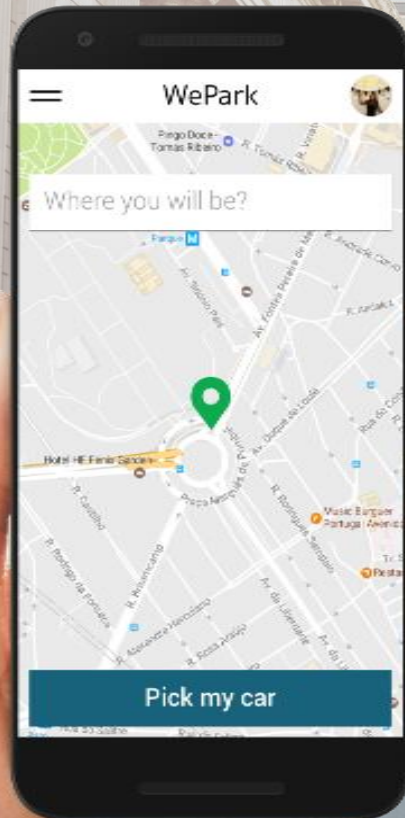
WEPARK

We do it for you!

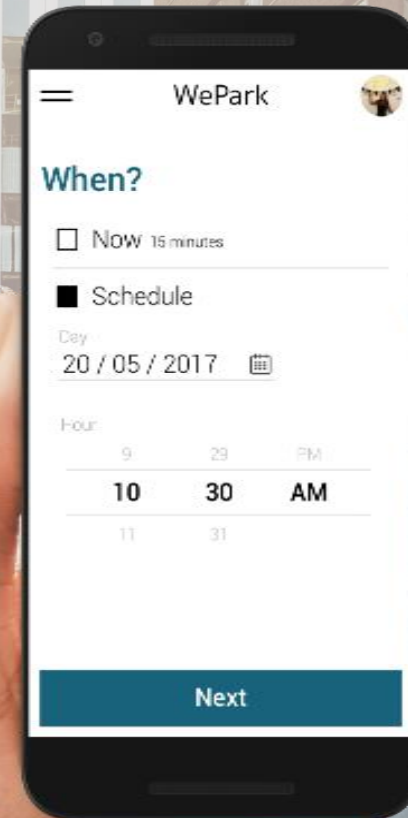
- TIME
- COMFORT
- CONVENIENCE

VALUE PROPOSITION

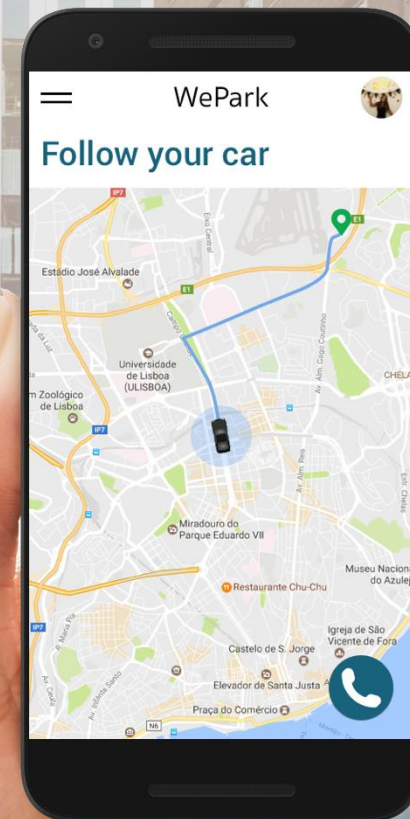
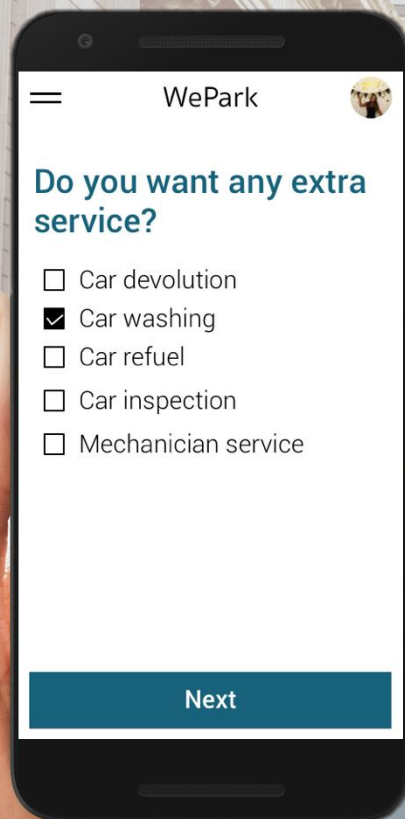
Where?



When?



Washing?



Follow your car



Proposal



Fully
Insuranced



Partnership



Secured
Parking

Multi-round hiring process
including:

- in-person interviews;
- driving and parking simulations;
- online tests;
- Analysis of Driver History, Criminal Background, Credit Report, Identity, etc.



Expert
Drivers

PRICING

10€

- ✓ Parking time
- ✓ Pick-up
- ✓ Drop-off

+5€



Refuel



MARKET

370.000

cars entering the city per day

160.000

registered cars in Lisbon

monthly

+500.000

cars in rotative parking

empark

**VIA
VERDE**
Anda consigo.



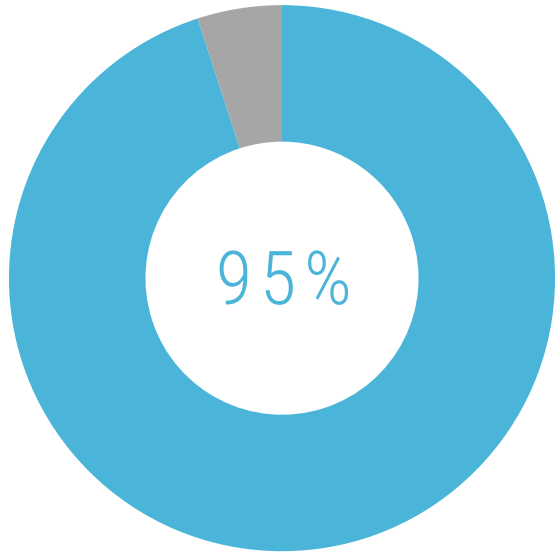
There are ~150
restaurants in
Bairro Alto and
surroundings

Each restaurant
receive, on average,
80 clientes per
night

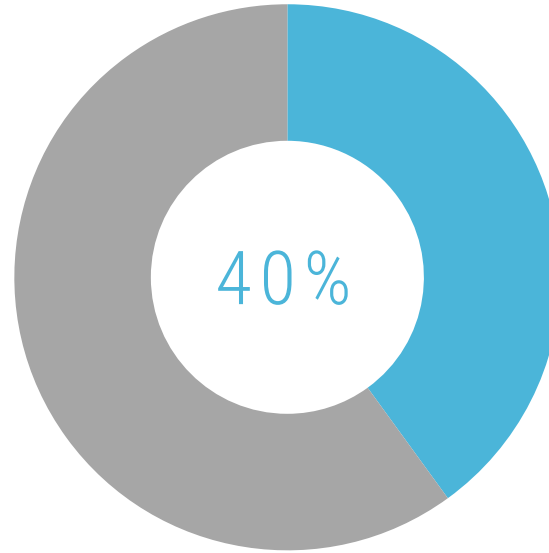
On average, 1 in 3
people have a car

+4.000 cars per
night

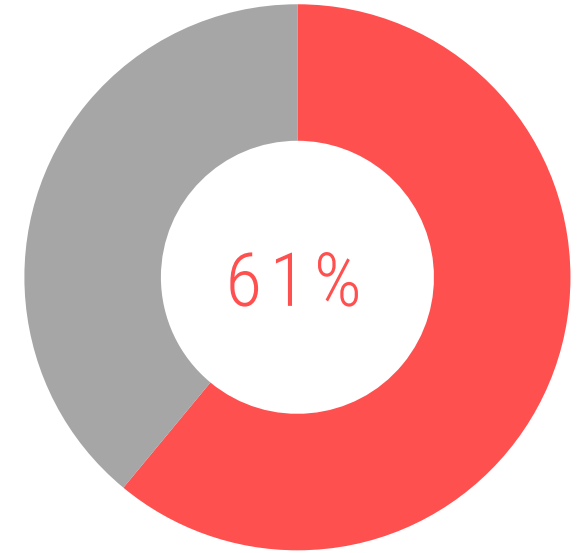
Survey



Difficulty **parking** in
Lisbon



Lose **+30 minutes** in
parking



Would use **WePark**
Basic service up to 5€

Areas of Practice

Cais do Sodré

Bairro Alto e Príncipe Real

Baixa-Chiado

Avenidas Novas



Uber

11€

Táxi

17€

Park

7€

WePark

10€

including the fuel spent



Saldanha

5 km | 15 min



Bairro Alto



3 hours



round trip

Timeline

empark FIDELIDADE galp saba

Market Research
and Business Plan

Partners and
Suppliers

Proof of Concept



empark



Montepio
Valores que crescem consigo.

FIDELIDADE
SEGUROS DESDE 1808

2017

Feb



WePark

Mar



Jun



Brisa Mobility Award
Montepio Acredita
Portugal 2017



Jul



Sep



Crowdfunding
5.000€
220 apoiantes

Nov

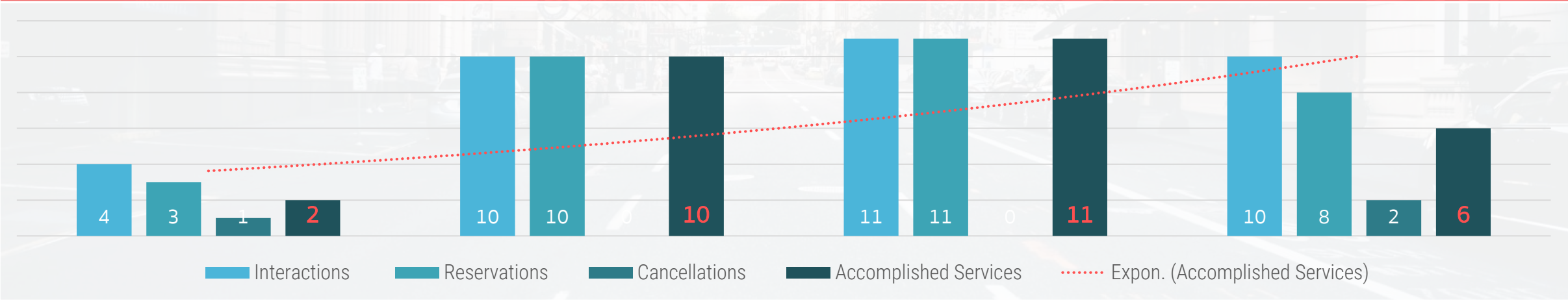


web
summit

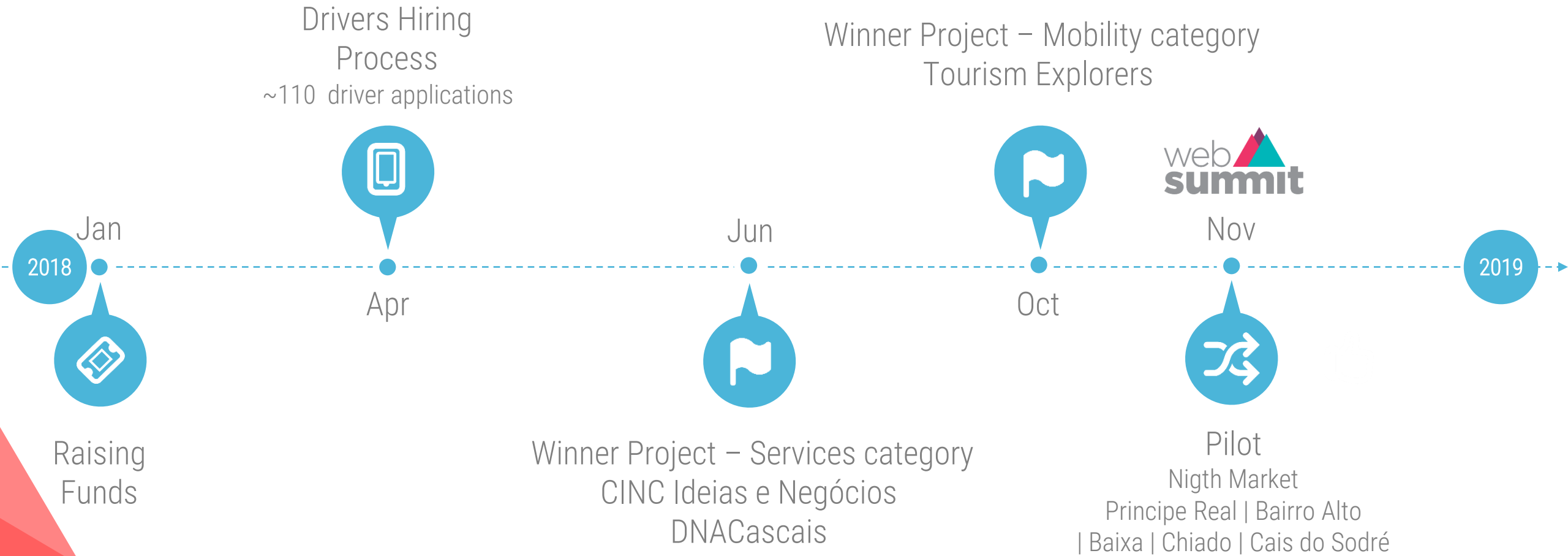
2018

10/11 NOV		17/18 NOV		24/25 NOV		01/02 DEC	
<div>2</div> <div>GOAL 5</div> <div>SERVICES</div>		<div>10</div> <div>GOAL 8</div> <div>SERVICES</div>		<div>11</div> <div>GOAL 12</div> <div>SERVICES</div>		<div>6</div> <div>GOAL 15</div> <div>SERVICES</div>	
3	3	5	5	5	5	4	2
DRIVERS	HOSTS	DRIVERS	HOSTS	DRIVERS	HOSTS	DRIVERS	HOSTS
1		2		2		3	
RESTAURANT		RESTAURANTS		RESTAURANTS		RESTAURANTS	

OTHER RELEVANT METRICS



Timeline

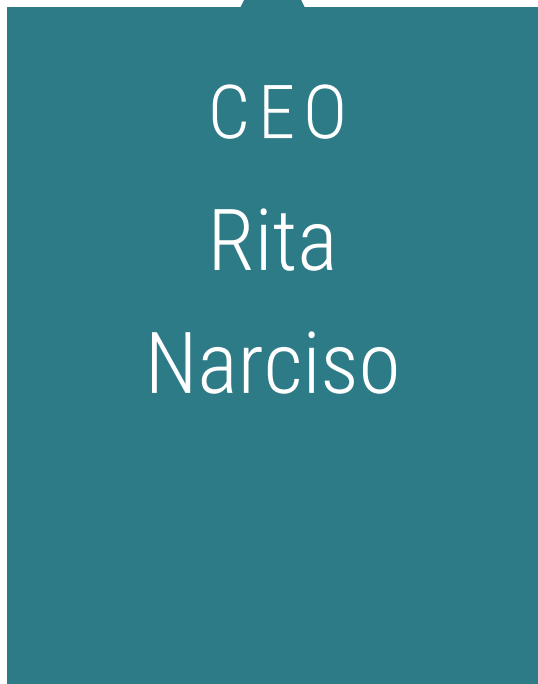




CFO
Mafalda
Oliveira



CCO
Gabriela
Pereira



CEO
Rita
Narciso

mentorship



Thank
you!

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