


Lean Canvas

Use this template to develop strategic business models quickly and thoroughly.

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Define the different components of your business model.

<div>PROBLEM Solve a parking-problem, in high traffic towns. There is a lot of misinformation when it comes to parking in the city. This may lead to unnecessary tickets or even damaged cars. We need a network of free and paid parking that everyone can access without the hassel of driving around and waiting for one.</div> <div>EXISTING ALTERNATIVES: Parking Hero App Word-of-Mouth The simple standing in a spot until your friend comes to park.</div>	<div>SOLUTION Create an app that everyone can use to find affordable or free street parking in jammed packed cities. Application will use real-time GPS to track your phone to see if you have claimed your parking App will be crowdsourced App will use DATA from the Department of Transportation.</div> <div>KEY METRICS Customer Feedback Number of downloads Number of customers who purchased the full version to unlock certain features.</div>	<div>UNIQUE VALUE PROPOSITION The reason why my idea is Unique and worth talking about is because, we know the struggle of finding a good parking spot without having to deal with tickets. I know and understand the struggle of trying to look for parking whether it is free or paid. So many rules to follow, and with parking sometimes going by the hour it can be costly. We do all the hard work for you so you just have to find and reserve a spot for yourself.</div>	<div>UNFAIR ADVANTAGE Apps that are created in this manner do not utilize the Department of Transportation. They don't follow the rules and regulations from the state. Only paid parking spots are available and favored over the free ones.</div> <div>CHANNELS Crowd-Sourcing will be the biggest way to reach other potential customers. Word of Mouth Sharing on social media platforms.</div>	<div>CUSTOMER SEGMENTS Car enthusiasts Parents People who have multiple errands to run in a day Customers who do not like commuting with public transportation.</div> <div>EARLY ADOPTERS For someone who wants to commute by car instead of public transportation For someone who has multiple places to go in a day. For a person who enjoys driving</div>
<div>COST STRUCTURE I will be charging customers an in app purchase of \$2.99 just to unlock the different boroughs of parking that we have to offer. Any additional purchases will be a \$1.00 dollar processing fee for any bids you make for a certain parking spot.</div>			<div>REVENUE STREAMS Customers have the option of giving spots for free as a way to give back and to add more "kudos" or points to your profile. The more points you have the more likely you are to stand out and get more free parking spots from other users. We will be using a point system called "Kudos". Just good luck points for those give free parking spots without charging anything. There will also be a full version which unlocks more cities and towns. You would have to pay an additional fee for that. If two or more people want a free parking spot the person who offered is allowed to offer a bid. Bidding starts at \$0.50, highest bid can only be \$12.00, there is also a processing fee charged.</div>	

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