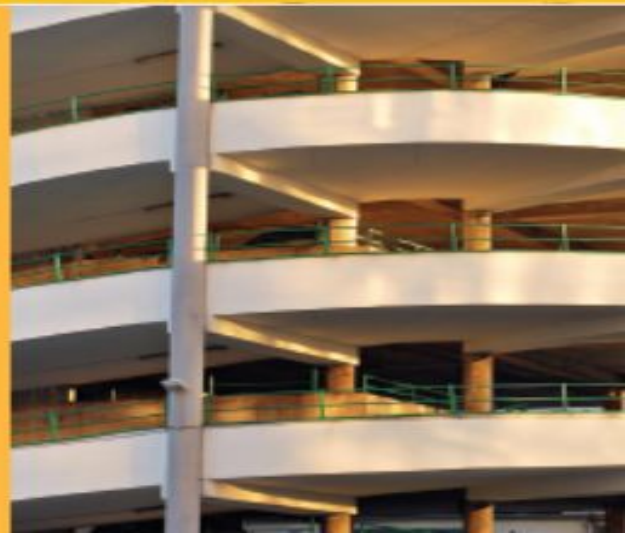


To Transform
your parking
experience from
a pain point to an
easy and smooth
journey!

That's My Spot

The #1 Parking spot finder



☐Unmeet Needs

- Book over-night
- Handicap verification
- Monthly plans
- Piggyback paid spots
- History tracking
- Reminder facility
- Extend timings

☐Customer Segment

- Vehicle owners
- Travelling users
- Parking lot owners
- Private parking owners
- Tourists and Travelers
- Cab drivers

Proposed Solutions



Parker



ParkMe



Product Roadmap for Q1-Q4



Q1

- *Attract more customers (Rewards Program)
- *Add new spots

Q2

- *Piggyback paid spots
- *Reminders
- *Social Media Integration
- *Data Analysis

Q3

- *Update parking spot availability
- *Expand target audience
- *Handicap parking

Q4

- *Monthly plan
- *Overnight booking
- *Automated emails

Key Metrics

- **Number of new registrations per month**
- **Number of parking space bookings done by existing and new customers in any given month**
- **Retention rate**

VISUAL Storyboard (highlight one use case)

Product Features

Provides an intuitive UI with ease of access across platforms

Finding parking spot on street and parking garages using location

Ability to reserve parking on a monthly basis and renew parking spot

Ability to remind users when booking time is about to expire

Enabling user to opt for piggy backing spot from users who have vacated earlier

Features of MVP Launch

Search for a spot
(Navigation)

Book a Spot
(Booking)

Payment system

Operational Needs

Customer Survey Team: Gets feedback and review of the product based on rating, review from online platforms

License Info Verification: Collaborate with DMVs and police department to verify the license plate information

Parking Garage: Partner with garage owners to get latest update about parking spots - maintenance, new spots

Parking Meters: Collaborate with police department to get update about latest street parking and meters

Legal Advice: Third party legal team to provide advice on privacy protection act for license plate information

User update parking info: Update from users regarding the availability for a parking spot when vacating earlier

Projected Costs

- Development cost per hour * Total time taken to develop = Total cost of development
- Total cost of development would be $\$30 * 650 * 3 = \58500
- Amazon Web Server's costs \$29 per month
- Amazon cloud storage cost \$0.022 / GB
- 200GB storage per month
- The estimated cost to build a parking finder app will be in the range of \$90,000 to \$120,000

Addressing Risks

Privacy

Misuse

Cost

Legal

Permission

Technical

Competitor