parkaround

John Katsiotis – CEO
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Reality

- **Number of cars around the world is increasing**
  More than 1 billion globally. Expected to be 2 billion by 2030

- **Regardless of who's driving or fuel type**

- **Cars are parked 95% of the time**

Opportunity

- ✓ **Cars are getting smarter but car parks aren't**

- ✓ **Cars will be choosing the car park**

- ✓ **Car Parks being online will become essential**

Be the technology
that drives tomorrow's car parks

parkaround
mission

Become the most trusted partner

of "parking people" when it comes to marketing & software

How did we start?

By building a **marketplace** where car parks get introduced to the **online world** while slowly infuse our technology in them

How did we start?

The ParkAround platform offers drivers the ability to **book parking spaces** and car parks to increase their online presence and **revenues**

How did we start?

Furthermore, we developed the **1st cloud-based, SaaS CRM** for the parking industry. The **ParkAround CRM**. It offers car parks everything they need to run their business (track customers, print receipts, reports etc.) on a monthly fee.

Where did we focus?

Offsite Airport parking

Why airport parking?

- 1 Billion € Market in Europe

- Car parks don't have the experience in online marketing

- Car parks need technology, which they don't have

- Customer acquisition channels are straightforward

- Transaction value is high

Where we stand today?

- **Operating in Greece – 5 airports**
  Burn-rate is 0€!

- **10 car parks use our software to run their business completely**

- **Launched in Barcelona, Spain – Jun'16**
  Testing how our product behaves internationally

Our numbers

- **19K Revenues / month in Greece**
  19K monthly costs – support team of 6, Marketing,
  Hosting, Tools, Office, Administrative etc.

- **10 car parks as CRM customers 30€/month**
  300€/month revenue from CRM – in Greece

- **2.5K Revenues / month in Spain**
  7.5K monthly costs – 5K/month burn-rate

What are our future plans?

Cash-flow positive in Greece covering expenses for future Product Development

1 YEAR FROM NOW

Presence in Spain

- ✓ 12 airports
- ✓ 100 car parks fueled by our software

2,5 YEARS FROM NOW

Presence in 8 countries across Europe

- ✓ 60 airports
- ✓ 2000 car parks fueled by our software

* Each car park serves approx. 1000 cars /month

Our product roadmap

✓ **Q1 2017**
Dynamic Pricing for Airport Parking with Machine Learning & AI

✓ **Q2 2017**
CRM Improvements: Custom Website | Streamlined Sign-up Process
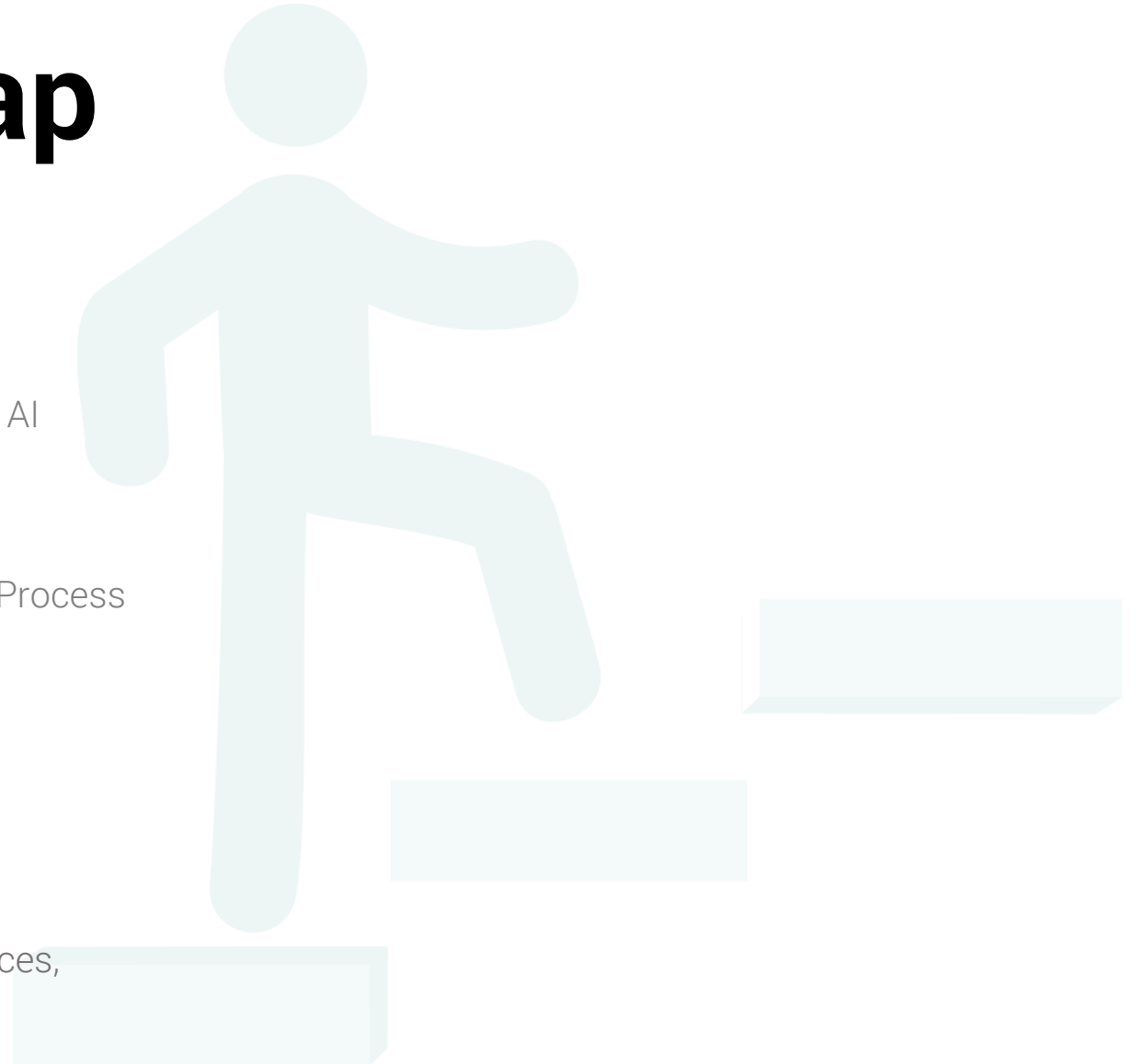
✓ **Q3-Q4 2017**
Integrate CRM software with parking hardware equipment –
barrier, pay-stations, legacy systems

✓ **2018**
Open API that will allow to view availability, book parking spaces,
get occupancy ratios for specific areas (not car parks)

Bottom Line

- ✓ **Selling Airport Parking online makes sense**

- ✓ **We can take a new airport parking market and turn it profitable in 12 months**

- ✓ **We'll use this strategy to build and grow our technology's footprint while making money**

- ✓ **We plan to become the No1 technology provider for tomorrow's car parks**

Thank you!

John Katsiotis - CEO

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Appendix

List of Spanish Airports

- Barcelona
- Madrid
- Barcelona Barajas
- Málaga
- Alicante
- Valencia
- Bilbao
- Seville
- Murcia
- A Coruña
- Tarragona
- Girona

Sources

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