



Parking that rewards drivers.

Technology that drives revenue.

A platform built for the future of real-estate activation.

Live Sites
50+

Pipeline
150+

Raising
£400k

Valuation
£4M pre-money



01

The Problem

Traditional parking apps have frustrated both drivers and operators for years

⚠️ For Drivers

- Clunky, outdated interfaces with too many steps
- No rewards, no perks — parking feels like a penalty
- No reason to return to the same car park

⚠️ For Operators & Shopping Centres

- No way to communicate with drivers once parked
- No tools to increase footfall or repeat visits
- Rigid pricing that can't adapt to demand
- High provider fees with minimal added value
- Underutilised spaces = lost revenue

02

The Solution

ParkBunny turns every parking session into an engagement opportunity

✓ For Drivers

- ✓ Fast, simple payments through an intuitive app
- ✓ Hyperlocal discounts from nearby businesses — food, retail, beauty & fitness
- ✓ Parking becomes rewarding, not just a cost

✓ For Operators

- ✓ Direct in-app communication with drivers
- ✓ Real-time control of tariffs & occupancy
- ✓ Transparent 1.5% fee + 20p convenience
- ✓ Comprehensive dashboard: usage, dwell time, repeat visits
- ✓ AI-driven hyperlocal outreach to hotels, gyms & offices — offering discounted tariffs in return for promoting the car park to their guests, members and staff

03

How It Works

Three simple steps that create value for everyone

1

Park

Driver pays via ParkBunny — fast,
cashless, seamless



2

Discover

Instant deals from nearby businesses
appear automatically



3

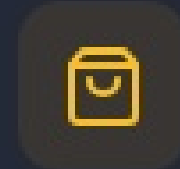
Earn

Drivers get rewards. Businesses get footfall.
Operators get revenue.

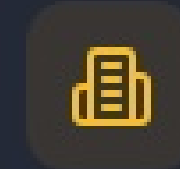
04

Supporting Independent Retailers

Hyperlocal discounts that turn a new customer into a regular customer



Retail Discounts
Independent local shops



Hotels & B&Bs
Discounted parking for guests



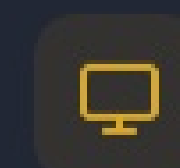
Gyms & Fitness
Member parking rewards



Offices
Staff parking incentives



Beauty & Wellness
Client parking deals



Food & Hospitality
Restaurant & café offers

Drivers receive instant deals from local businesses the moment they park. Food, retail, beauty and fitness rewards — giving independent retailers the chance to turn a new customer into a regular customer.

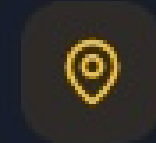


AI-driven hyperlocal outreach to Hotels, Gyms, Offices and more — offering discounted tariffs in return for promoting the car park to their guests, members and staff.

05

Traction & Pipeline

Already live, already transacting — ready to scale fast



50+

Live Locations
Activated & transacting



150+

Pipeline Sites
National operators



80%

UK Councils
Coverage via NSL



60

Shopping Centres
In network



7,000+

Retailers
Independent network



32%

MoM Growth
Oct → Nov revenue

23.4%

Average growth over the past 6 months

Revenue Model & Path to £1M

Simple model. Clear path. Massive addressable market.

\$ Per-Session Revenue

Transaction fee	1.5% + 20p
Retailer subscription	£10/month per retailer

How We Scale

150-space car park	£7k net revenue
Shopping centre	4–6× a 150-space car park in revenue

We've done this before

Our CEO added 100,000 spaces to the JustPark platform in under two years — the equivalent of 600+ car parks.

Target Annual Net Revenue

£1M

Sites needed	142 car parks
Partner network	10,000+ sites of this size

Only 1.42% of partner portfolios needed

Monthly run rate	£18.5k/mo
Breakeven target	April 2026

ParkBunny turns every parking session into a revenue opportunity

Not just a payment — like Ringo, PayByPhone & JustPark. We activate live retailer networks around each site from day one. Our model aligns drivers, retailers and operators in a single value loop. We're building the loyalty and yield layer for parking — not another parking app.

07

Why We Win

A compounding advantage that grows with every site



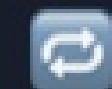
We already have direct access to operators across the UK.



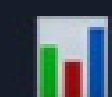
Every new site activates an existing retailer network from day one.



We generate incremental revenue — not just process payments.



Drivers earn rewards, creating repeat behaviour and habit.



Retailers gain measurable, attributable footfall.



More sites create better data, stronger performance, and compounding value.

08

We Add Value & Revenue for Our Clients

Unlocking revenue from underutilised car park spaces



Lockers

£1k – £500k

Depending on size of portfolio. Parcel & click-and-collect lockers for underutilised areas.



Digital Signage

£10k – £40k

In-app and physical signage revenue from car park assets.



Waterless Car Wash

£10k – £30k

Self-service, zero maintenance. Revenue from underutilised car park areas.



EV Charging

Variable

Phased rollout. Revenue share or CAPEX options.

ParkBunny earns a minimum of 10% of this revenue for the duration of these contracts.

09

AI & Technology

AI-Powered Revenue Optimisation & Lean Operations

🌟 AI Activation Strategy

- ✓ Identifies high-value nearby businesses automatically
- ✓ Recommends targeted deals based on time of day & driver behaviour
- ✓ Suggests dynamic pricing to maximise occupancy
- ✓ Supports retailer outreach and onboarding
- ✓ Drives personalised engagement to improve deal redemption
- ✓ Every site launches with pre-activated partners

🚀 Proprietary AI Outreach

ParkBunny owns a share in an AI Agency

b2bee.ai

Provides proprietary outreach tools that automate retailer acquisition at scale

🏢 AI-First Operations

Why we're not hiring big teams

- ✓ AI-powered support lines handle customer queries 24/7
- ✓ Automated SDR functions for retailer acquisition at scale
- ✓ AI-driven outreach via b2bee.ai — our proprietary platform
- ✓ Lean team of 5 delivers what traditionally requires 15–20 people
- ✓ Keeps burn rate low and capital efficiency high
- ✓ More runway per £ invested

Strategic Partners

It's all about relationships — national operators already in the pipeline



Savills

Leading commercial property agent

80+ shopping centres



Euro Car Parks

Major UK parking operator

800+ sites



M Core

Property management

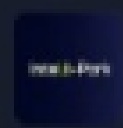
Shopping centres



Agena Group

Parking management

Multiple P&D sites



IntelliPark

Smart parking solutions

2,000+ sites



NSL

Parking enforcement

80% UK councils



Newpark

Car park operator

Multiple sites



Anchor Group

Parking operator

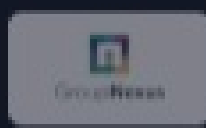
National network



ParkBee

Smart parking marketplace

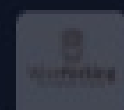
Premium locations



Group Nexus

Parking management group

Multi-brand operator



Wise Parking

Parking management

Regional network



2026 White-Label: Councils & large operators can run ParkBunny under their own brand with full backend

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Market Opportunity

A massive, untapped market with zero loyalty competitors

17,000+

Car Parks in the UK

68M

Daily parking events — with zero rewards

Proven

at 50+ sites, ready to scale

1% capture

= a high-margin, scalable
business

Zero

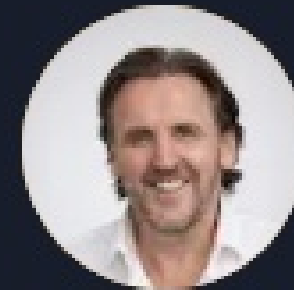
direct loyalty competitors

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The Team

Experienced founders who've already done this at scale

"Pipeline acquisition is a solved problem — we've already done it before at scale." — Jon Sprank, CEO



Jon Sprank
Co-Founder & CEO

- Ex Head of Sales at JustPark — onboarded 100,000+ spaces in under 2 years
- Ex European Sales Director at iZettle (acquired by PayPal for \$2.2B)
- Royal Navy Veteran



Chris Smith
Co-Founder & CTO

- Veteran technology executive and product strategist
- Former CTO/Technical Director across multiple ventures
- Leads ParkBunny tech & AI development



Russell Grigg
Co-Founder & COO

- Ex Lead Vision Systems Engineer at Sony
- 20+ years delivering tech-driven solutions in parking
- Major projects: Parking, Defence, Pharma & Manufacturing



Mark Cushing
Co-Founder & VP Sales

- Account Management & Direct Sales specialist
- Electronic Security (ANPR, CCTV, Access Control)
- Deep parking industry relationships

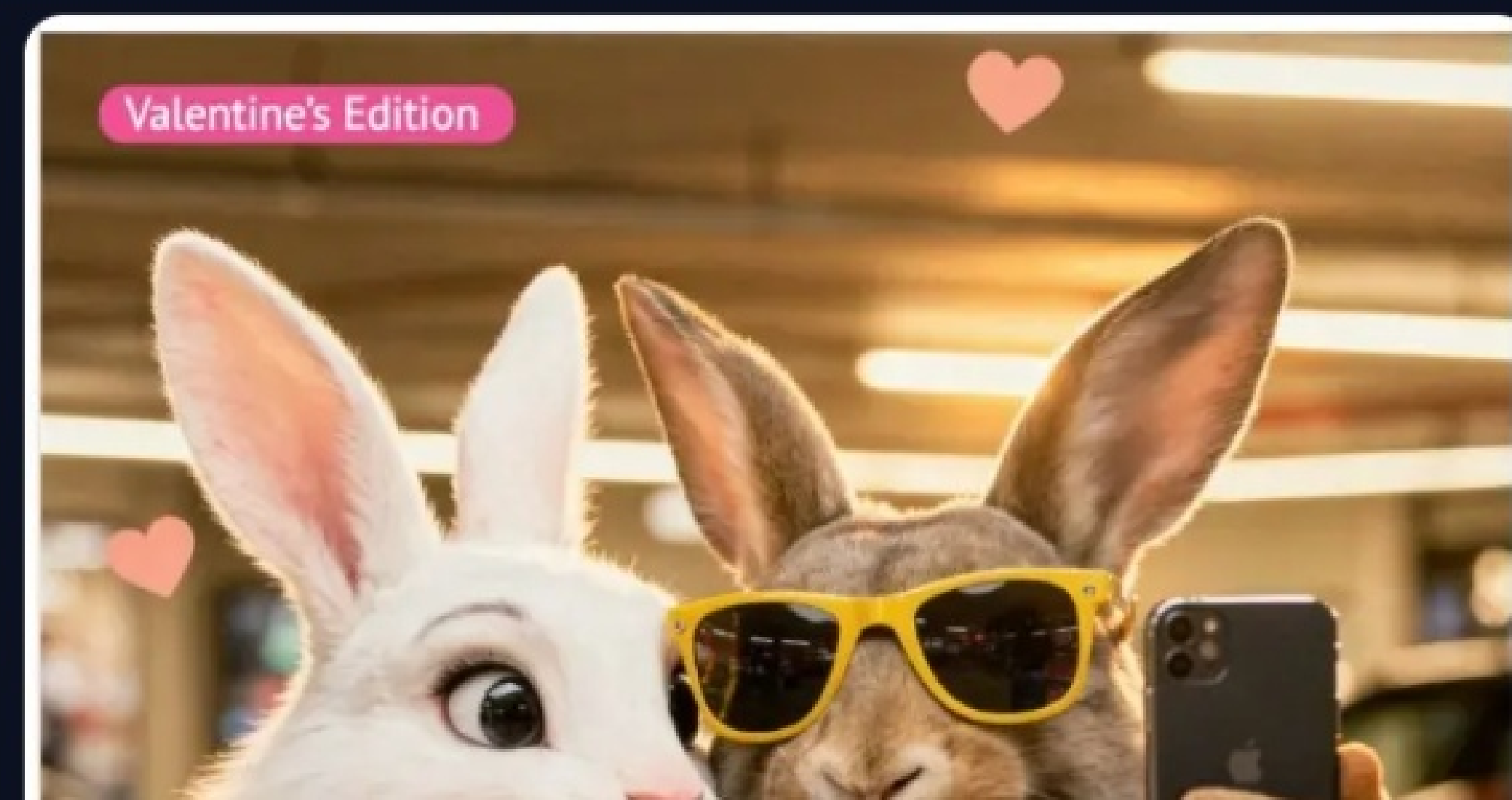
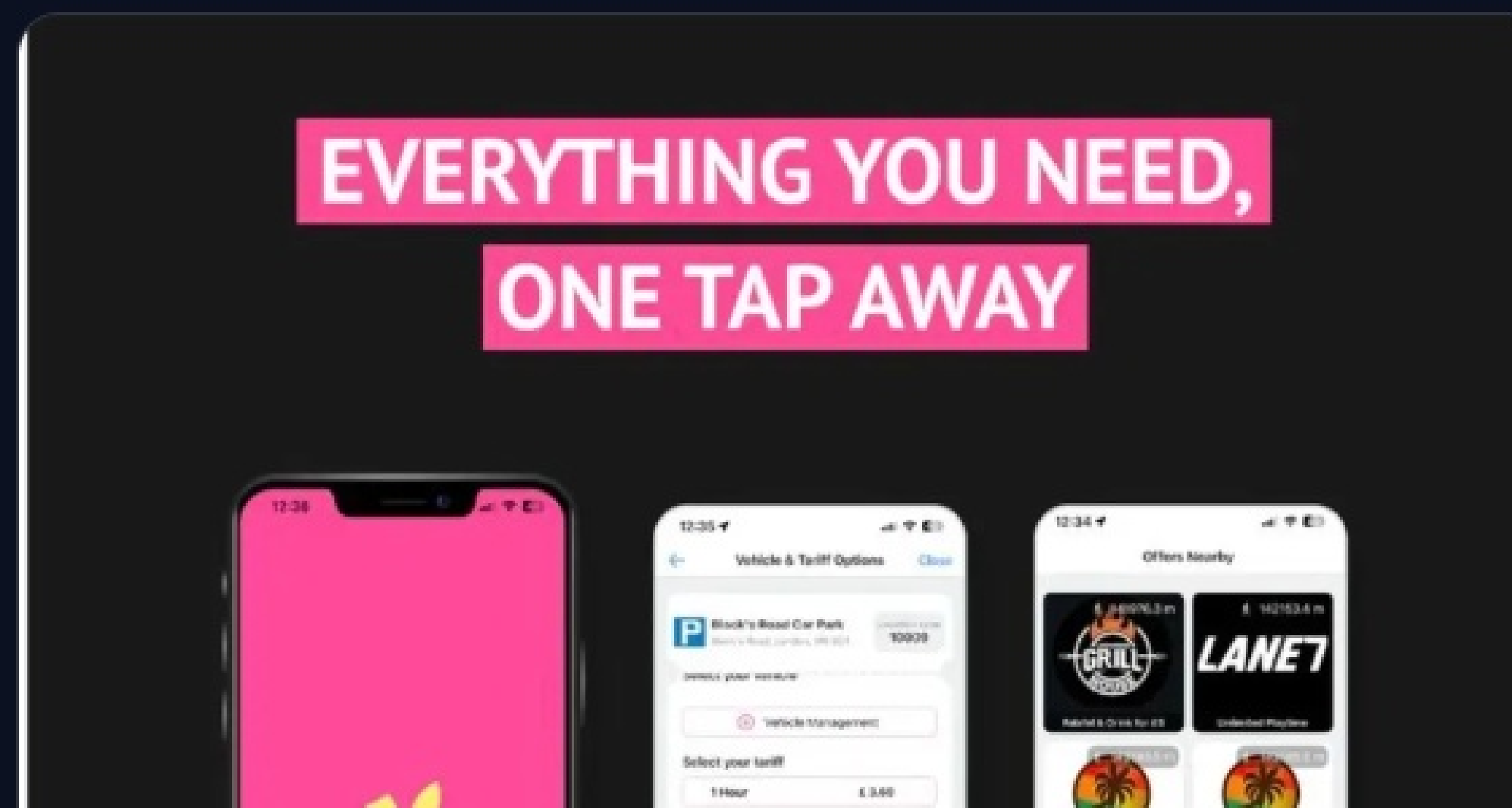


Ana Elena González
CMO

- MSc in Strategic Marketing
- Expert in digital campaigns, brand growth & SEO
- Bilingual communicator across diverse markets

ParkBunny in Action

Branding, marketing, and product in the wild



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The Investment Ask

We're looking for £400k at a £4M pre-money

Seeking

£400k

at a £4M pre-money

Revenue-generating, lean, and ready to scale.

Use of Funds

Core team — product, ops, commercial hires	35%
Scale from 50+ to 150+ live car parks	25%
Activate £1M+ revenue pipeline	20%
Expand retailer rewards & AI outreach	10%
Deliver pilots with major operators & councils	10%

We're revenue-generating, and ready to scale.

International Expansion

A scalable model with global potential





Join the Parking Revolution

Your investment accelerates our expansion into
hundreds of sites and millions of driver interactions

✉ **Contact Jon Sprank**

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