



# The Parking Solution You Need

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# The Problem







An aerial photograph of a parking lot with several rows of cars parked in designated spaces. A white car is parked diagonally in the center of the lot, between two rows of cars, which is an unusual parking spot. The cars are of various colors including white, red, blue, and black. The parking spaces are marked with white lines.

Has this ever  
happened to you?



# Nook

# Business Model Canvas Nook

## KEY PARTNERS

- City Halls
- Parking Companies
- Big Commercial Plazas
- 3rd party Camera Providers

## KEY ACTIVITIES

- Application development
- 3rd Party Licensing

## KEY RESOURCES

- Internet Bandwidth
- Processing Units
- Development Team

## VALUE PROPOSITIONS

- Accurate Information on parking lots
- Relate to Society
- Easy to Use
- Real time information
- Valuable statistic for clients

## CUSTOMER RELATIONSHIPS

- Self-service application
- Support Team

## CHANNELS

- Adsense
- Social Media
- Offline Advertising
- Word of Mouth

## CUSTOMER SEGMENTS

- Parking owners
- Parking users

## COST STRUCTURE

- Production
- Adaptation
- Maintenance
  - Infrastructure
  - Staff Maintenance

## REVENUE STREAMS

- Annual Licenses
- Future Model - Premium Licensing
- Advertising

# Thanks!

Do you have any questions?

