



P A R K P A L

Reilly Taylor, Hannah Kohr, Trayton Smith, Mason Proskin

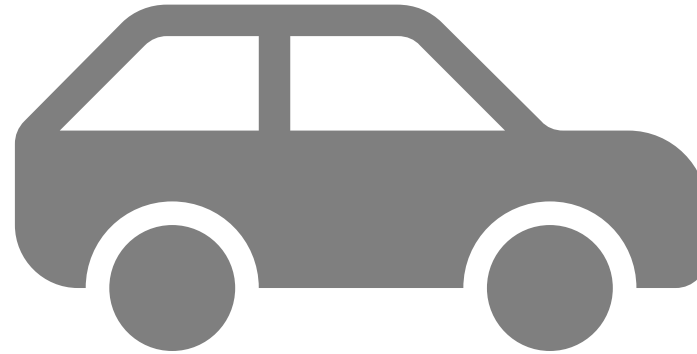
About Us (Our Story)

- LVC Students
 - Background/Majors in Business, Digital Communication, Marketing
 - Experience in all areas of student parking (gold, red, green lots)
 - Immersed in the college community

- Identified/Recognized problems in the current campus parking system
 - Frequent confusion (parking limitations for events, etc.)
 - Parking tickets (costly & refutable)
 - Difficulty finding parking

What is ParkPal?

- Mobile application, designed around each user university
- Help with parking issues and reduce parking tickets
- Monitored by Public Safety, run by students
- Parking pass = Subscription
- Allows students to "reserve" and "report" parking spots on campus
- Pub Safety can do surveillance through the app instead of patrolling



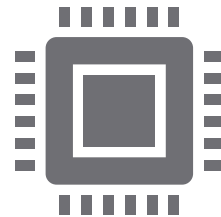
Value Proposition

- Empower students to take control of their parking experience, creating a smoother and more efficient campus life.
- Public Safety
 - Giving Public Safety easy access and control for enforcing and keeping track of parking on Campus.
- College Students
 - Providing College Students with tools to efficiently park on campus.

Key Partners



Public Safety/ Campus
Security Offices



Software/ App
Developers



Investors

Key Resources

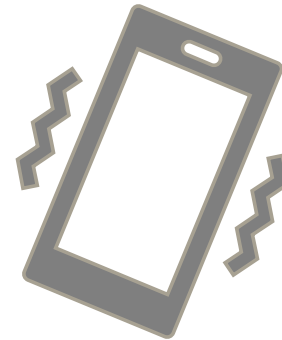
- Application with real time updating
- Smart phones/mobile devices (capable of running the application)
- Active participation from campus body to ensure accurate results
 - Most student participation= easier job for public safety

Key Activities

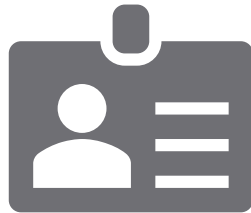
- Development of application both backend design and frontend UX design
- Development of application for the use of both Pub safety and Students
- Numbering and organizing all available parking spaces
- Marketing and promoting the application to colleges

Channels

- Mobile application
- Communication channel for Public Safety and Students
- Students communicating with each other
- What's available, reserved, or which spots are marked wrong within the app
- Students can report a car to Pub Safety



Customer Segments



Public Safety

Monitor/Regulate campus parking



College Students

Various parking levels (commuter,
resident, off-campus)

Persona


- Name: Officer Alex Thompson
- Job: Public Safety/Parking Officer at approx. 2,000 student university
- Age: 34
- Gender: Male
- Description: Officer Alex Thompson has over 10 years of experience ensuring safety and security on a college campus. He is a trusted and respected member of the college community.
- Daily Tasks & Challenges Include: Patrolling/Monitoring, Parking Enforcement, Traffic Control, Emergency Response, Customer Service, Conflict Resolution, Adapting to Events/Weather, Communication

Customer Relationships

- Included with parking registration fee
- Help students find a spot to park/reducing the time spent trying to find an open spot
- Assist Pub-Safety in monitoring parking lots
- Enable stronger communication between Pub-Safety and Students



Customer Relationships (Continued)

- Personalized app logos based on school colors
- Examples: 
- Building a good relationship with our customer segments is crucial for our success since our real time updating relies on our clients inputting when they're parking
- It is important we emphasize the value of our product to the customers to ensure their participation and satisfaction.



Marketing



Website

(High Priority)

Informative/user-friendly site
Attracts/educates prospective
customers

"Contact Us" option -
engagement



SEO

(Med Priority)

Optimize keywords to reach
audiences/be "findable"



Email Marketing

(Low-Med Priority)

Reach (engage and inform)
specific prospective users

Revenue Streams

- Subscription based service included in the cost to register car on Campus
- Cost of Parking pass = covers a subscription
 - No “additional” cost to students—unless cost of parking pass is raised, however will need regardless.

*Opportunity for ad space, as an additional revenue stream (if needed)

Cost Structure (Budget)

Year 1:

Revenue: $900 \text{ (approx.)} \times \$15 \text{ (25\% of \$60)}$ **Number of students registering cars on campus x Amount/Percentage of Registration fee**

Revenue: \$13,500

Costs: $\$50,000 + \$30,000 + \$50,000 + \$5,000$ **Development of App + Multi-sided (public safety/student views) + Wide availability + Physical Labor**

Costs: \$135,000

Year 1 Total: -\$121,500

Year 1 Total (w/ Marketing): -\$132,500

Marketing:

Website- \$6,000

Search- \$4,500

Email Marketing- \$500

Marketing Costs: \$11,000

Cost

- Development of App
- Availability of App
(Legal fees and accounting fees)
- Physical Labor
(Numbering spaces and repaint parking spot lines...)

Revenue

- Number of students that have parking passes.
- Percentage/amount of vehicle registration fee.
- Selling this idea/ app to other schools
- Investments

Prototype

- Real time updating
- Option to reserve is only available to the open green spots
- Can reserve for a specific time frame or indefinitely
- Reserved parking spot stays blue to show user where they parked in case they forgot

