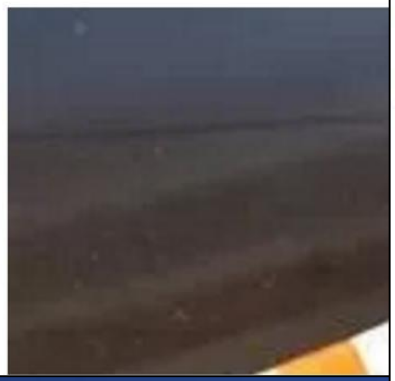


Park|Deliver|Go

The Problem

FedEx, UPS owe $2.8 million in parking tickets to city in first three months of 2013

By Rich Calder

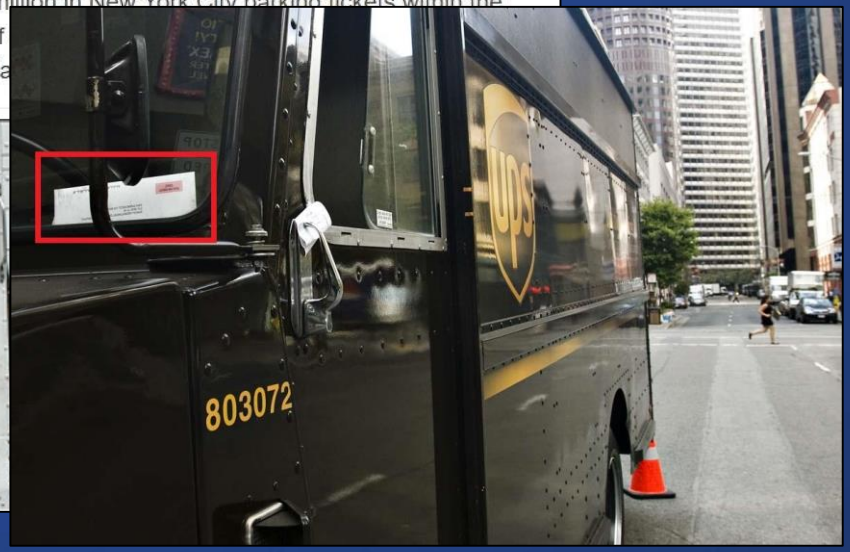


FedEx and UPS owe millions in parking tickets to NYC

Nupur Maskara |

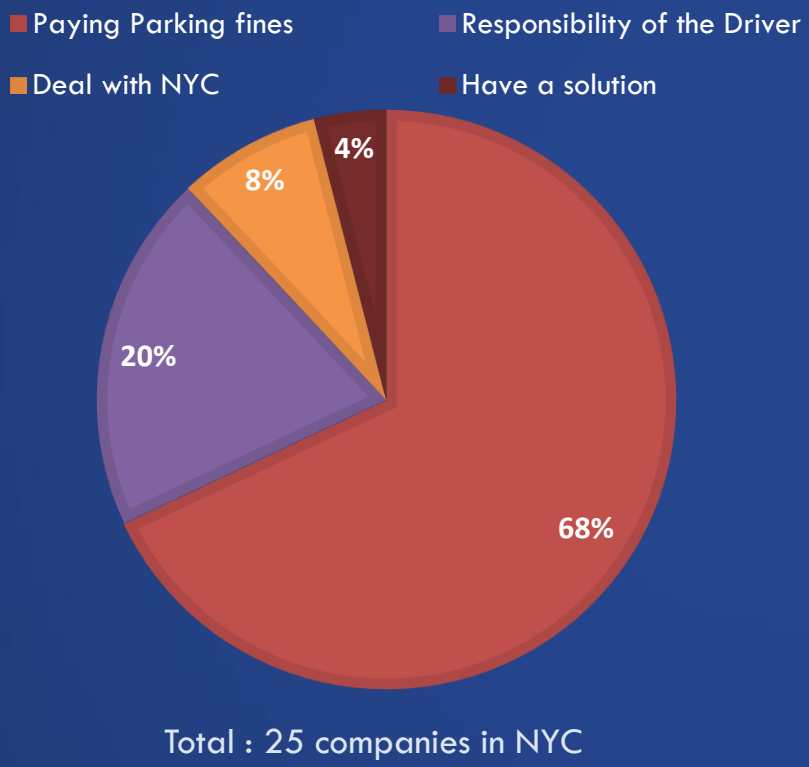
FedEx and UPS acquired an astonishing debt of $2.8 million in New York City parking tickets within the first three months of 2013. This year, NYC has set itself
Typically, commercial delivery companies contribute a la





ParKar

Validation



Total : 25 companies in NYC

We lose a major share of our revenues paying parking fines in the city. I sincerely hope that ParKar can help us overcome this problem

• Eric, *Need It Now Delivers*

The biggest hurdle to running a successful shipping business in the city is to strategize our delivery times based on congestion. Cheers to ParKar for the initiative.

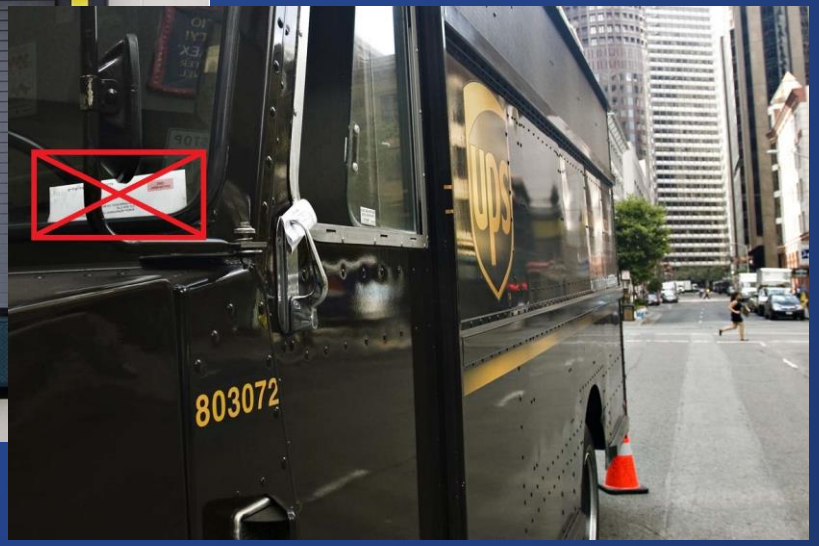
• Nick, *MTS Logistics*

ParKar

Solving the Problem







The Product


Par Kar
Email:
Pass:
LOGIN
Par Kar


Par Kar
HOME
THE PROBLEM
HOW IT WORKS
ABOUT US
PARTNERS
CONTACT
Park | Deliver | Go


SCHEDULE
343 GOLD ST, BROOKLYN, NY 11201
DELIVERY TIME: 12:01PM- 12:30PM
55 CLARK ST BROOKLYN, NY 11201
DELIVERY TIME: 13:01PM-13:30PM
4 WSVILLAGE, NEW YORK, NY 10012
DELIVERY TIME: 14:01PM- 14:30PM
RESERVED

Competitors



- *UPS, Fedex, DHL*
- *Parking Garages*
- *Loading docks*

- *Large network of loading docks and garages*
- *Proprietary algorithm*
- *Cheaper than renting a garage parking space*

ParKar

Value to customers



Stop wasting time in finding a parking



Avoid paying fines

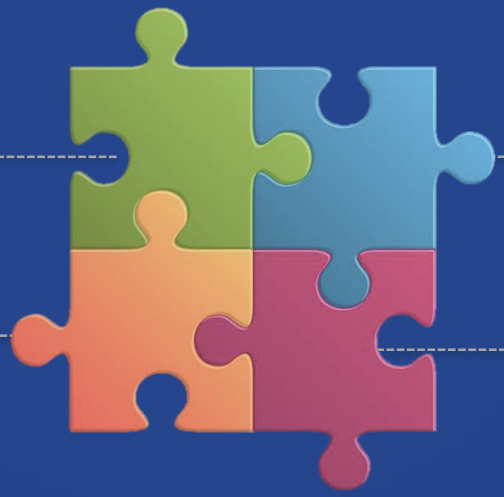


Routes based on delivery schedules

Key Strategic Efforts

GOAL
Revolutionize commercial parking in big cities

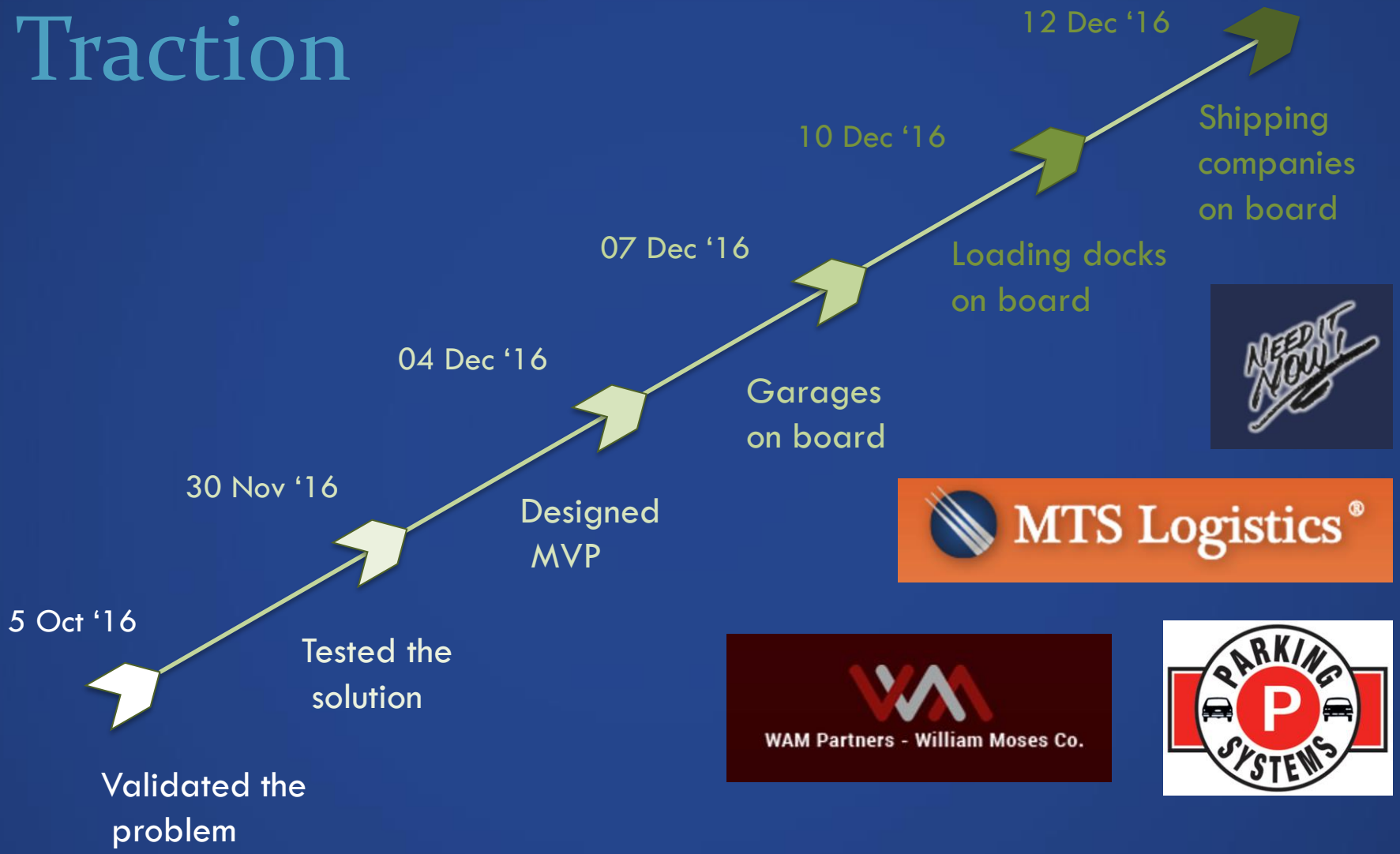
PRODUCT
A cross-platform app with website integration



DIFFERENTIATORS
Niche enterprise solution for commercial vehicles

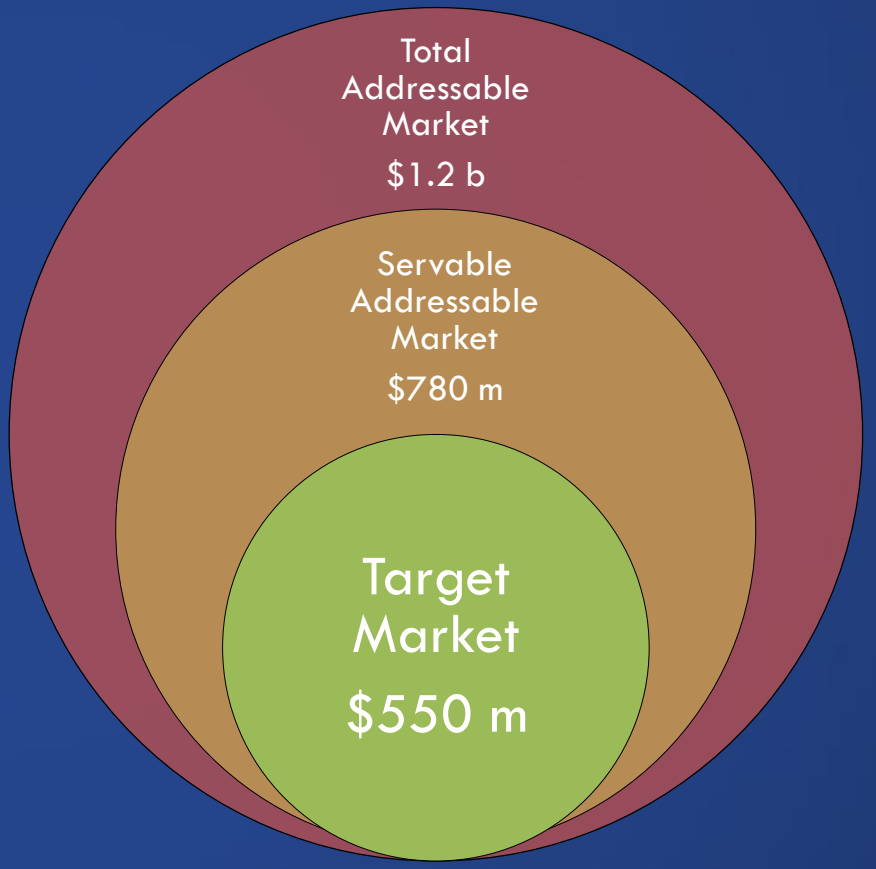
PARTNERSHIPS
Building management firms
Individual garage owners

Traction


5 Oct '16
Validated the problem
30 Nov '16
Tested the solution
04 Dec '16
Designed MVP
07 Dec '16
Garages on board
10 Dec '16
Loading docks on board
12 Dec '16
Shipping companies on board
NEED IT NOW!
MTS Logistics®
WAM Partners - William Moses Co.
PARKING SYSTEMS

The Market

1. Commercial Delivery Trucks
2. Smartphone Access
3. Huge Parking Fines



Annually in NYC

Market Strategy

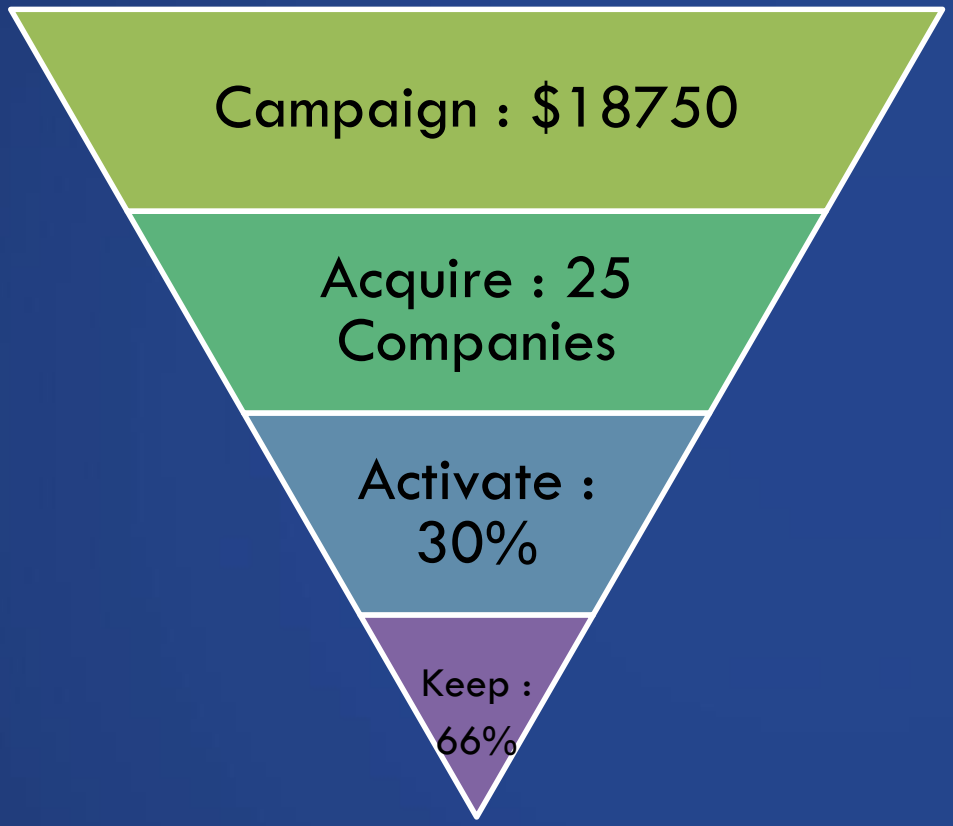




- 25 companies
- 50 hrs free
- Cost $15/hr
- $18750

ParKar

User Acquisition & Understanding



5 Companies

- CAC : $3750

ParKar

Revenue Model

- We sell *Parking Time*
- Companies can use it for *any number of vehicles* & at *any parking spot* along their way

- Flat rate = $ 20/hr
- Average usage = 100 hrs/month
- Revenue = $24000 annually
- LTV (5 Years) = $62140
- LTV : CAC = 16 : 1

ParKar

Exit Strategy

Par Kar



OUR MISSION

To be a market leader in commercial smart parking solutions by making the lives of millions of users comfortable and hassle free.

The Team

ParKar



Mitravarun Anand

CEO



Shweta Vaviya

Supervisor



Karim Chamaa

Developer



Angad Boralkar

Developer



Ikshit Saxena

Managing



Kunj Karia

Managing



THANK YOU

Questions?

MVP - Video



Appendix

A	B	C	D	E	F	G	H	I	J	K	L
IMPORTANT: All calculations shown here are for one marketing campaign undertaken in Year 0 only.						Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Money spent on marketing campaigns & advertisement					Total Acquisition cost (First year)	18,750					
Total number of customers who signed up for the service after the campaign					Number of Customers acquired	5.0					
Cost to acquire EACH customer [Total Acquisition cost ÷ Number of acquired customers]					Initial Customer Acquisition Cost (CAC)	3750					
Revenue generated from each customer					Average Revenue per customer	---	24000	26500	29000	31500	34000
Amount spent on providing the service to each customer calculated over the revenue					Average customer cost	---	7200	7950	8700	9450	10200
Profit from each customer [Difference between above 2 values]					Average Profit contribution	---	16800	18550	20300	22050	23800
Number of customers retained each year at a 93% retention rate [7% Churn calculated each year]					% of customers retained	---	100%	93%	86%	80%	75%
Profit from each customer that is retained every year at the given churn rate					Average profit from each retained customer	---	16800	17252	17557	17736	17804
Retention cost 10% each year					% applied each year	1.00	1.10	1.21	1.33	1.46	1.61
Profit from each retained customer calculated after discount					Average profit AFTER discount	---	15273	14257	13191	12114	11055
Running total of average profit from each customer for a lifetime period of 5 years					Total Average Profit contribution with LTV for 5 Years	-3750	11523	25780	38971	51085	62140

ParKar

Business Model Canvas

Key Partners Insert

-Independent Garage Owners
-Building Management Firms

Key Activities Insert

-Empty spot tracking inside garages
-App maintenance
-Payment tracking
-Payment transfer
-Customer service

Key Resources Insert

-Talented developers
-Dedicated customer support
- Long Term Partners

Value Proposition Insert

Deliver products fast and efficiently

-Our app tells you where to go, how to go, where to park and when to leave.
- Know which roads to avoid at specific times of the day.
- Freedom to park at a paid or free spot, even inside a garage for smaller delivery trucks

Customer Relationships Insert

Get

- Marketing campaigns: 50 hour free trials
- User friendly web and app interface

Keep

-App maintenance, Constant updates, Algorithm updates, Customer Service

Grow

- Loyalty programs
- Discounts for start-ups

Channels Insert

- Android app
- iOS app
- Website integration for route mapping

Customer Segments Insert

Commercial Delivery Companies

- Operating in New York City.
- Delivers 20 to 50 products a day.
- Uses mini trucks or normal trucks.
- Void of any smart parking solutions.

Cost Structure Insert

Mobile development team, maintenance team, Customer Service team

Loading Dock Leasing

Online and Physical Marketing

Garage Spot Leasing

Server cost

Revenue Streams Insert

Pay per Use Model

-50 hour(Trial) - Free
- 1 hour - $20

ParKar

Churn Rate by Cohort Analysis

Conversion year	New customers
Year 0	5
Year 1	10
Year 2	18
Year 3	21
Year 4	27
Year 5	31
Year 6	35
Year 7	39
Year 8	42
Year 9	45
Total=	228

# of retained customers in years — A1

Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9
5	5	4	4	4	4	4	3	3	3
	10	13	12	10	9	9	8	7	5
		16	14	13	12	10	5	4	2
			20	19	17	16	14	10	8
				25	23	22	21	19	17
					31	30	29	27	23
						33	32	29	28
							37	35	33
								40	39
									43
5	15	33	50	71	96	124	149	174	201

# of retained customers in lifetime year — A2

0	1	2	3	4	5	6	7	8	9
5	5	4	4	4	4	4	3	3	3
10	13	12	10	9	9	8	7	5	
16	14	13	12	10	5	4	2		
20	19	17	16	14	10	8			
25	23	22	21	19	17				
31	30	29	27	23					
33	32	29	28						
37	35	33							
40	39								
43									

% of retained customers in lifetime year — B1

	0	1	2	3	4	5	6	7	8	9
Year 0	5	100.00%	100.00%	80.00%	80.00%	80.00%	80.00%	80.00%	60.00%	60.00%
Year 1	10	100.00%	130.00%	120.00%	100.00%	90.00%	90.00%	80.00%	70.00%	50.00%
Year 2	18	88.89%	77.78%	72.22%	66.67%	55.56%	27.78%	22.22%	11.11%	
Year 3	21	95.24%	90.48%	80.95%	76.19%	66.67%	47.62%	38.10%		
Year 4	27	92.59%	85.19%	81.48%	77.78%	70.37%	62.96%			
Year 5	31	100.00%	96.77%	93.55%	87.10%	74.19%				
Year 6	35	94.29%	91.43%	82.86%	80.00%					
Year 7	39	94.87%	89.74%	84.62%						
Year 8	42	95.24%	92.86%							
Year 9	45	95.56%								
		95.24%	92.11%	85.48%	80.27%	70.54%	55.56%	44.44%	36.36%	53.33%	60.00%

% of churned customers in lifetime year (relative to base number) — B2

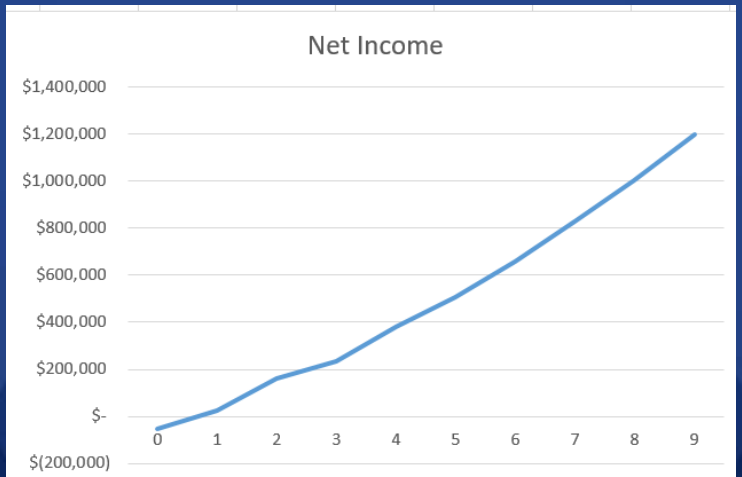
0	1	2	3	4	5	6	7	8	9
0.00%	0.00%	20.00%	0.00%	0.00%	0.00%	0.00%	20.00%	0.00%	0.00%
0.00%	-30.00%	10.00%	20.00%	10.00%	0.00%	10.00%	10.00%	20.00%	
11.11%	11.11%	5.56%	5.56%	11.11%	27.78%	5.56%	11.11%		
4.76%	4.76%	9.52%	4.76%	9.52%	19.05%	9.52%			
7.41%	7.41%	3.70%	3.70%	7.41%	7.41%				
0.00%	3.23%	3.23%	6.45%	12.90%					
5.71%	2.86%	8.57%	2.86%						
5.13%	5.13%	5.13%							
4.76%	2.38%								
4.44%									
4.76%	3.07%	6.45%	5.44%	9.82%	13.58%	7.41%	12.12%	13.33%	0.00%

Average Churn Rate= 7.59895

ParKar

Projection

Year(20% growth in # of Companies)	0	1	2	3	4	5	6	7	8	9
Parking hr/year	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200
Rate $/hr	$23	$28	$30	$33	$37	$40	$44	$49	$54	$59
Companies	5	10	18	21	27	31	35	39	42	45
ARR	$ 138,000	$ 331,200	$ 655,776	$ 841,579	$ 1,190,233	$ 1,503,221	$ 1,866,903	$ 2,288,290	$ 2,710,743	$ 3,194,805
Churn-7%	$ -	$ 23,184	$ 45,904	$ 58,911	$ 83,316	$ 105,225	$ 130,683	$ 160,180	$ 189,752	$ 223,636
Net ARR	$ 138,000	$ 308,016	$ 609,872	$ 782,669	$ 1,106,917	$ 1,397,995	$ 1,736,220	$ 2,128,110	$ 2,520,991	$ 2,971,168
Operations	$ 100,000	$ 110,000	$ 121,000	$ 133,100	$ 146,410	$ 161,051	$ 177,156	$ 194,872	$ 214,359	$ 235,795
Buying Rate $/hr	$ 12	$ 13	$ 15	$ 16	$ 18	$ 19	$ 21	$ 23	$ 26	$ 28
Total Costs (Leasing Spot)	$ 72,000	$ 158,400	$ 313,632	$ 402,494	$ 569,242	$ 718,932	$ 892,867	$ 1,094,400	$ 1,296,443	$ 1,527,950
Recurring Profit	$ (34,000)	$ 39,616	$ 175,240	$ 247,074	$ 391,265	$ 518,013	$ 666,197	$ 838,838	$ 1,010,190	$ 1,207,424
Sales and Marketing	$ 18,750	$ 16,875	$ 15,188	$ 13,669	$ 12,302	$ 11,072	$ 9,965	$ 8,968	$ 8,071	$ 7,264
Net Income	$ (52,750)	$ 22,741	$ 160,052	$ 233,406	$ 378,963	$ 506,941	$ 656,233	$ 829,870	$ 1,002,119	$ 1,200,159
New ACV	$18,750	$20,250	$18,225	$16,403	$14,762	$13,286	$11,957	$10,762	$9,686	$8,717
Ending ARR	$156,750	$328,266	$628,097	$799,071	$1,121,679	$1,411,281	$1,748,177	$2,138,871	$2,530,677	$2,979,885



Headcount Projections

- Current number of employees: 6
- Key hires needed (number of employees in each department): 3
  - Website Development (1)
  - App Development (1)
  - Mentor/Advisors (1)



- Partnership Agreements:
  - *Loading Docks* : Available at least ten hours a da ce is required if the dock is occupied for residential purposes.
  - *Garages* : Should lease out all average unused spots. The number of spots, dimensions of each spot, maximum entry and exit limits must clearly specified and can not be altered without prior notice.

Detailed Value Proposition



- *CLIENTS :*
  - Avoid the fines
  - No need to send people to scout for parking spots
  - Schedules that considers both delivery and route



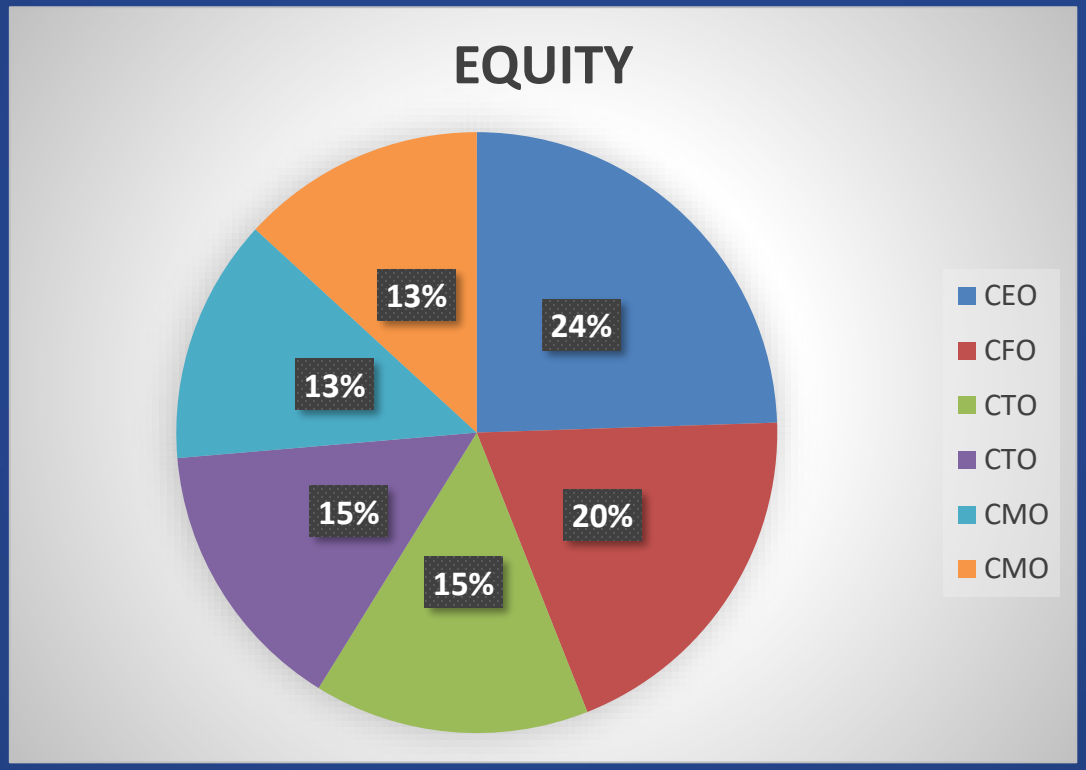
- *DRIVERS :*
  - Route with more probability to find parking
  - Avoid paying fines by themselves

- *PARTNERS :*
  - Loading docks
    - Make use of an unused space, generate revenue by associating with ParKar
  - Garages
    - Reduce the number of unused garage spots, gain publicity and generate revenue at the same time

Growth

- *MARKET PENETRATION* : Expanding into other cities with similar problems
- *DIVERSIFICATION* : Incorporating different customer segments and finding parking solutions for them

Capital structure: Ownership of founders



ParKar

Avoid/Limit Circumvention

- A strong Non-Disclosure, Non-Circumvention and Non-Competition Agreement
- Limited employee access to company's inside information
- Encryption

ParKar

Summary

- We have a team of SMEs leading different departments of the company.
- Our idea is our innovative solution in the parking domain.
- Being pioneers in this field, owing to technology expertise we can create barriers to entry in the market.
- We are engaging customers by solving an important problem and making this world a better place.