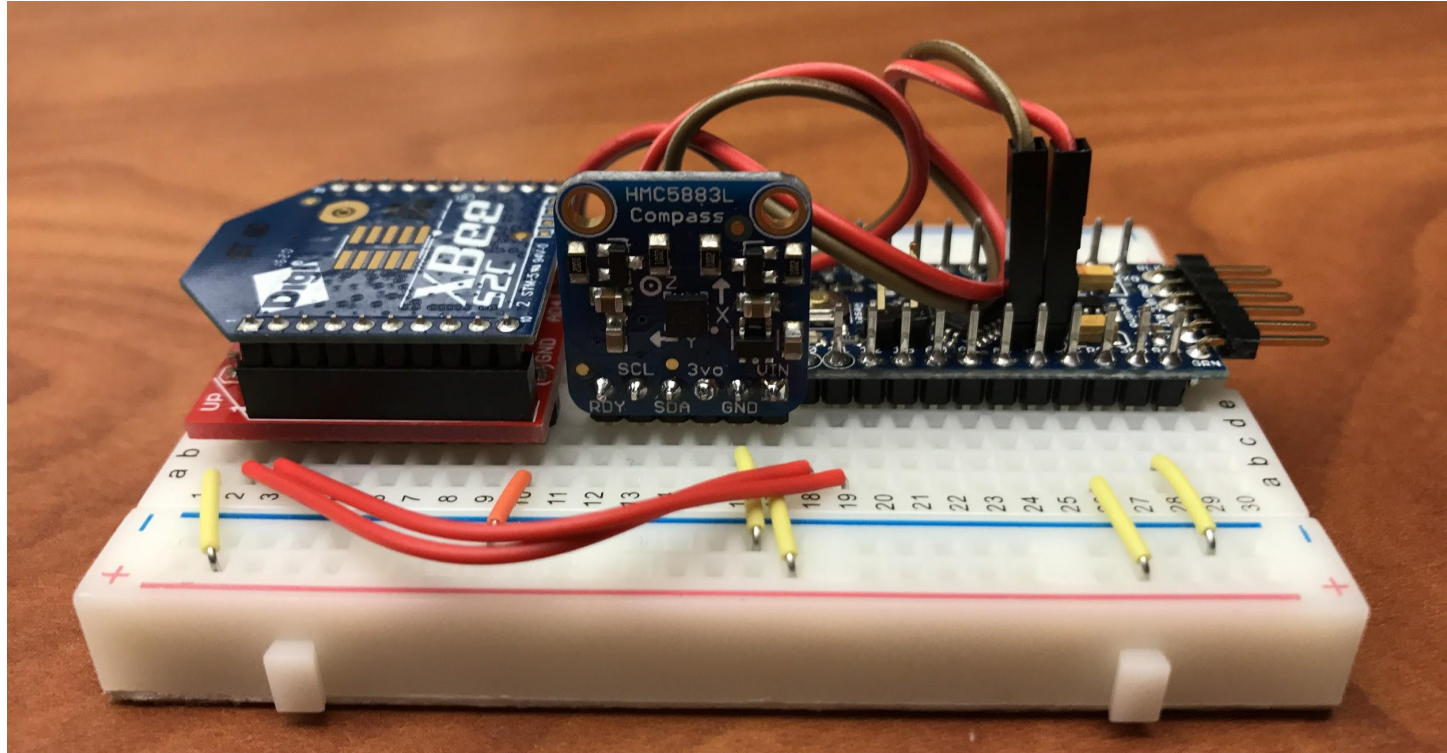
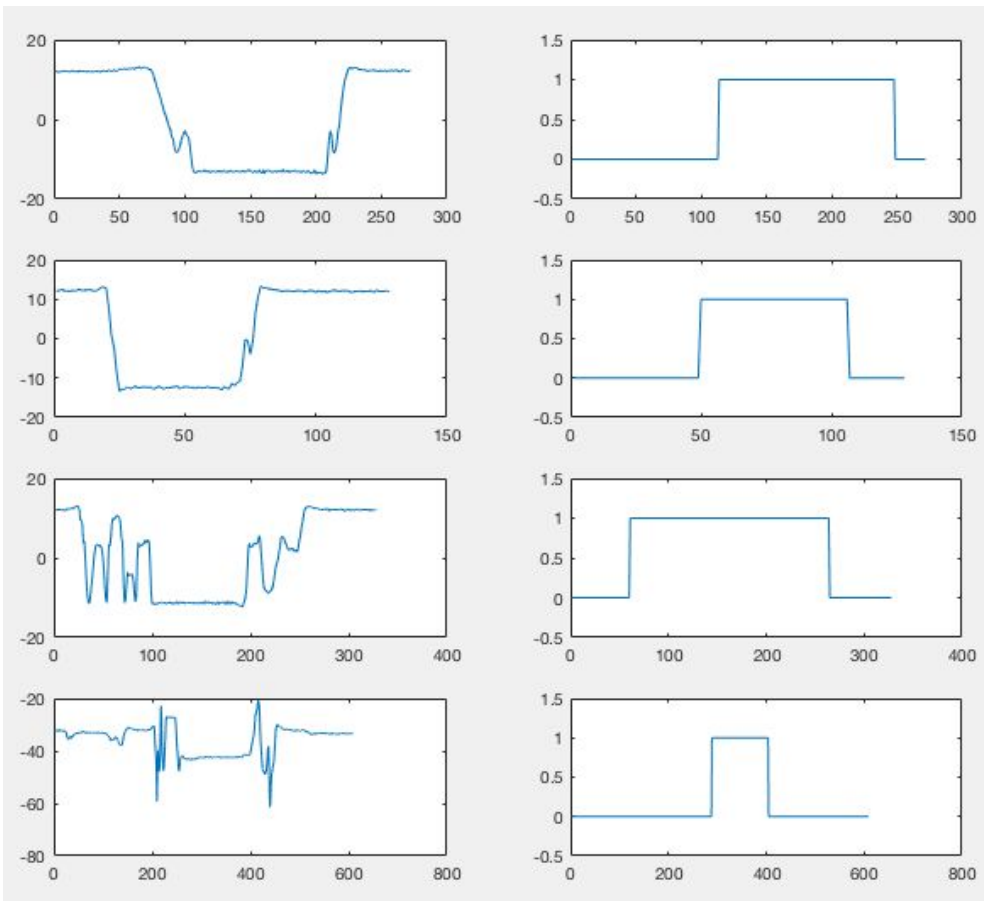

Appendix

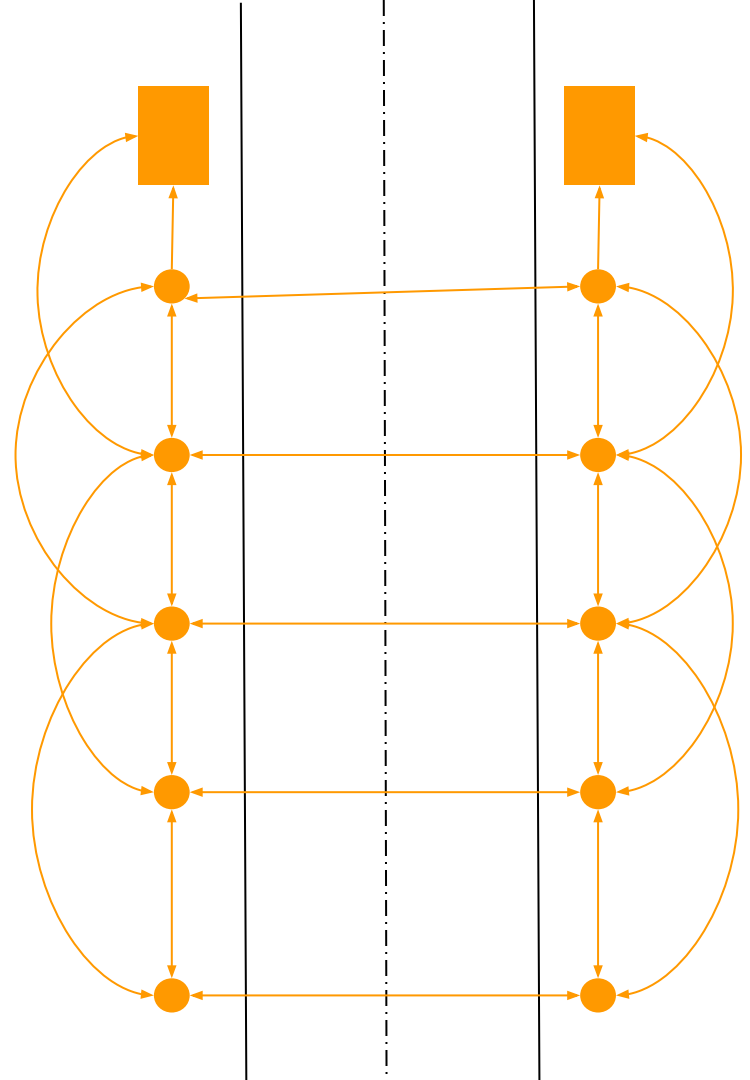
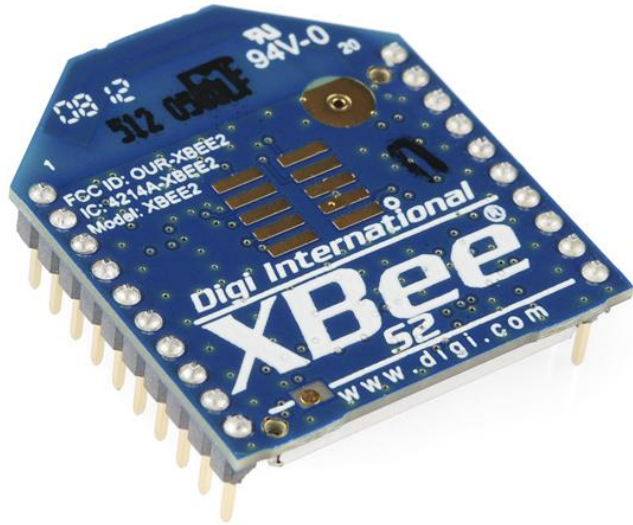
Hardware



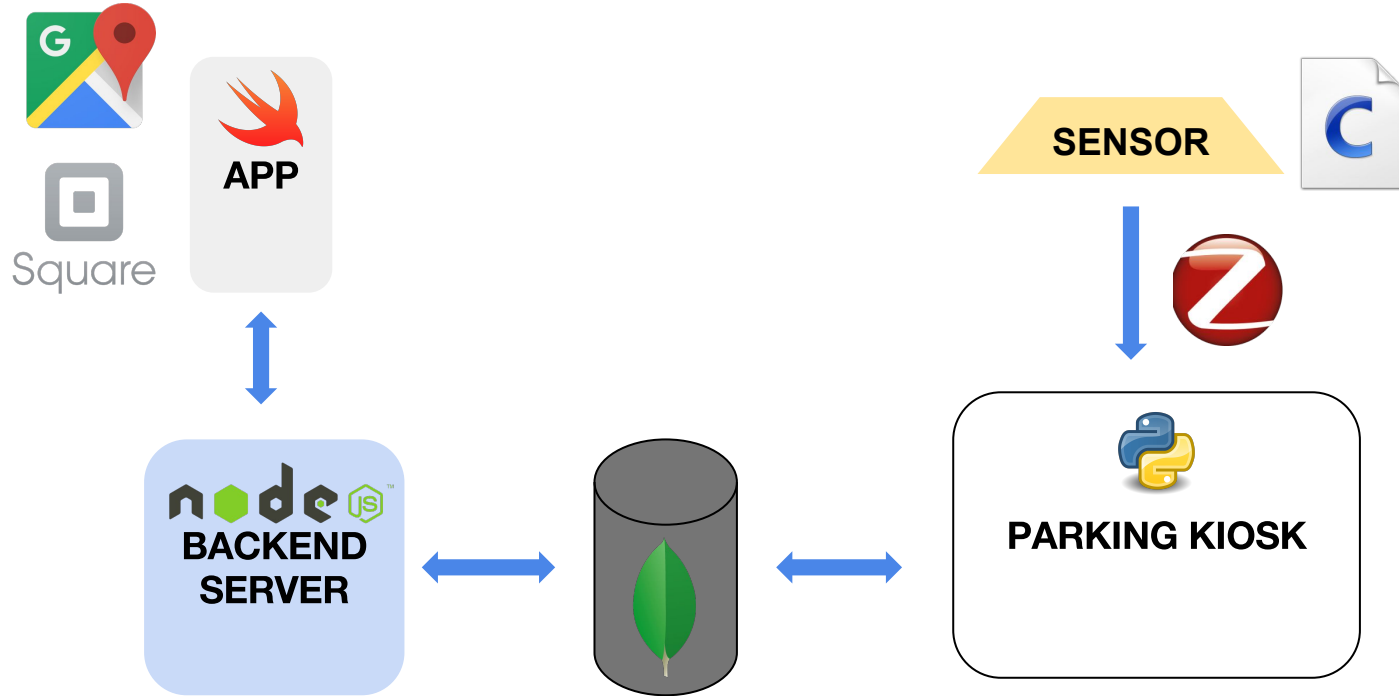
Sensor



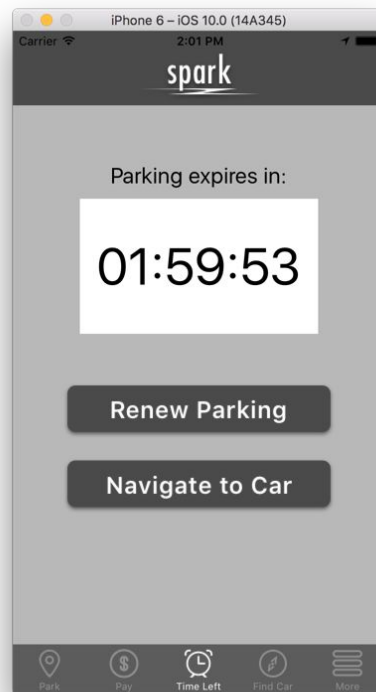
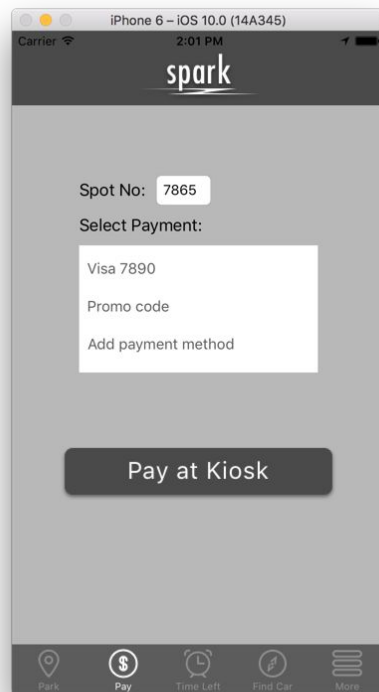
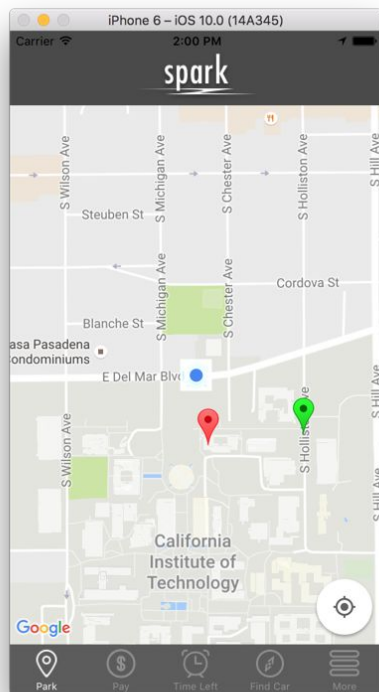
Hardware



Software

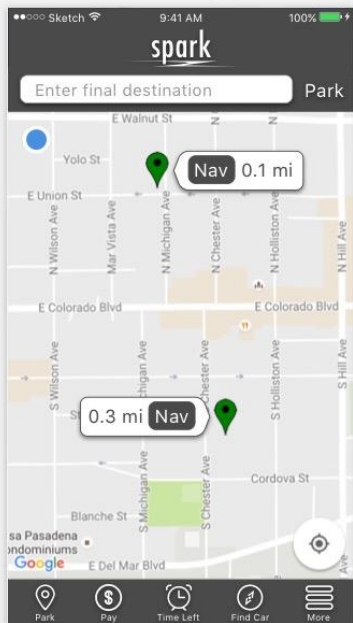


Mobile App

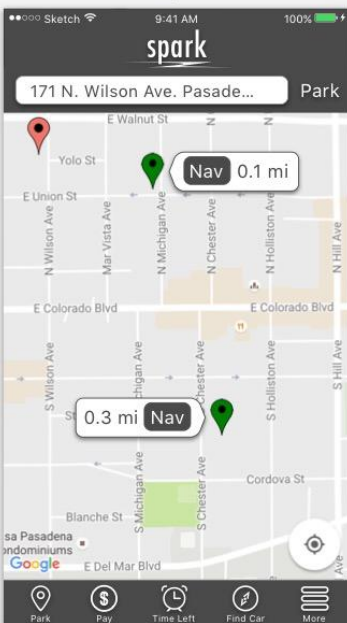


User Interaction + Interface Design

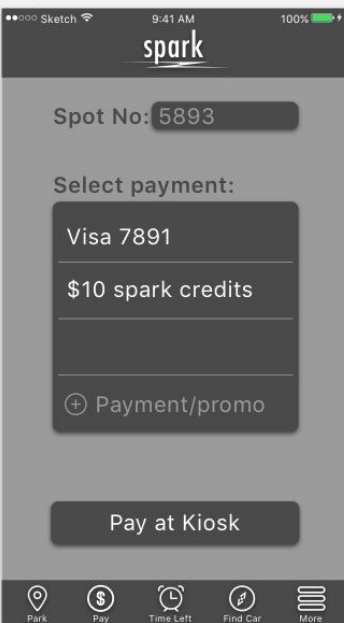
Park - No Dest. Input



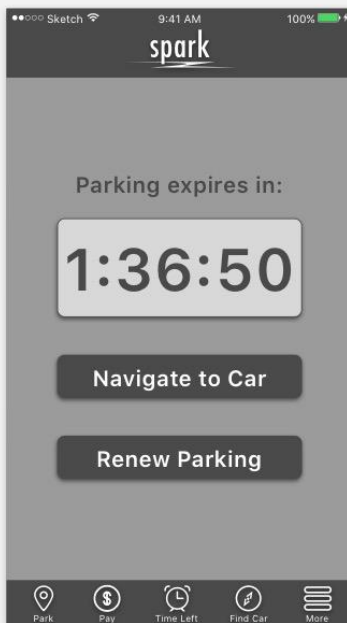
Park - Dest. Input



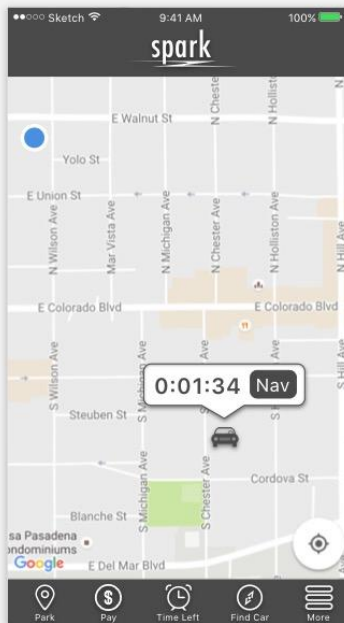
Pay



Time Left



Find Car



Beachhead - Revenue



+5 million (× 1)

Average Meter
Revenue

\$105.5MM

Spark Target
Cities

× 1

Spark Target
Area

20%

Revenue

\$4.2MM



1-5 million (× 10)

\$60.93MM

× 10

20%

\$24.3MM



500k - 1M (× 23)

\$9.93MM

× 10

50%

\$9.9MM



150k - 500k (× 157)

\$1.57MM

× 20

100%

\$6.3MM

\$44.8MM

TAM



+5 million (× 1)

Average Meter
Revenue

\$105.5MM

Spark Target
Cities

× 1

Spark Target
Area

100%

Revenue

\$21.1MM



1-5 million (× 10)

\$60.93MM

× 10

100%

\$121.8MM



500k - 1M (× 23)

\$9.93MM

× 23

100%

\$45.7MM



150k - 500k (× 157)

\$1.57MM

× 157

100%

\$42.9MM

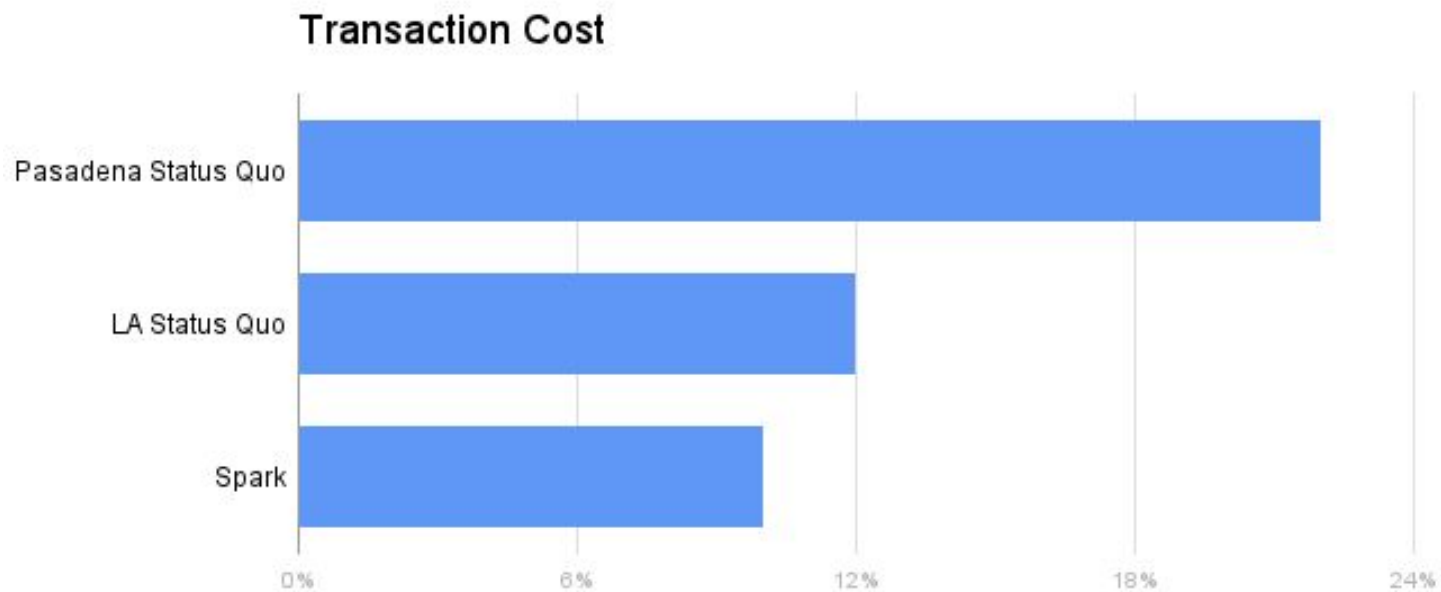
\$231.6MM

\$90 MM

Follow-on Revenue from Private Parking

(20% market capture)

Value Proposition



Core: User Experience

Streamline the street
parking experience from
start to finish



	Year 0	1	2	3	4	5
City (population 1-5 mil)						
Number of sensors	40000	40000	40000	40000	40000	40000
Number of kiosks	2000	2000	2000	2000	2000	2000
Price of sensors and kiosks	5	0	0	0	0	0
Estimated yearly meter revenue	\$60.93	\$60.93	\$60.93	\$60.93	\$60.93	\$60.93
Spark's cut	15%	15%	15%	15%	15%	15%
	3%	3%	3%	3%	3%	3%
Credit Card Processing Fee to Spark						
All Drivers						
Estimated yearly amount spent on parking	\$60.93	\$60.93	\$60.93	\$60.93	\$60.93	\$60.93
Percent of drivers using Spark app	10%	20%	30%	40%	50%	50%
Spark's cut	10%	10%	10%	10%	10%	10%
Sum of profits	\$2.92	\$8.53	\$9.14	\$9.75	\$10.36	\$10.36
Cost of capital rate	0%	50%	50%	50%	50%	50%
Net Present Value Factor	1.00	0.67	0.44	0.30	0.20	0.13
Present value above cost of capital	\$2.92	\$5.69	\$4.06	\$2.89	\$2.05	\$1.36
Net present value of profits (LTV)	\$18.97					

All monetary values are in millions

	\$	Leads
Travel for sales team (2 people)	\$4,450	1 city
> roundtrip plane tickets: \$500/person		
> one week of hotel stays: \$100/night/person		
> meals: \$75/day		
Demos/Trial - 20 sensors and 1 kiosk + extra for shipping	\$3,500	1 city
Google/Facebook ads for app - \$0.15 per click for 17m clicks at conversion rate of 0.89%	\$2,550,000	150k users
In-app promos - free parking for one hour at \$2/hr for referrer and referee	\$800,000	200k users
Street advertising budget	\$100,000	150k users
> 1 poster per kiosk	\$20,000	
> posters for bus stops	\$80,000	
Total cost of customer acquisition	\$3,557,950	