

SPARK

Smart street parking from your phone

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Problem



11 min

spent searching for
parking in San Francisco



Countless

times people didn't
have enough coins

Problem



30%

of traffic in downtown
LA is looking for parking



47,000

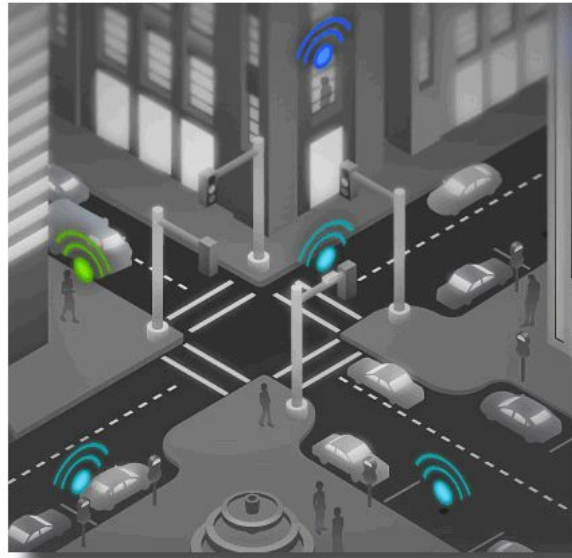
gallons of gas / year

730

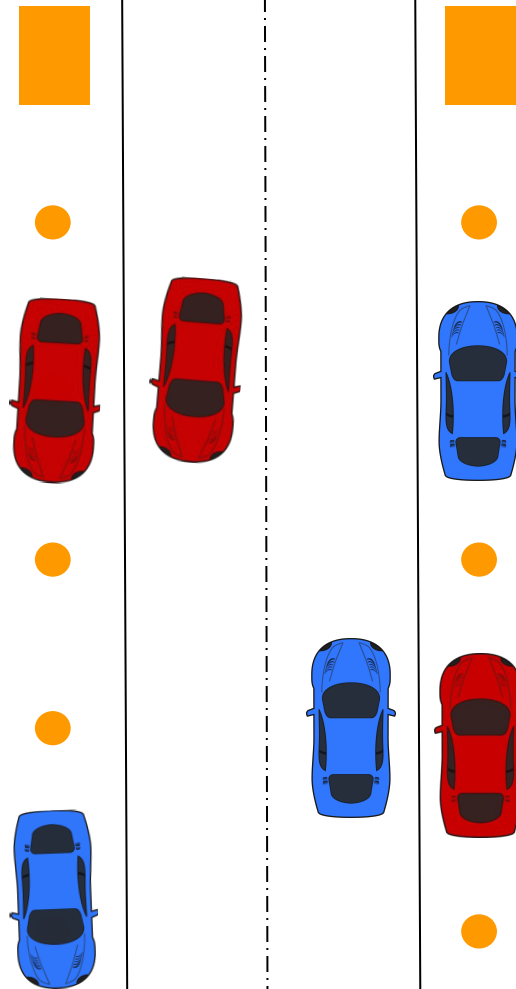
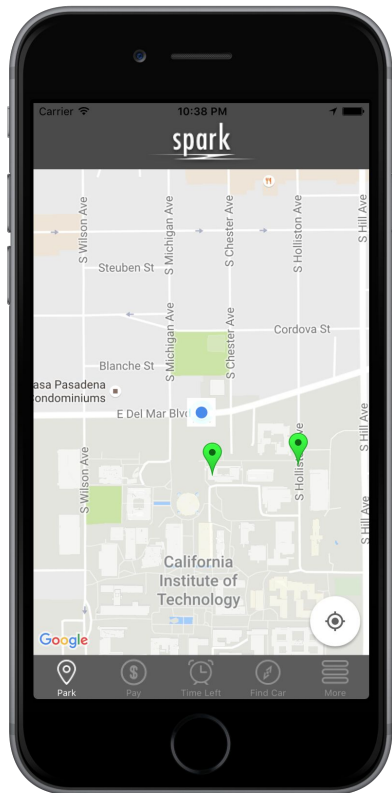
tons of CO2 / year

Solution

- Determine where parking spots are available.
- Guide people to available street parking spots nearby
- Driver pays directly from phone instead of dealing with coins, parking meter, estimating time



Product

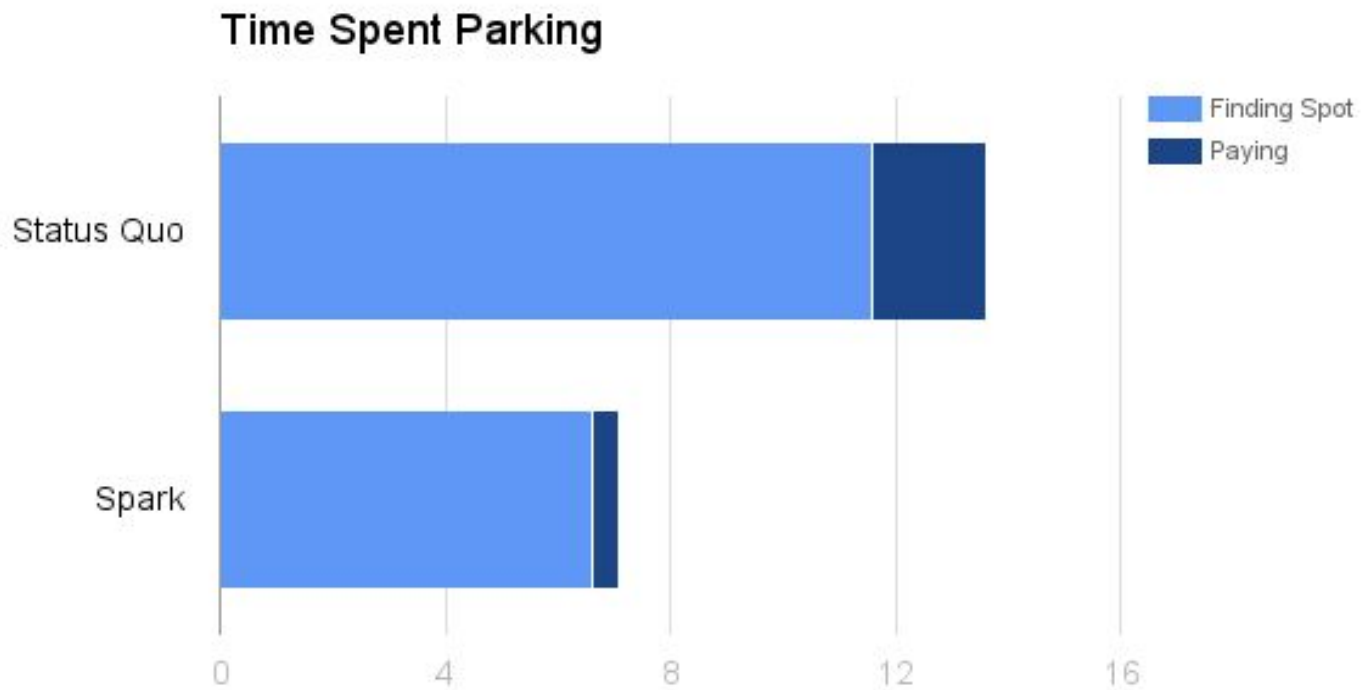


Demo



<https://youtu.be/4kH9UCfplss>

Value Proposition





Value Proposition

Save time and frustration

Improve traffic circulation and reduce emissions

Collect payment and enforce parking more easily

Enable innovative pricing schemes (e.g, surge pricing)



Markets

Beachhead Markets

- Dense, busy areas of large cities
 - Shopping Districts
 - Business Centers
 - Beach Cities

Follow-on Markets

- All parking in cities
- Referrals to private parking structures
- Local advertising in app

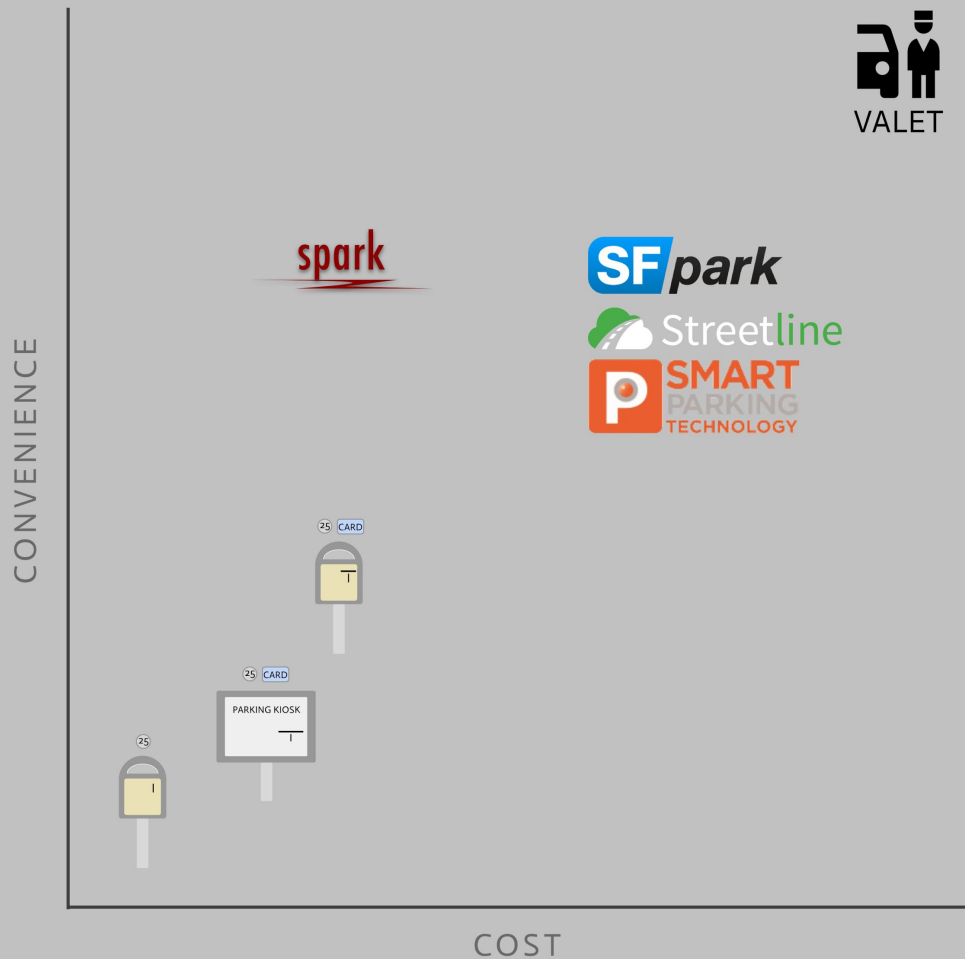
\$231.6 MM

Total Addressable Market


\$44.8 MM

Beachhead Revenue

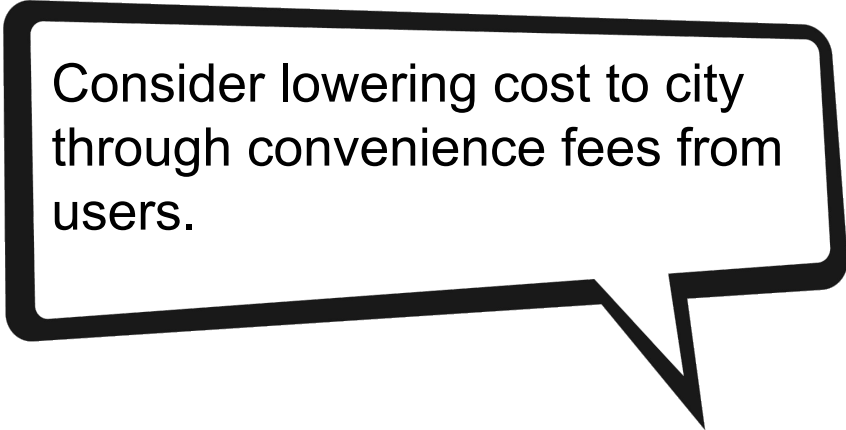
Competitive Analysis



Key Lessons from Customer Interviews

A black-outlined speech bubble with a tail pointing towards the bottom-left.

Citizens and local businesses play a large role in parking decisions. User experience is key.

A black-outlined speech bubble with a tail pointing towards the bottom-right.

Consider lowering cost to city through convenience fees from users.

Business Model: Transaction Fee

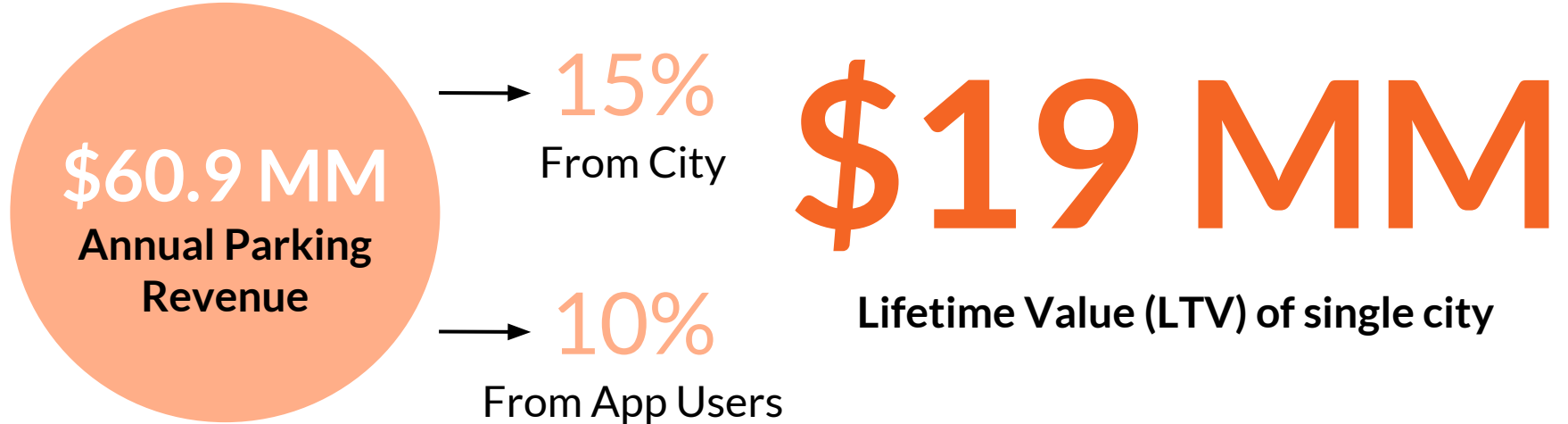
No upfront cost to city

City pays 10-20% of meter revenue

Users pay 10% convenience fee if paying through mobile app

Future:

- *5% fee for guidance to private parking*
- *Parking reservation*
- *Local ads and offers through app*



\$60.9 MM

Annual Parking
Revenue



15%

From City



10%

From App Users

\$19 MM

Lifetime Value (LTV) of single city

Customer Acquisition

CITY:

Demos

Trial period

Track record with
previous cities

APP USERS:

Street & bus ads

Targeted online ads

Refer a friend
promos

\$3.6 MM

Cost of City Acquisition (COCA)

City + 10% of city's drivers

Spark is street parking for the 21st century.

\$44.8M+ market

Comprehensive mobile app

Detailed live data

End-to-end package of hardware & software

Low cost

Great user experience

Team



Kalyn Chang
UI/UX



Christina Lin
Frontend



John Li
Backend



Zachary Lee
Hardware