



# PARKING PLUS

Mobile Parking Solution for Smart Cities

**PARKING+PLUS** is an innovative **B2B** smart parking startup focused on delivering affordable and up-to-date **smartphone-based technology** for companies in the parking industry. It is designed as a **single source solution** with modular and flexible functionalities.

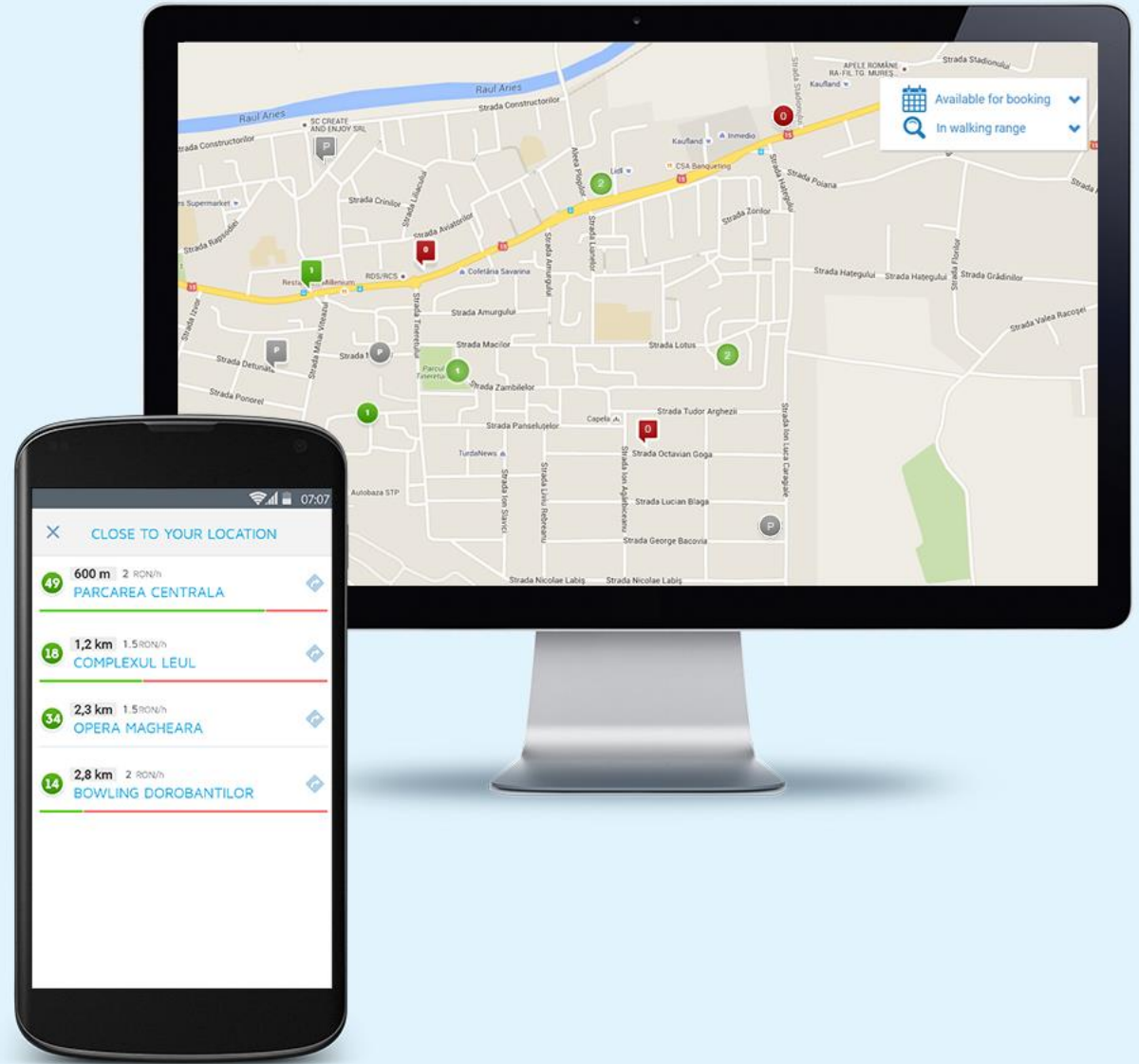
We provide companies with the technology that will help them **expand their portfolio, increase revenue** and **acquire new market share.**

# We propose a universal and flexible solution



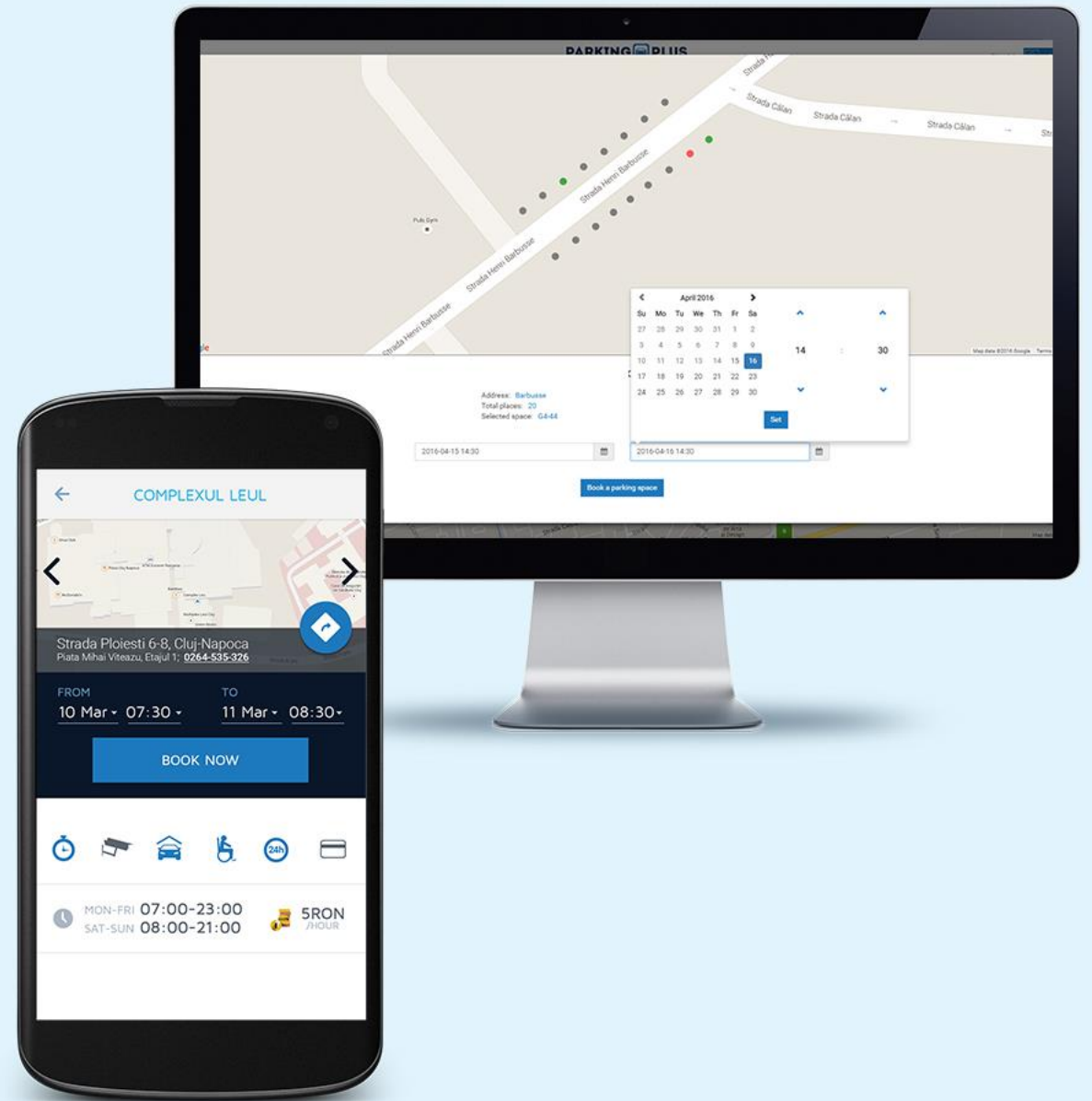


Provides valuable information about **availability**, **car parking suggestion & guidance**, **mapping** of the parking lot and **real time notifications**.





Offer customers the **possibility to reserve and pay** for their parking spots **in advance**. They will simply love it!





See all important details about your parking lot in no time! Get an overview regarding **space occupancy rate**, **payments**, **reservations** and **drivers behavior** with just a quick look at the reports!



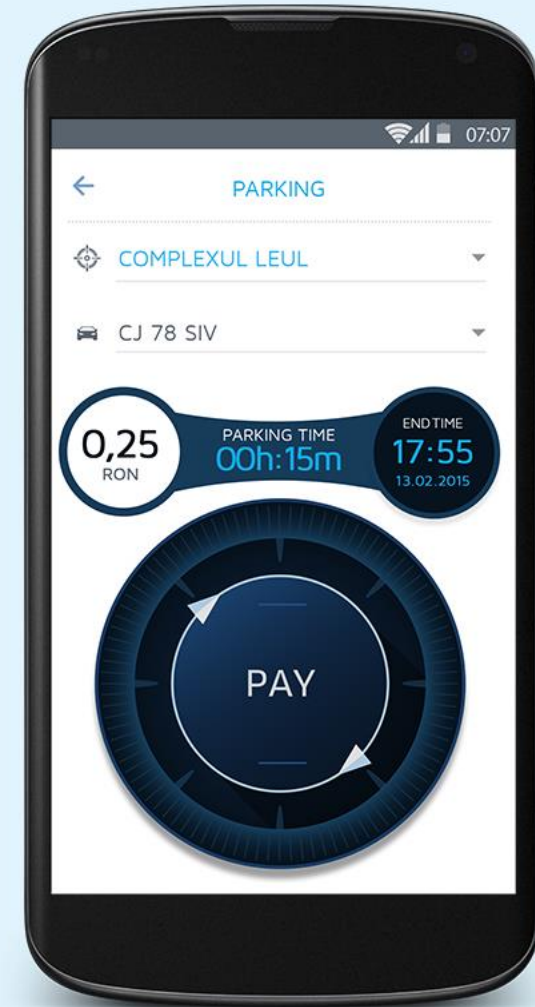
It's easier than ever to have your **customized mobile app for Android & iOS!** Our passionate developers are here to help you!



Looking for a smart approach in enforcement? We have the perfect smart tool **to control parking payments and booking session.**



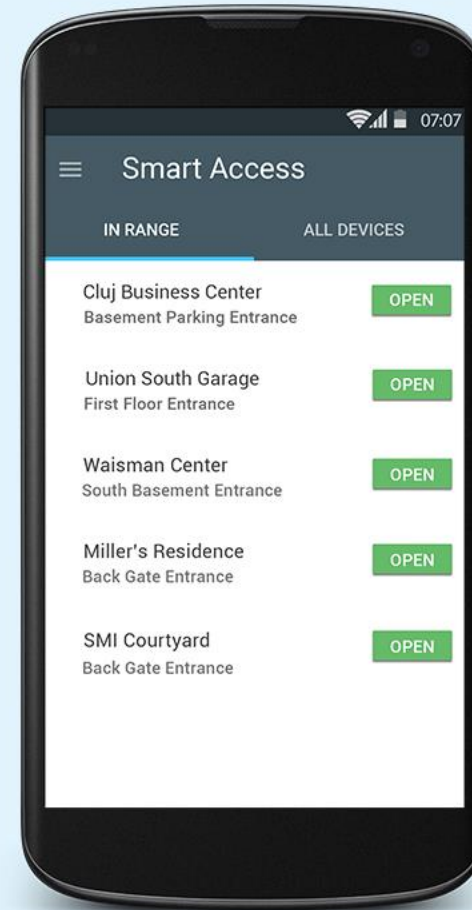
No need to carrying change in the pockets or worry about the ticket for the tolls. Customers have the possibility to **pay for their parking space** with a **simple tap on their mobile phone!**

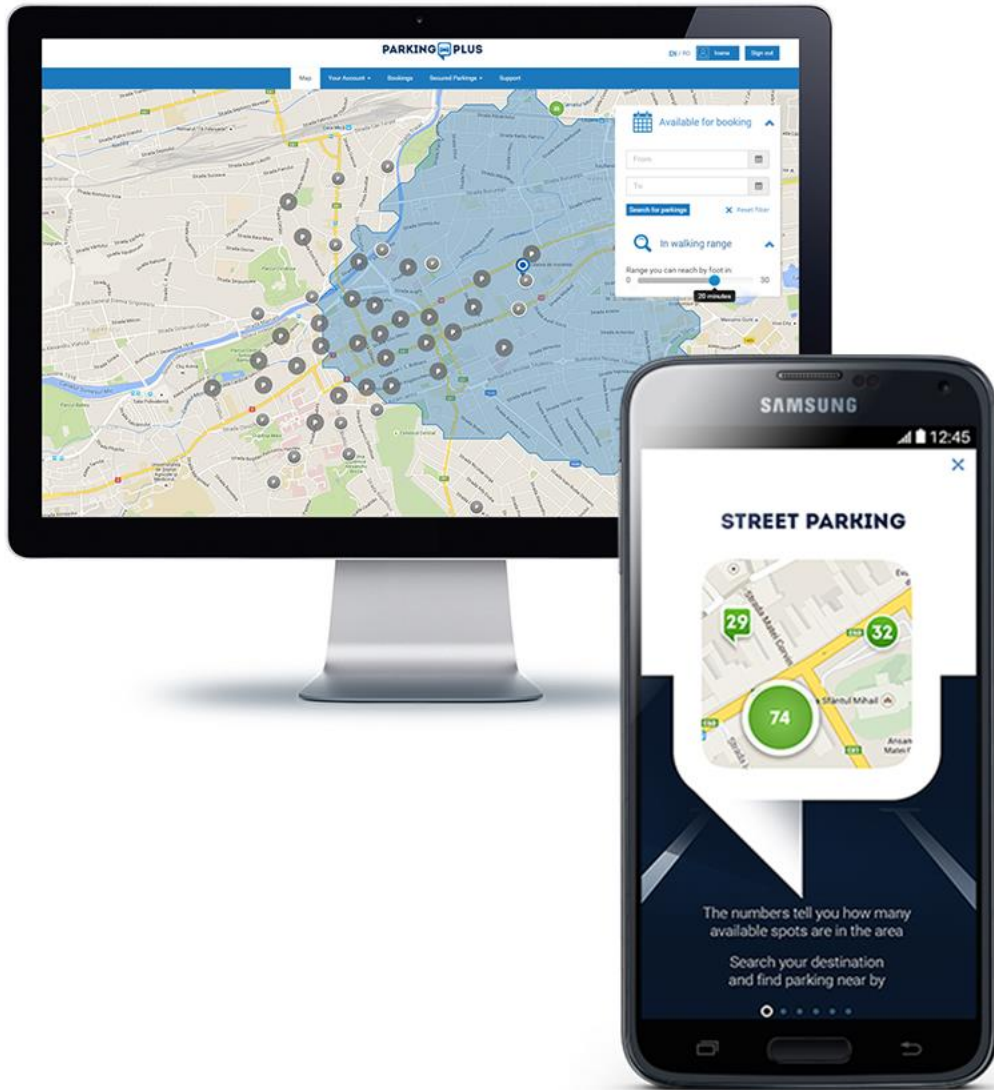




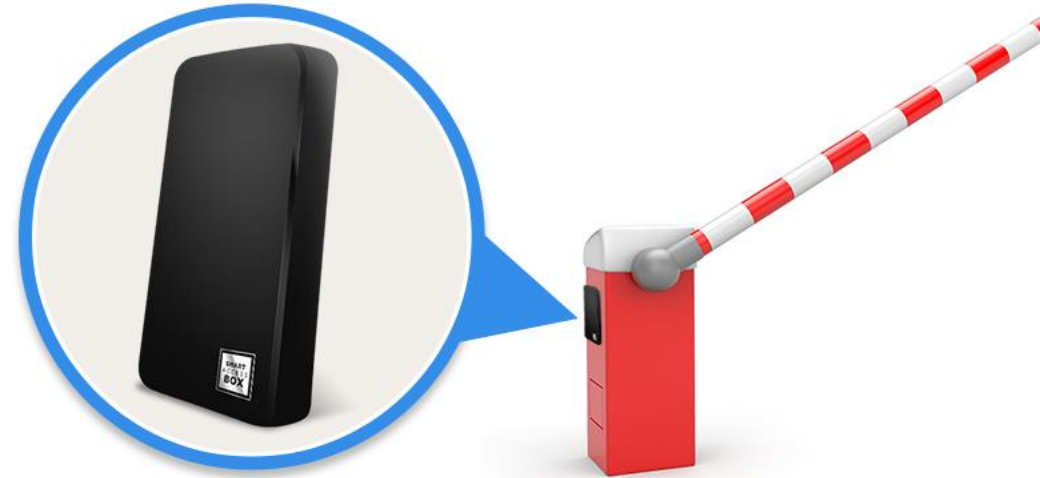









Municipalities and business owners **can get full control** over their parking system and improve their income using an **affordable access management solution**.





# Our Secret Sauce



-  Easy to integrate
-  Bluetooth 4.0 low energy radio
-  Flexible access
-  Ultra low power consumption
-  Cost-effective
-  Long range radio (up to 450m)
-  Secured and easy access
-  AES 256 bits encryption



## MOBILE APPS (WHITE LABEL, THIRD PARTY)

- Car drivers
- Enforcement officers



## CONNECTED CAR APPS

(Future development)



## MANAGEMENT WEB PORTAL



## REAL-TIME STATISTICS

Occupancy, Payments,  
Bookings, Parking access  
rights



## PARKING PLUS

## CLOUD-BASED PLATFORM



## VEHICLE DETECTORS (WIRED, WIRELESS):

e.g. Nedap, Urbiotica,  
TinyNode, WorldSensing,  
Mobilis and others



## PARKING MANAGEMENT SYSTEMS



## CONNECTED CARS

(In the future)



## VIDEO CAMERAS (LPR, ANPR)

# Benefits



## Reduce costs

- ▶ no need to invest in expensive tolls for the parking anymore
- ▶ you no longer need to have people in charge of opening the barrier or the gate
- ▶ no need for keys, access cards, remote controllers



## Enhance infrastructure

- our solution can be installed on top of any other existing electronic locking system
- ▶ there is no need to replace it or change your policies
  - ▶ you can manage your entire parking easily. We offer great software solutions, both mobile (Android and iOS) and desktop to ease and improve the way you work with customers



## Improve customer experience

- ▶ give customers the possibility to book their parking space in advance and pay for it using their phone
- ▶ impress visitors by providing them with a virtual access key that helps open the barrier with just one tap on their smartphone



## Boost financials

- ▶ list your garage on our private network and increase the chance for your parking spaces to be reached by people searching for a parking space in that area
- ▶ offer customers the possibility to book in advance and get full control over the users, costs and hours

# Who is this for?



## **Parking system integrators**

looking for solutions that can be used on top of other existing solutions/products



## **Smart parking startups**

finding a technology partner is a key element in the development of a startup, allowing the founder to concentrate on building the team and acquire market share



## **Parking operators**

working in a very competitive niche, they need to stay up-to-date with the latest trends in order to offer a greater quality or a better experience for their clients



## **Big companies with stakes in Smart City area**

interested in finding key partners with innovative products/solutions that can be added to their portfolios to increase revenue or visibility



# Use Case

## Business Buildings

Easily manage your parking spaces as you prefer. Offer permanent secured access keys to all employees or impress your visitors with a short access for the time they are in the building. You can even monetize the spare parking spots now!

# Use Case

## Event Parking



Help people find a parking space near the event they are attending.  
Share your private garage with them and make a nice profit!  
The process is simple: reserve, pay & open the garage door using  
your phone!



# Use Case

## On street parking

The perfect tool to optimize parking enforcement.

Save time and money by searching for available parking spaces, find parking suggestions, pay by phone or get directions to where you left your car. All in one app!



A modern, multi-story building with a garage. A white car is parked inside the garage. The building has large windows and a balcony. The scene is dimly lit, suggesting dusk or dawn.


# Use Case

## P2P (Airbnb for parking spaces marketplace)

We have built a platform where residential & work parking spaces are easily rented.

List your parking space on the platform to attract customers and make some money out of it.

# Business Model

	TYPE	PRICING MODEL
<b>AaaS</b> Access as a Service Aquisition of virtual keys	<b>AaaS</b> Box + access management web platform + white label mobile apps – Android & iOS	<b>BOX ACQUISITION + MONTHLY SUBSCRIPTION + USAGE FEE</b>
<b>SDK</b> Software development kit for customized apps	<b>SDK</b> Quickly and easily deploy customized access management solutions for smart parking	
<b>SaaS</b> Software as a service offering a bundle of functionalities from which you can choose	<b>SaaS</b> <ul style="list-style-type: none"><li> mapping of the parking spaces</li><li> parking suggestions</li><li> management platform &amp; reports</li><li> availability</li><li> mobile payments</li><li> bookings</li><li> enforcement</li><li> parking advertising in the suggestions list</li></ul>	<b>MONTHLY SUBSCRIPTION/ SET OF FUNCTIONALITIES/ PARKING SPOT</b>

# Competitive advantages



Innovative business models  
(AaaS & SaaS for parking  
industry)



Universal & flexible solution with  
the aim to scale globally



Bringing work & residential  
parking spaces in the sharing  
economy



Deploy parking spaces  
marketplace in days



Safe and secure technology

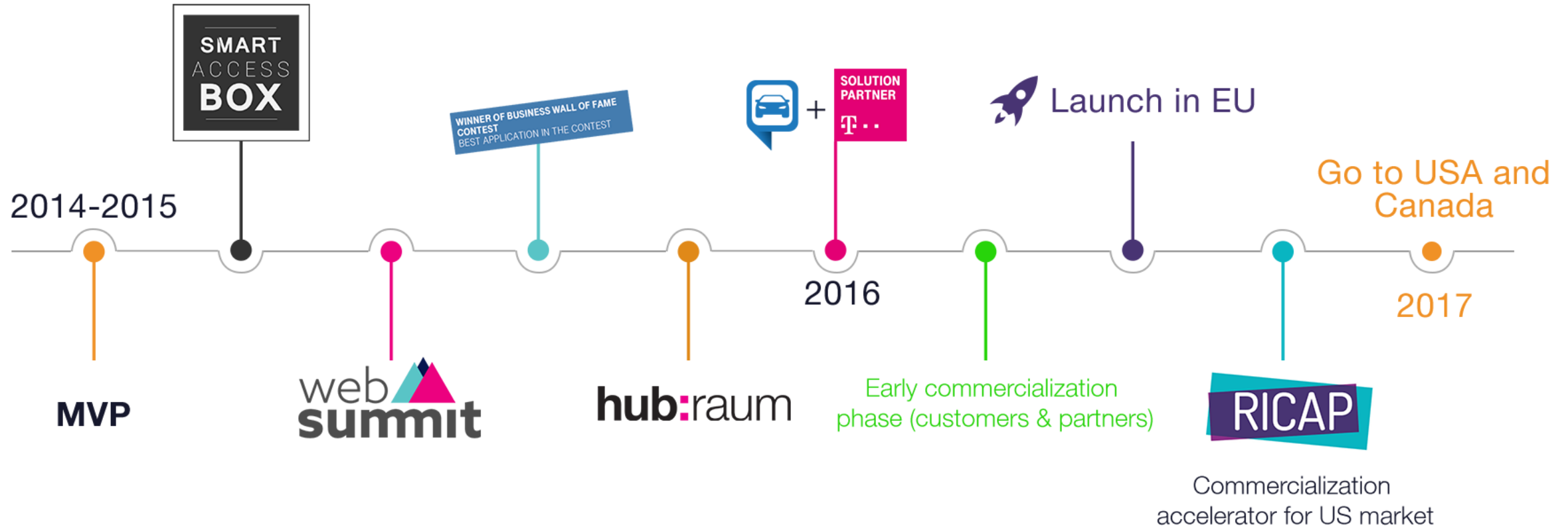


Open architecture (public API, SDKs)



Near to 0 kickoff costs

# PARKING + PLUS Timeline



# Clients



# Partners



# Reseller program



# Location & target



# Dedicated Team



**Bogdan Herea**

Co-Founder, Business Development

Bogdan is also the founder and CEO of the PITECH group, a software services company with 300 employees, angel investor and mentor for several startups: Umanlife ([us.umanlife.com](http://us.umanlife.com)), Sonic ([younify.ro](http://younify.ro)) and PARKING+PLUS.



**Cristian Ureche**

Co-Founder, Managing Director

Cristian has worked with more than 10 startups before founding PARKING+PLUS. He is passionate about entrepreneurship, defining the strategy of the venture and the roadmaps for the products for constant innovation.



**Ioana Danciu**

Marketing Manager

Ioana is a Marketing Specialist with over 8 years' experience. She worked as a Marketing & PR Specialist in the IT Industry for more than 4 years and activated in an international startup as one of the coordinators of the project.



**Roxana Morar**

Sales Manager

Roxana has more than 7 years' of experience in the IT industry. She worked in Romania and France with dozens of startups as an account manager and fully understands the approach, their business cycle and their needs.





# Board of advisors



## **Grant Norwood**

is an accomplished sales and marketing professional who spent the last 20 years working for large multi-national companies in a variety of roles. Grant not only has a deep understanding of telecommunications and mobile technologies, but has gained valuable expertise in strategic planning, business development and product lifecycle management.

## **Ramona Adelina Bejan**

is a global business strategist with more than 15 years of global expertise in the United States and European Union. Prior to her entrepreneurial work, Ramona managed for 8 years successful quantitative investment, operations and business development initiatives for the worldwide mandates of an investment manager with more than \$300 billion of assets in 23 countries.



## **Dan Mihaescu**




is a senior executive with over 19 years of experience in business development, M&A, sales, marketing, and building lean teams, in IT&C. After 12 years as CEO of GTS and 1 year as M&A and Business Development Adviser to UPC, Dan migrated from corporate world to Adviser, Board Director and/or Investor roles, in a number of tech start-ups and agribusiness companies.



Enjoy driving in the city again

# Get in touch

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