



SHARED PARKING WITH COMPLETE PEACE OF MIND



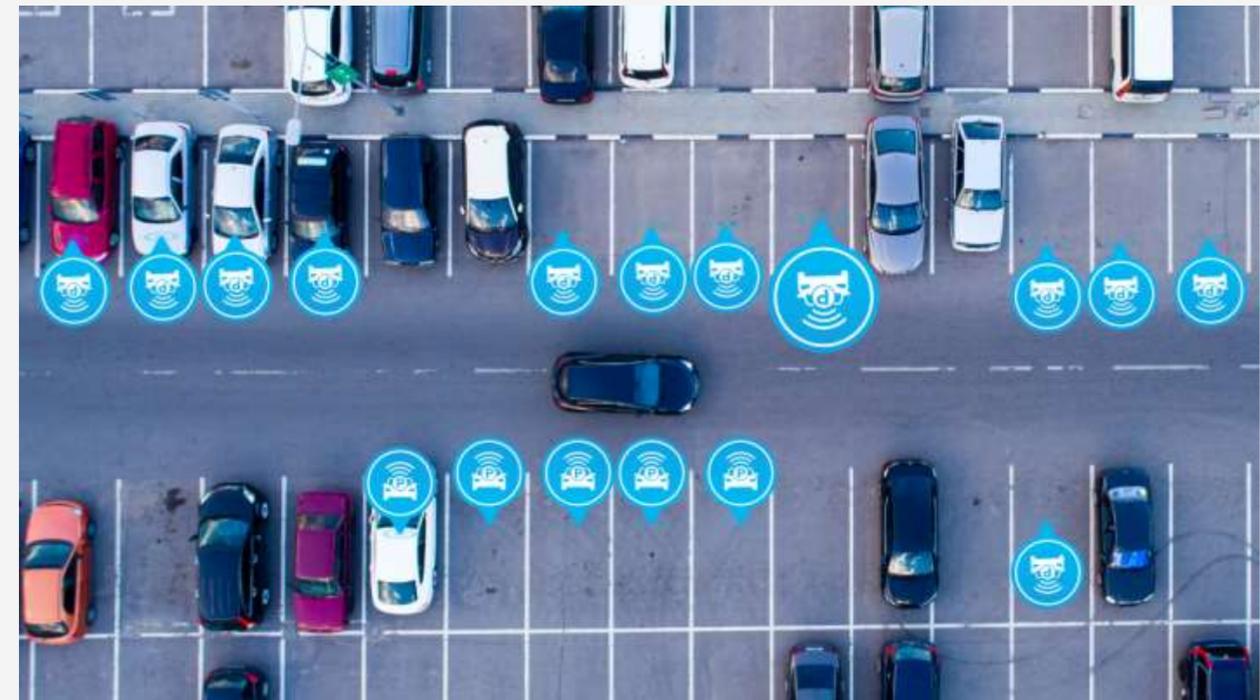
What are the problems ?

1. In average, a Casaoui spends 30 min looking for a spot to park.
2. 40% of traffic jams caused by people looking for parking.
3. 14,7% will be the rate of the CO2 emission in 2025.
4. Not enough parking spaces.

Big Problem...



Big Opportunity

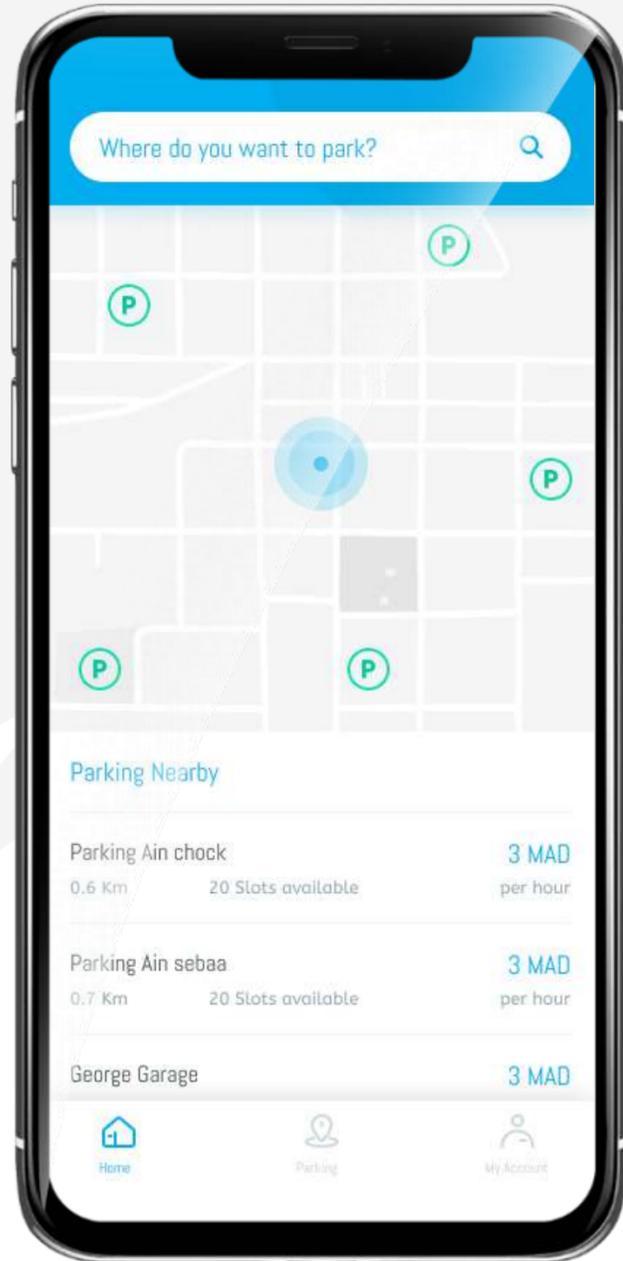


What is the **Solution** ?

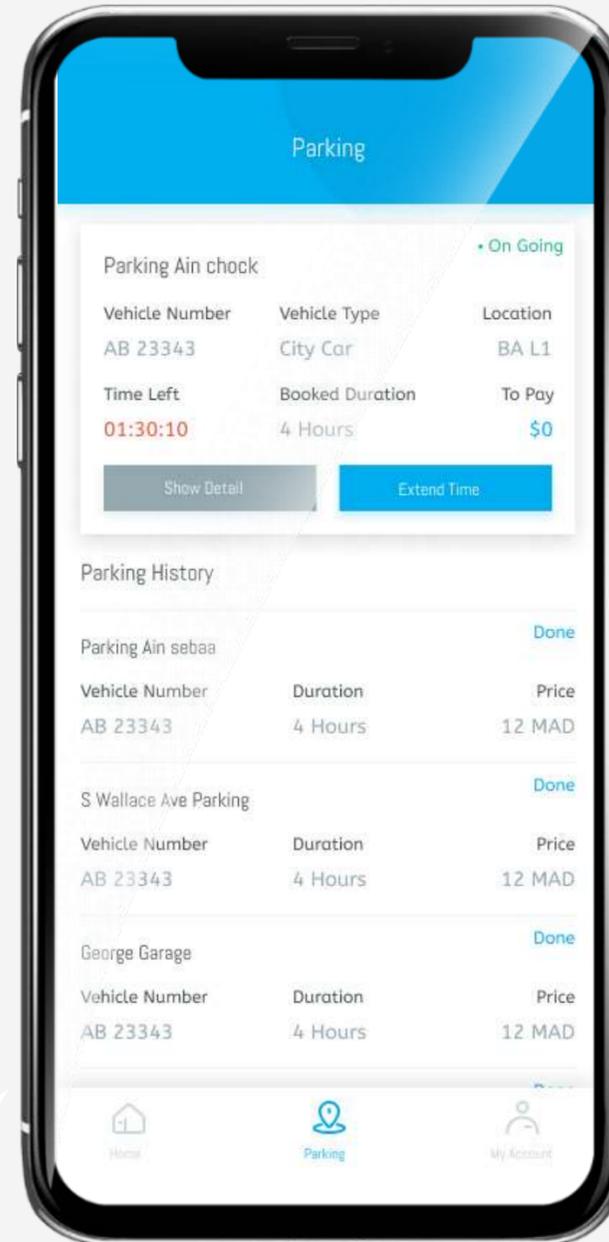
The Parkini Solution is a Parking Guidance that gives drivers access to accurate, instantaneous parking information on-the-go. Help them **FIND, RESERVE, & PAY** for parking.

1. Parkini is a new way to alleviate the pain of parking in your city.
2. Save time and money.

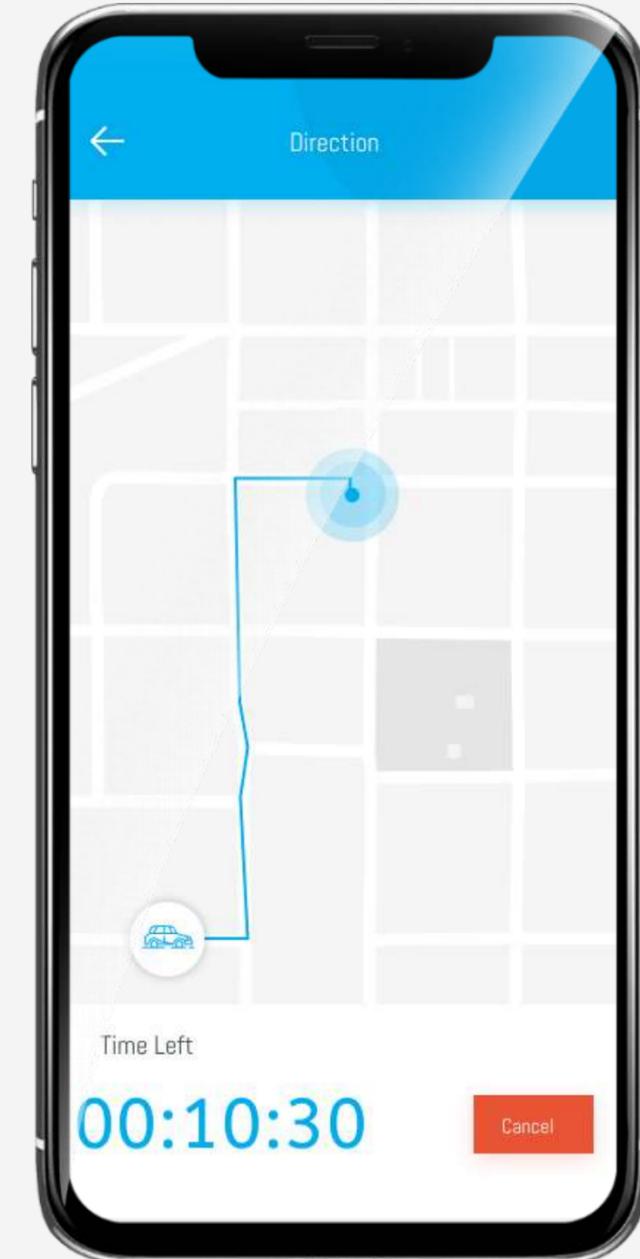
Our Product



Find



Book



Park

Parkini Box

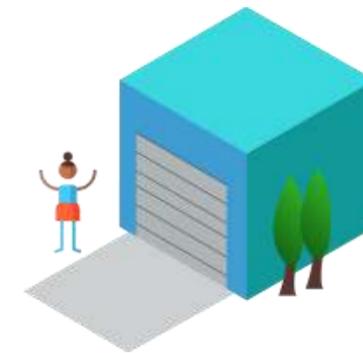


Customer Segments



Drivers

Save Time and Money

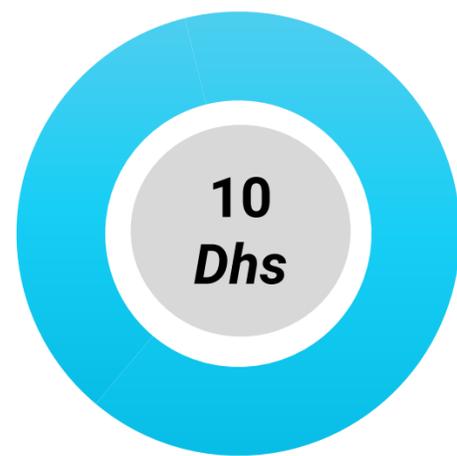


Parkings Owners

Revenue increase

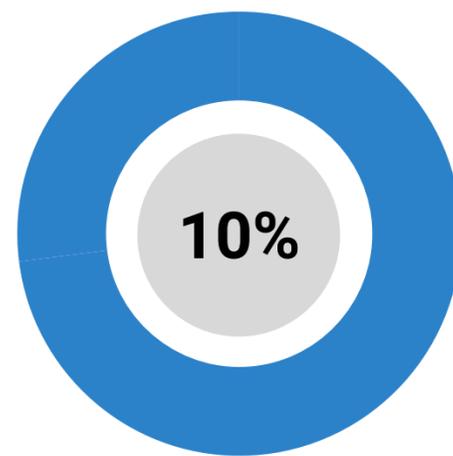
Business Model

We get a **10%** commission on each transaction.



Avg spot list price

X



Parkini service fee

=

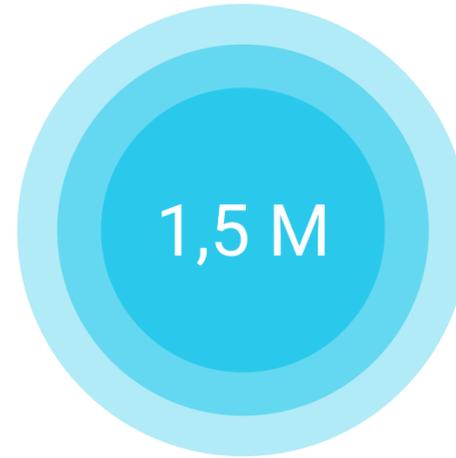


revenue per spot per hour

Target Market **CASABLANCA**



Our Market Opportunity

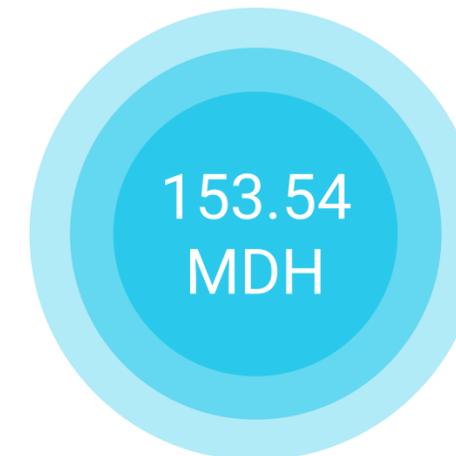


Market Size

1,5 Million cars drive along daily in Casablanca.
(2017 Minister de transport)



The parking master plan identified a general number of 100,000 spaces
(casa development statistics 2017)



The city of Casablanca has an annual income of 153.54 MDH in 100k places (Public & Private parkings)
(casa development statistics 2017)

Growth Strategy

Casablanca



Big cities

We will start in Casablanca, one of the busiest cities in Morocco, this proving our concept.

The expansion will then hit other major Moroccan cities:
RABAT - FES - TANGER - MARRAKECH - AGADIR



Morocco (100%)



40% of The Market

153.54 MDH annual income every year

60% of The Market

390.36 MDH annual income every year

Five-Years Forecast

2021



2025

1,200 space



1% of Our Market
Opportunity

30%
growth
every year

29,338 space



14% of The Global
Market

Unique Advantage

guaranteed space
and competitive pricing



Offline transactions

Online transactions

- Restaurants and Hotels that provide Parking
- Commercial Building Developers
- Companies that provide parking for employees
- City Managed Facilities

stressful

Competitive Advantage



First To Market

For transaction-based temporary parking app



Spot Owner

Earn extra income



More Secure

Payment secure & guaranteed space



Design & Brand

Memorable name will launch at historic to gain share of mind



Flexibility

User selects dates



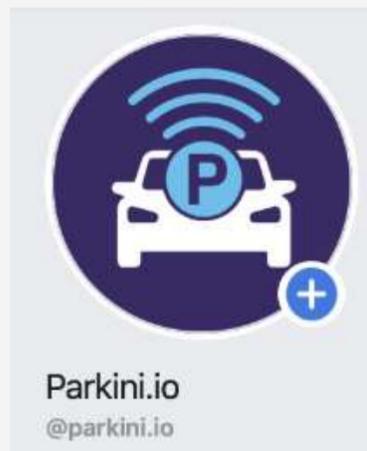
Support

Quick & flexible support

Go-to Market Plan?

Customer Acquisition Strategy

1. Social media marketing (Facebook, Linked in, Instagram, etc..)
2. Coupons FREE PARKING
3. SEO - Search engine optimization
4. Email
5. Newsletter
6. Advertisements



1,296 followers Only in Casablanca



Parkini.io created a poll.
Published by Younes Younes [?] · October 16, 2019 ·

واش ديما مضيع الوقت باش تلقى فين تباركي طموبيلتك ؟ 🤔 🚗

34% دغيا كئلقاه

66% وياه ديما

This poll has ended. 242 Votes

4,112 People Reached 490 Engagements Boost Unavailable

445 Reactions 8 Comments 2 Shares

Like Comment Share

Most Relevant

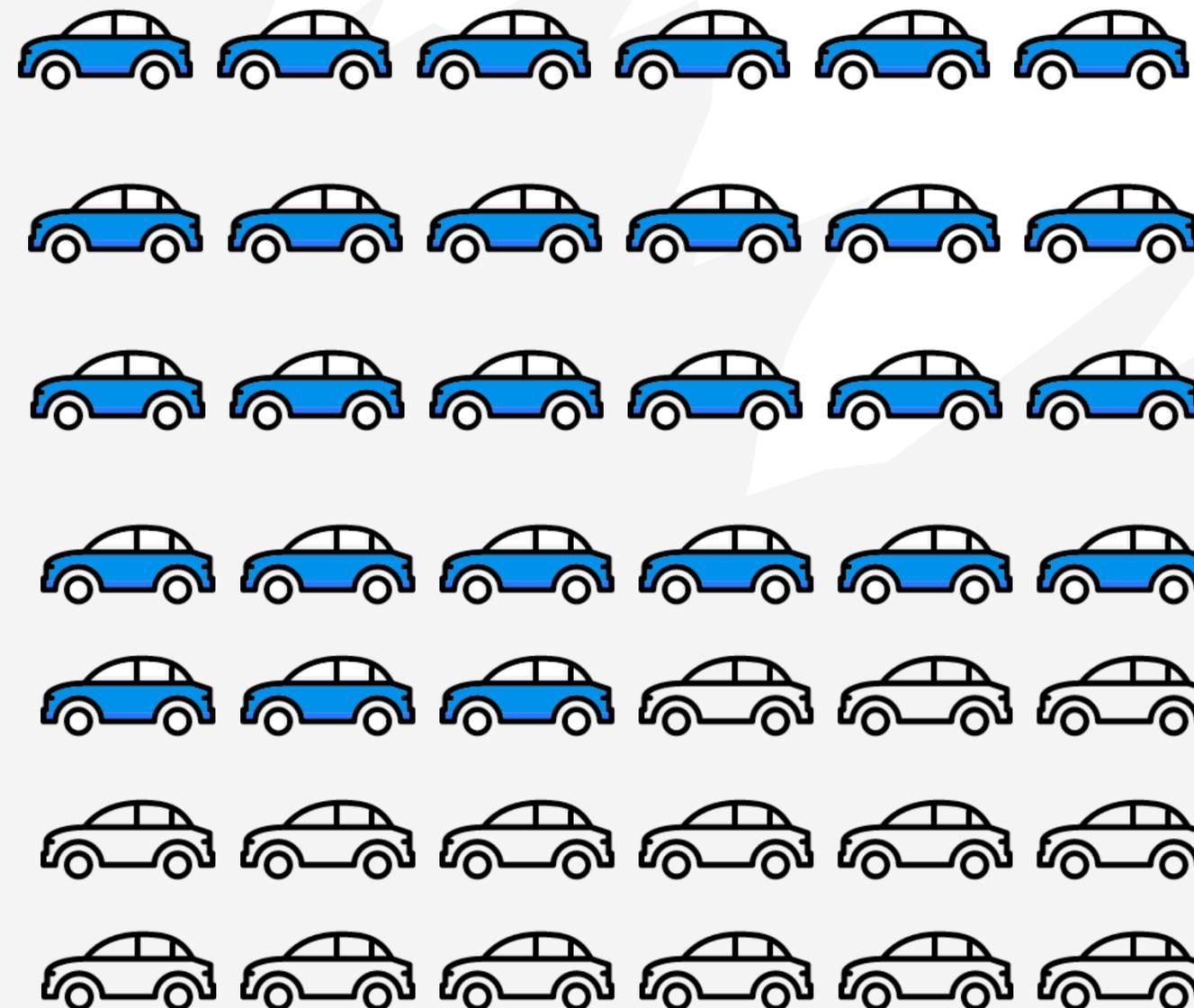
Comment as Parkini.io

Press Enter to post.

Customer Survey (113 answer)

94%
of drivers have
a problem with parking

85%
of drivers like our
proposed solution



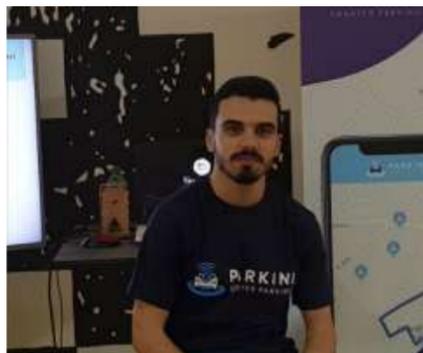
Founding Team

Founders



Ayoub Amine

From the 1337 prestigious school, best IT school in Africa, Co-Founder of Smartleet, startup specialized in tailored AI solutions.



Younes Boumalek

From the 1337 prestigious school, best IT school in Africa, Co-Founder of Smartleet, startup specialized in tailored AI solutions

Advisors



Marwan Hassoun

Executive Director
Venture Explorer / MIT Sandbox Program



Youssef Chouni

Enseignant et formateur titulaire d'un master en informatique décisionnelle

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THANK YOU