



PARKLINK

THE ONE-STOP APP FOR ALL YOUR PARKING NEEDS



In Collaboration
With



Team 4WARD

Jane Zou



Adrian Lam



Joana Fang



Ryan Yeo



Madison Madrid



Eric Chakhoyan



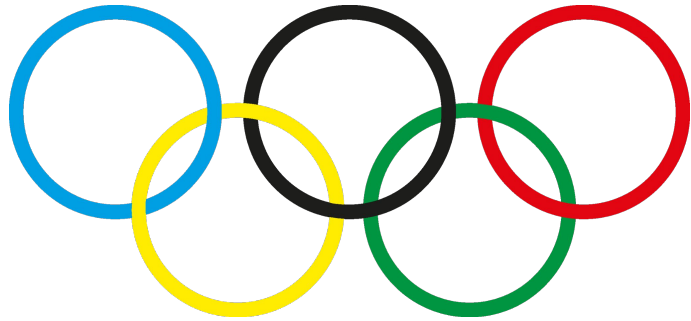
Leena Musharbash



Raf Fernandes



The Olympic Experience

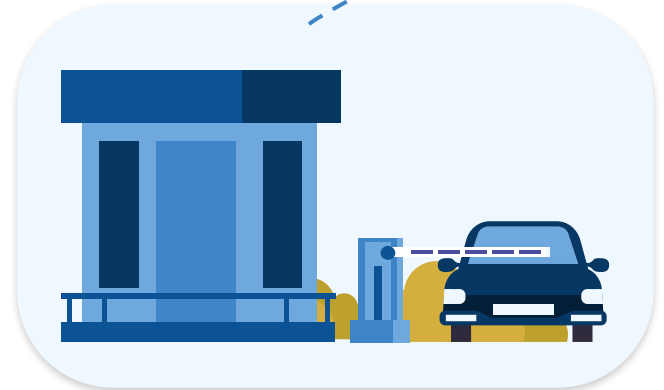


...But LA Traffic



Problems to Tackle

1. Parking Availability
2. Frustrating Traffic Congestion
3. Navigating in a Big Confusing City



Issues With Existing Apps

1. Lackluster Customer Service
2. Parking Reservation Issues
3. No Real-Time Parking Availability Info

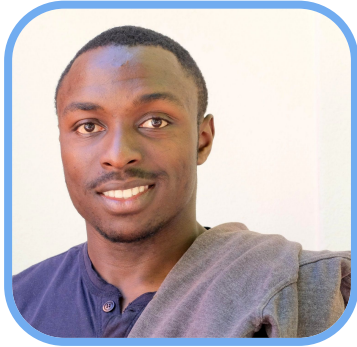




PARKLINK

THE ONE-STOP APP FOR ALL YOUR PARKING NEEDS

Meet Jason Smith



Age: 45

Occupation:

Marketing Manager

Location: Los Angeles

Personality:

Friendly, outgoing,
great sense of humor
organized

Background:

- Comfortable with **basic mobile apps**
- Values **convenience** & efficiency
- Huge **sports fan**
- Finding a decent parking spot gives him **anxiety**

Goals:

- Enjoy LA28 without worrying about parking
- **Reserve a spot** in SoFi Stadium in advance
- **Shuttle** services take him directly to the SoFi Stadium

Challenges: **Cost & availability** of parking, security

Our Benefits

1

Accessible
Parking Spaces

2

Fast Shuttle
Services

3

Affordable
Reservations

4

Convenient
Notifications

About Parking Capacity

Premier Partner

- Reservations
- QR code/sensor for each spot
- Internal lot map
- API for ticketing

Reliable Partner

- Parking sensor by entrance & exit
- Total number of available spots

AWS Integration

- Reliable, Scalable, Secure
- [AWS Amplify](#) – app hosting
- [IoT](#) – connect & real-time data from IoT devices
- [SageMaker](#) – build & deploy predictive ML models
- [Amazon API Gateway](#) – build & publish RESTful APIs

Registered Space

- Predict availability using heatmaps
- Individual owners report through app when lot is full

Unregistered

- Predict availability using heat maps
- Calculate total space based on sq ft & no. of floors

Business Model & Market Size

\$18.6MM

Parking Spots in LA
200 mile radius

\$1.55+ per space

10% commission per parking
space sold on ParkLink

27,000

Max SoFi Stadium
Parking Capacity

\$45.00/day

Average Event
Parking Price in LA

\$21,000,000

Estimated Revenue
Projection for 5 years

100,000

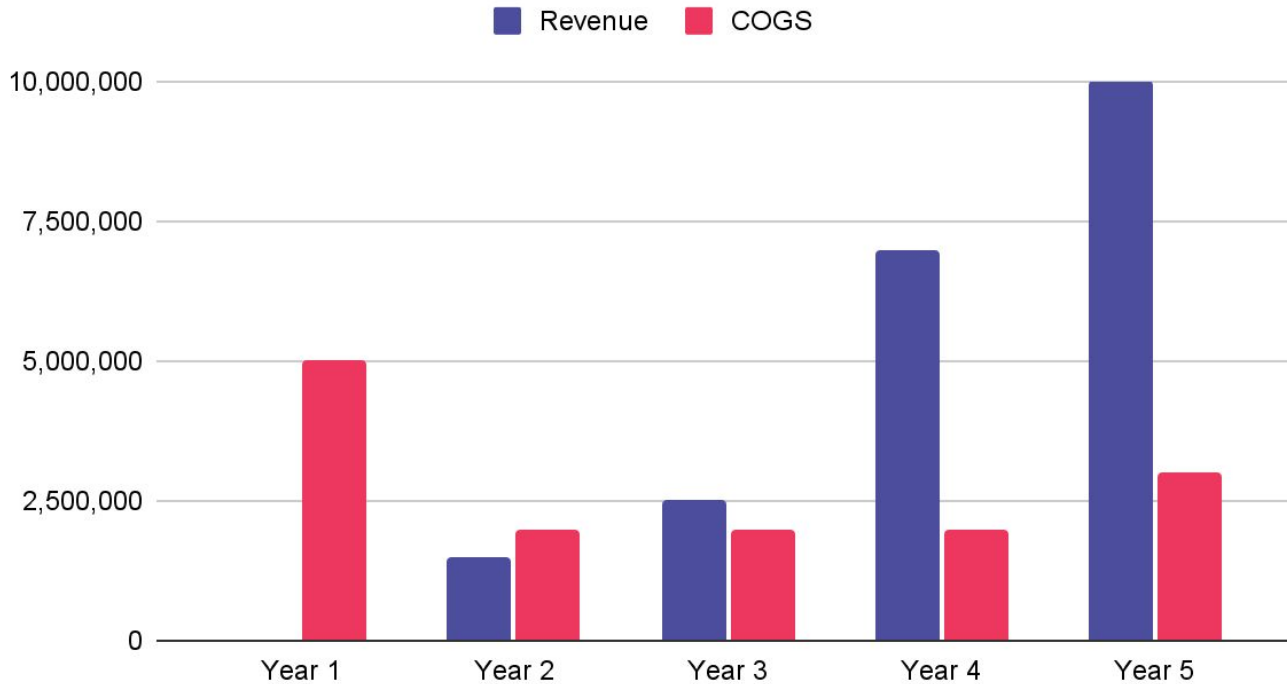
Total spectators at a
single Olympics venue

60%

Occupancy Rate in LA
Parking Lots

\$10B

Total Annual Parking Lot
Industry US Revenue



\$1.5MM

Net Income Projection
(Year 1)

\$2.5MM

Net Income Projection
(Year 2)

\$10MM

Net Income Projection
(Year 5)

Go to Market Plan

1

Build Awareness

2

Establish Partnerships

3

Offer Incentives

4

Optimize User Exp.

5

Measure Success

Market Validation & References

2,276,974

Registered Vehicles in Los Angeles

\$1,785 Used

Per Person, Per Year, Looking for Parking

Dealing with LA traffic & parking is an ongoing issue, but we believe an innovative app can help solve this problem

- In reference to our meeting with Dr. Sanders
Director of LA2028, the group that successfully bid to bring the Olympics to LA in 2028

“[ParkLink] is **innovative** by activating, knowing, & tracking if where you’re heading becomes full.” - Nick Osterbur



Dr. Barry
Sanders
UCLA



Nick Osterbur
AWS



Lawrence
Tran
Bruins4BetterTransit



Seamus
Dolan
Slalom



Jack
Symington
LACI

ParkLink Demo



Future Projections

POC (3 mo.)
Pilot Program

2023

Additional venues,
underdog parking lots,
partner w/ other transit

2025

Launch in major US
cities, LADOT city-wide
integration

2027

MVP (1 yr.)
Partner parking lots & vendors,
social media marketing

2024

Expand to other cities,
develop software for
city-wide integration

2026

LA28 Olympics, private
parking lots, expand to
non-event parking

2028

Q&A

Special Acknowledgements

Slalom Build

Raffi Simonian

CREDITS: This presentation template was created by **Slidesgo**, & includes icons by **Flaticon**, & infographics & images by **Freepik**

Appendix

[Market Research Sources](#)

[Future Features](#)

[Benefits for Parking Lots](#)

[Benefits for Shuttle Services](#)

[VIP Experience](#)

[Heat Maps](#)

[Competitive Advantage](#)

[Expansion Plan](#)

[Security & Privacy](#)

Market Research Sources

[INRIX 2022 Global Traffic Scorecard](#)

[The 10 Most Congested Cities in the US](#)

[AWS IoT](#)

[AWS Lambda](#)

[AWS SageMaker](#)

[Amazon API Gateway](#)

[AWS Database Services](#)

[SoFi Stadium](#)

[Forecast: Industry revenue of “parking lots & garages” in the U.S. 2012-2024 | Statista](#)

[How AI Solutions Make Parking Lots Smarter – & More Secure](#)

[Parking Management Market](#)

[US Parking Rates](#)

What are Some Planned Features?

- Implement **two-factor authentication** for security
- Collaborate with security & logistics teams for **VIP users**
 - Provide refreshments, Wi-Fi, & secure parking for shuttles
- Verify parking lot businesses
- **Tailor push notifications** for personalized experience
- Expand shuttle services to include other transit systems
- Integrate event information, schedules, & concessions
 - Offer interactive heat maps & navigation tools
- Provide on-site medical emergency services & multilingual support
- Potential partnerships with ride-sharing services & autonomous vehicles

What are Some Planned Features?

- Infrastructure upgrades to **accommodate autonomous vehicles**
 - Charging stations for electric vehicles, advanced sensors or communication systems
- Adaptation to new parking patterns: optimize **space utilization**
 - Considering autonomous vehicle size, maneuverability, charging requirements
- Advanced surveillance systems, integrating with autonomous vehicle security protocols

Why Would Parking Lots Cooperate?

- **Increased Revenue:** Optimize efficient parking management strategies
 - Dynamic pricing, reservation systems, & digital payments
 - Higher occupancy rates, increased customer satisfaction
- **Streamlined Operations:** Advanced technology solutions
 - License plate recognition, automated ticketing, & real-time capacity monitoring
 - Reduce labor costs, minimize towing & violation ticketing
- **Enhanced Customer Experience:** Contactless payments & personalized recommendations
⇒ higher customer retention & loyalty

Why Would Shuttle Services Cooperate?

- Increased visibility & exposure to a larger customer base
 - Access to event attendees, tourists, & commuters
 - **Maximize the occupancy rate** of the shuttles & boosts overall revenue
- **Seamless integration** to access shuttle information, check schedules, reserve seats, & track shuttle locations in real-time
- Valuable **data analytics** on shuttle ridership, usage patterns, & customer preference
- Network potentially lead to additional partnerships within transportation industry

How does the VIP Experience Differ?

- Exclusive **designated parking areas**: prime locations & valet parking
- Enhanced security measures
 - 24/7 surveillance, security patrols, & emergency response plans
- Premium amenities & services
 - VIP shuttles, complimentary refreshments, dedicated customer service, & Wi-Fi
- **How the VIP tier generates additional revenue**
 - Partnership opportunities with LA28 organizers & sponsors to offer bundles
 - Cross-selling opportunities with other premium services
 - Data analytics & insights to track & optimize performance, improve customer satisfaction & retention

How Would the Heat Maps Operate?

- **Heat map:** graphical representation that uses color coding to indicate spot availability
- Parking management system use sensors or cameras installed in parking lots or on-street parking spots to detect the space occupancy real-time
 - Data transmitted to a central server, analyzed to create a heat map
 - Green indicating available spaces, yellow indicating limited availability or reservation, & red indicating occupied
- **Integrated with navigation tools** for directions to the nearest available parking spot
- Optimize parking operations, adjust pricing based on demand
 - Identify trends & patterns to improve efficiency & revenue

What is ParkLink's Competitive Advantage?

- **AWS technologies** for innovative parking solutions & seamless integration with existing systems
- Machine learning & artificial intelligence to maximize efficiency
- **Real-time updates** for accurate location tracking & improved customer service
 - Proactive, not reactive
- Enhancing ease of use for customers through intuitive interfaces & **user-friendly** features
- Offering parking lot partners more **advantageous revenue-sharing percentages**

How is ParkLink Planning to Expand?

- Research **local regulations** & permit requirements of the target city
- Engage with local authorities & seek guidance to ensure compliance
- Allocate resources for the application process & necessary approvals
- Hire local staff or collaborate with local partners to bridge cultural & language gaps
- Customize marketing & communication strategies to resonate with the local audience
- Implement effective marketing strategies to build a strong brand presence
- Adjust **pricing strategies** to remain competitive
 - Considering local market conditions, cost structures, & customer affordability

How Does the Payment System Work?

- Multiple Payment Methods:
 - **Online Payment:** select their parking duration, payment details, confirmation
 - Credit & debit cards: online & at existing payment kiosks
 - Mobile payment & contactless payments: NFC-enabled cards or mobile wallets
 - No double payment, customer service integration for real-time refund requests
- Automatic Payments: seamless recurring transactions for frequent parkers or long-term parking arrangements
- Integrates with **parking access systems**, such as ticket dispensers & barrier gates
 - Pay at the exit by scanning their online ticket or entering their license plate number
- Encryption & follows industry-standard security protocols to safeguard sensitive data

How Would ParkLink Ensure Security & Privacy?

- **Protect customer data** during transmission & storage, ensuring that sensitive information is unreadable to unauthorized parties
- **Industry standards** & employ advanced security measures to safeguard customer payment information
 - GDPR (General Data Protection Regulation), CCPA (California Consumer Privacy Act)
- **Access Controls:** only available to authorized personnel with a legitimate need
 - Access rights are regularly reviewed & updated
- Testing systems, networks, & applications for potential security weaknesses & applying necessary security patches & updates
- Firewalls, intrusion detection systems, & monitoring tools to detect & prevent unauthorized access or attacks