

# FindMySpot

Final Presentation



Team 1

Ananya Roy Chowdhury, Luis Trejo, Lingxiang/Soar Zhang, Xiaonan Wang

# Agenda →

Team introduction

The Problem/Pain/Opportunity

Our Solution/Product

Value Proposition

Market Size

Strategy -- Target Market &  
Customer Segmentation

Marketing mix -- 4P

Competitive Analysis & Response

New Product Launch Plan

Post-Launch Plan



# The Team →

[Back to Agenda Page](#)



**Ananya Roy Chowdhury**  
Product Manager



**Xiaonan (Beryl) Wang**  
Marketing Manager



**Lingxiang (Soar) Zhang**  
Sales Manager



**Luis Trejo**  
Engineer

# Problem

- Increased reliance on automotive transportation
  - Lack of obviously available parking
  - Time wasted looking for parking spaces or walking from distant parking
- 

# Opportunity

- Solve this frustrating issue for drivers
- Partner with 3rd party parking w/ trackers
- Partner with property owners willing to rent extra driveway or lawn space

# Introducing FindMySpot!

Display parking and rates near the final destination

3rd party public parking or private property parking

Communicate with homeowners before reserving!

Rate your parking spot, get rated yourself!

Free to navigate and find spaces! Reserve and pay through the app

Subscribe for \$9.99/month or \$99/year to receive discounts parking discounts

# Value Proposition

FindMySpot provides a simple solution for drivers to find available parking spots near their destination. View and reserve public parking lot availability, or rent extra space on a trusted private property! Our rating program ensures the best service; wave goodbye to the headache of finding a parking spot!

[Back to Agenda Page](#)

[Back to Agenda Page](#)

# Size of the Market

Total Available Market (TAM):

1.4 Billion

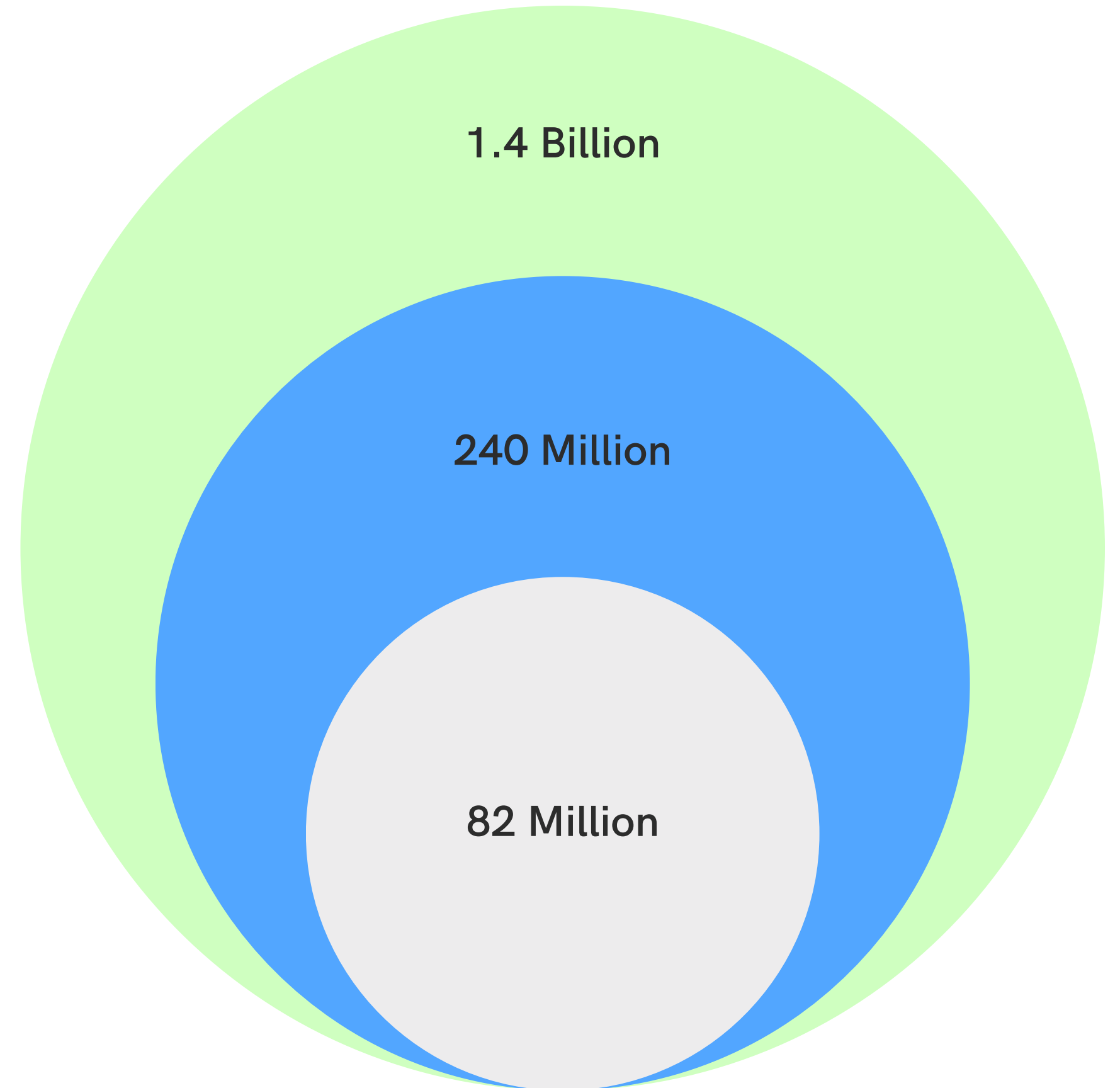
Serviceable Available Market (SAM):

240 Million

Serviceable Obtainable Market (SOM):

82 Million

---



# Strategy -- Target Market & Customer Segmentation

[Back to Agenda Page](#)

## Market Features

At medium/low public security level

Not easy for drivers to find a parking spots nearby

- High population density
- High car driver density
- Bad urban parking design

## Customer Segmentations

Drivers -- Rent parking spots on a daily basis

- Office goers with no fixed parking space
- Office workers often do business trips
- Around entertainment places, during holidays
- Tech-savvy young adults -- care for walking distance
- People with demand for pre-reserving parking spots (e.g. well-organized people, planner...)

Drivers -- Rent parking spots for a month/months

- Drive to another city & stay for a comparatively long time



# Marketing Mix – 4P

## SERVICE MODULE 1:

Short-term Rent parking spots on a daily basis

Product & Price	Placement & Promotion
<p>Free:</p> <ul style="list-style-type: none"><li>• Navigating to available parking spots</li><li>• Reserving idle parking spaces</li></ul>	<ul style="list-style-type: none"><li>• Retain frequent-user, win against competitors</li></ul>
<hr/> <p>Subscription Model</p> <ul style="list-style-type: none"><li>• \$9.99 per month for 5% discount each order</li><li>• \$99.9 per Year for 5% discount each order</li></ul>	<ul style="list-style-type: none"><li>• Attract not-frequent users to subscription model</li></ul>






# Marketing Mix – 4P

## SERVICE MODULE 2:

### Long-term Rent parking spots for a month/months

<p style="text-align: center;"><b>Product</b></p> <ul style="list-style-type: none"><li>• A medium to connect house owners and drivers</li><li>• Accessible but limited communication channel between house owners and drivers</li></ul>	<p style="text-align: center;"><b>Price</b></p> <p style="text-align: center;">Platform commission of xx% per order</p>
<p><b>Placement &amp; Promotion to House Owners</b></p> <ul style="list-style-type: none"><li>• Provide them trade opportunities</li><li>• Save time</li><li>• Guarantee safety of their place and transaction money</li></ul>	<p style="text-align: center;"><b>Placement &amp; Promotion to Drivers</b></p> <ul style="list-style-type: none"><li>• Help find an appropriate place (safe, economical, close)</li><li>• Guarantee safety of their car</li><li>• Avoid risk of duperies</li></ul>

# Competitors →

COMPETITORS	RESPONSE
<p><b>DIRECT COMPETITORS</b></p> <ul style="list-style-type: none"><li>• <b>Find-And-Reserve Parking</b><ul style="list-style-type: none"><li> SpotHero</li><li> ParkMobile</li></ul></li><li>• <b>Privately-Owned</b><ul style="list-style-type: none"><li> ParqEx</li></ul></li></ul> <p><b>INDIRECT COMPETITORS</b></p> <ul style="list-style-type: none"><li> UBER</li><li> Google Maps</li></ul>	<ul style="list-style-type: none"><li>• Combine!</li><li>• 24*7 Customer service and chatbot</li><li>• Better UI and secure payments</li><li>• Better compatibility with mobile devices</li><li>• No Hidden service fee!</li><li>• Customization and loyalty programs</li><li>• No Geographic limitations within USA</li><li>• User reviews and ratings</li></ul>

# New Product Launch Plan →

Product Development Plan & Timeline

Partners

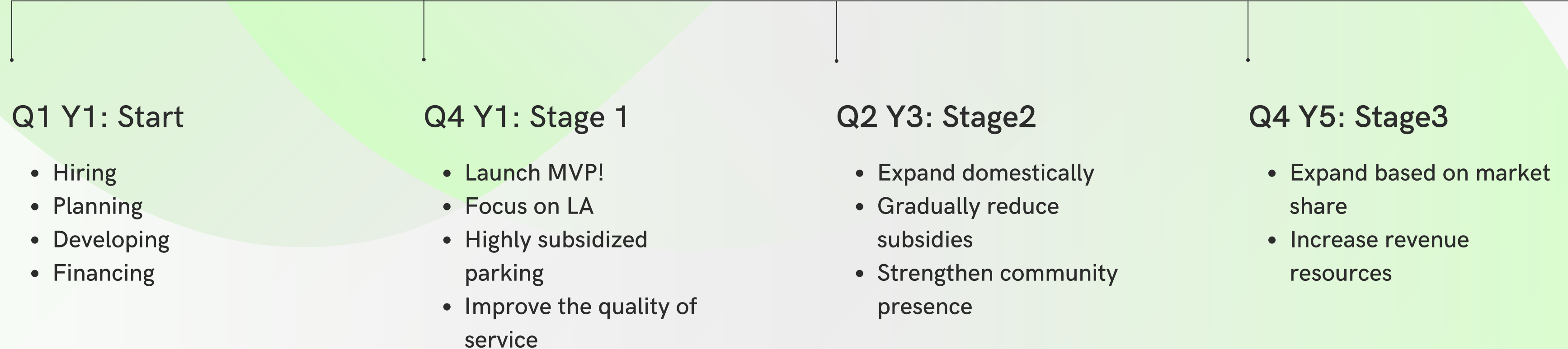
Promotion Channels

Financial Forecasts



# Product Development & Timeline →

[Back to Agenda Page](#)



---

# Partners

## Homeowners

- Apply to list your property
- Address verification system
- Chose your rate
- Commission: 90% of revenue

## Third-Party Parking

- List your location & rate
- Negotiate lower payments to reduce vacancy
- Link availability tracking to FindMySpot

[Back to Agenda Page](#)



# Promotion Channels

## Digital

- Parking Union posts on social media
- Influencer posts (>1 million followers)
- Poster competition w/ prize: college students
- Social media ads

## Physical

- Advertisement boards in busy parking regions
- Newspaper, magazines ads
- Flyers during events (concerts, speaking venues, etc.)

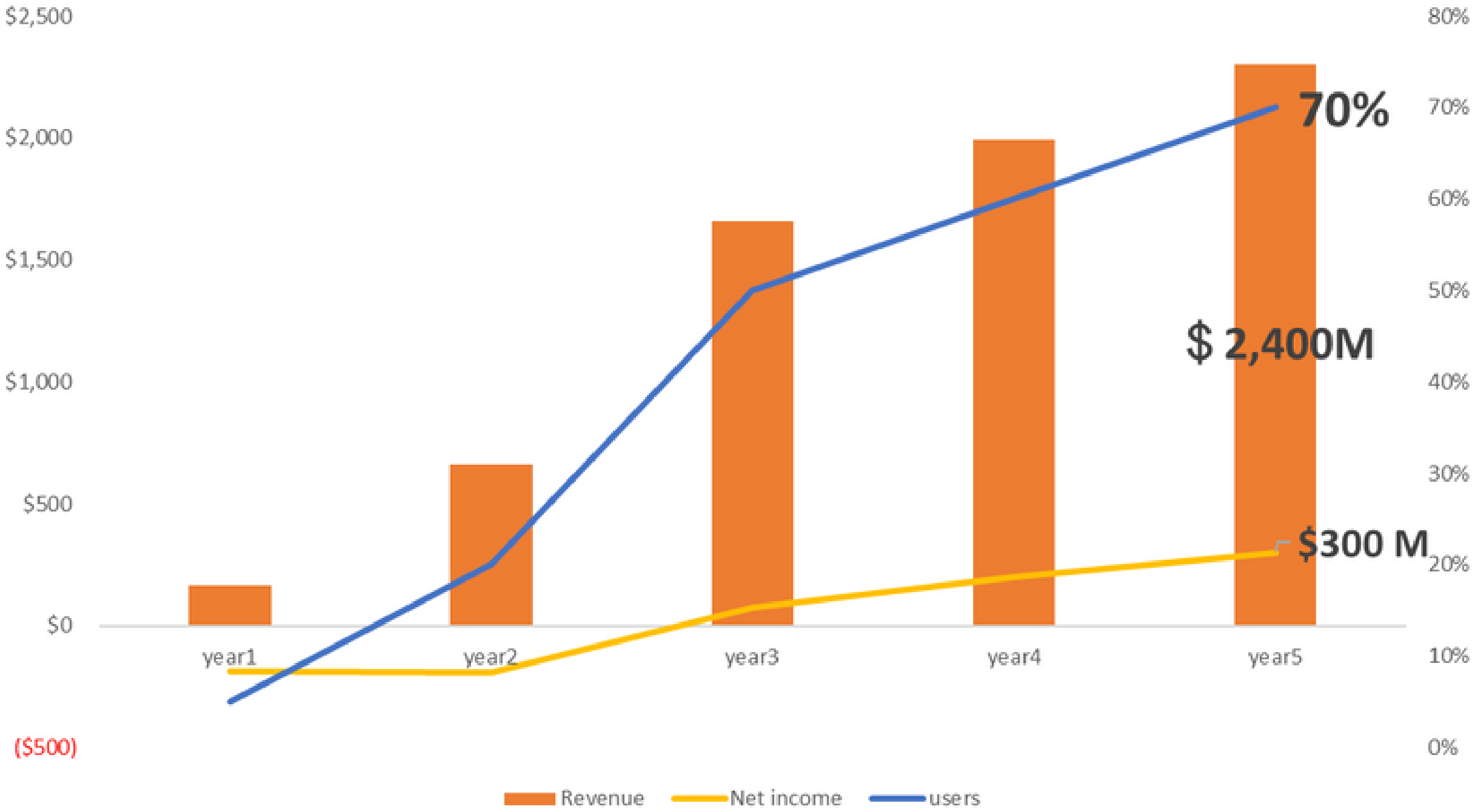
# Future Forecast

[Back to Agenda Page](#)

In five years:

- 2,400M revenue
- 70% market share
- 300M net income

Finacial forecast in L.A(Million dollars)





# Income sheet

[Back to Agenda Page](#)

	year1	year2	year3	year4	year5
USERS	5%	20%	50%	60%	70%
REVENUE (MILLION)	\$166	\$664	\$1,660	\$1,992	\$2,300
MARKETING AND PROMOTION EXPENSES (MILLION)	\$200	\$300	\$200	\$100	\$100
NET INCOME (MILLION)	(\$187)	(\$194)	\$72	\$200	\$300

Invest in our \$400M growth strategy  
and reap the rewards

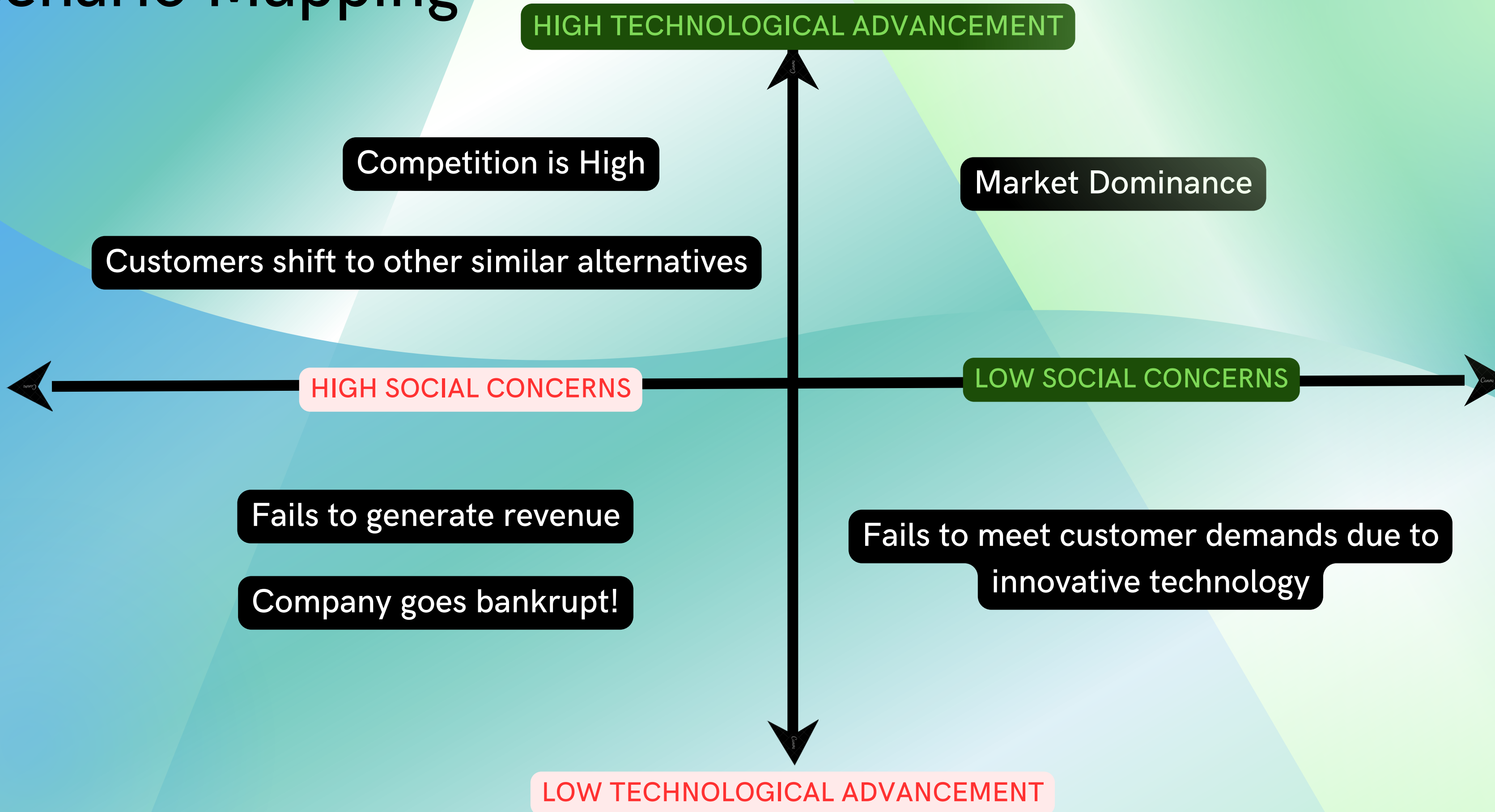
# Risk Analysis

SOCIAL	TECHNOLOGICAL	ECONOMICAL	ENVIRONMENTAL	POLITICAL
<ul style="list-style-type: none"><li>• Consumers' parking habits</li><li>• Demand</li><li>• Trust</li><li>• Safety concerns</li></ul>	<ul style="list-style-type: none"><li>• Future technological advancements</li><li>• Inaccuracies &amp; Bizarre responses</li><li>• Cybersecurity</li><li>• Connectivity and network infrastructure</li></ul>	<ul style="list-style-type: none"><li>• Urbanization</li><li>• Economic conditions, such as recession</li><li>• Technology costs</li><li>• Consumer Spending</li></ul>	<ul style="list-style-type: none"><li>• Power Consumption and electronic waste</li></ul>	<ul style="list-style-type: none"><li>• Government regulations &amp; policies</li><li>• Political tensions</li></ul>

# Major Risk Factors

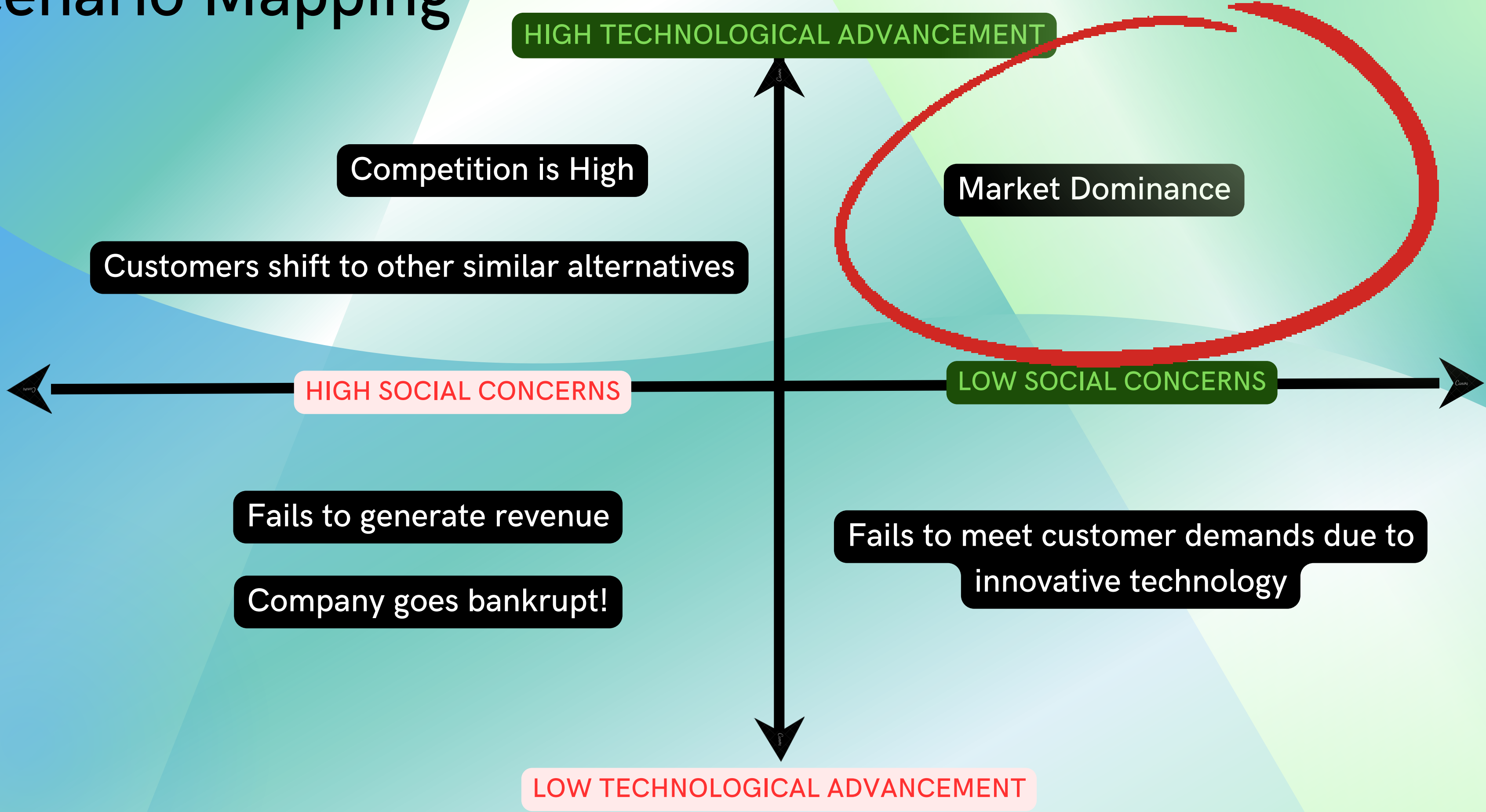
SOCIAL	TECHNOLOGICAL	ECONOMICAL	ENVIRONMENTAL	POLITICAL
<ul style="list-style-type: none"><li>• Consumers' parking habits</li><li>• Demand</li><li>• Trust</li><li>• Safety concerns</li></ul>	<ul style="list-style-type: none"><li>• Future technological advancements</li><li>• Inaccuracies &amp; Bizarre responses</li><li>• Cybersecurity</li><li>• Connectivity and network infrastructure</li></ul>	<ul style="list-style-type: none"><li>• Urbanization</li><li>• Economic conditions, such as recession</li><li>• Technology costs</li><li>• Consumer Spending</li></ul>	<ul style="list-style-type: none"><li>• Power Consumption and electronic waste</li></ul>	<ul style="list-style-type: none"><li>• Government regulations &amp; policies</li><li>• Political tensions</li></ul>

# Scenario Mapping





# Scenario Mapping



# Actions to mitigate risk factors

## Social

- Parking space review and pictures with
- star ratings
- User verification by the app
- Chat system with house owners/ 24\*7 customer support
- Data retention (~30 days) and user data control
- Avoid discrimination

## Technological

- Continuous improvement incorporating newer technological features
- Personalized recommendations leveraging AI
- Multi-factor authentication and encryption
- Hybrid cloud infrastructure for a stable connection

# Post- Launch Plan

Key Performance Indicators (KPIs) →

## Prevent Cannibalization

Secure revenue and market of house-owner parking feature and capitalize on that using user-data and feedback

## User Engagement and Retention

Provide more discounts and engagement features like loyalty points, annual subscription options for regular users

## Complaints and customer feedback

Improve customer satisfaction by taking into account the ratio of complaints and incidents solved

# Post-Launch Plans

Customer Metrics →

Customer Satisfaction  
Score(CSR)



Surveys and Feedbacks



Customer Satisfaction Metrics

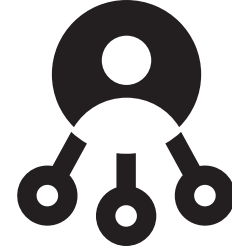
Daily Active Users(DAU), Monthly Active  
Users(MAU)





# Post-Launch Plans

Programs →



Customer Referral Program



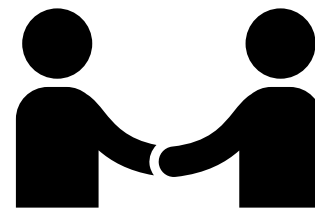
Customer Loyalty Points



Gamification and interactive user  
interface



Coupons and Discounts



Partnership with local businesses and  
events



Subscription users-Reserve parking spots  
1 hour before arrival

Thank You!

We are open for questions now!