

The parking enabler on  
solutions for smart cities.

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COO, PARKGURU

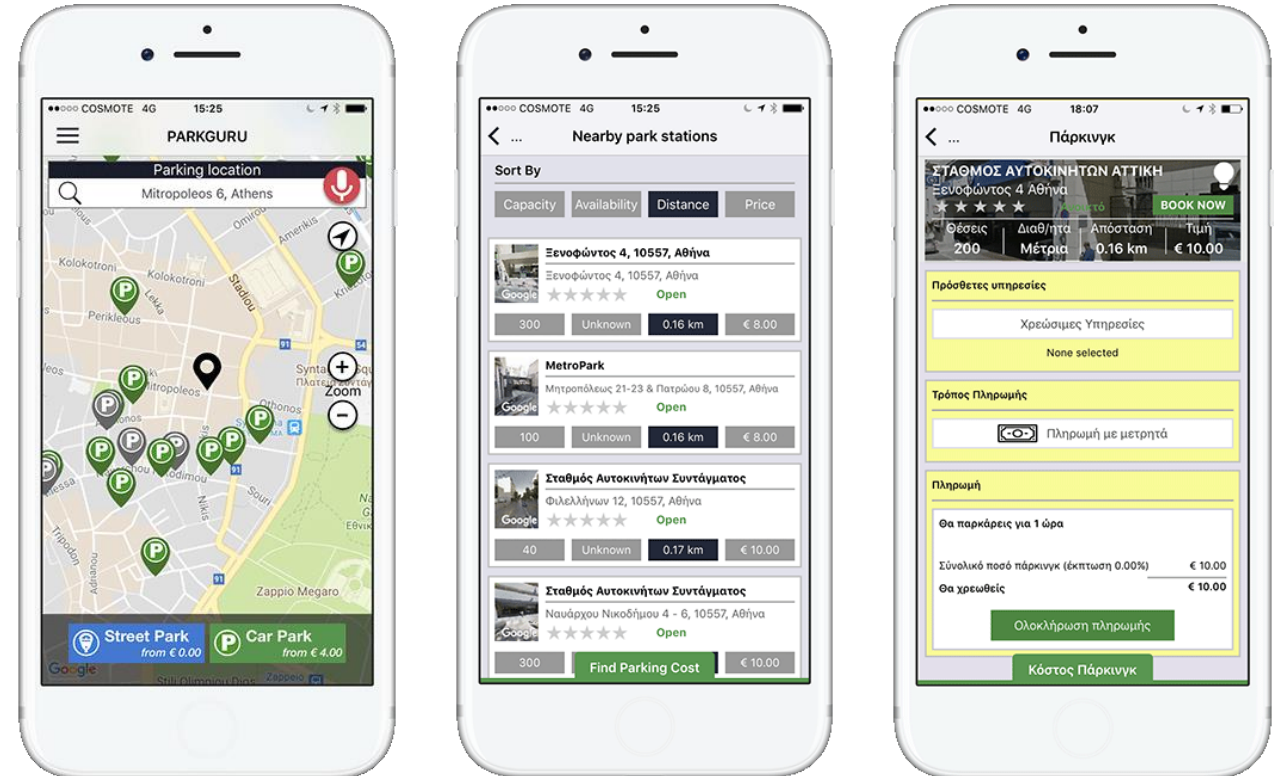
# PARKGURU

## Initial objective

**PARKGURU disrupts the traditional business model of the parking.**

**You get to choose your parking spot based on specific needs, rather than have to choose randomly the first parking that you maybe see.**

**You choose to book a parking that is the nearest to your destination or it has special offers, or it is just the cheaper on the area, if you have early pre-booked it.**



# PARKGURU

## Today



**BOOKINGS &  
OPERATIONS**



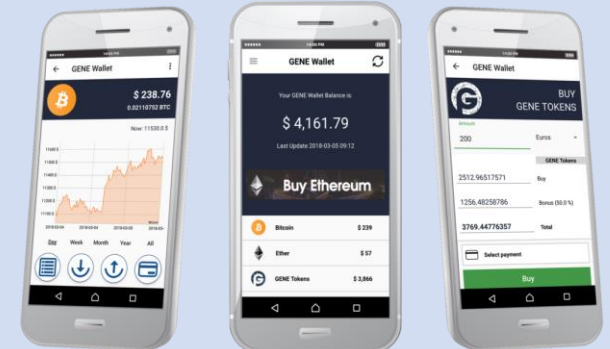
**PARKING  
SYSTEMS**



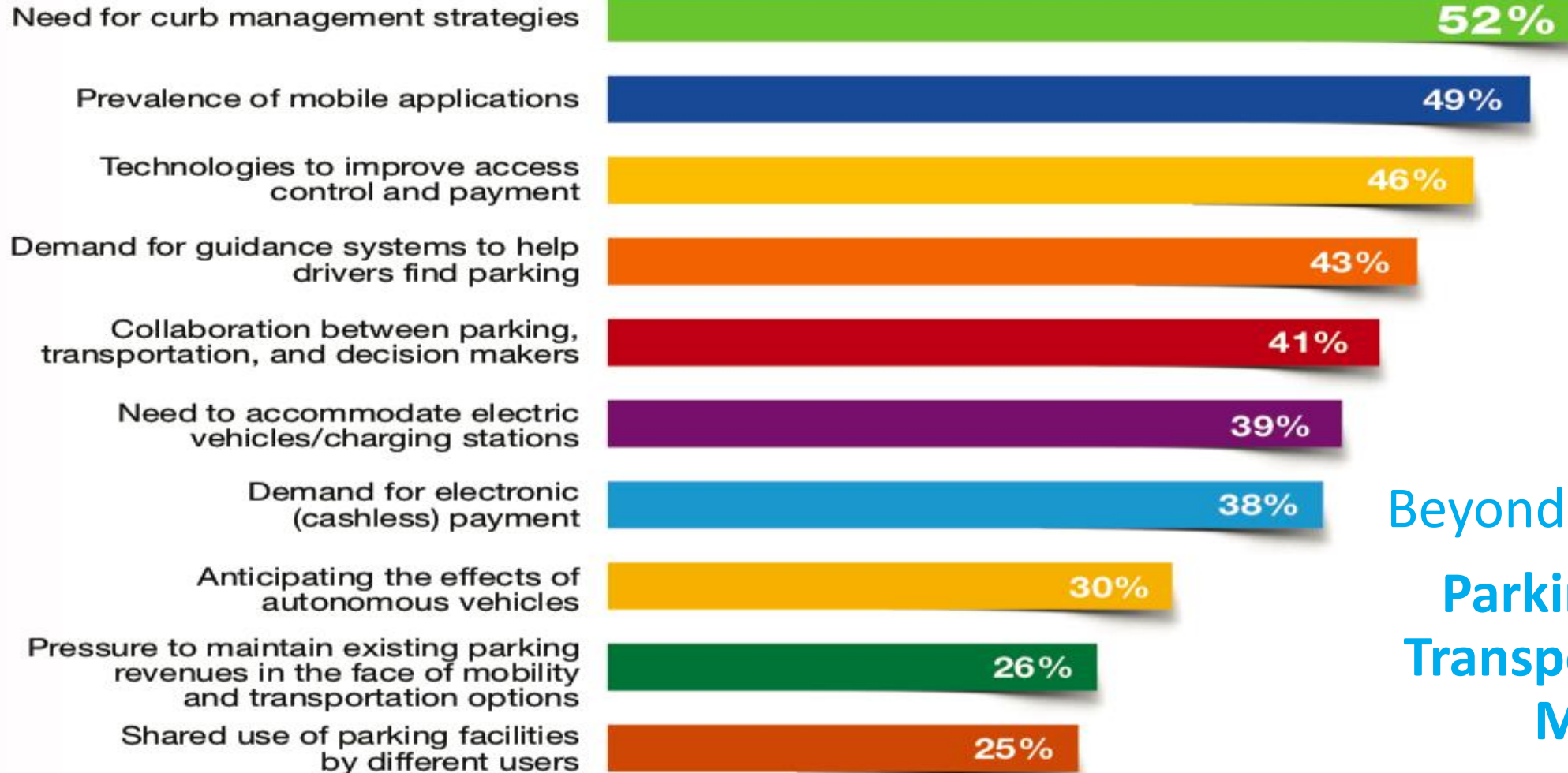
**PARKGENE**

aims to simplify car  
parking issues via a  
peer-to-peer (P2P),  
blockchain solution

**GENE wallet**



# Top Emerging Trends in Parking



Beyond Parking Cars:  
**Parking is about  
Transportation and  
Mobility**



# Smart Cities

Does it start with Parking ?



**30% of all traffic in urban areas is caused by drivers circling, looking for a parking spot.**

**Drivers spend an average of 44 hours a year searching for a parking space.**



# Smart Cities

Does it start with Parking ?



A **city's strength** is defined by how well it **delivers** essential services, **identifies** and **responds** to the **needs of its citizens**, and supports equity within its society.

The **advent of smart cities** – municipalities that harness **the power of big data and the Internet of Things (IoT)** to improve the **performance of infrastructure and city services**—has unleashed unprecedented opportunities for cities to better themselves and the quality of life of their citizens.





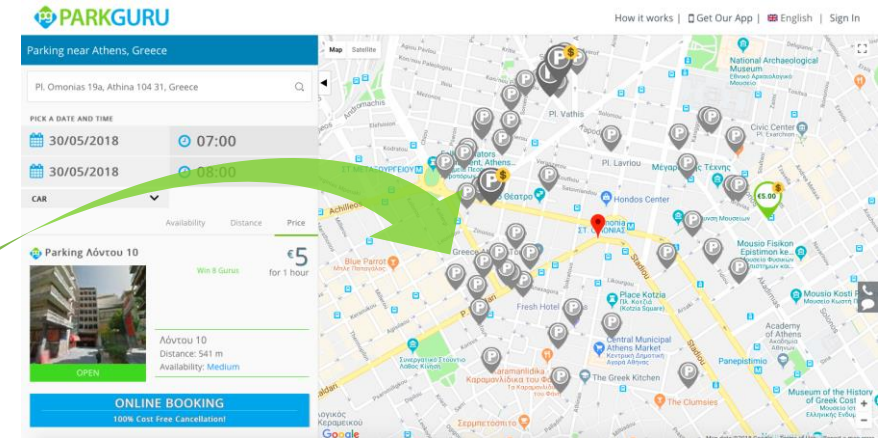
# Smart Cities

## Does it start with Parking ?

**Parking is typically the second or third highest revenue source for a city.**

Studies shows that some cities can **generate a 20-25% increase in parking revenue** with smart parking infrastructures.

With these kinds of returns, **starting down the road to becoming a smart city – beginning with smart parking –** makes sense from both a budget and enhanced city services point of view.



# Smart Cities

## What PARKGURU offers ?

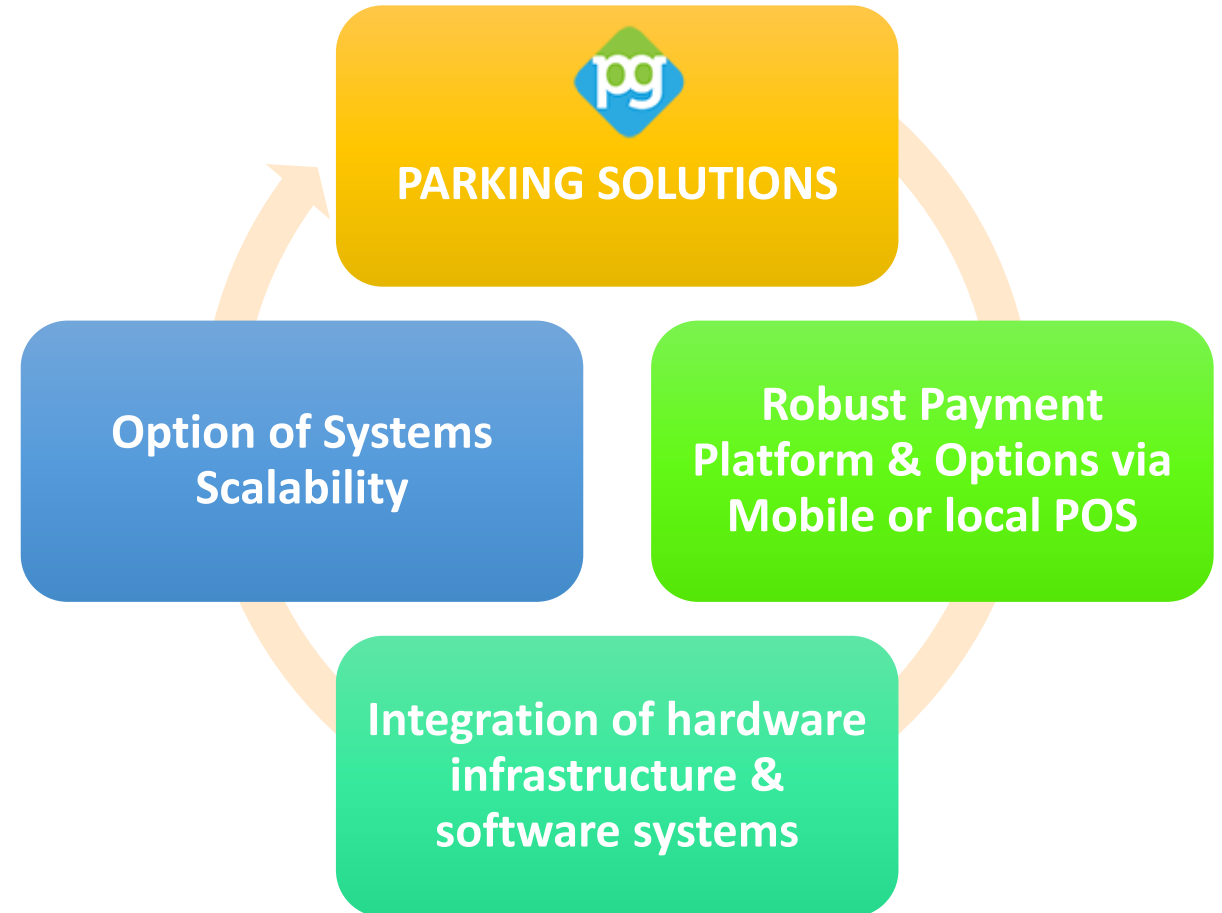
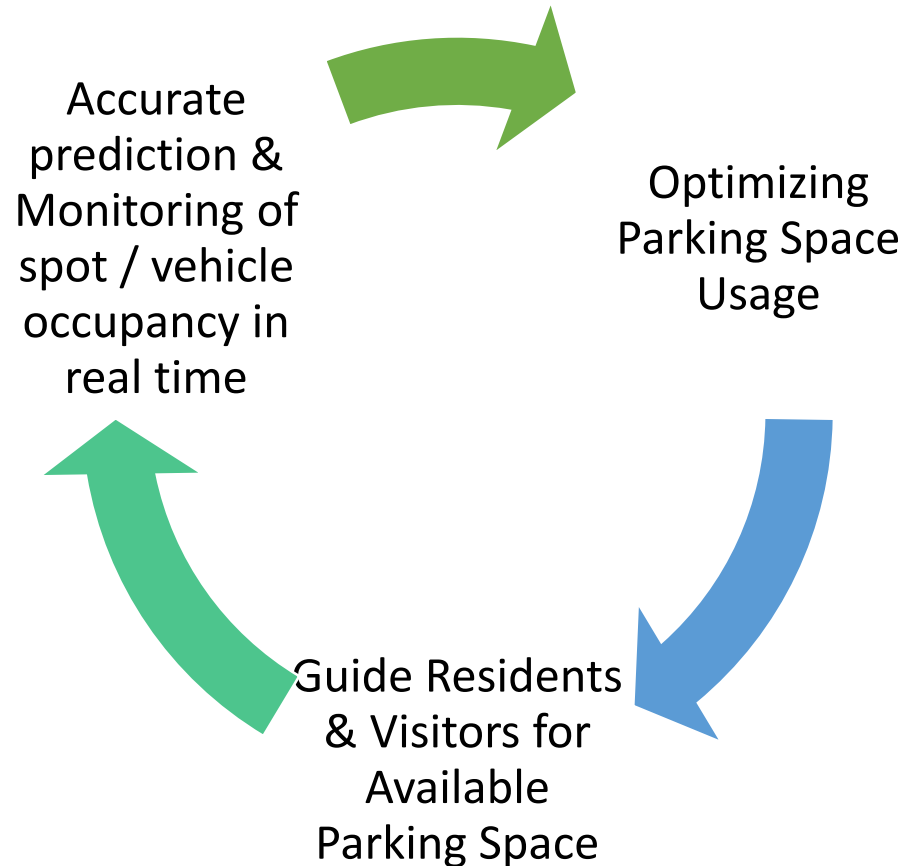


- **Increased Revenue from PARKGURU product suite** can help fund critical City departments and improve infrastructure.
- **Big Data** can drive smart policy decisions.
- **PARKGURU Platforms** can integrate data into one seamless system, providing information and analytics from multiple partners, all in one place.



# Smart Cities

## What PARKGURU offers ?



# PARKGURU

## Parking Management Solutions



### Credit Card Payment Terminal



### Payment Terminal

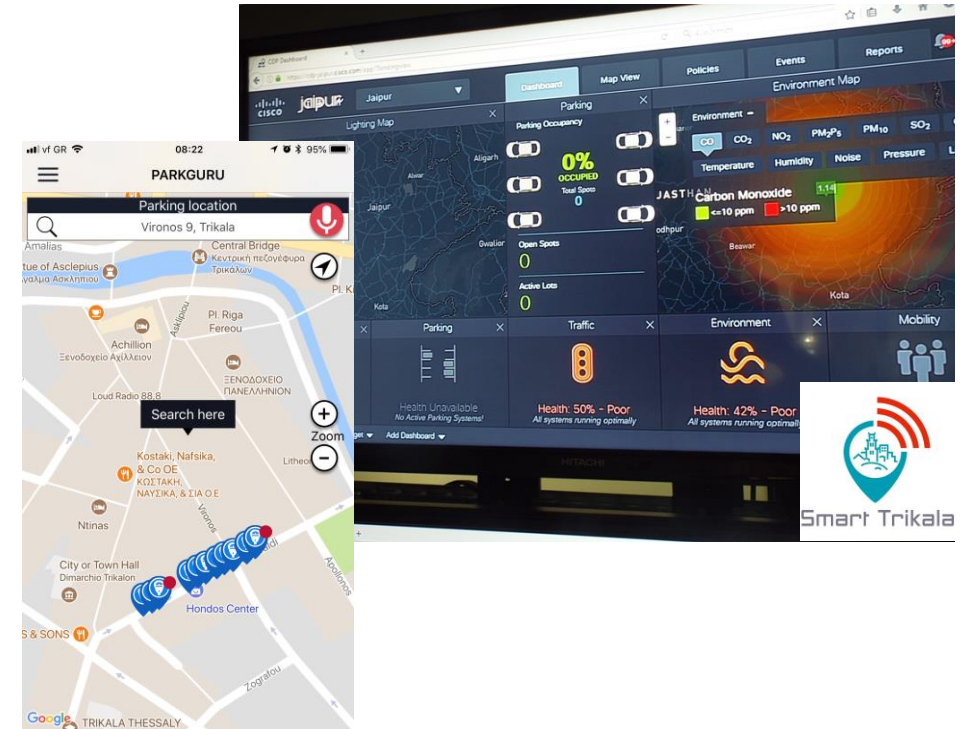


# Case Study

## Municipality of Trikala



- A **Smart Parking Management System** has been implemented, which allows the identification, imaging and monitoring of designated parking spaces in the city centre.
- Residents can be informed **in real time** about **the availability of parking spots** in the selected area through the parking mobile app for smart phones and they can pay or top-up for the parking spot.
- Traffic control authorities are provided with real-time information from our application about illegal parking instances.





Thank you



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