


The background of the entire image is a light gray gradient with several realistic water droplets of various sizes scattered across it, some in the top left, some in the bottom right, and others in the center.

KNOWMYLOTS

FINDING A PARKING LOT JUST GOT EASIER



PROBLEM

- DRIVERS DO NOT KNOW IF THEIR DESTINATION CARPARK HAS AVAILABLE LOTS UNTIL THEY REACH THE AREA
 - DRIVERS CAN SPEND UP TO **TWO HOURS** LOOKING FOR AN EMPTY LOT DAY IN DAY OUT
 - DRIVERS FEEL IRRITATED AND FIND IT A WASTE OF TIME TO BE STUCK IN A QUEUE
- 




SOLUTION

A PHONE APPLICATION THAT WILL HELP DRIVERS:

- GET LIVE UPDATES ON CARPARK AVAILABILITY IN THE VICINITY
 - GET PROJECTED QUEUE TIMES
 - ADDED BENEFITS SUCH AS ESTIMATED CARPARK RATES
- 



MARKET VALIDATION

- SURVEY POPULATION: 20 PEOPLE
 - **65% ARE WILLING TO PAY FOR**
 - 100% FACE PROBLEMS FINDING PARKING LOTS
 - **THE APP**
 - 90% FELT IRRITATED BEING STUCK IN CARPARK QUEUES
 - 55% HAD TO WAIT 30 MINUTES OR MORE FOR A PARKING LOT
- 

MARKET SIZE

Approximately **4.4**
million drivers in
Jakarta

4.18 million who
are willing to use the
app

Almost **3** million who
are willing to pay for
the app

BUSINESS MODEL

REVENUE STREAM 1: FREEMIUM

- Basic features including Carpark lot availability is free of charge
- Additional features including Projected Queue times & Number of Cars in queue as well as Estimated Parking Cost are chargeable at a one-time fee of 25,000Rp each

50,000Rp Selling Price	-	15,000Rp Cost Per User	=	35,000Rp Profit Per User
<hr/>				
500,000 Estimated users within the first year	x	35,000Rp Profit Per User	=	17,500,000,000Rp Profit within the first year

REVENUE STREAM 2: AD-BASED

- Various advertisements related to cars such as In-Car Air Purifiers, In-Car Accessories and Car Workshops can be put on the app.

Product (App Prototype)

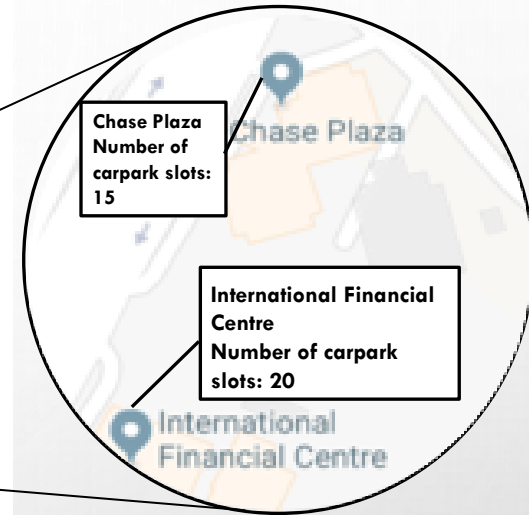
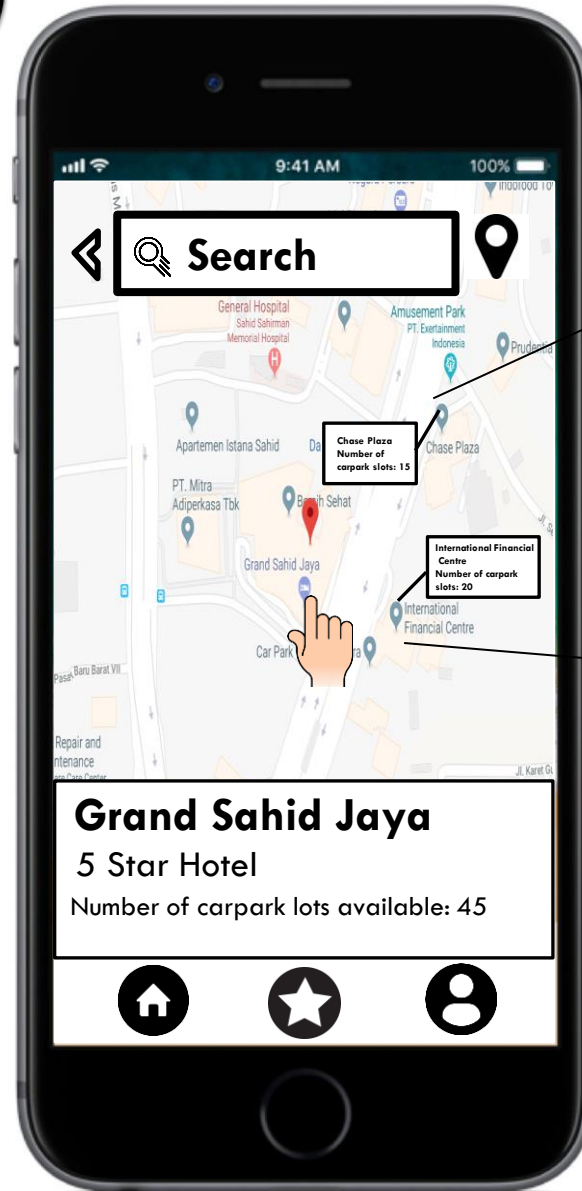


Product (App Prototype)



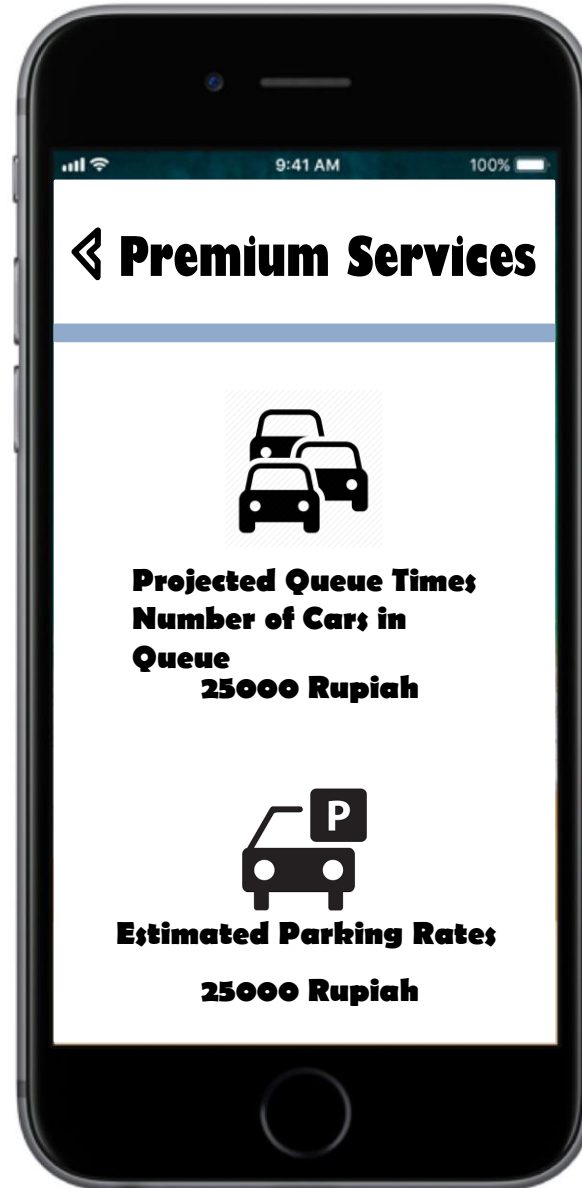
Product (App Prototype)

The basic feature includes Carpark lot availability, which shows users the available parking lots in the vicinity.



Product (App Prototype)

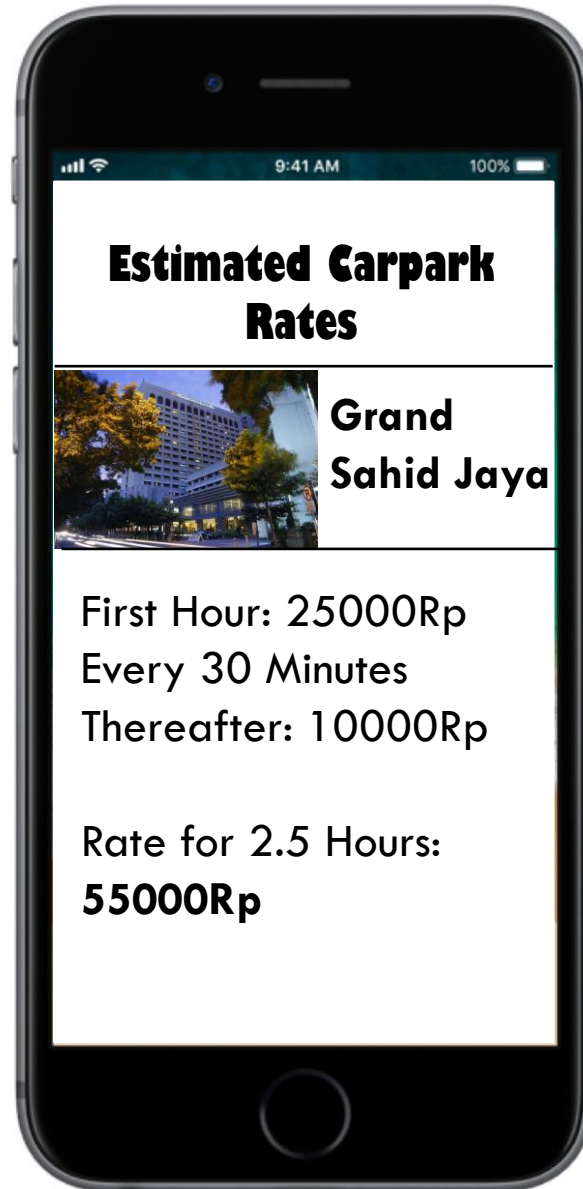
Premium services include
Projected Queue Times plus
Number of Cars in Queue and
Estimated Parking Rates, which
require users to pay a one-
time fee



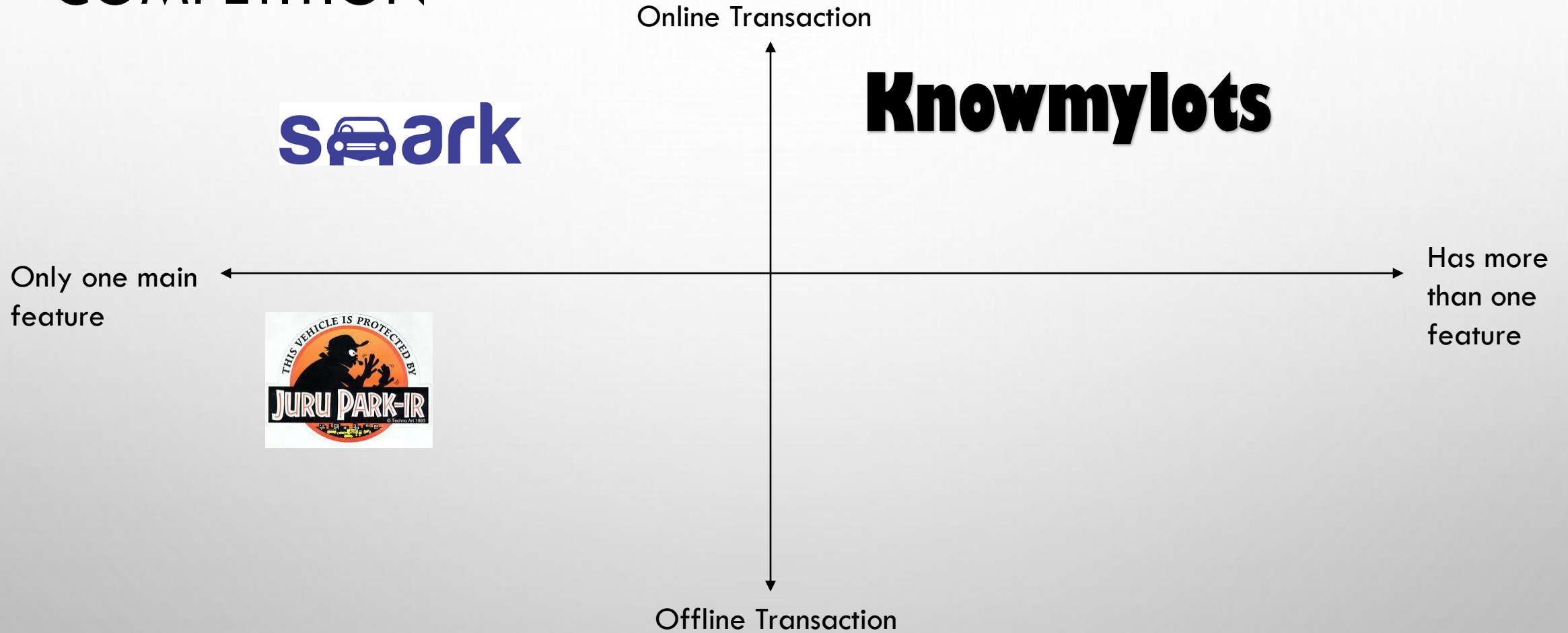
Product (App Prototype)



Product (App Prototype)



COMPETITION



COMPETITIVE ADVANTAGE

1. HIGHLY SKILLED TEAM – ANALYTICS, HUMAN RESOURCE

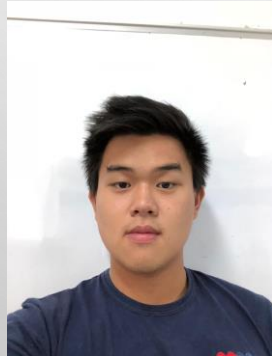
COMPETITIVE ADVANTAGE (TO-BE)

1. Patent – Recommendations based on past searches
2. Strategic Partners – WAZE, Major Shopping Malls

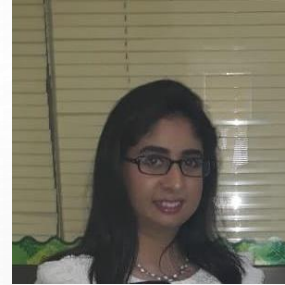
TEAM



Venus Siao
HR Analytics



Bradley Fernando
Biology and Chemistry



Sudiksha Ajit Lachman
Biology and Chemistry



Nur Laela
Law



APPENDIX A

ESTIMATED COSTS:

- APP DEVELOPMENT: 2,080,750,000 RP
- APP MAINTENANCE: 297,250,000 RP
- FREELANCE TECHNOLOGY TEAM: 1,520,612,100 RP
- FREELANCE DATA SCIENTIST: 1,551,645,000 RP
- FREELANCE MARKETING SPECIALIST: 1,241,316,000 RP
- COWORKING SPACE: 27,146,653.50 RP
- TOTAL COST: 6,718,719,753.5 RP