










## Final deliverables: Business Model Canvas

 <p><b>Key Partners</b></p> <p>C2C:</p> <ul style="list-style-type: none"> <li>- Private parking spots owners</li> <li>- Property management companies</li> </ul> <p>B2C:</p> <ul style="list-style-type: none"> <li>- Major parking operating companies (Indigo, Effia, etc)</li> <li>- Private companies owning empty parking spots (offices, supermarkets, universities, public institutions)</li> </ul> <p>Both:</p> <ul style="list-style-type: none"> <li>- Navigations apps (Waze, Google Maps)</li> <li>- Parking sensors suppliers</li> </ul>	 <p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>- Software development</li> <li>- Parking sensors installation</li> <li>- Communication</li> <li>- Raise awareness about environmental issues derived from congestion in urban areas</li> </ul>	 <p><b>Value Propositions</b></p> <p>ParkEasy offers an innovative digital platform optimizing parking space in urban and suburban areas by connecting all empty parking spots owners (private individuals, parking operators, offices, supermarkets, street parking) to car users.</p> <p>ParkEasy transforms parking from a burden to a lever for urban development.</p>	 <p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>- Awareness campaign about congestion issues in urban areas and about the number of empty parking spots</li> <li>- High quality customer service 24/7 availability, social medias</li> <li>- Notation system and payment system directly on the platform</li> </ul>	 <p><b>Customer Segments</b></p> <p>Car users:</p> <ul style="list-style-type: none"> <li>- Roughly 39 million light-weight car are registered in France</li> <li>- 600 000 cars coming in and out of Paris everyday</li> <li>- Approx. 100 000 simultaneous active Waze users</li> <li>- 5.7 billion trips are made every year on the roads of Ile-de-France</li> </ul>
<p><b>Cost Structure</b></p> <p>Low costs structure:</p> <ul style="list-style-type: none"> <li>- Fixed costs: SG&amp;A, datacenters rents, app development</li> <li>- Variable costs: installation of parking sensors</li> </ul> 		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>- Commissions: small percentage for parking spot suppliers and higher percentage for users (same principle as Airbnb)</li> <li>- Public aids to install parking sensors on street parking spots</li> <li>- Use of customer data collected to sell ads</li> </ul> 		
<p><b>Social and environmental costs</b></p> <p>Low social and environmental costs:</p> <ul style="list-style-type: none"> <li>- Energy consumption of datacenters</li> </ul> 		<p><b>Social and environmental benefits</b></p> <ul style="list-style-type: none"> <li>- Less congestion, less noise pollution, less CO2 emissions</li> <li>- No creation of new parking spots but optimization of existing ones</li> <li>- Parking sensors working with solar and renewable energy</li> </ul> 		

SAME CITY & SAME INFRASTRUCTURE  
BUT **MORE PARKING SPOTS ?**



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