



PASSEO CONCEPT

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START-UP IDEA

App connected to your credit card and the various parking spaces available in a specific space

Other features/options:

- Payment solution integrated
- Find my car
- Free and occupied spaces
- Check availability beforehand
- Ticket free, no validation
- Car-Wash
- Valet Parking
- Towing Services



Passeo
App

Key Partners

A diagram with the text 'Key Partners' on the left. Five white arrows point from the text to the right, towards a list of partner types. A thick, light-colored diagonal line runs across the bottom of the slide.

- Malls, Plazas, Commercial Centers, Office Buildings (With parking Lots)
- Private parking lots
- Private highways
- Service companies (Car-wash, valet, towing service, car repair)
- Uber, Lyft, Transit- urban mobility service providers

Key Activities

Show you occupancy rate on every parking lot before going there,

Map of the parking lot showing where free spots are or location ID (Example: Floor 4 spot 56L),

Gates open automatically and charge automatically through the app.

Pay for On-the spot

Car Wash services, pay for valet parking and reserve it,

Emergency services booking (Towing, mechanic).

Find my car.

Private Highway payments.

Key Resources

Tags (The things that open gates and locate your car).

The technology at the gates, maintenance of them.

Staff (sales people, customer service)

NB! The technology already exists. Innovation comes from having everything in one place.

One app, one tap.

Value Proposition

PASSEO

Provide an economic, hassle free tool to consolidate all your car-related needs in your everyday trips.

B2C-motivated business, but B2B sold

Customer Relationship

All functions will be done directly in the app, and in any doubts they can contact the support in the app.

Though it is a B2C-motived type of relationship, the product is sold directly to the parking owners, not the end user.

The relationship is a costly one, as good salespeople are expensive, but the customers they're pursuing are easy to identify.

Channels

Direct communication and selling channel between the parking lot owners and our company/product.

Regular newsletters.

Social media used to promote our product for the end user.



„The target user is a woman and a man who like to enjoy the current moment with any constraints. They are always on routes with their car in order to be always on time everywhere. Their time and economic situation are important to them, which is why they prefer a fast, economical and safe way to pay their parking lots. At the same time, they are the ONLINE generation, so a mobile application of this type cannot be absent in their mobile device.’’



Our target

MARKET PERSONA

COST STRUCTURE

REVENUE STREAMS

Staff (sales people mainly)

Technology (software, hardware, servers)

Marketing & communication

Revenue streams comes from

- B2B (car wash company, parking lots administrators)
- Small fee from each transaction

It's a volume-based business model and we would be taking a certain minimum percentage from each transaction.

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- Verified sources
 - User-friendly
 - Multilingualism
- Secure resources
- Availability within the world

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- Asymmetry of information
- Need for user consent
- Transaction costs
- Some of the countries are not involved due to legislation

O

- Cooperation with other partners in this sector
- Promotion of other products
 - Add new features

- Lack of data
- Competition
- Reluctance of users to give consent
- Cyber attacks

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Thank you for
your attention!

