



Peer-to-Peer Parking *Opportunities and Challenges*

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HOW DID IT START?

But ... a lot of unused space



WHAT IS GOTTAPARK?



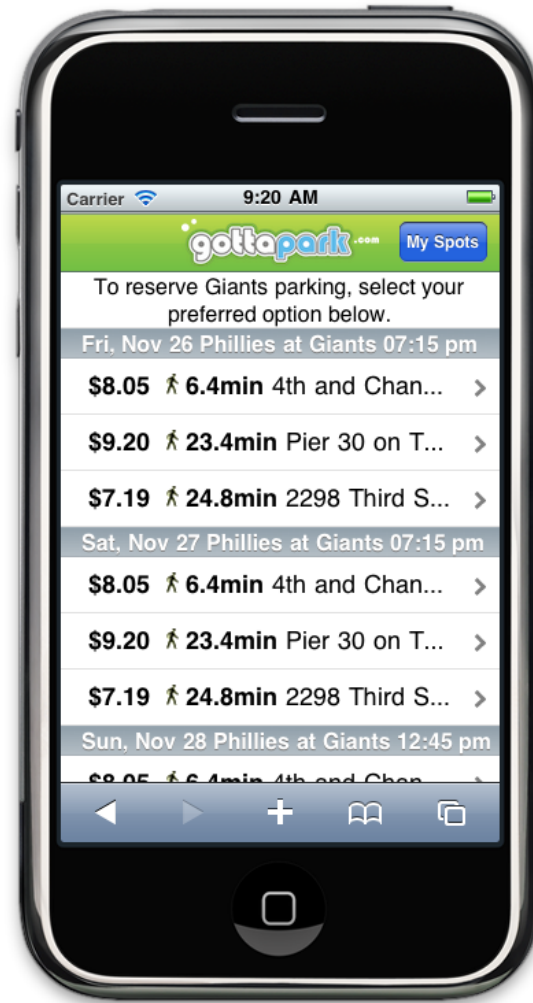
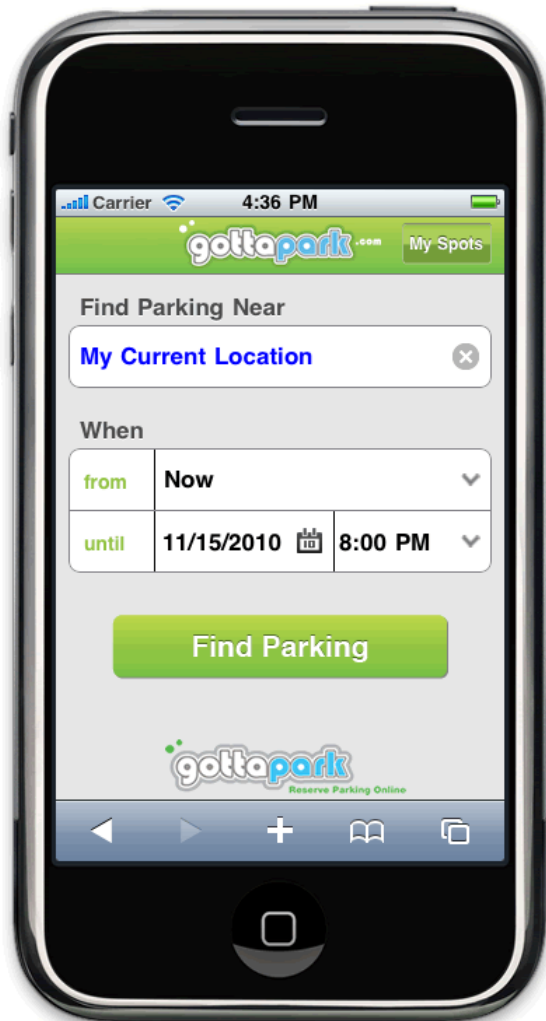
An online market place for parking

- Anyone with available parking spots can post
- Set their own rates and availability
- Drivers can search for, pay and reserve parking online

BENEFITS

- Provide new source of income
 - Private residents, churches, schools, businesses
- Relieve drivers
 - More spots
 - No time limits
 - Easy access in/out
 - Cheaper rates
 - Personal spot and keep your keys
- Make a positive impact
 - Reduce urban congestion
 - Avoid building more parking structures; leverage existing space more intelligently

HOW DOES GOTTAPARK WORK?



CHALLENGES

- Chicken & egg problem
 - Building critical mass of spots quickly
 - One spot at a time
 - Driving sufficient demand to keep spot owners engaged
- Scalability
 - Start over in each new city
- Few spots per location
 - Limits yield of marketing campaigns in a given area
- Support overhead
 - Many relationships to manage

PIVOT

- Commercial garages
 - Addressed our key challenges:
 - Build dense coverage more quickly
 - Leverage relationships city-to-city
 - Many spots per location
 - Less relationships to manage

OPPORTUNITIES

○ Enhance commercial parking network

- Add novelty, unique value
 - Personal spot
 - Cheaper rates
- Fill gaps in coverage
 - Residential areas
 - Event centers

○ Stand alone peer-to-peer network

- Build concentrated pockets of aligned inventory and demand
 - Local targeted marketing efforts
 - Community-based initiatives
- Support/encourage self-propagating, viral growth
 - Self-help, referral benefits, peer review
- Offer monthly parking options
 - Higher price point to offset scalability challenges
 - Cater to residents/commuters in the area; recurring customer base



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