

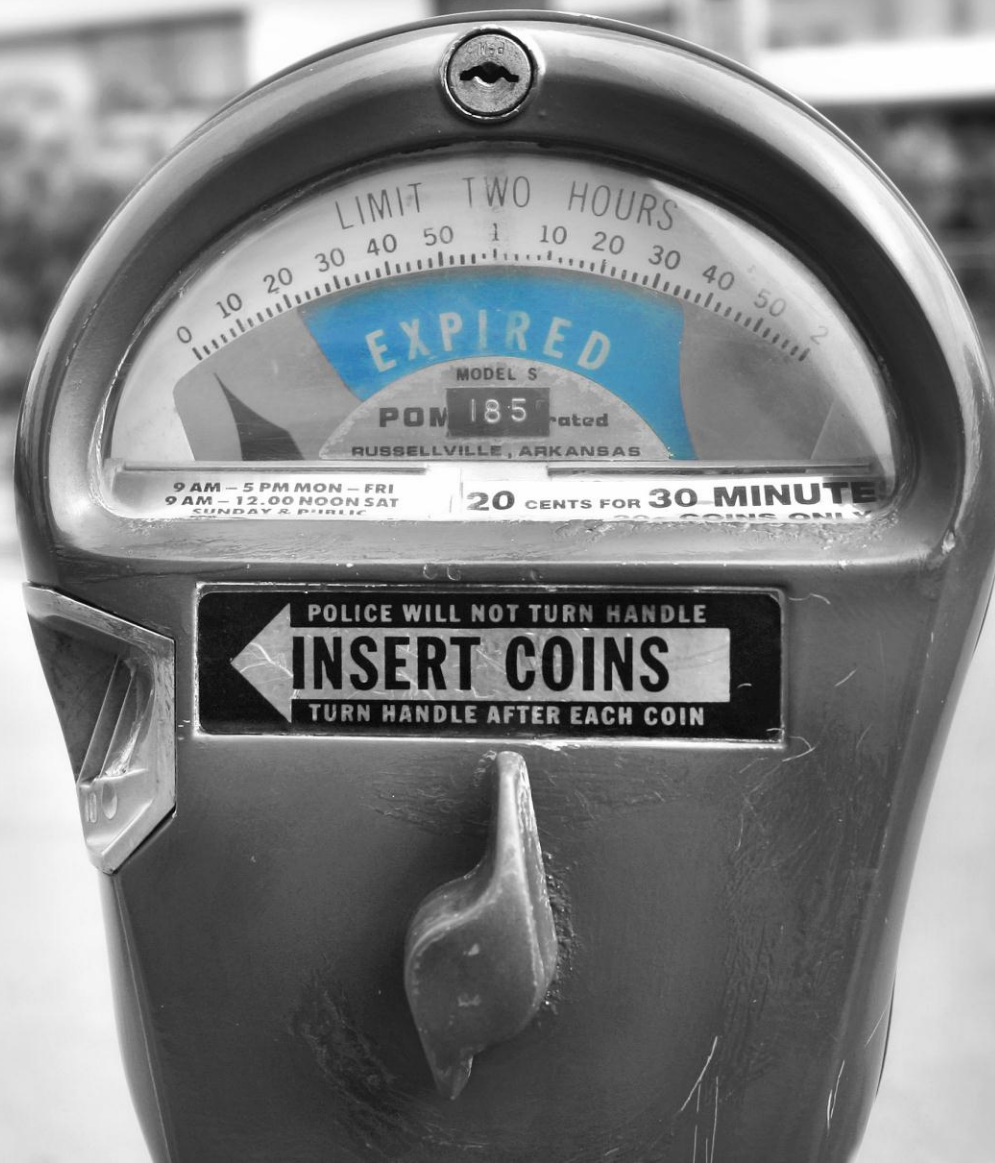
Parking Management – Ideal and Reality



find it

book it

parkit



the first **Parking Meter**
was installed in 1935

Nickel Meter Stops Overparking

OKLAHOMA CITY is cashing in on its car parking problem by charging all motorists a nickel to park for from 15 minutes up to an hour, depending on location. At each parking space on the curb is a nickel meter. When a nickel is inserted, a clock mechanism raises a red indicator for the allotted time. The traffic policeman, on making the rounds, passes out tickets where no indicator is showing.



In Oklahoma City, motorists pay 5 cents to park. This meter sees that all pay and no one over-parks.

100 Jahre deutsch Eisenbahn



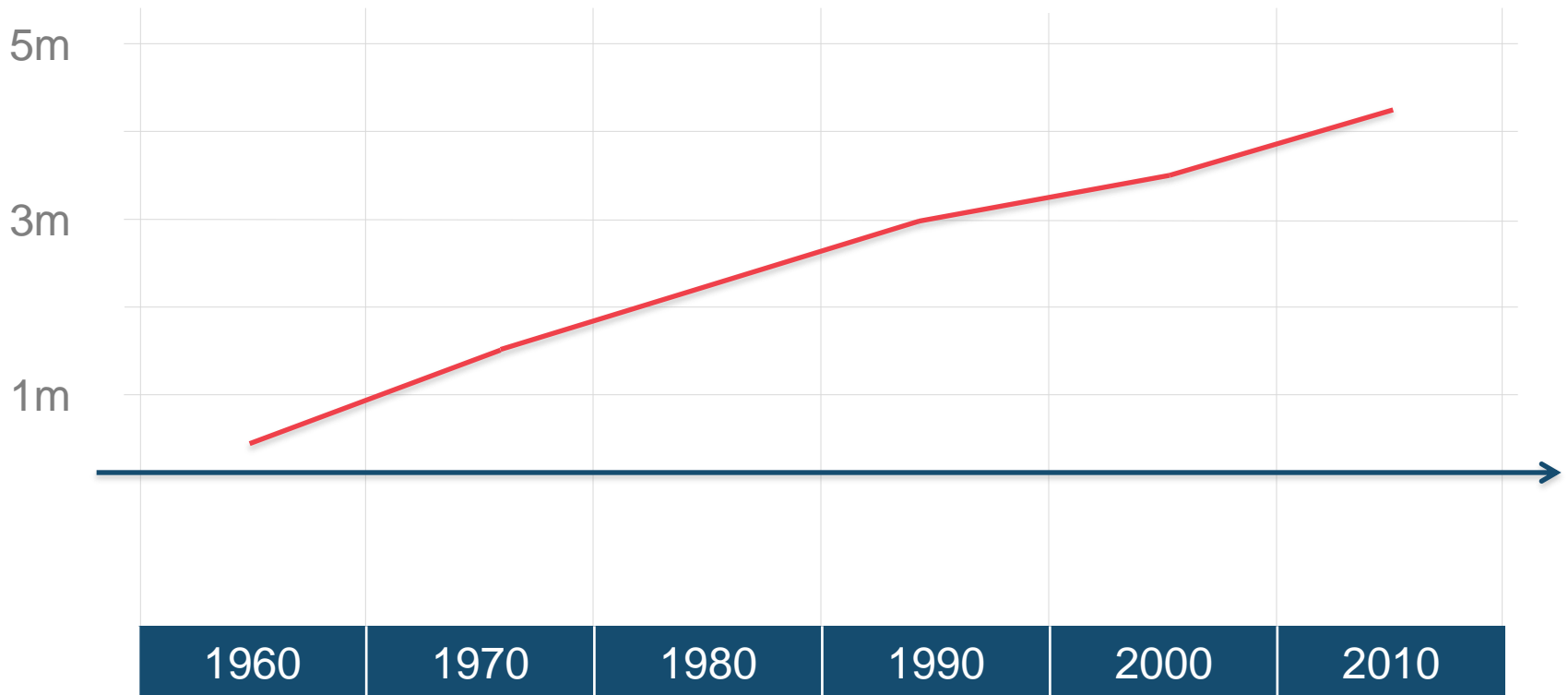
Nürnberg 1935

Business Suffered

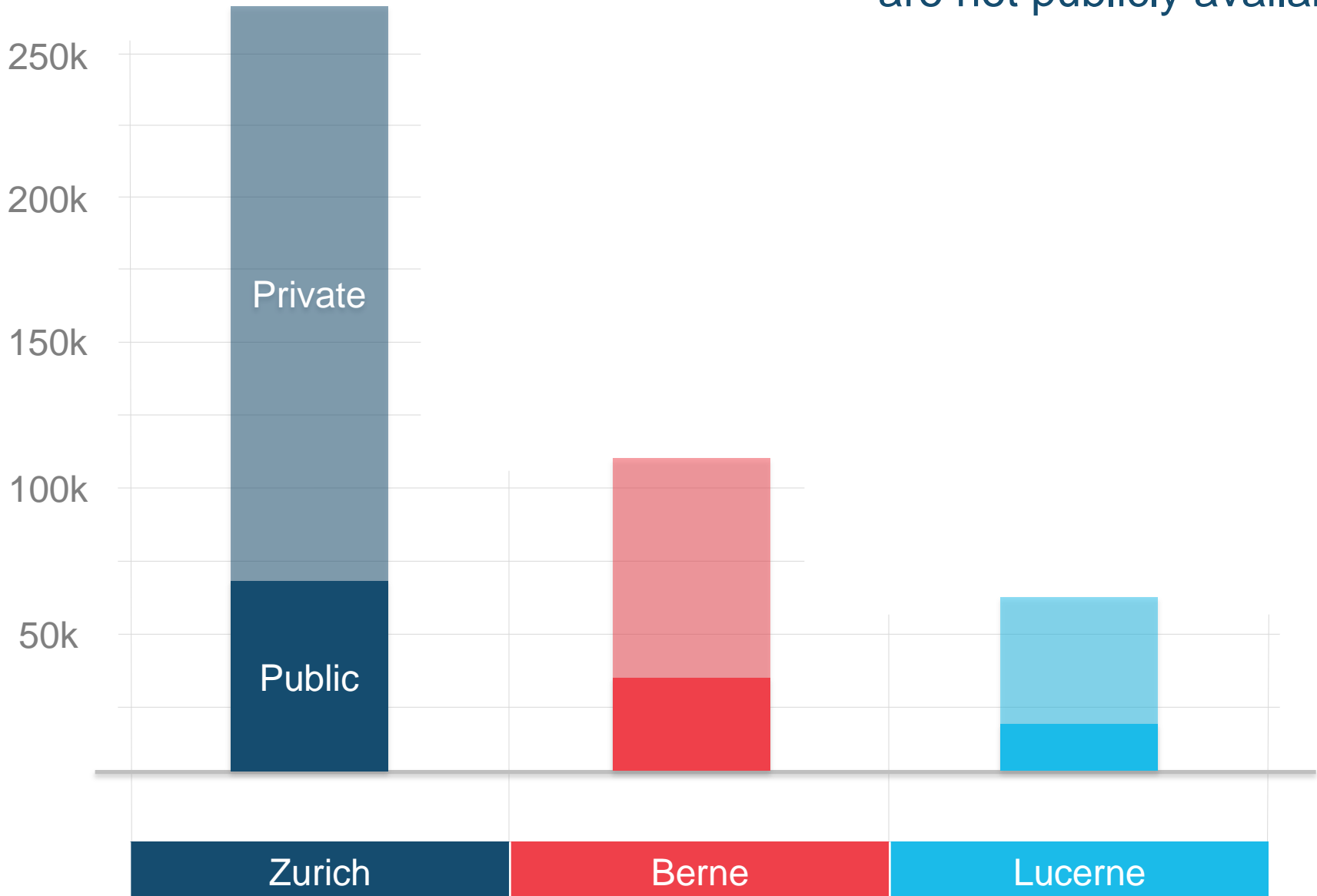
when parking lots were clogged with the same cars all day long



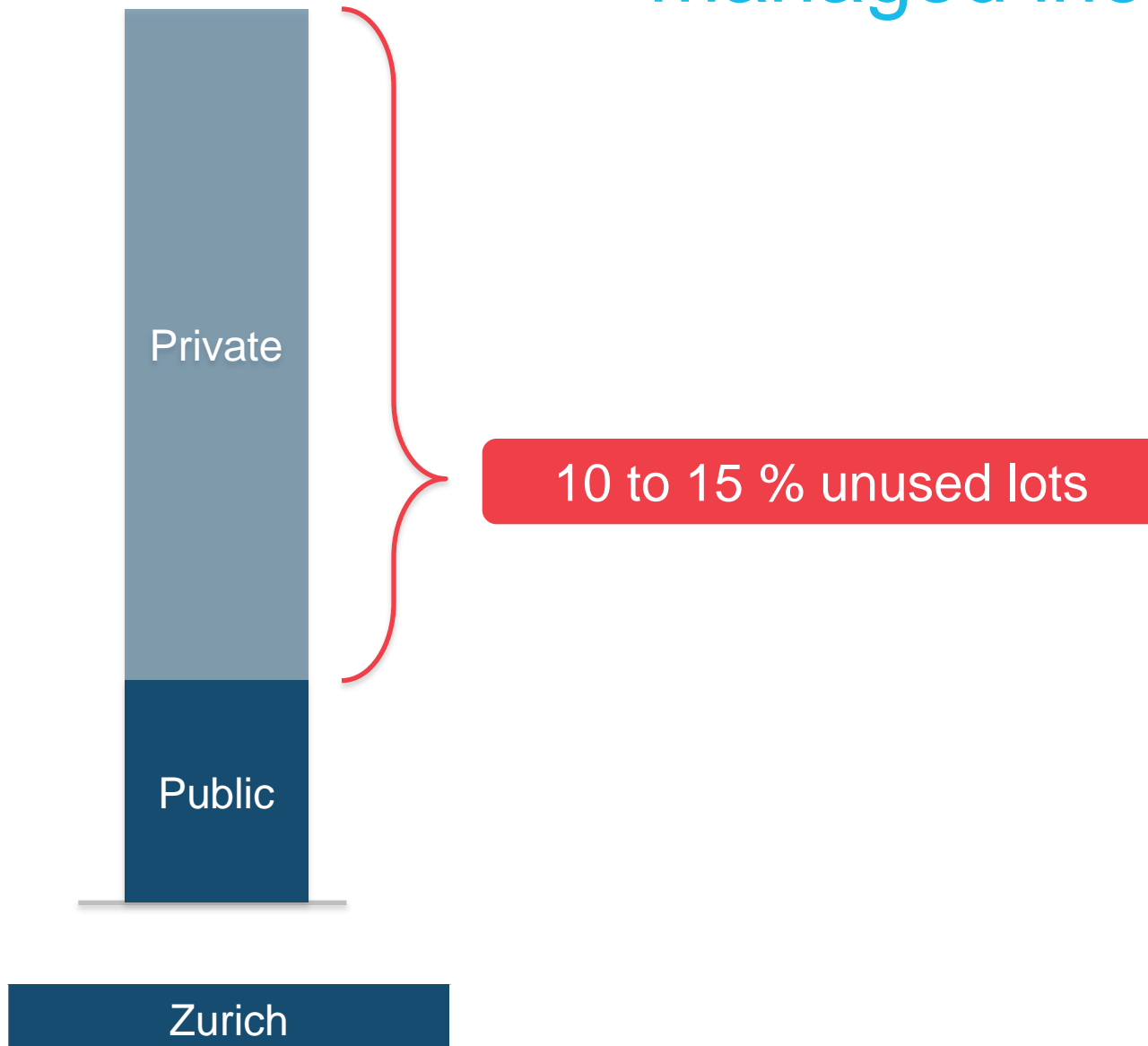
along with **More Cars**
came more congestion



most **Parking Lots** in Swiss cities
are not publicly available



But most parking lots are being
managed inefficiently



Cruising: on average, we spend up to **12 minutes** looking for a lot



1 lot

8 cars per day

at 20 km/h

32 wasted kilometers

on average, **Cruising** accounts for
30 per cent of city traffic



we choose to cruise – because
we can afford it



relatively low rates



relatively high rates

we choose to cruise – because

there is hope

to find a spot

public administrations are
aware of that

45 Parkplätze weniger im Seefeld

Für eine Veloroute opfert
die Stadt Parkplätze
beim Restaurant Frascati.
Ersatz gibts keinen.

Von Martin Huber

Zürich - Komfortrouden - da
Stadt Zürich den Veloverkehr
dern. Eine dieser breiten u
tauglichen Routen ist auch i
plant, zwischen Feldegg- u
strasse. Doch für Komfortro
es Platz, und das bekom
fahrer zu spüren. So baut

Parkplätze an Zürichs Strassen werden teurer

Der Gemeinderat will
in der Innenstadt die Preise
für oberirdisches Parkieren
erhöhen. Er erhofft sich so
weniger Suchverkehr.

kostet heute 2.50 Franken pro Stunde.
Im Parkhaus ist der Parkplatz laut Von
Planta 60 Prozent teurer.

Er und Knauss erhoffen sich, dass die
Autofahrer in Zukunft gleich ins Park-
haus fahren, statt auf der Suche nach
einem raren oberirdischen Parkplatz
durch die Stadt zu kurven. «Dadurch

übte Kritik am Vorstoss. Er sprach
einem «Road-Pricing am ruhenden V
kehr». Die CVP unterstützte die Mot
ebenfalls nicht: Laut Marcel Schönhä
ler genügt das Parkleitsystem, um d
Suchverkehr zu minimieren.

«Keine Billigware in der City»





is a

marketplace

that enables

short-term rent

of

parking spots

through a

free smart phone app

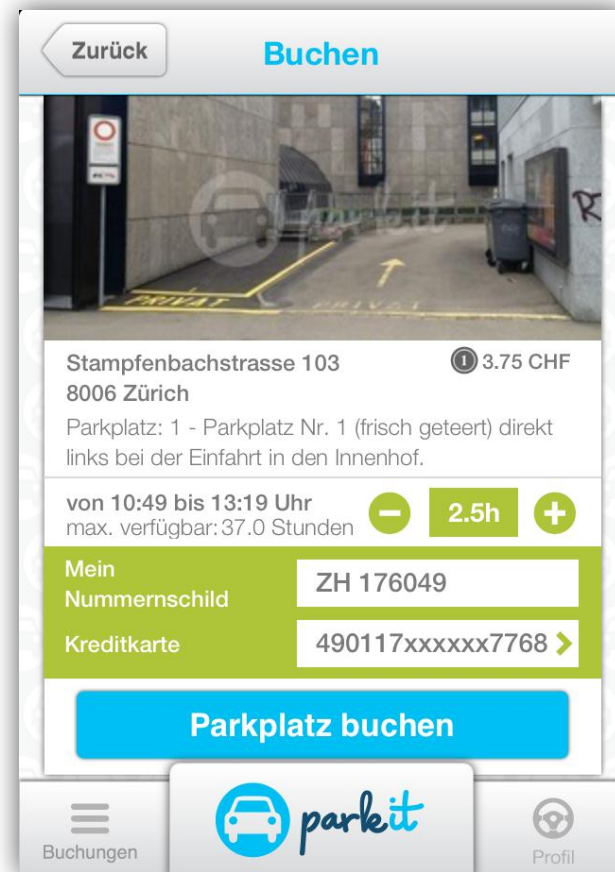
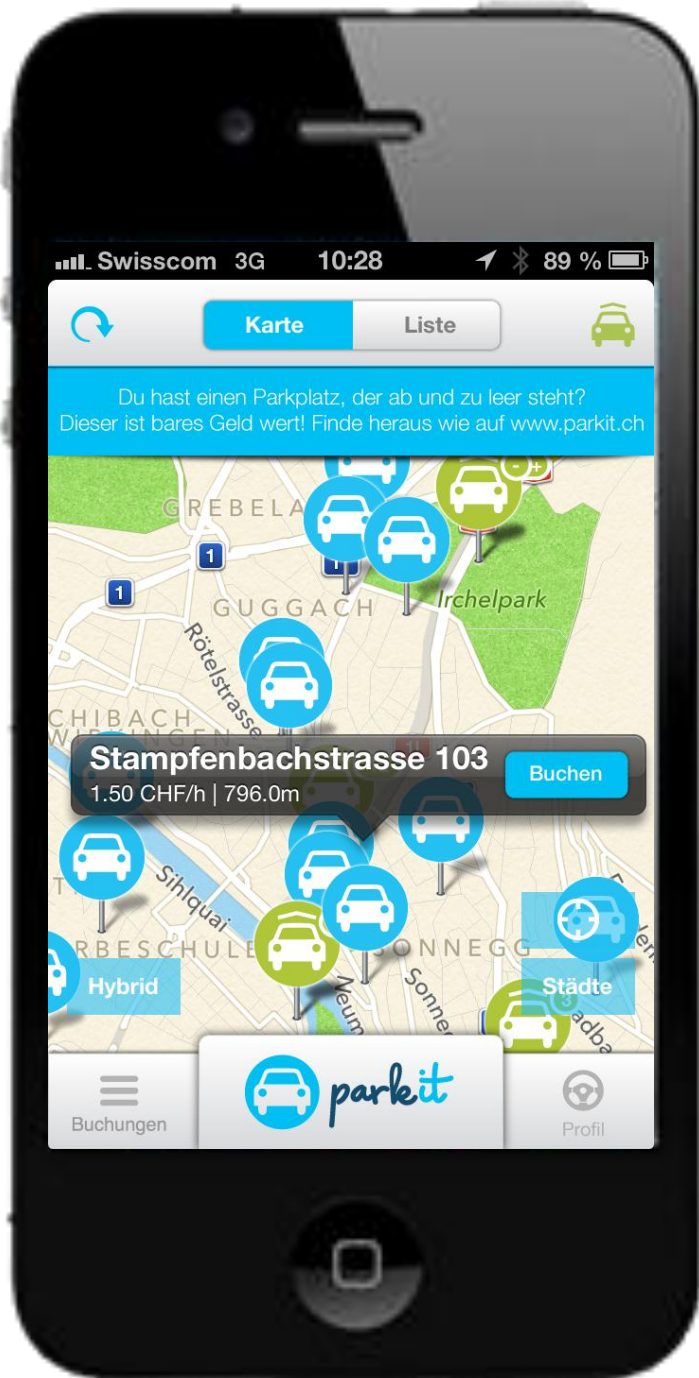


Mietpreis/h

Wochentage

Mo	Di	Mi	Do	Fr	Sa	So	Start	Ende
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="08:00"/>	<input type="text" value="17:00"/>
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<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="08:00"/>	<input type="text" value="20:00"/>

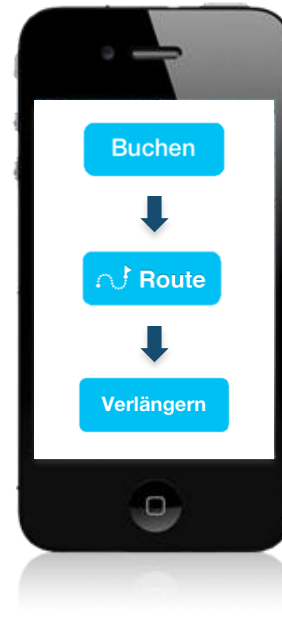




Owner



Public



User



parkit users

want more

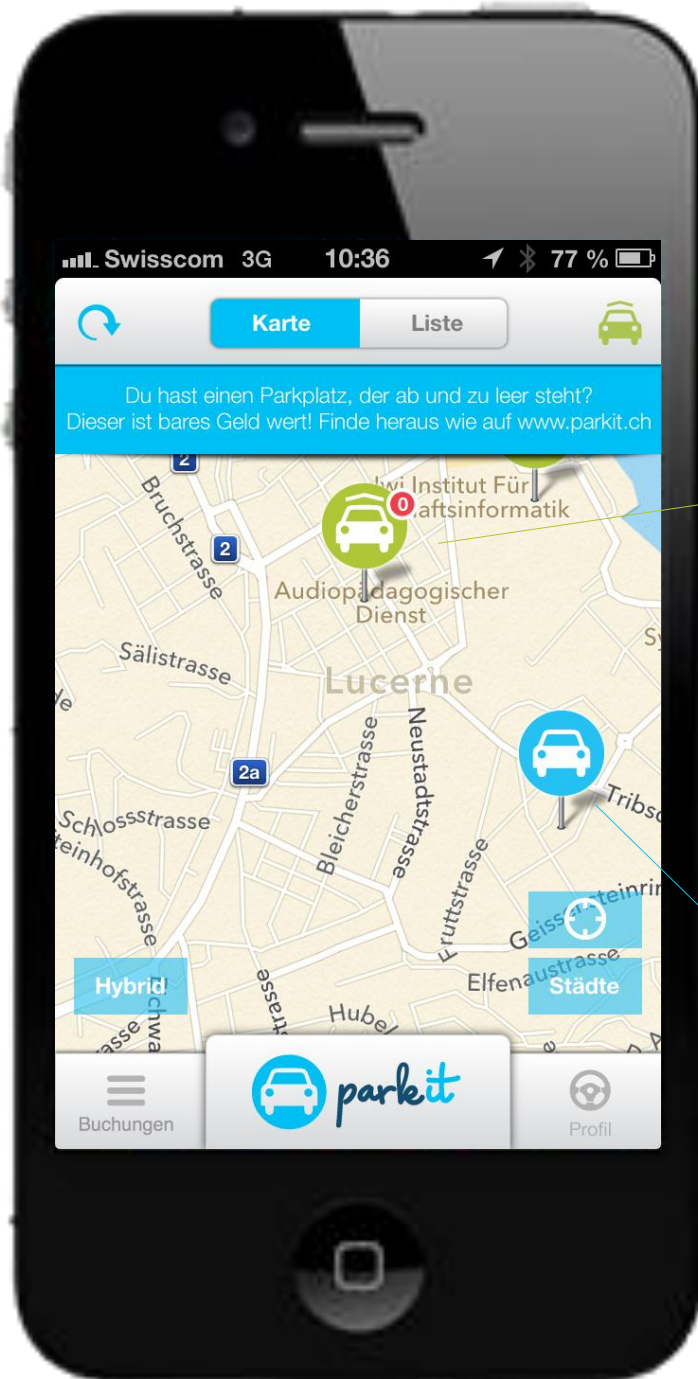
Information

Transparency

Convenience

Efficiency

We want...



Garage

→ Book & open gate

P2P/B2C

→ Share private lots

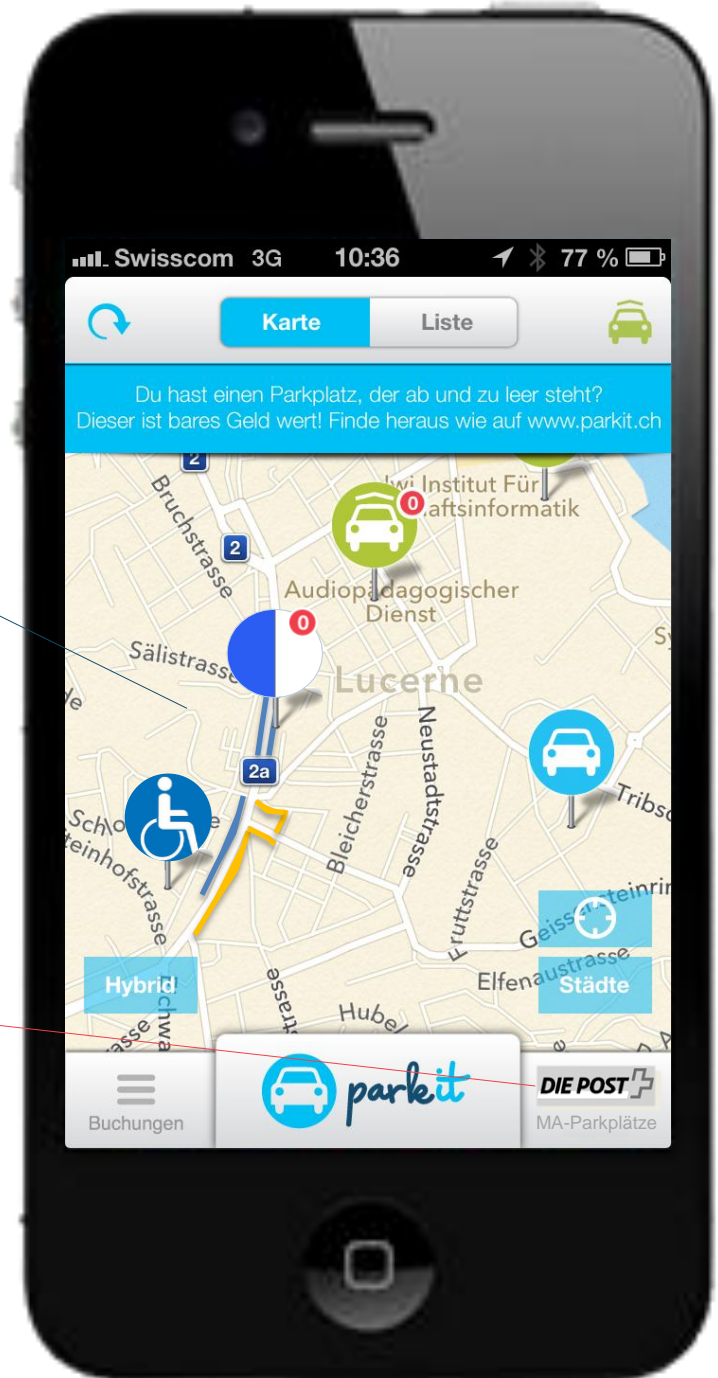
...one Platform

Public

→ Find & book

B2E

→ Employee Parking



The Team



Jasmin
CEO

She drives the vision.
With passion.



Christina
Head of Product & Design

She dresses *park it*.
Beautifully.



Fabian
COO

He puts the plan into practice.
With structure.



Florian
CTO

He brings the plan to life.
At any scale.

Thank You!