



• AppyParking

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About us

- Created The Parking Platform as the world's first standardised data set for parking
- Provides the best shop window for parking
- Available on iOS, Android and on the web
- Provides a B2C, B2B and B2G offering
- Soon to be expanding internationally
- Partners with Ford Motors, Visa, Ordnance Survey, Vodafone and local authorities

What we can offer

- One click parking experience saving both time and money
- Uber-style service : parking as it never happened!
- Additional revenue source and cost savings for boroughs.

What or who we are seeking

- Partner cities / boroughs / local authorities
- Funding
- Strategic partnerships with parking companies

What's your innovation/idea

- A standardised data set for parking
- Solving the complexity of parking rules and regulations
- Real time parking bay occupancy monitoring 10x cheaper than peers
- 5km communication range, minimum 5 years on battery, 5 min installation

What's the market opportunity you are addressing

- Decades long growth of vehicle ownership in the UK – 35M+ as of 2014
- UK smart phone user penetration is already 72%, will exceed 80% in 2017
- Rapid development of wireless IoT