

Parking marketplace connecting operators and drivers without country limitations.

GENERAL INFORMATION

Founded: 2017
 URL: <http://www.parkonfly.com>
 Contact: Reilika Rootsma-Trall
 Phone: +372 52123 20
 Email: hello@parkonfly.com

FUNDING

150 000 €

Prototype (Prototron)	10 600 €
Design & frontend	15 000 €
MVP development	100 000 €
Operations	24 000 €

Additionally owners input 3 000 € + workhours

SEEKING FOR

- CTO
- Investors

CORE TEAM

Reilika Rootsma-Trall

Co-founder - CEO

Over 17 years of experience in digital marketing, of which over 8 years in parking solutions development, including the biggest parking system in Estonia.

<https://www.linkedin.com/in/reilika-rootsma-trall/>

Margus Kaldma

Co-founder - Partner

Broad knowledge of IT systems, several years of experience in the public and the private sector.

<https://www.linkedin.com/in/margus-kaldma-9b846420/>

Tarmo Mitt

Senior Developer

Has been developing one of Estonian biggest parking solutions for 7 years.

<https://www.linkedin.com/in/tarmo-mitt-05172615/>

CURRENT STATUS

Creating architecture and backend prototype; looking for financing. Concluding preliminary agreements with operators.

PROBLEM

The market for parking services is **fragmented**. Parking services on the market are rather **one operator** or **country-specific** and **only cover a part of the needed functionality**. The main problem is that **no service offers the service as a solution connecting drivers and operators in all European countries**.

SOLUTION

The **web and mobile platform** with the **intuitive user-experience** that gives car drivers the **opportunity to park and pay using one application pan-Europe**, no matter of the country or specific parking place. The platform allows operators, businesses, individuals and municipalities to manage and rent their parking places, manage revenue, get analysis and forecasts, and reach potential customers with ease.

BUSINESS MODEL

Target groups

01. car drivers
02. parking operators
03. municipalities

Income from

01. permits sales commission fee
02. operating solution license fee
03. fee of additional services
04. whitelabel app

MARKET



Go-to-market strategy

01. **Cooperation with operators and partners.** Channel provides a possibility to reach more customers with significantly smaller costs.
02. **Direct sales to business customers**
03. **Marketing activities towards the end user.** Social media, online marketing

COMPETITION

Main competitors

PARX Ltd., EasyPark, ParkNow

ParkOnFly's advantages - one pan-Europe platform with the best user-experience for all car drivers, operators and countries, user centered approach.

ROADMAP AND KEY MILESTONES

