Pi R Square

Pi R Square

AIC - PINNACLE
ENTREPRENEURSHIP FORUM
INNOVATION | INCUBATION | INVESTMENT
Supported by ATAL INNOVATION MISSION, NITI AAYOG

CONCEPT

Mark N Park is the product specifically built to make the unorganized parking sector into an organized sector. We are providing end to end parking solution to Smart City, malls, hospitals, colleges, even bus stations. We are also building our own sensor indigenously which will give the data of parking availability in real time.

MARKET OPPORTUNITY

In current scenario not many people are aware of the parking space availability, neither are they aware of any parking lot near the location. We are trying to fit the product here where people can check the parking space availability. And on the other hand we are giving parking lot owner an opportunity to earn more by allowing booking on the parking space.

Mark N Park will become the mediator to fulfill demand and supply.

BUSINESS MODEL

We have below two model to work on.
B2B the revenue model:
- Selling POS mobile app
- Converting empty apartments in daytime to parking lot
- Selling our car detecting hardware
B2C the revenue mode:
- Customer charged for booking parking space

PROBLEM & SOLUTION

Problems faced while finding nearby available parking slots in cities. Most of the time people keep on waiting to get parking space and end up wasting lots of time and fuel. Difficulties parking station operators face while managing navigation to unoccupied car slot (Consider the case wherein the parking station of car capacity 1500, only ten parking slots are unoccupied and you have to park your car)

A network of 'car detecting sensors' is created across the parking stations. Mark N Park mobile app connects to the cloud to let users find nearby parking lots, reserve the parking slot per availability- ty by booking through cashless payments. App also helps to navigate to exact booked parking slot.

VALUE PROPOSITION

- We are manufacturing our own sensor, this gives us more control on margins than importing and packaging with software
- Can expand very easily globally due to the first mapping and then deploying strategy
- The cost is very very competitive than the products imported from outside
- Long lasting sensor on battery
- Plug and Play

CURRENT TRACTION

We have started getting some inquiries for the product. Expecting the product to be adopted soon by Smart Cities, Infra companies, Hospitality companies, and many other.

KEY PEOPLE

Sanket Thodge (Director and Founder)