



CARRES



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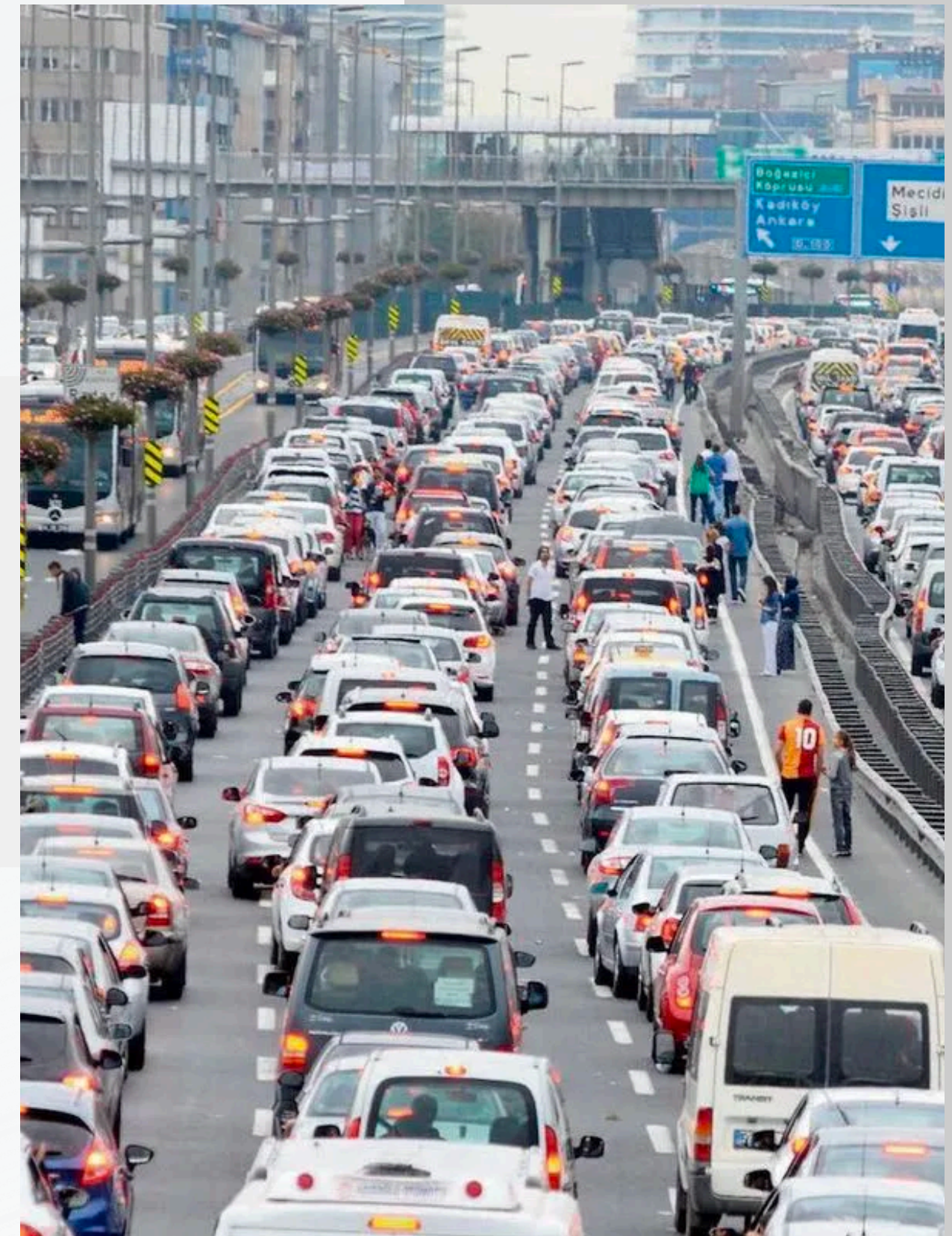
**“SAVE YOUR TIME, REDUCE
YOUR STRESS”**

**TALU IL - DURU KOYUNCUOĐLU - DENİZ ERTAŐ
ATAKAN GÖKSEL - EYLÜL BAŐAK AY
TEAM 34**

CARRRES



• “... is a service-based application that unites the drivers with the parking lot businesses and allows the drivers to make reliable and easy reservations on parking lots that are located in crowded places in Istanbul.”



PROBLEMS

Istanbul's parking predicament.

Lack of comparing parking alternatives. (Cost and Availability)

More traffic occurs due to park searching.

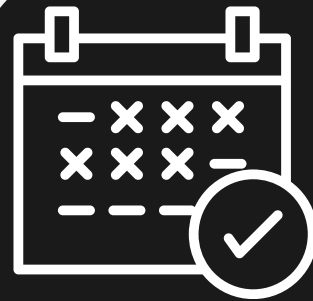
People lose approximately 20 minutes while searching parking areas. (Time Consumption)

Lack of finding parking areas with ease.

Having stress while searching for parking areas.

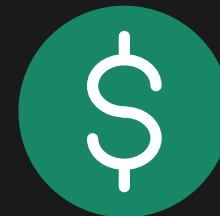


SOLUTION



**Reserve your parking
spot from the app.**

SOLUTION STEP 1



**Compare different
parking lots in terms
of costs and
availability.**

SOLUTION STEP 2



**Reach parking lots
information (capacity,
directions , etc.).**

SOLUTION STEP 3

HOW IT WORKS



EXECUTION PROCESS

1

Available parking spots will be detected with the sensors.

2

Users can make their reservation quickly and save time.

3

When payment is done, spot availability will change to unavailable.

4

After the payment , ISPARK get its' comission too.

5

Parking lots will increase their income,marketing and market reach with the help of our app. (Which will be a main reason to agree with us)



TARGET CUSTOMERS

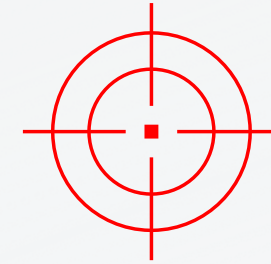


SERVICE PROVIDERS

Parking Lot businesses that located in Istanbul's most crowded places.



Our app will help them find new customers with ease and easily rent out their parking spots and also get comments from customers about what they can improve.



SERVICE BUYERS

People that need parking lots at different locations in Istanbul's crowded places.



Our app will help them find parking spots at different crowded locations in Istanbul with ease, also the buyers can learn about and read the comments of the parking lot in our app.

VALUE PROPOSITION

SERVICE PROVIDERS

**Greater reach
Increased marketing
Increased income
More revenue**

SERVICE BUYERS

**Reliable
Quick and easy
Time Efficient**

SOCIAL IMPACT

Sustainable Cities & Communities



By reducing traffic while finding parking spots, Istanbul will become a more sustainable city and carbon emissions will decrease due to reduced traffic.

Industry Innovation and Infrastructure



**CARRES provides great innovation and new infrastructure to solve the issue of finding parking lot problems in Istanbul.
People will make their reservations by application and traffic will reduce due to this innovative solution.**

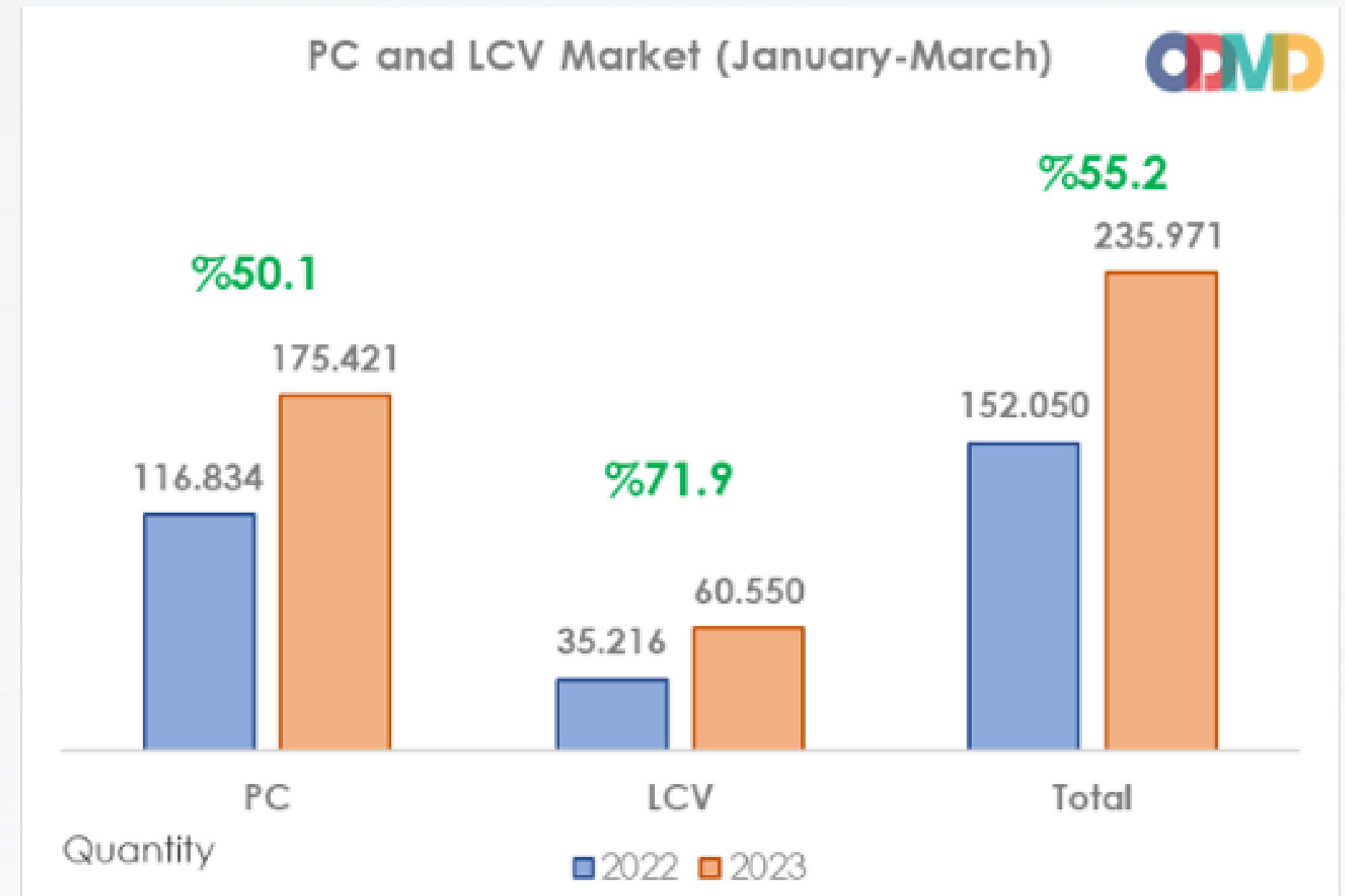


Drivers won't be worried while searching for parking spot and will reduce their stress.

COMMERCIAL VEHICLE MARKET

Passenger cars and light commercial vehicles total market increased by %55.2 in January-March 2023.

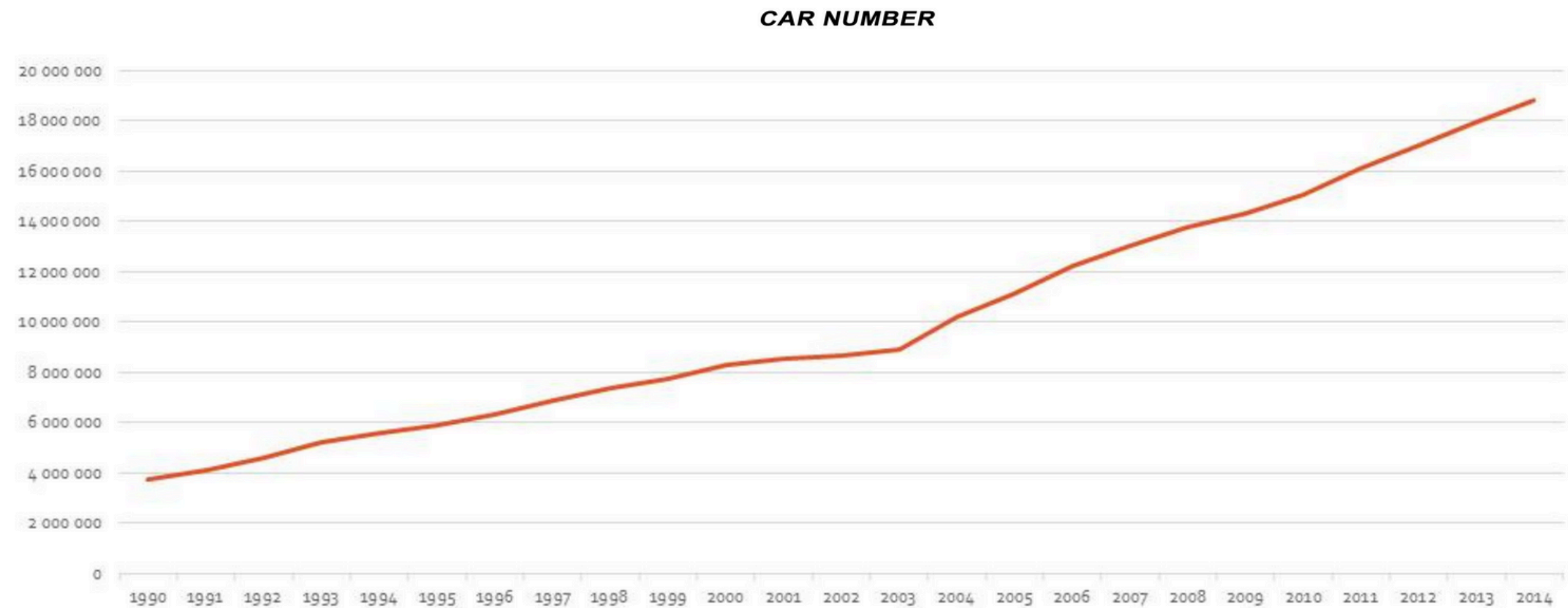
Demand of parking lot reservations is directly correlated with car vehicle market. More cars will cause the increasing demand of parking lots. Car vehicle market extended %55.2 by total.



MARKET RESEARCH: CAR VEHICLE NUMBERS BY YEARS

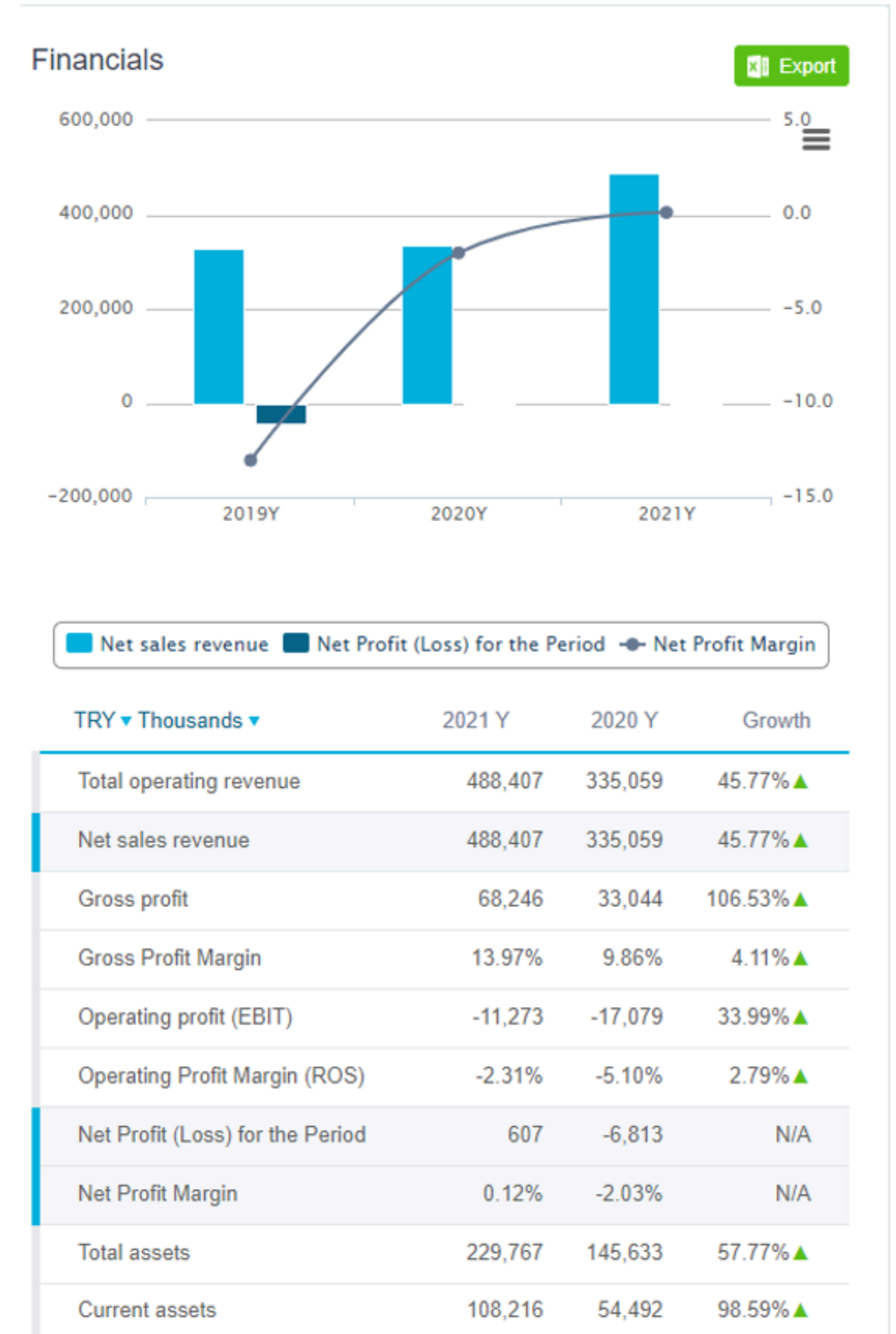
Vehicle numbers are increasing every year. This will increase the demand for parking lots.

**CAR
NUMBER**



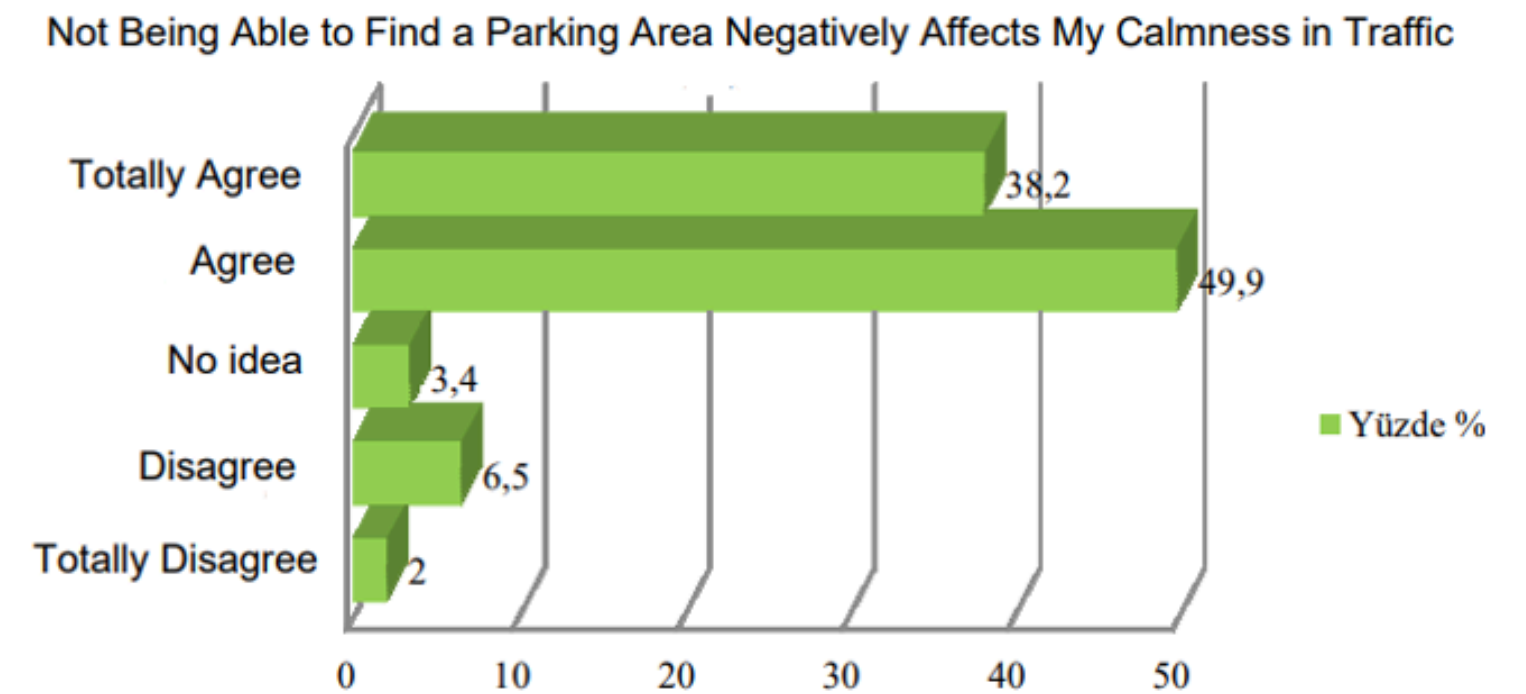
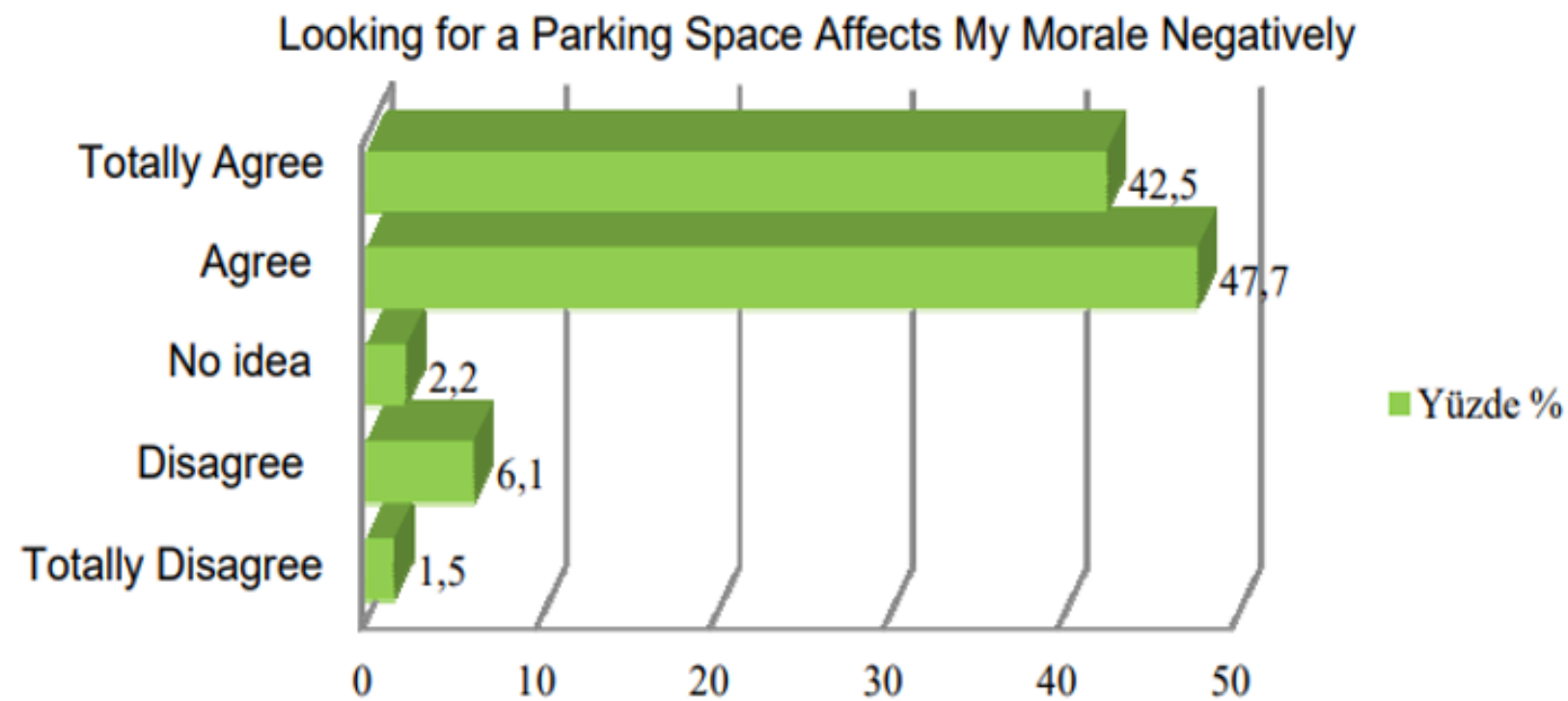
MARKET RESEARCH: CAR VEHICLE NUMBERS BY YEARS

Since our application is Istanbul based, it will be important to analyze the most used parking lot business's (Ispark) financial position. There is a great increment in Ispark's financial statistics. This situation shows us a great opportunity to make an investment in our app since car vehicle numbers are increasing at the same time too.



RESEARCH SURVEY: THE EFFECT OF THE PARKING PROBLEM ON PEOPLE'S MORALE

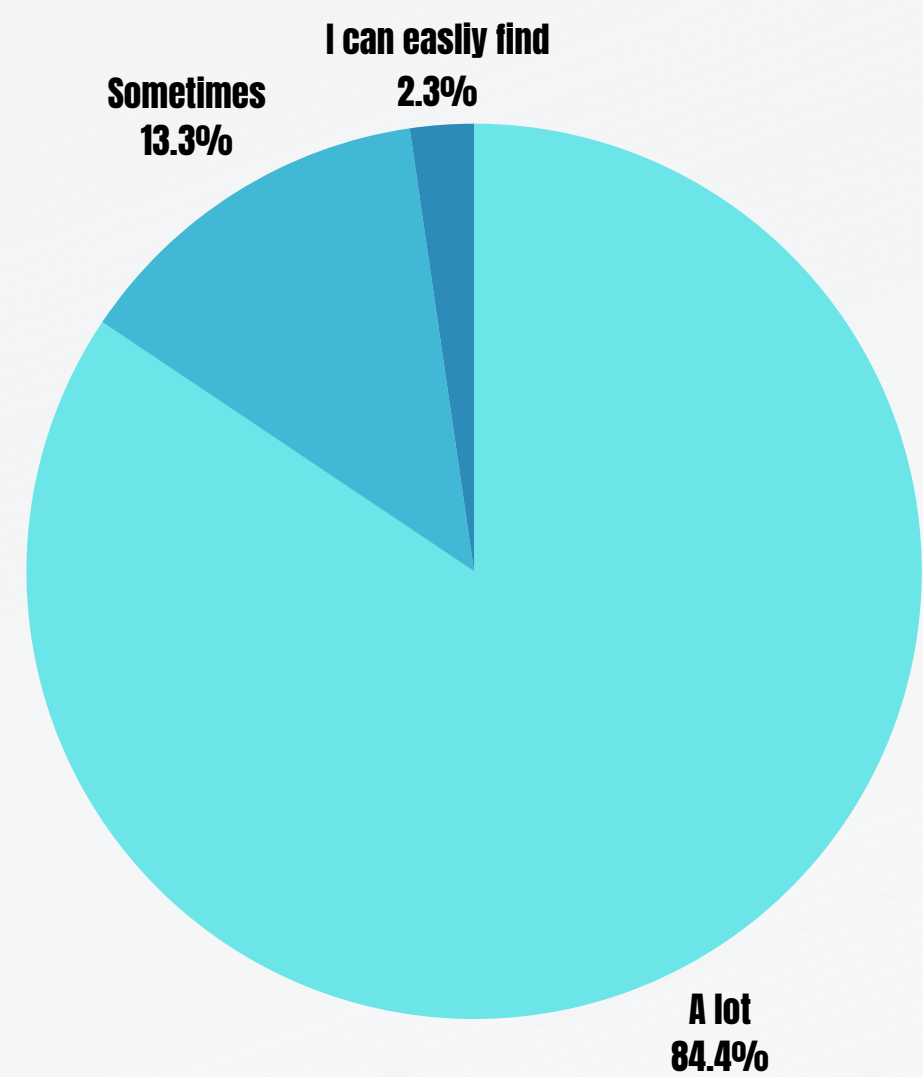
The majority of people are affected by the stress of not being able to find a parking area while in traffic.



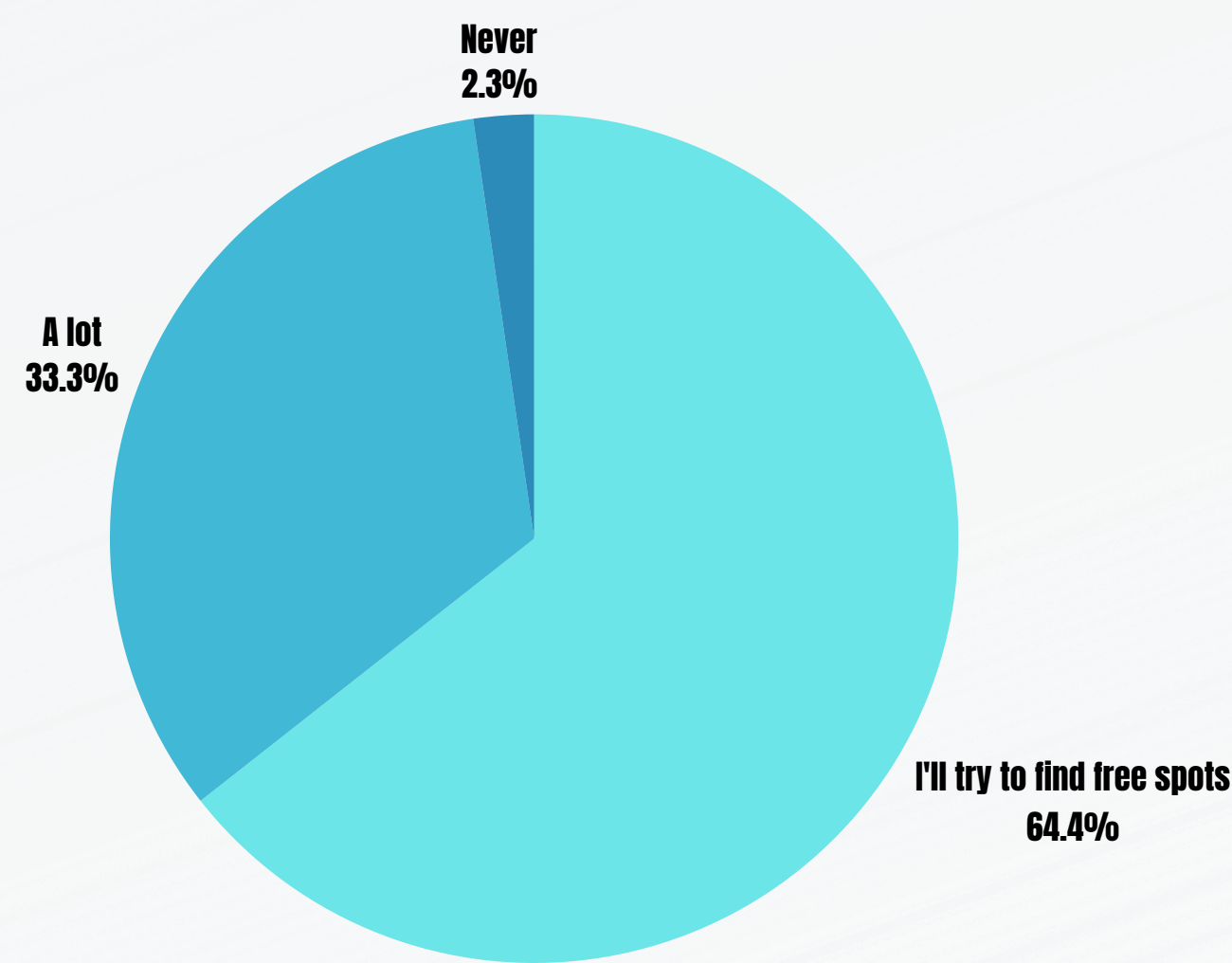
A survey of 537 people in Istanbul shows the impact of searching for and not finding a parking space on people's morale.

MARKET RESEARCH: PRIMARY RESEARCH SURVEY FOR DEMAND AND INTEREST TO PARKING LOTS IN ISTANBUL

Do you experience any difficulty when you are searching for parking lots in crowded places in Istanbul?



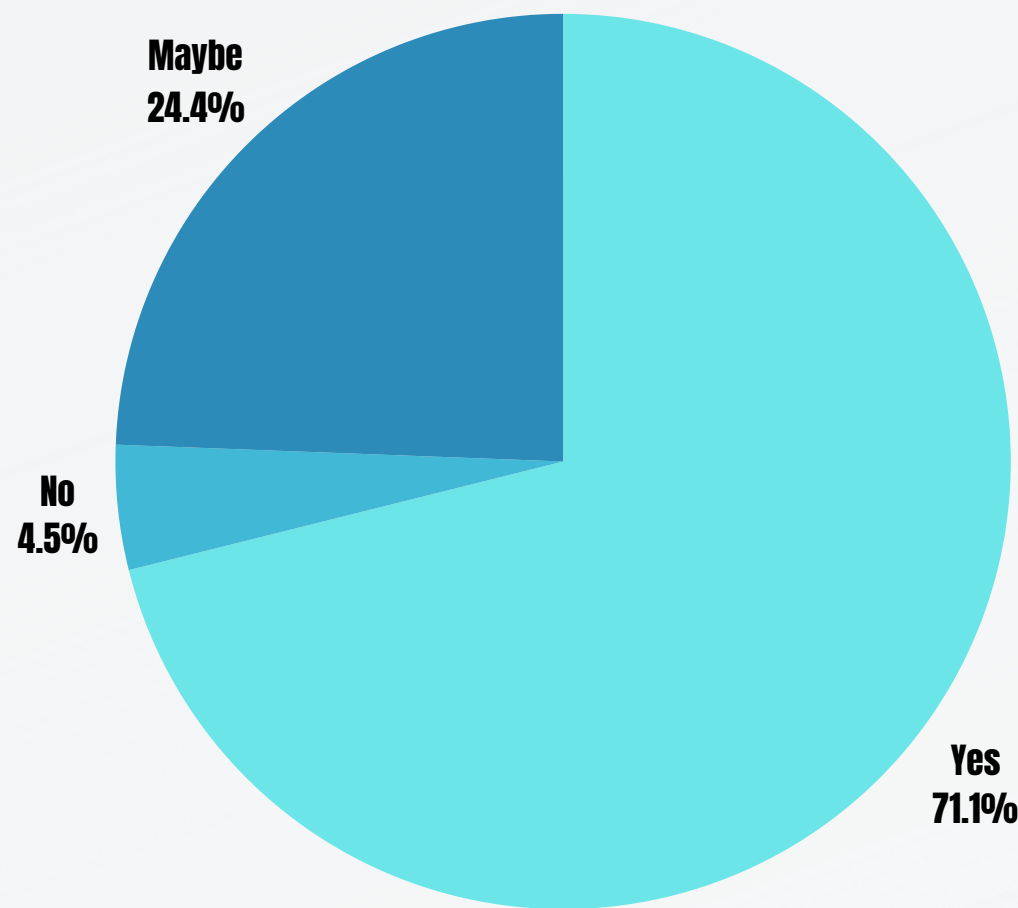
How often do you use parking lot businesses in Istanbul, especially in crowded places?



Results of the primary research survey with 45 participants from Istanbul.

MARKET RESEARCH: PRIMARY RESEARCH SURVEY FOR DEMAND AND INTEREST TO PARKING LOTS IN ISTANBUL

If there is a chance to make a parking lot reservation, will it make your life easier?



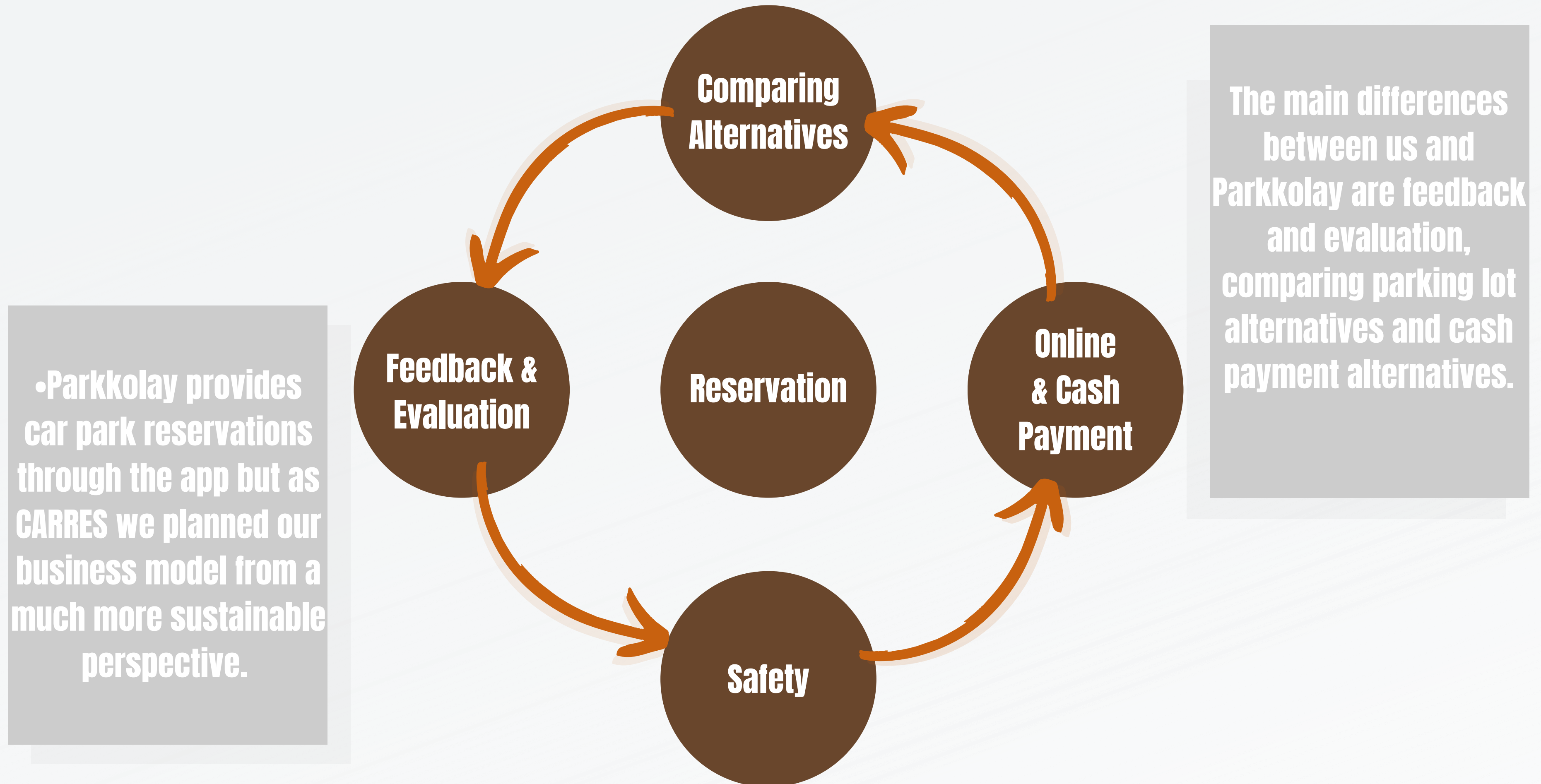
Would you pay extra payment (4TL) for reservation?



Majority of people think that reservation system will make their life easier and they are willing to pay extra payment for this reservation (this income resource can be applied to business model).

	Feedback & Evaluation	Parking	Reservation	Comparing Alternatives	Safety & Trushworthy
		✓			✓
		✓	✓		✓
Car Valet		✓			
Private Parking Lots		✓			✓
	✓	✓	✓	✓	✓

Main Competitor Comparison: Parkkolay vs Carres



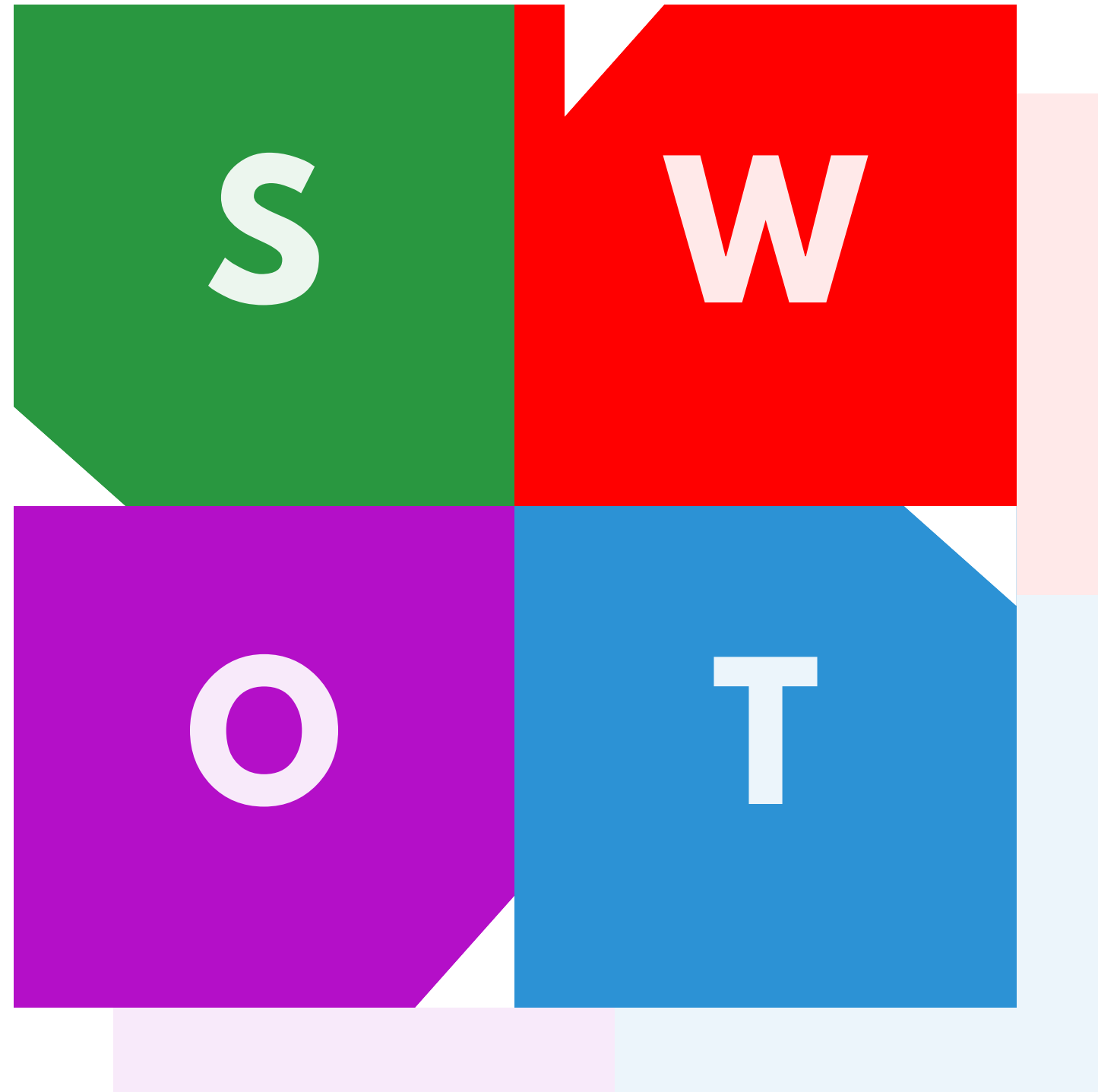
SWOT ANALYSIS

STRENGTHS

- Innovative solution
- Potential high demand
- Real-time parking availability data

OPPORTUNITIES

- Expansion to new cities
- Integration for new features
- Potential partnerships



WEAKNESSES

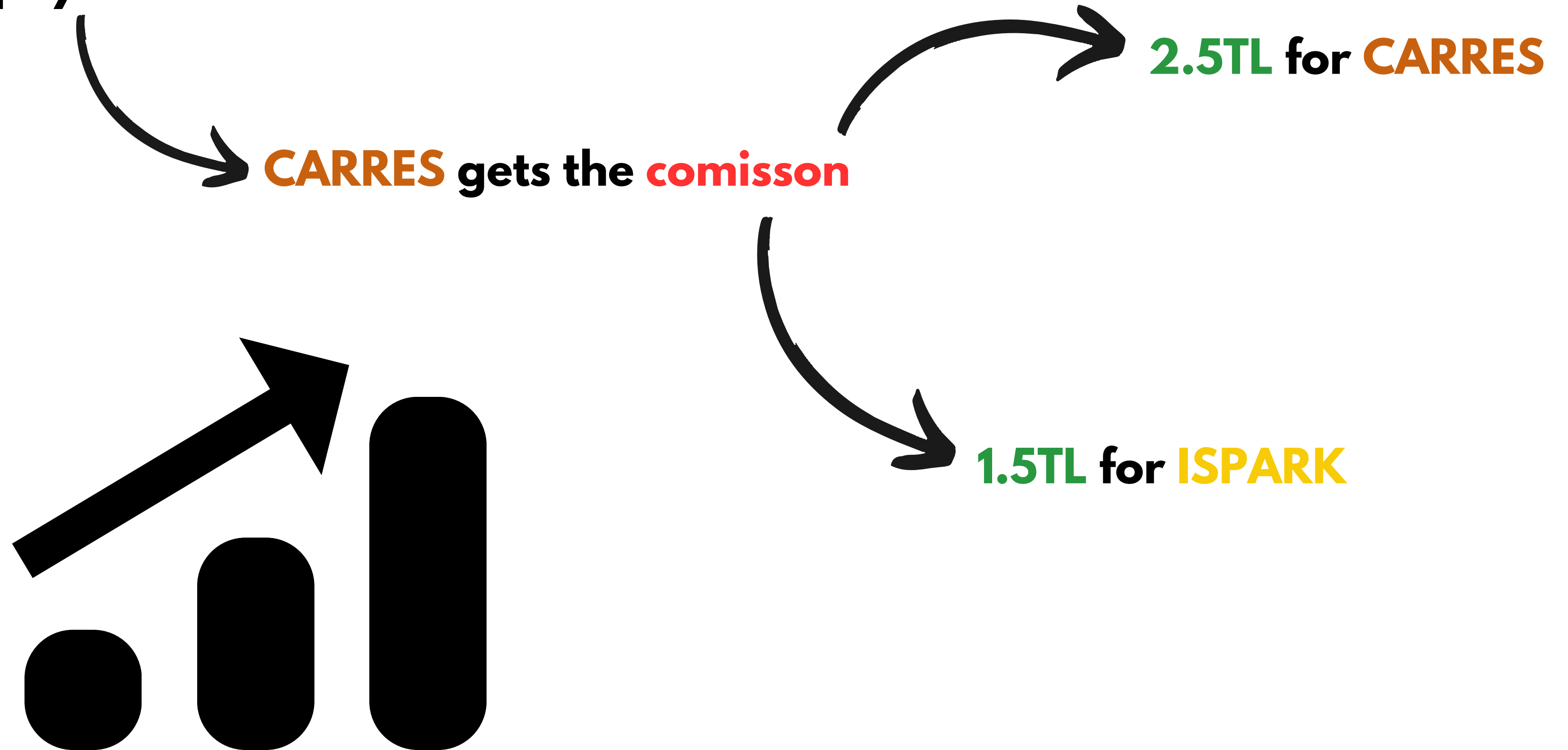
- User adaptation
- Agreements with parking-lots
- Collecting live data

THREATS

- Changes in the parking policies
- Turkey's economic and political instability
- New entrepreneurs with better solutions

Revenue Streams

Buyers makes the
payment



Cost Structure

**System
infrastructure**
Sensor
Navigation

**Research
& Development**

Marketing

Fixed Costs
Rental
Office
Insurance

Parkinglots'
Comission

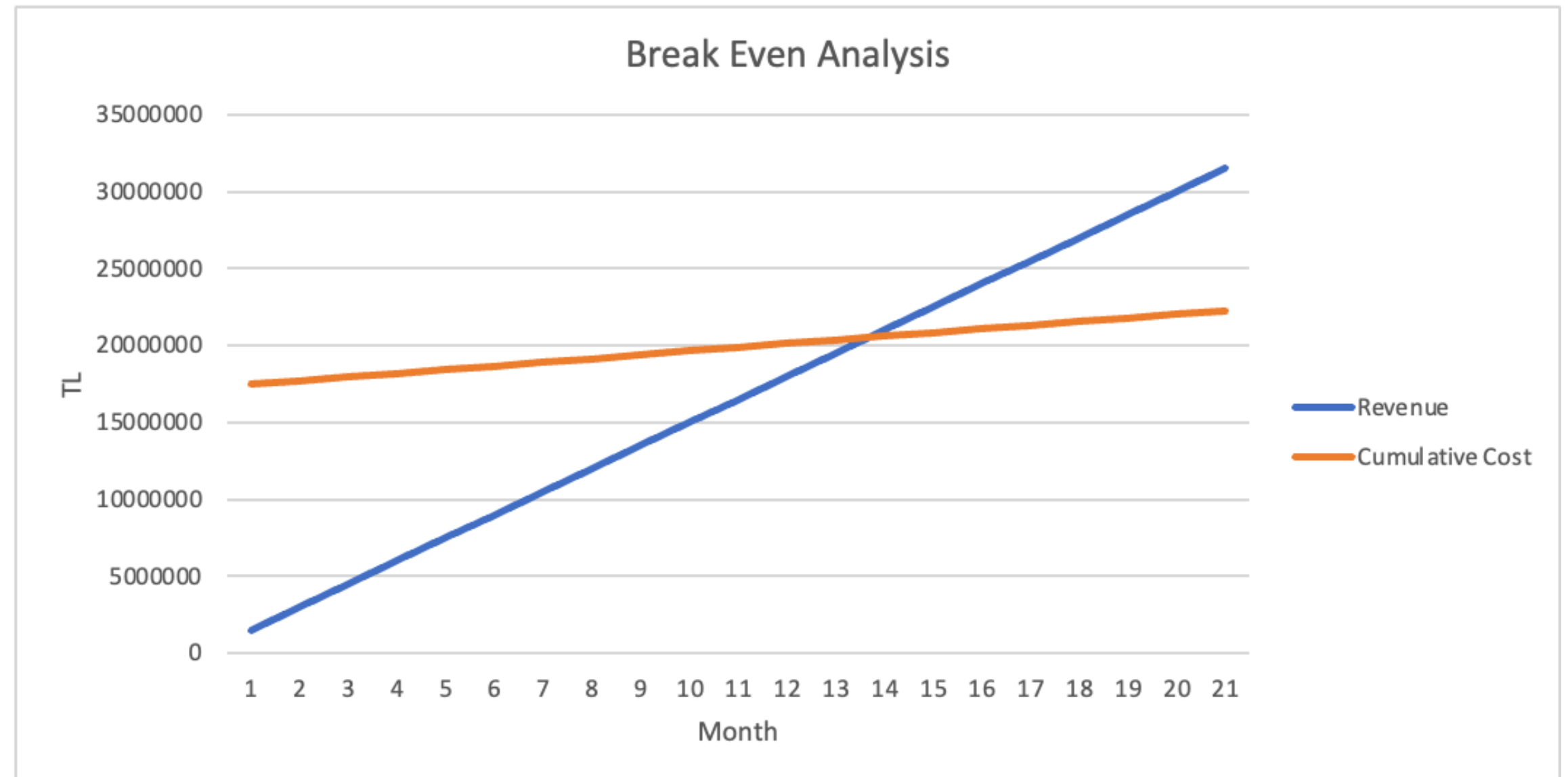
**Software
Development**

Break-even Analysis

Our initial investment is projected to be 17.500.000 TL.

After 14 months our investment will be break-even.

21 months after the launch, the net total profit will be 9.230.000 TL.



Thank You