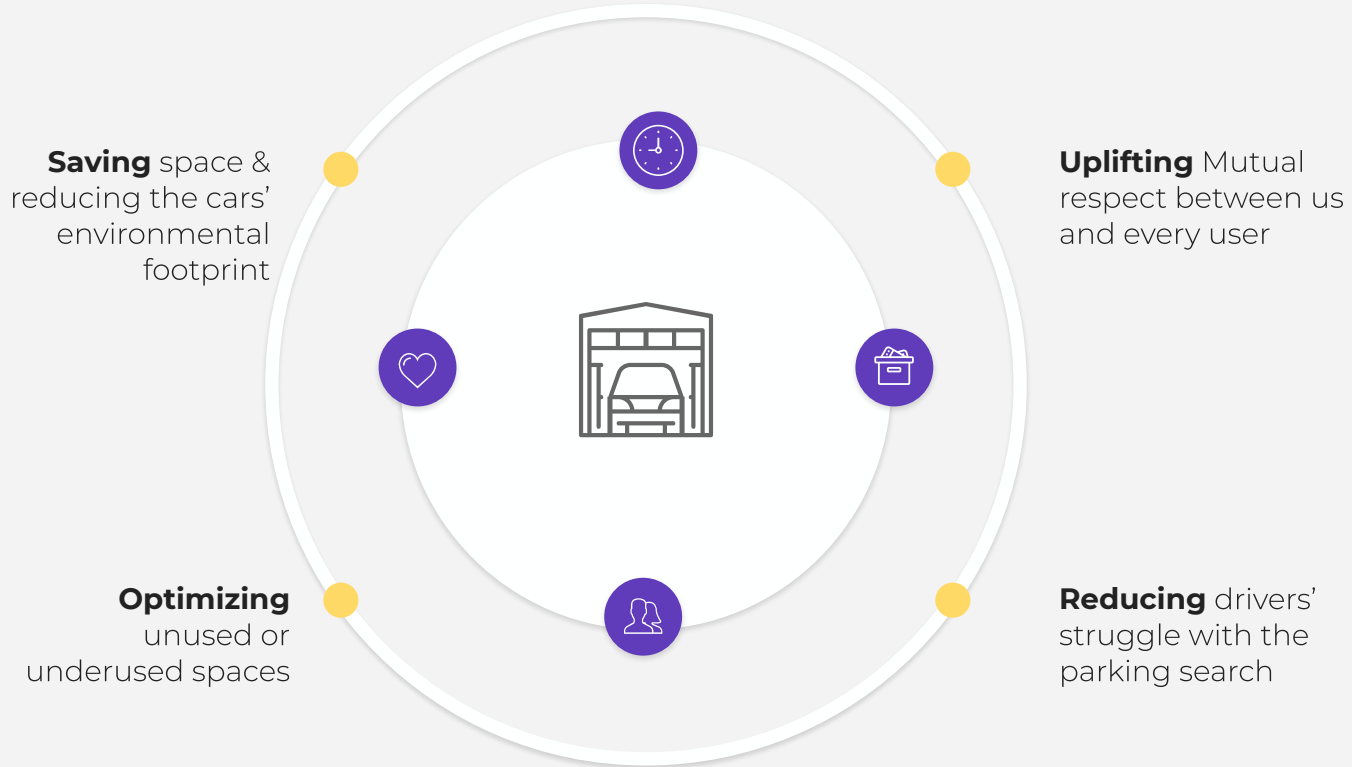




PUT THE **RIGHT** VEHICLE IN THE **RIGHT** SPOT AT THE **RIGHT** MOMENT

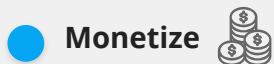
MARKET NEED REDUCE & COMBINE PARKING



SOLUTION PASHA BUSINESS

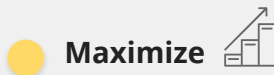


SOLUTION USER STORY



Monetize

Parking Sharing is a way to monetize your parking when not occupied



Maximize

Business parking allows maximizing occupancy based on dynamically prioritized reservations



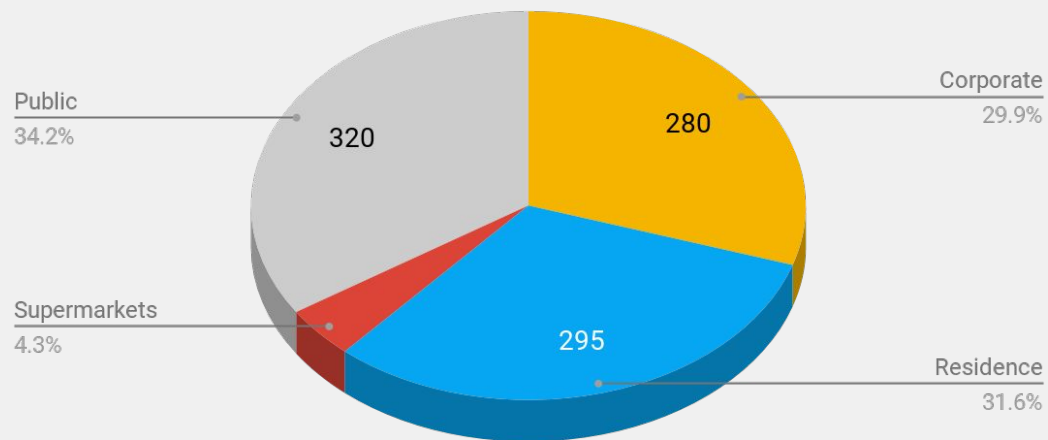
Easily Park

Parking Sharing gives access to the parking you need at the time you need



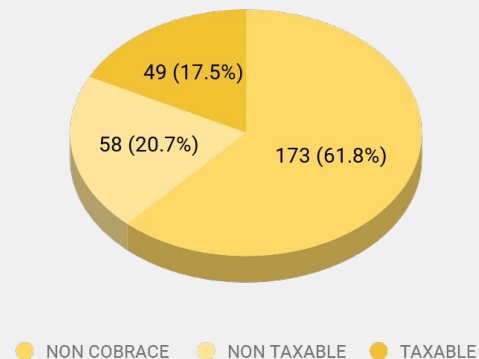
MARKET ADDRESSABLE MARKETS IN BRUSSELS (1)

TAM: Parking Spots in Brussels (in K)



TAM: COBRACE taxable parking spots

Corporate Parking (K)



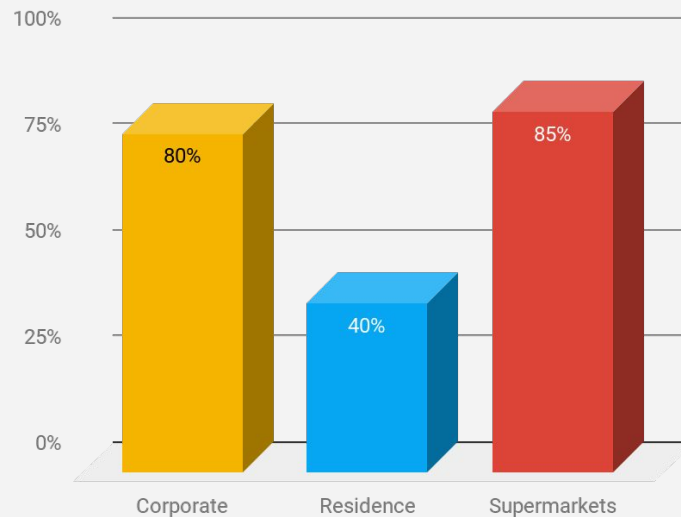
+265K Brussels On-Street
Parking Spots

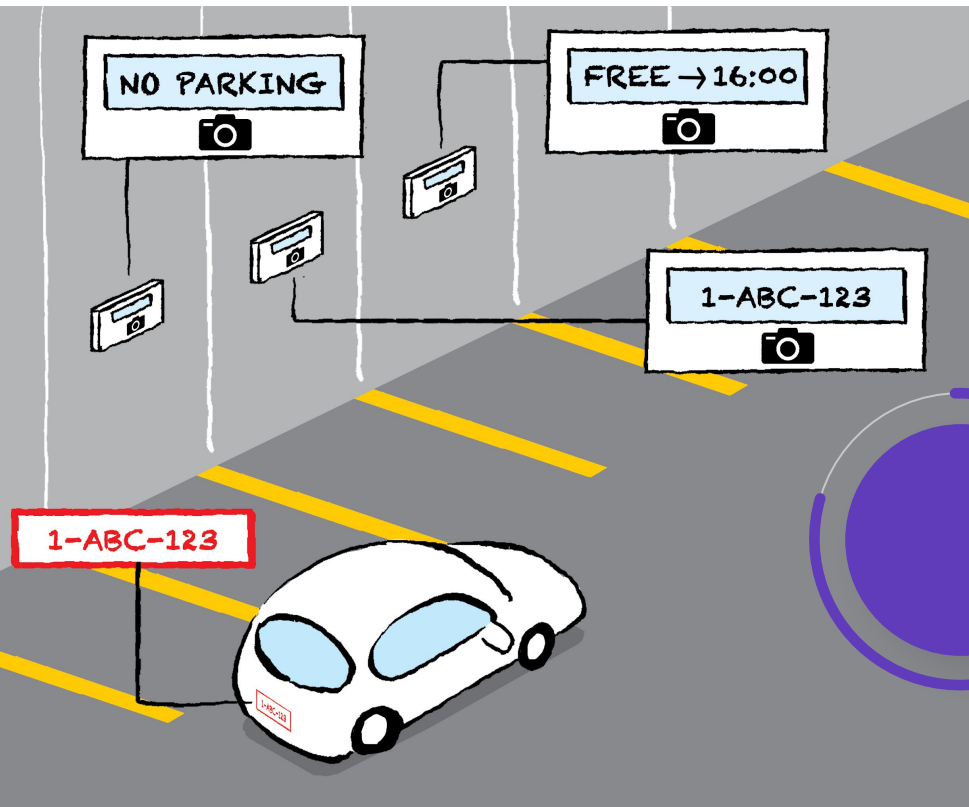
-65K Spots to be
detached by 2030

Brussels Mobility Strategy

MARKET ADDRESSABLE MARKETS IN BRUSSELS (2)

TAM: Vacancy Rate





ADDED VALUE DIGITAL SIGNAGE

An IoT solution which is presented with a low power signage allowing for temporospatial managing of spots. IoT communicates with **Pasha Business** and **Pasha Parking** apps.

INTERACTIVE DISPLAY

Comprehensive visual messages to drivers as well as license plate to provide the spot current status


CAR DETECTION

Providing insights on spot usage and triggering chain of events depending on spot status

IMAGE PROCESSING

Capturing the parked car license plate for an automated authorization check

COMPETITIVE ANALYSIS

	BePark	Commuty/ FairPark	Communitings	
Control access	Proprietary System	Badge only	Camera only	Proprietary System
Prioritized scheduling	Static	Static	●	Dynamic
Instant parking	✓	●	●	✓
Place control	●	●	Camera/ video processing	Signage/ image processing
Monetization	Renting	●	●	Sharing

MEET THE TEAM



**Salvatore
ARRIGO**

CEO / Co-Founder

Has an Electromechanics B. Eng. and experience in mobility. He is in charge of business management, strategy, & supervising hardware R&D.



**Pierre
VAN NIEUWENHOVE**

CPO / Co-founder

With a background in copywriting, Pierre is in charge of improving Pasha Product Features and their marketing strategies.



**Fadwa
GMIDEN**

CTO

Has a software engineering B. Eng. She is in charge of , Software Product management, and supervising software R&D and AI.



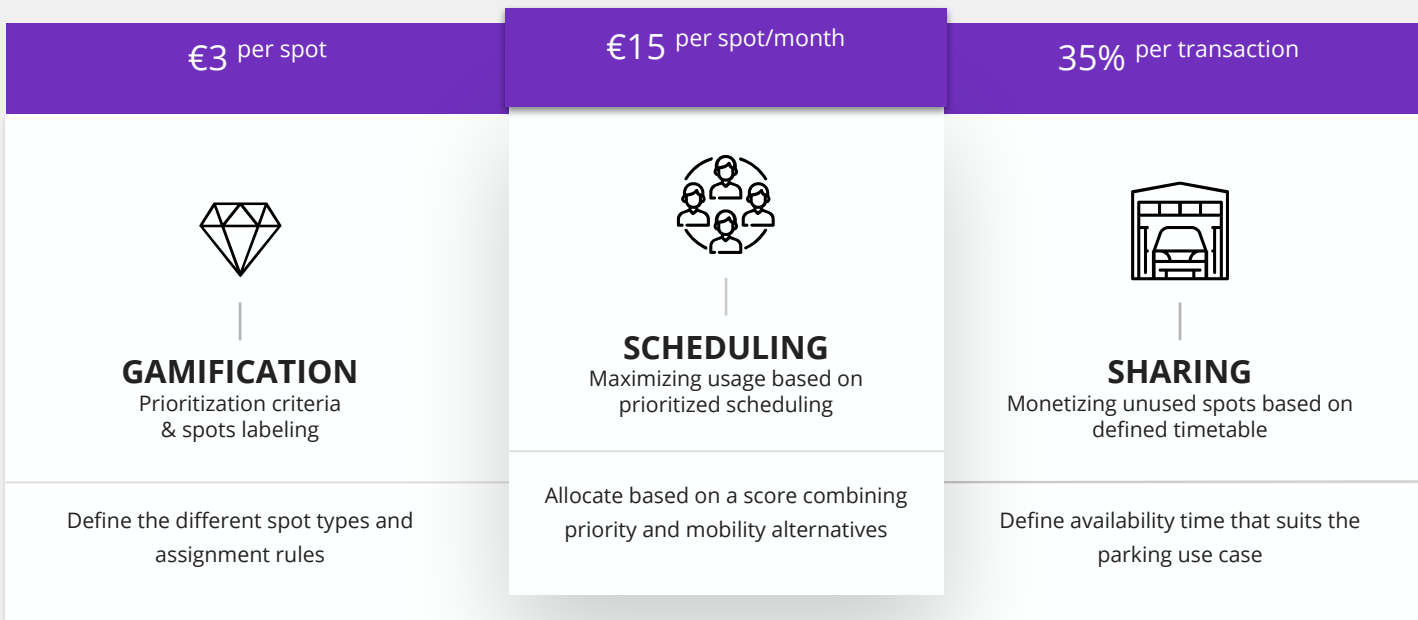
**François
BILLARD**

SALES MANAGER

Having past sales experiences, Francois joined the team with being in charge of Pasha Services Sales strategies development.

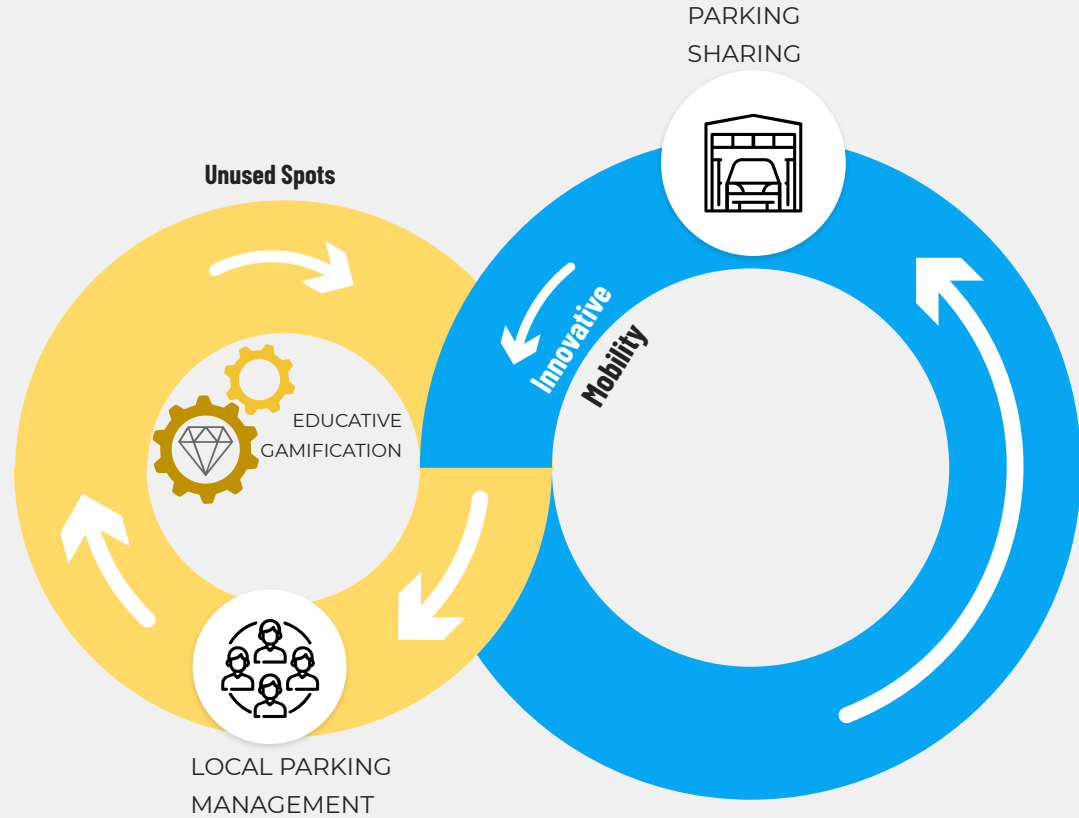
MODULAR SERVICE & PRICING

PASHA BUSINESS features are modular, which allows facility managers to choose the services that accommodate their.



BUSINESS MODEL: VIRTUOUS CYCLES

- Parking management
- Parking sharing



PASHA BUSINESS TODAY

In total, Pasha Parking has raised **€554.400** in total where **65%** covered the software and hardware R&D and **35%** for fixed charges.

29th

MAY 2020

INNOVIRIS R&D CALL

The industry of
tomorrow in
partnership with ULB

05th

SEP 2020

PXL University

Smart Parking to
complete their smart
campus for **30 spots**

18th

SEP 2020

Highway Gent Residency

Residency Parking is
looking for sharing
20 Spots

25th

SEP 2020

CONDOR Real Estate Projects

Estate projects: **20 spots**
for parking sharing

05th

JAN 2021

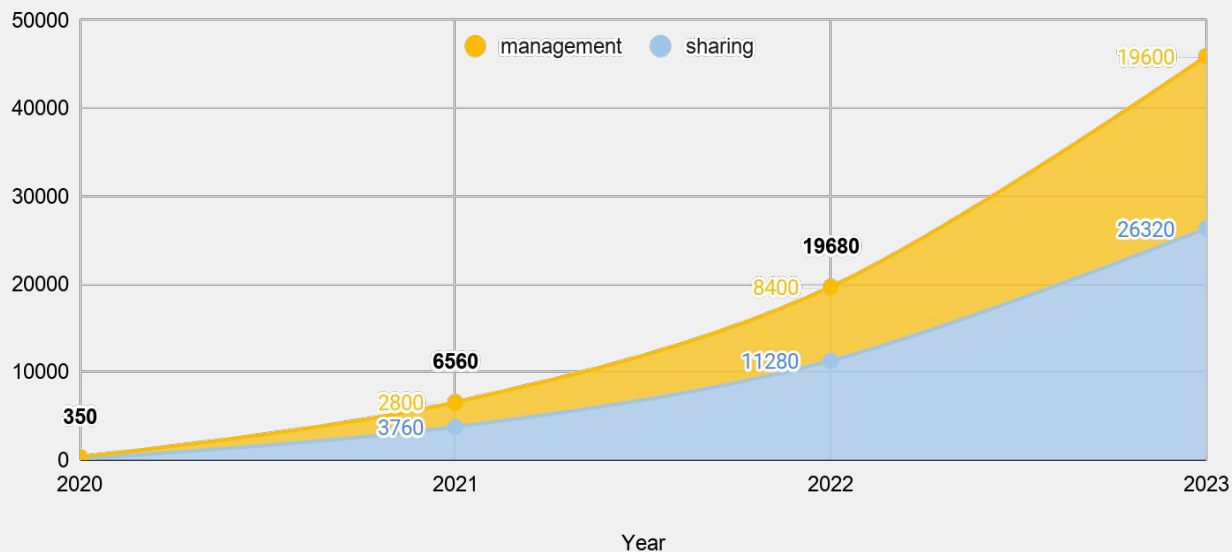
ENGIE EV SPOTS

Allocate **40 spots** for
Electric cars charging

PASHA BUSINESS TOMORROW (1)

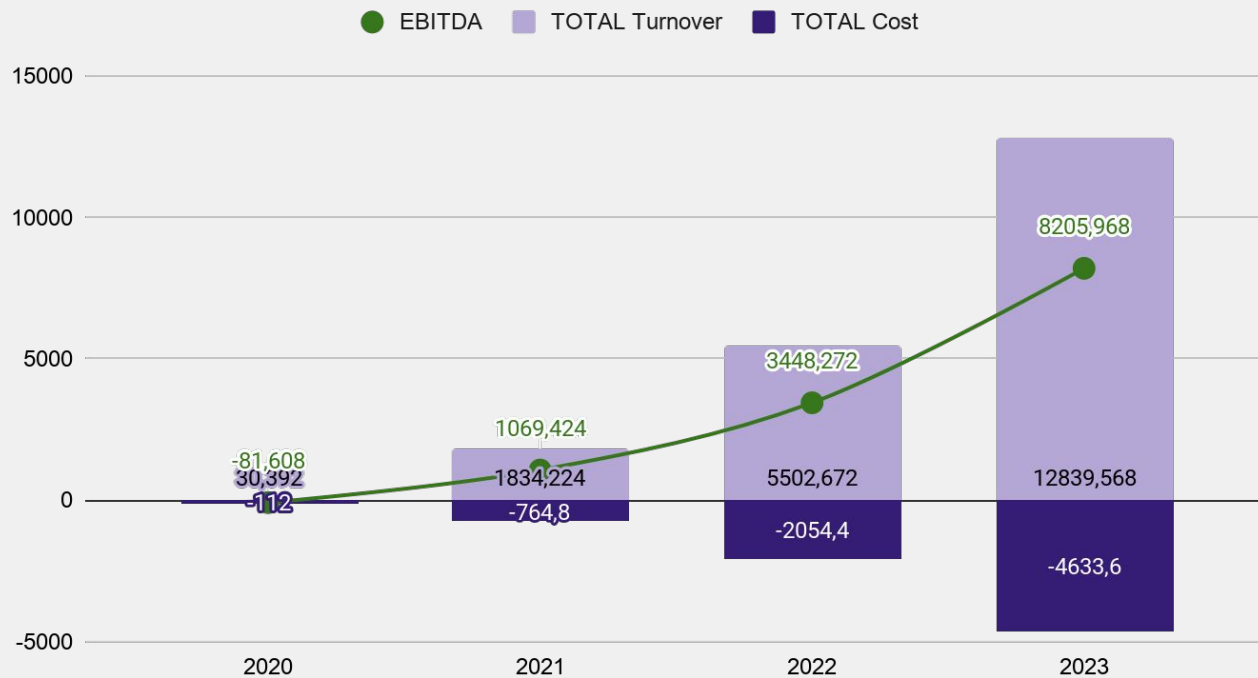
The following chart provides insight on the projected spots to be equipped on an **international** level.

Projected Pasha Equiped Spots in Belgium



PASHA BUSINESS TOMORROW (2)

Revenue (in K€)



Go To Market



THANK YOU!

Email: salvatore@pasha-parking.com

PASHA PARKING