




Parking Panda: A single point of contact for “frictionless” parking

ITS Maryland & Regional Traffic Signal Forum
October 19, 2015

Presented by: Jackie Gilbert, Parking Panda Director of Communications

So, what does
“frictionless” mean?



"PRINT IS DEAD"

EGON - 1984

This is Rakuten. A Japanese ecommerce site, similar to eBay.



INTERNATIONAL
SHIPPING

OFF

2,000
JPY

Oct 8th 10:00 am
~
Oct 21st 09:59 am (JST)

All Categories

- Fashion
- Kids & Baby
- Toys, Hobbies & Games
- Electronics
- Beauty & Health
- Home & Garden
- Sports, Outdoors & Car
- Food & Drink



International
Delivery



Payment Options

Over 10,000 online specialty stores from all over Japan. Now shipping to over 170 countries worldwide!

TREND ALBION ReFa ISSEY MIYAKE Tomica Iiz lisa Wtaps

Rakuten
Global Market



Get Genuine Japanese Products

INTERNATIONAL
SHIPPING
Discount **2,000 JPY**

Get up to 2,000 JPY Off International Shipping for a single order that exceeds 15,000 JPY

Oct 8th
10:00 am
Oct 21st
09:59 am (JST)

COME CHECK OUT FOR
SPECIAL OFFERS
ONLY AVAILABLE FOR LIMITED PERIOD!



GET READY FOR
AUTUMN/WINTER



INTERNATIONAL
SHIPPING

OFF

2,000
JPY

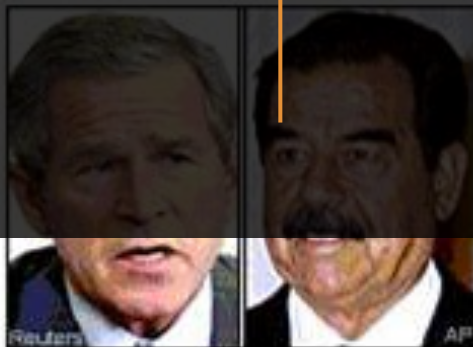
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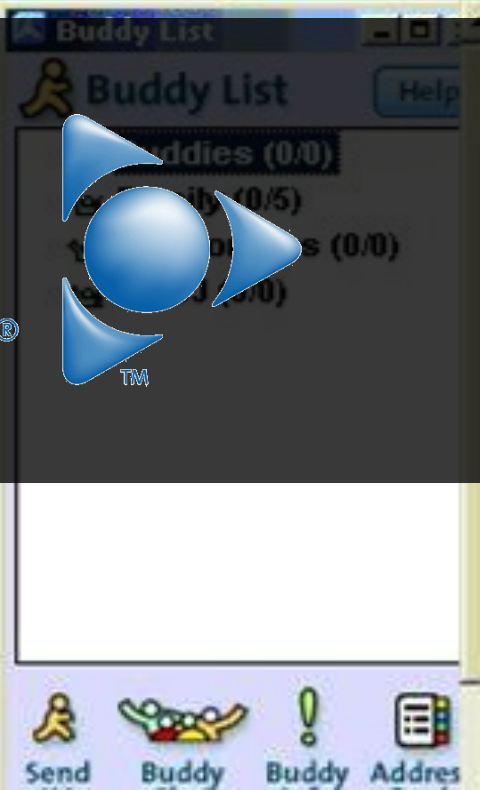
Step 1 in e-Commerce

The web browser

AOL



More News: [North Korea Test-Fires Missile](#)





2007

Dawn of the smartphone era

Step 2 in e-Commerce

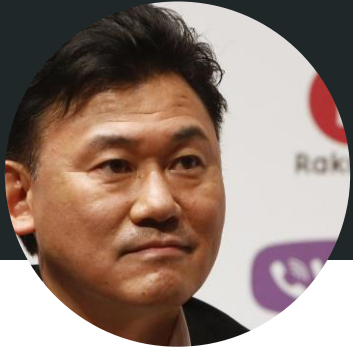
The smart(i)Phone



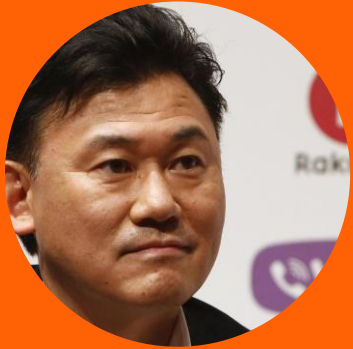
your pocket
digital device

Hiroshi Mikitani, CEO of Rakuten Inc.

on “How The Smartphone Era Turned My Internet Shopping Mall Into A Mobile Machine”



“ Mobile is changing my business dramatically.”



“NO APP, NO LIFE.”

2010



U B E R

How the “uber effect” changed everything.

THE UBER OF...

Now that Uber is one of the most valuable startups, dozens of similar app companies have launched to provide a variety of services.

MASSAGE
ZEEL
FOUNDED 2010
MARKETS 5



Use the app to order a licensed massage therapist to come to your home in as little as an hour.

CAR REPAIR
YOUR-MECHANIC
FOUNDED 2011
MARKETS 21



Enter your car type and service needs, and the app will send a mechanic to your home in one or two days.

BABYSITTING
URBAN-SITTER
FOUNDED 2011
MARKETS 60



Browse available local babysitters and schedule one to come to your home via the app.

LAUNDRY
WASHIO
FOUNDED 2012
MARKETS 6



Use the app to schedule a time, and a Washio "ninja" will come pick up (and deliver) your laundry and dry cleaning.

HOME REPAIRS
HANDY
FOUNDED 2012
MARKETS 28



Use the app to select what work you want done and schedule a plumber, electrician, handyman, or cleaner to come to your home.

PET SITTING
DOGVACAY
FOUNDED 2012
MARKETS NATIONWIDE
(AND IN CANADA)



The app lets you book one of 20,000 dog sitters, on the basis of your pet's needs. You can also find a sitter for your cat, guinea pig, chicken, or snake.

Step 3 in e-Commerce

The advent of "on-demand"

INSTACART

FOUNDED 2012
MARKETS 16



Order via the app, and personal shoppers will fetch your items from a local grocery store and deliver the food to you.

BLOOMTHAT

FOUNDED 2013
MARKETS 1



Choose from a limited selection of bouquets via the app, and a floral arrangement will be delivered within 90 minutes.

U B E R

Use the app to find a doctor and book a house call for within two hours.

Choose the look you want via the app, and a hair and makeup stylist will come to you.

EAZE

FOUNDED 2014
MARKETS 1

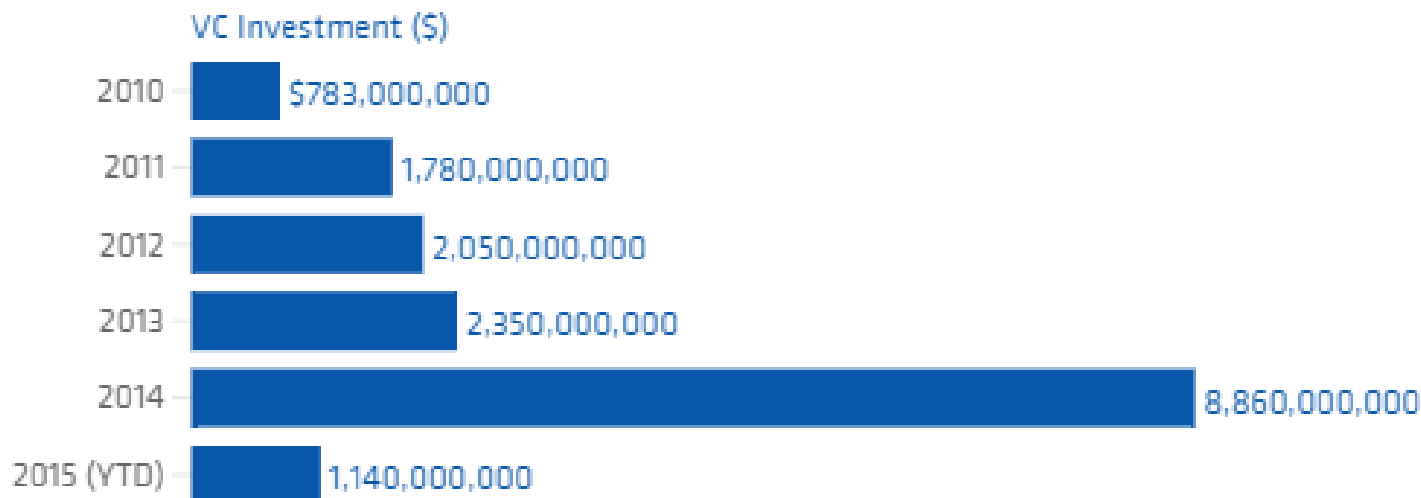


Place an order via the app, and a driver will deliver medical marijuana to your door in about 10 minutes.

THERE'S AN UBER FOR THAT

Venture capital funding has grown more than ten-fold in the on-demand space over the last five years, spurring a wide range of new services.

VC Investment in on-demand companies



Source: PrivCo





Kelly Graziadei, Director of Global Marketing Solutions at Facebook

on “How the Mobile App Economy Will Be Won”

“ We're not in a shift to mobile. Mobile is already here. We've shifted.”

Step 4 in e-Commerce

Creating a “frictionless”
experience



So what is a
“frictionless”
experience?



For us at Parking Panda,
it's converting mobile users
into customers through a
seamless and engaging
app experience that
doesn't feel like you're
pushing a product.

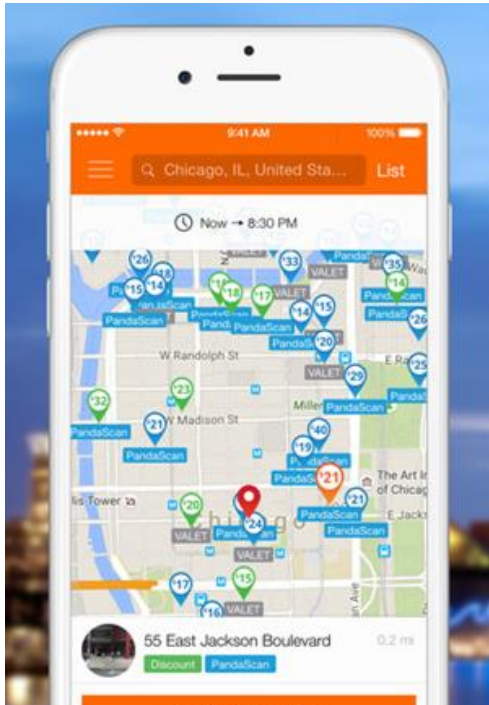


“The discovery, the reservation (if it’s relevant), the payments, and even the access—the ability to let your car in and out of the garage—are all controlled by a single platform and that’s the direction we’re building towards.”

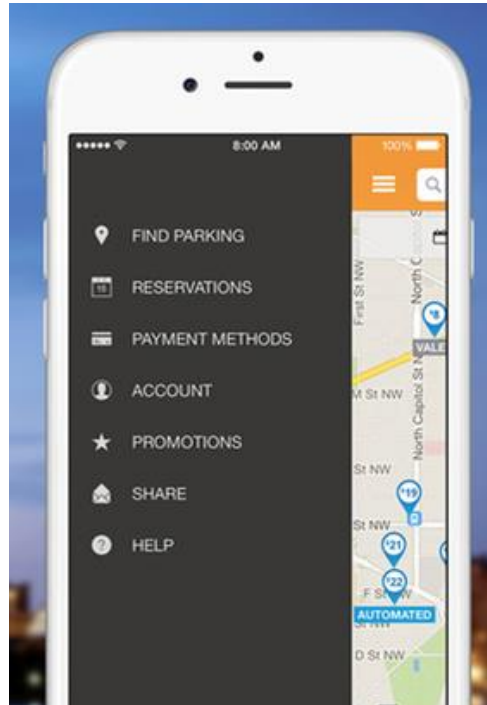
- Nick Miller, Co-Founder and CEO

How Parking Panda creates a “frictionless” experience.

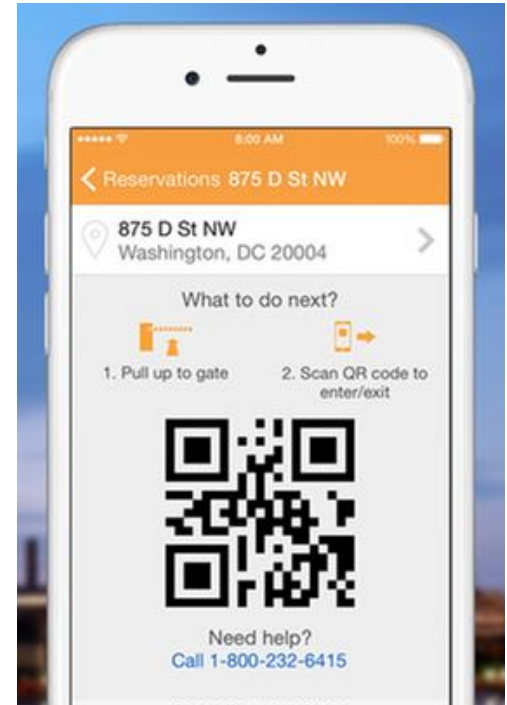
1: Discovery



2: Reservations



3: Redemption



So how do consumers benefit from Parking Panda's "frictionless" experience?



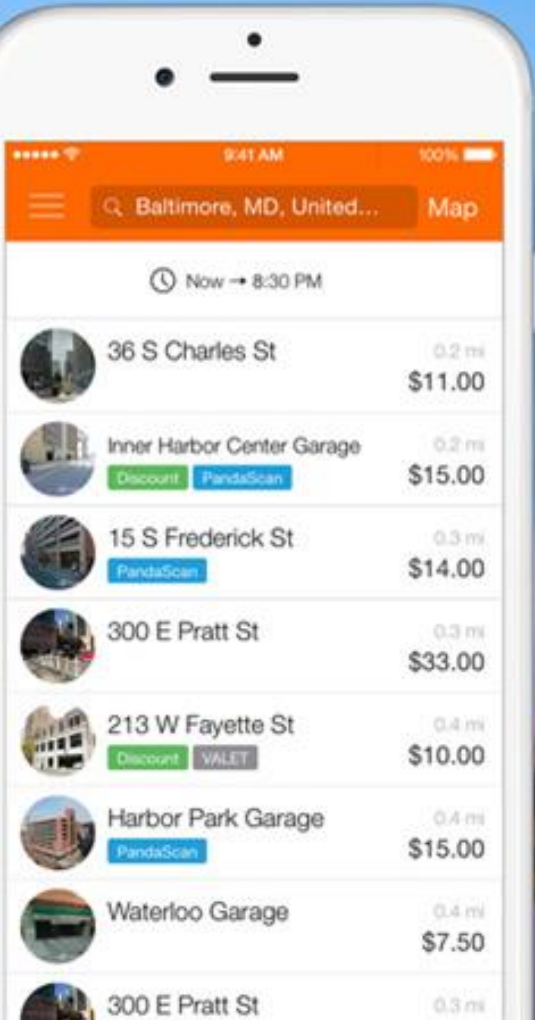
1. Know where they're going (and how far they're going to walk).
2. Know what they're paying.
3. Know a guaranteed parking spot is waiting.
4. Convenient payment, and no waiting in line to get in and out of the garage.



Parking Panda Customer Review

“No matter where or when I need a space, I can pull up the app and find a space nearby at a great price. It’s so easy to use and lets me pick where I want to park based on distance and price.”

- *BigBill23, on iTunes*

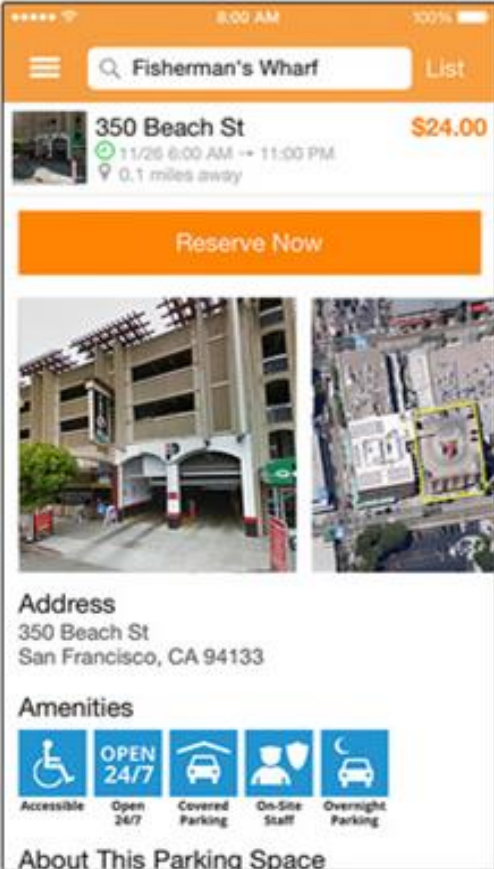




Parking Panda Customer Review

“One of the most useful apps. Whenever I'm headed to DC I always book a parking spot ahead and usually get a discount!”

- *Vz Wire, on Google Play*



We're taking "frictionless" to a whole new level...

Latest In-App Button Integration Provides 'Incredibly Connected' Mobile Experience

EVENT

Buy two tickets to the outdoor '80s film festival next week.



squadup

PARK

Book guaranteed parking so you don't have to worry about finding a spot.



 **ParkingPanda**

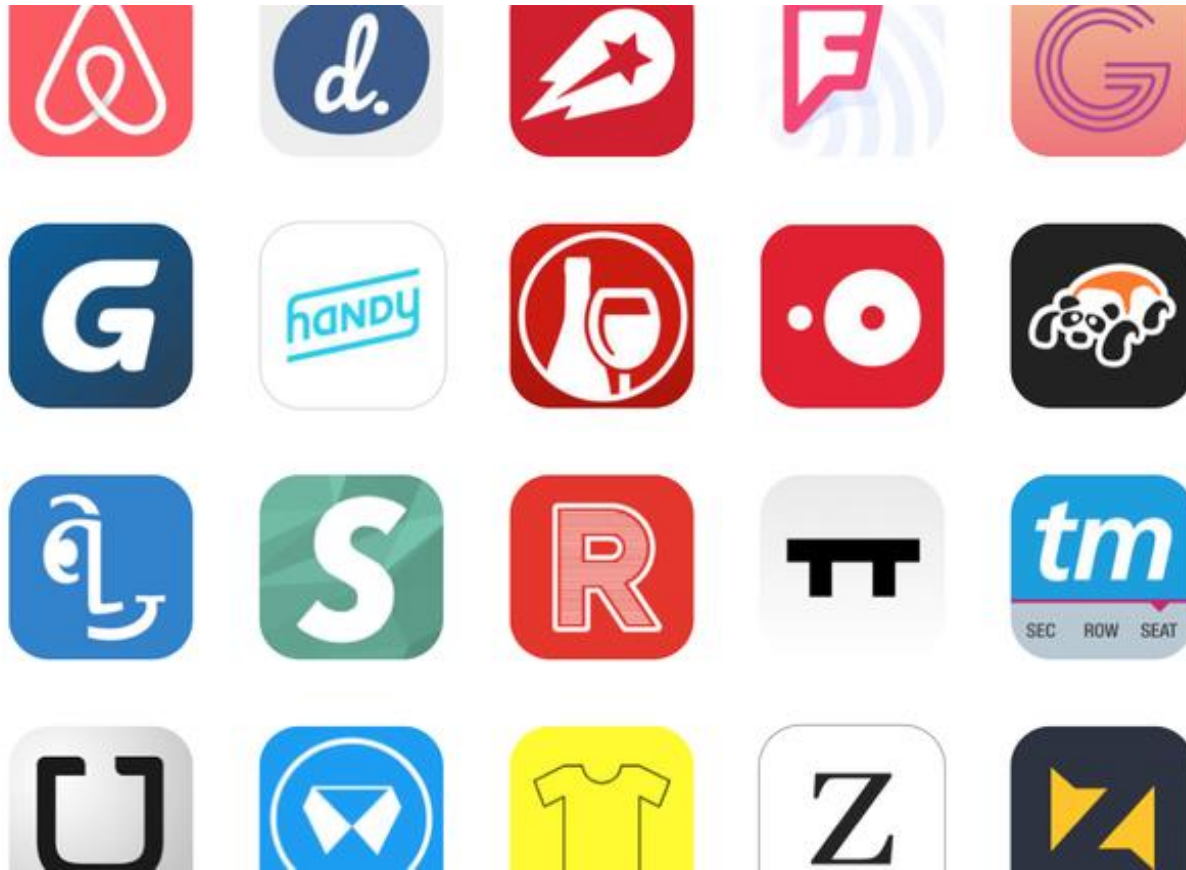
HAPPY

Impress second date by buying both in advance and showing up on time.



Thanks
Button

Parking is now a smart-connection mobile experience via Parking Panda



questions?

(e) jackie@parkingpanda.com (t) [@jacqaluyan](https://twitter.com/jacqaluyan)

