



THE URBAN PARKING GAME
ROLAND ZELLER, COO



No matter what size...



Cars need parking lots



Car Parking = Politics



Green politics all over urban Europe



Increasing parking fees



And if you do not follow the rules...



Law enforcers will make you pay more



The solution = shared parking



Our offer



- Parking owners can upload Parking for sublet
- Renters can book on hourly/daily basis via Smartphone or Web
- Split of income 2/3 owner, 1/3 Parku

Started spring 2013 in Switzerland



- More 2000 Parking lots in CH
- 12 Cities
- More than 800 lots in Zurich alone

November 2013 start in Germany



- Start in Berlin, Hamburg, Munich
- More cities to come
- Most lots behind gates and barriers

Parku Sesam opens gates



Lots of technology needed...!



We got a lot of publicity



And Politicians are back....



Cars are good or bad...



But we ARE reducing search-traffic



Outlook



Thank you!

