Parking Panda

Parking Panda is the one-stop shop-leading competitor for finding cheaper and easier parking in your city. This free application allows drivers to have the ability to take advantage of exclusive discounts at parking lots, garages and private lots by reserving the spaces ahead of time (Cutrone, Business Insider). The application is mobile and works in real time, which makes it very convenient and easily accessible. Parking Panda offers many advantages and services, especially by offering homeowners the ability to rent out their parking spaces for sporting events. Another advantage is the wide variety of locations and the cheap prices. Other mobile parking applications only fit to certain garages in a specific city, however Parking Panda has more than 20,000 parking spots in major cities such as Baltimore, D.C, Philadelphia and San Francisco (Cutrone, Business Insider). On average, the parking spots are 15 to 20 percent cheaper than average rates. Nick Miller, CEO and Parking Panda cofounder, stated that working with parking garages it is much easier, because the company is able to apply "big data" analytics to parking (Hardawar, VentureBeat). Furthermore, 85 percent of Parking Panda's revenue comes from commercial parking garages, while 15% comes from private homeowners (Hardawar, VentureBeat). Through this, Miller is confident that the company is seeing "solid growth", especially from the private business opportunities. The company hopes to see a future with event partnerships as well. Baltimore Grand Prix is the official parking partner of Parking Panda and allows users to reserve parking spaces in correlation to events with the local ticketing company (Hardawar, VentureBeat).

A downfall however, is that users have to manually reserve and pay for a parking spot in advance, rather than just finding an available spot at that moment and parking. Also, Parking Panda is not fully functional in New York or Chicago yet, and users must pay for the parking spot in person making it less convenient and if not more stressful since they have to plan ahead.

In relation to our Mobile Parking Application, Parking Panda's reaction would be threatened. Although our applications have the same purpose, we will solely aim it towards the college student demographic. While Parking Panda focuses on reserving parking spots, our Mobile Application will focus on notifying students on available spots in real-time. This way, students will be able to plan their time more effectively and not have to worry about being late for class because they were looking for a parking spot. Parking Panda in response will try and partner up with other Colleges and Universities, and see this as another business opportunity to expand their business. They will also try and contact college students, in hopes of finding more private lots that can be rented out (i.e. tailgate space, homecoming events, etc.)

Streetline

Zia Yusuf, the CEO of *Streetline* a new innovated mobile parking application, allows drivers to quickly determine available parking spots as they driving to their destinations. Streetline strives to reduce drivers circling around the streets in hopes of finding available parking spaces (Graham, USA Today). He states, "This is a creative way of showing real-time parking availability. It is a good way to use technology to help the public." There are battery-powered sensors in parking spots

that communicate with a receiver in a lamp pole which then sends the information to a data center which in turn links with the application (Graham, USA Today). Each sensor costs $300 per installation plus a $120 yearly software license fee and the application costs $1.99 for smart phones. A major advantage of Streetline is that the application indicates the number of available spots and directs the driver to them via Google Maps, which sets them a part from other apps. According to IBM, Streetline was awarded the "Global Entrepreneur of the year" in 2010. Tim Willeford, IBM spokesman, stated that Streetline was chosen among the rest, because "it has a very attractive proposition for transportation solutions and can help reduce traffic in cities and people find parking more efficiently." Streetline is expanding its sensors to parking lots not only in major cities the United States, but overseas as well. They have partnered up with Siemens and BELLIS for an upcoming project in the city of Braunschweig, Germany that will help "offer integrated parking solutions around the globe," (Streetline). Yusuf believes that the company will continue to grow and hopes that one-day kids will say, "What do you mean you used to look for parking? Didn't they just tell you where the parking spots were?" (Graham, USA Today).

In response to our application, Streetline will try to partner up with us and expand to the college students as well. They will focus on the town of Towson and try to incorporate their technology to parking garages within the area since traffic is extremely congested here. It will be beneficial to both our application as well as Streetline, because we will need their technology to install the proper sensors in the

parking spots while they branch out to Baltimore, Towson region.

Parkopedia

Unlike the other applications, Parkopedia is a more simple free mobile application that provides coverage of paid and free parking garages. It pins your current location and based on that, finds available spots that are nearby. Also, Parkopedia includes opening and closing hours, prices and warns users of any specialized restrictions, such as height. This application is compatible with Apple, Android, Windows, Nokia, Mobile Web and UK SMS services. There are currently over 15 million parking spots listed and growing (Povich, AOL). Users are even able to post their feedback under testimonials to warn other users for any possible complications. For instance, one user can post that about construction, or size restrictions on a certain spots to spread awareness. One major advantage that Parktopedia offers is it's sorting function. Users are able to pick a certain price or budget for a day and Parkopedia will find an available spot to accommodate their preferences (Parkopedia). In addition, there is a price calculator where drivers enter dates and times to estimate how much parking will cost. Anthony Eskinazi, the company's current COO, wanted to combine the theme of parking with the concept of an encyclopedia hence the name (Povich, AOL). There is no need for registration to use the basic parking spot availability check, only to utilize all of the website's features. Through this, users can quickly access the application without wasting time signing up if it is not necessary to them. However, the only downfall is that the application updates do not run as frequently as others (Povich, AOL). This makes it very risky for users to depend on the application, which could defeat its purpose.

Our mobile application would be updated as often as possible, which would be seen as a threat for Parkopedia. By updating the application, we would build a stable and reliable foundation for our company and idea. For instance, if there were an accident that prevented access to a certain parking garage one day, it is extremely important for users to be aware so they would be able to avoid the chaos and find an alternative-parking garage in the meantime.