

# Parking Place Ltd

## Context

This is the first exercise that extends *the Introduction* lecture. Your goal is to think how you would build and launch this company with your current state of mind, so you will have a reference point and you will be able to observe, how your understanding of business changed because of Wardley maps.

## Who are you?

You are an aspiring entrepreneur.

## The Idea

Last weekend you have spent in Berlin, at a startup festival. Renting a car was relatively cheap and easy, but finding a parking place was extremely difficult.

One of your local friends told you, that in Berlin, for each parking place, there are three cars, because a lot of people considers a car to be their primary mean of communication, even if they happen to live in Berlin.

You have noticed that plenty of Berliners actually own parking spaces, and plenty of them are protected with barriers like the one on the image. Those parking spaces are usually empty for the most of the day, especially when their owners leave their houses to go to work. In addition to that, there is plenty of unused places in shared garage halls.

You think you could create a service that would let parking place owners rent their unused parking places for a small fee to drivers needing it. The service would be the Uber of parking places.

Given the scarcity of parking places, easy money for parking place owners and desperation of drivers - it could work.

## Exercise

Prepare an execution plan to pitch to potential investors. For the purpose of this exercise, focus on how the new company is expected to work and what needs to be done prior to launch. Financial aspects are less relevant in this exercise.



## Criteria of completion

Consider this exercise as done when you will feel you could invest your two monthly wages and have financial and technical details sorted by professionals. You should be ready then to pitch your idea to investors.