



VADE

CONNECTING THE CURB

WWW.VADEPARK.COM



MISSION

Power the future of urban mobility by making standardized and dynamic curb data accessible to anyone, anywhere.



VISION

A world where every curb space is used, managed, and monetized automatically.



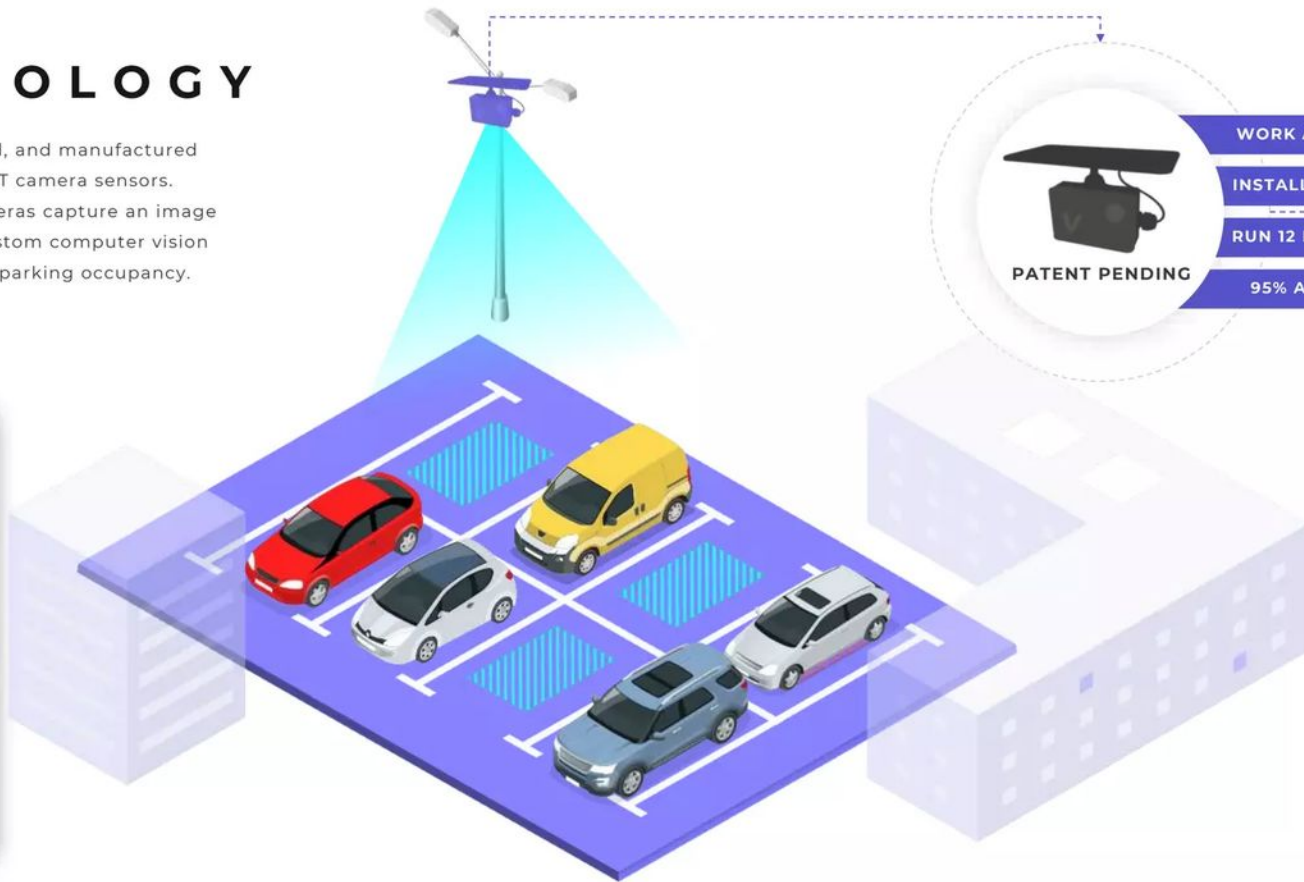
PROBLEM

The growth of cities and increase in curb usage by private companies has led to a massively inefficient system. Cities know this is a problem, but their only options are using antiquated technology and policy solutions.



TECHNOLOGY

We designed, developed, and manufactured the first fully wireless IoT camera sensors. Once installed, the cameras capture an image every minute for our custom computer vision to analyze for real-time parking occupancy.



PATENT PENDING

WORK ANYWHERE

INSTALL IN <10 MIN

RUN 12 HOURS/DAY

95% ACCURACY

HARDWARE SOLUTION

Municipal procurement is slow and tedious. We avoid it by **providing the hardware to cities for free**, and instead leasing our solution for a fixed subscription fee.

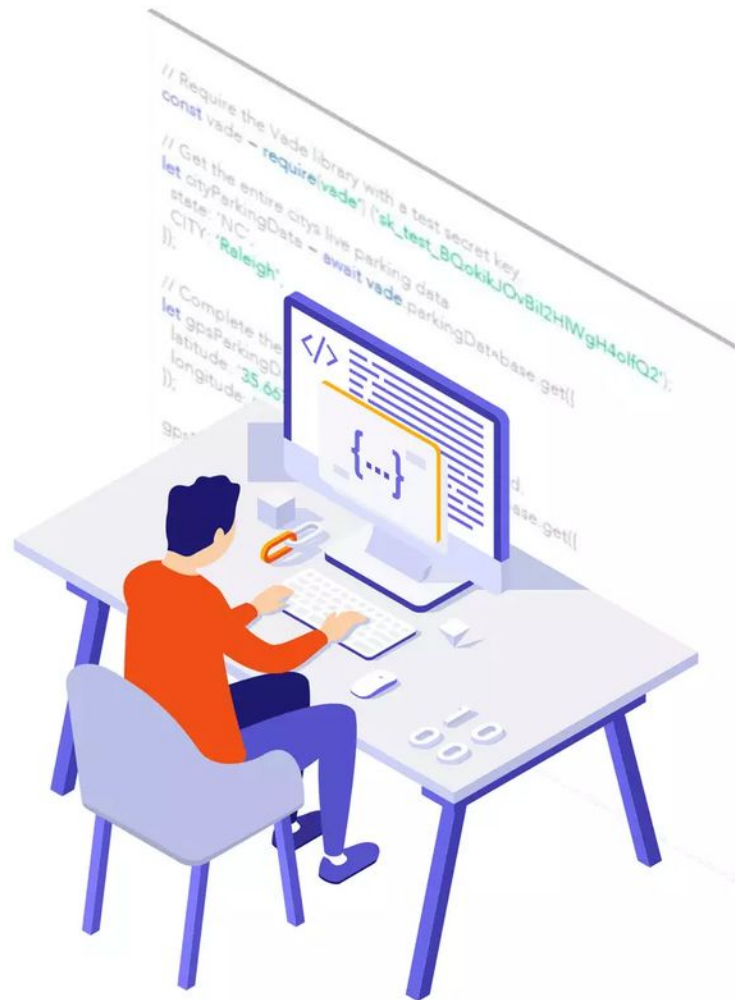
This means that cities pay for the data instead of the hardware, and we get a recurring revenue stream.



SOFTWARE SOLUTION

We use the hardware as a tool, with the end-product being an open API with built-in functionality so developers have the tools to integrate effectively.

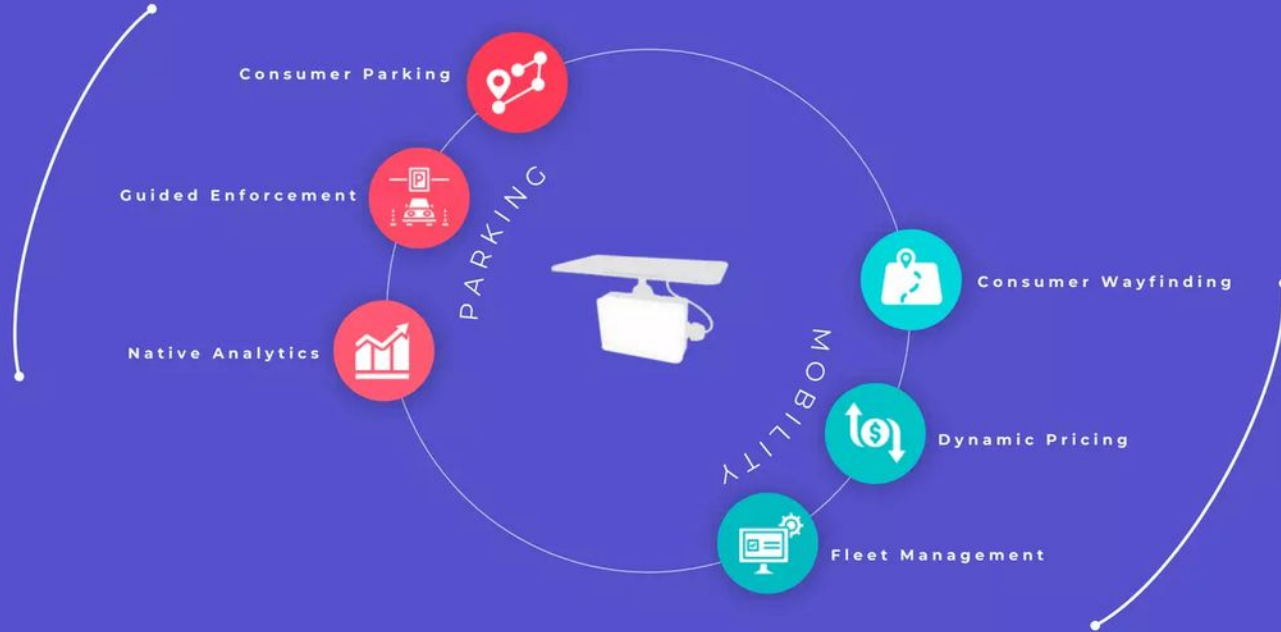
Since the use cases of the data extend far beyond cities and their vendors, we enable **any mobility solution to access the API through our website.**



USE CASES

OVERVIEW

B2G



B2B



USE CASES

PARKING

\$50-100 / CAM / MONTH

CONSUMER PARKING

Parking apps can show users real-time parking availability, direct to the nearest open spot, and track the length of stay to charge by the minute.

77% of ParkMobile users (n=30,000) said that finding a spot is their biggest frustration.

GUIDED ENFORCEMENT

Enforcement solutions can verify the occupancy of expired spots before sending an officer to issue a citation, increasing efficiency by up to 2-3X!

Our pilot showed that enforcement captured just 5% of the total number of violations at least 30 minutes long.

NATIVE ANALYTICS

Cities can use native occupancy analytics instead of deriving occupancy from transactional data to make better informed decisions.

Our pilot found 30% of minutes parked were unpaid, so transactions are flawed inputs for occupancy data.

USE CASES

MOBILITY

\$0.01-0.05 / API CALL



CONSUMER WAYFINDING

Navigation apps like Waze can show users real-time parking availability and direct them to the nearest open spot to their destination.



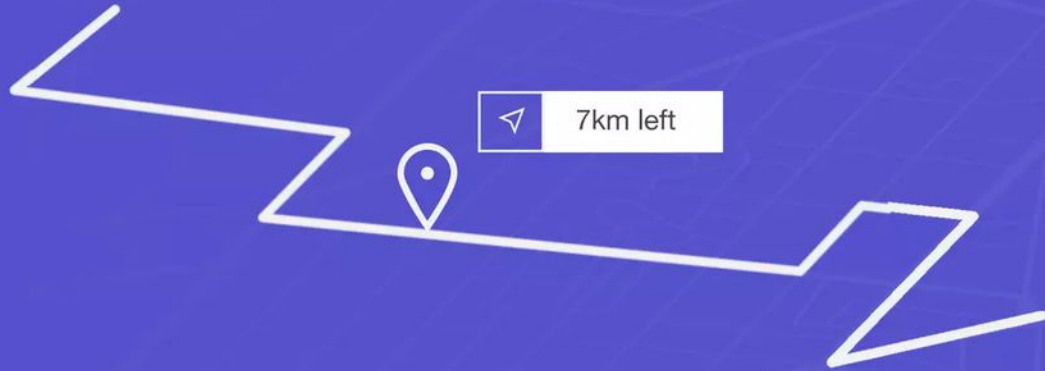
DYNAMIC PRICING

Cities and curb management solutions can dynamically price different curb spaces based on occupancy levels to improve turnover.

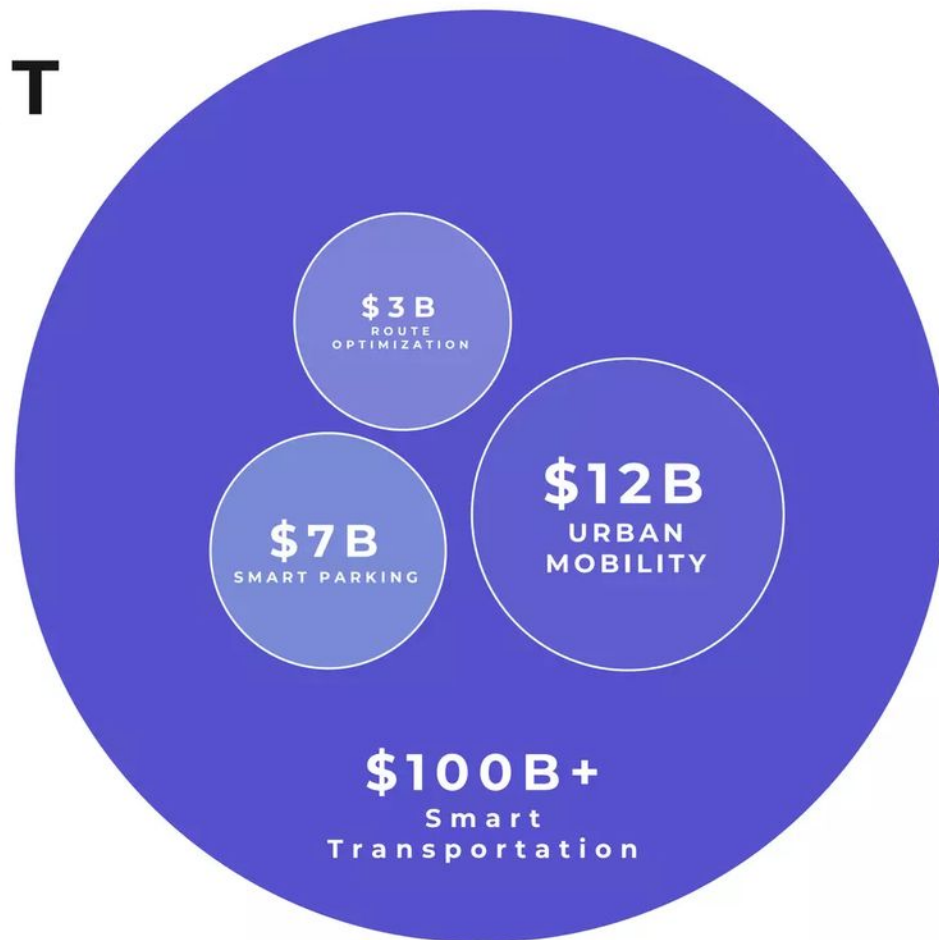


FLEET MANAGEMENT

Fleets like UPS, Uber, and GrubHub optimize last-mile routing to increase overall fleet efficiency and decrease parking violations.



V MARKET





COMPETITION



V FOUNDERS



Christian Burke

CTO

Majoring in electrical engineering, designed 5G antennas along with Harvard-backed professor, and has built and sold multiple hardware products through online channels.



Ritwik Pavan

CEO

Started software development company providing services to startups and enterprises, grew organically over 5 years to \$1M+ revenue and expanded team to 40+ contractors



Matty Schaefer

CFO

Grew a YouTube channel to 500K+ subscribers and \$100K+ in annual revenue from native ad revenue, affiliate programs, third party sponsorships, and brand partnerships.

V ADVISORS



Tom Szubka

Senior Consultant at Walker Consulting
Prev. Director of Operations, Flowbird



David Young

CFO at United Public Safety
Strategic partner



Charlie Ansanelli

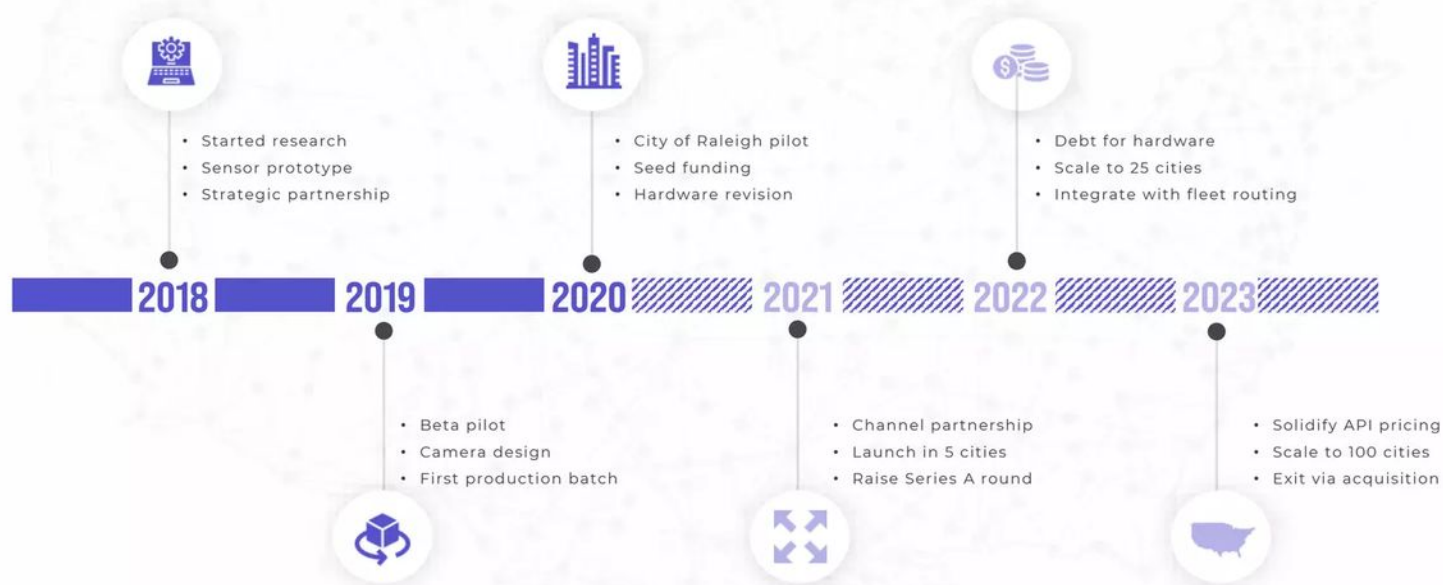
Founder of Rockstack Capital
Prev. Founder of ParkPlease (acquired)



Scott Albert

Venture Partner at CoFounders Capital
Prev. Co-Founder of Aurora

PROGRESS + ROADMAP





THANK YOU

We look forward to speaking to you.

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