PARK SHARK IS HERE TO SOLVE YOUR LAST MILE PARKING QUEST!

See open spots in real time, right inside the map you already have open. Drive straight to one, park, and payment happens automatically when you leave — **no new app, no circling, no kiosk.**

THE PROBLEM

Parking is broken for drivers, lot owners, and cities at the same time — and affordable, real-time spot-by-spot parking intelligence does not exist yet.



— THE SOLUTION

Live availability, right inside the map drivers already have open

No New App	Drive Straight In	Pay Automatically	Drive Out, Done
Live occupancy inside Google & Apple Maps	Guided to an open, exact spot — no circling	Apple & Google Pay — no kiosk, no stopping	Camera-free enforcement closes the loop

UNIT ECONOMICS

~$7 per spot, installed

MARKET OPPORTUNITY

Global Parking Management Market, 2025	**$5.53B**
North America Parking Revenue, 2025	**$11.3B**

— BUSINESS MODEL — THREE REVENUE STREAMS, ONE SENSOR NETWORK

B2G
City & County Governments
- Volume-based contracts for autonomous enforcement
- Activates early, independent of driver-side scale

B2B
Lot Owners & Operators
- Opt-in subscription for analytics & dynamic pricing
- Zero setup cost — installed & maintained free

B2C
Drivers
- Transaction fee on every transaction, compounds with growing network
- Premium tier for frequent & fleet drivers

— COMPETITIVE LANDSCAPE

APPROACH	EXAMPLES	ACCESS TO DATA	LIVE PER-SPOT DATA	PAYMENT	COST/INSTALL
Park Shark	No similar alternative	Google & Apple Maps	**Yes**	**Automatic**	**~$7, Minutes, no wiring, screws**
Ground Sensors	Nwave, Libelium	Only for lot operators, **no driver side access**	**Yes**	Do not management payment	**$150+,** Per-spot, embedded
Cameras	AirGarage, Axis, etc.		Partial		**~$1,000+/unit,** Wired, high-mount
Software	ParkMobile, SpotHero	On their own apps	**No**, Lot-level at best	**Manual every time**	**No physical live intelligence**

PARK SHARK

DEFENSIBILITY · TRACTION · THE ASK

Smart infrastructure. Live data. Real Impact.

— DEFENSIBILITY

Why this not just another sensor company & can't get out-competed by an app

01

Hardware Cost Moat

One sensor covers 10–15 spots wirelessly at ~$7/spot installed — an order of magnitude below the $150+/spot ground-sensor standard.

02

IP In Progress

Multiple provisional patent applications in preparation covering sensor design, multi-spot detection, and camera-free vehicle ID.

03

Compounding Data Network

Every sensor deployed adds to a proprietary live-occupancy dataset a software-only competitor cannot replicate.

04

AI/ML Layer

Predictive availability & demand models sit on top of the data layer, sharpening — and defending — the platform as the network scales.

— TRACTION

Confirmed pilots, potential partnerships

- **UNC Planning & Transportation**
  Confirmed on-campus pilot partnership
- **City of Durham — Lot #20**
  Planned municipal pilot deployment
- **Empire Properties, Raleigh**
  Engaged for private lot deployment
- **Chapel Hill & Carrboro**
  Post-pilot partnership interest confirmed

35 customer interviews · $4,000 UNC SURF grant · Summer Accelerators 2026 · ConvergeSouth

launch Chapel Hill · FIRST FLIGHT VENTURE CENTER · CONVERGE SOUTH 2026 POWERED BY FLYWHEEL

Founder-led, technical & commercial

Ishan Joshi — Founder
Product & Hardware · Physics & Data Science, UNC-Chapel Hill
Embedded systems, PCB design, IoT firmware — drives technical direction end-to-end.

Parshant Kumar
Business Development · Business & Economics, UNC Kenan-Flagler
Go-to-market, business model, and outreach

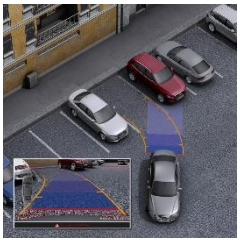
Laaraib Abro
Software · Computer Science, NC State
Builds the driver-facing platform, operator dashboard, and cloud backend.

— SUMMARY

Open the map you already use, see exactly which spots are open, drive straight there, and drive away without ever pulling out your wallet or stopping anywhere.



Find open spots live



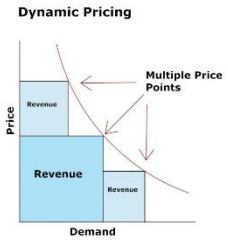
Live parking assistance



Remember where you did



Pay seamlessly No Kiosks



Understand traffic, demand live

— THE ASK

RAISING

$50K

Manufacturing, deployment & pilot operations

Now First revenue from B2G enforcement contracts & early operator subscriptions — no driver-side scale required.

$2M+ 50-lot dense Triangle network within 18 months of pilot validation, all 3 revenue streams compounding.

$10M+ Same playbook repeats into Charlotte & Southeast metros on proven unit economics.

Let's fix parking, once & for all.

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