

Overviews:

I am pitching to “Tesla”

I will be presenting a company named ParkSavvy, which I plan to establish this summer to gain in building and understand better how it works. My idea is to create an app that helps users avoid parking tickets, starting from SFMA and expanding to major cities in the USA. The app will track your car's location, notify you about parking restrictions, and remind you to move your car before time limits. Additionally, later on, it will show parking availability around you, and enforcement agents' locations, through live cameras already integrated into other cars.

The app will be focusing on San Francisco as it is a great place to start start-ups and because a lot of cars in the bay as now cameras. The app will be free but will collect data and sell it to be financed.

My app will connect with PayByPhone and provide an easier map showing parking restrictions and safe parking locations within an average of 4 blocks. Tell you, where you should park and if you can park here.

ABOUT YOU

- Smile, and introduce yourself and your company's name, product, or service.
- Open with a statement or question that grabs attention: a hook that prompts your listener to become interested.
- **What is your VALUE PROPOSITION**
- Tell what your product/service does and how it works. Show enthusiasm.

Hello, everyone. My name is Edward Grosvenor-Newth, and my company is called ParkSavvy. It is an app that reminds you to move your car before SFMTA agents give you tickets. Over 1.5 million tickets are issued annually, averaging 3 tickets per car as there are 500,000 cars registered in San Francisco. The app is completely free and can save you an average of \$300 a year. All you need to do is download the app on your phone, and my team will take care of the rest.

Basically, have your app open, and it will follow your car. While you park, you won't even have to take care of the sign. The app will notify you immediately and tell you if you can park there and for how long. Walk away, do your shopping, and receive a second notification 15 minutes before you need to move your car. The best part is that the app will even let you know the closest parking spot around you for a subscription. Don't spend hours looking for it. On average, people spend up to 4 days a year looking for a parking spot in the city, which is crazy.

AI = move your car

WHAT DO YOU OFFER

- What is your **value proposition**, and why should your prospect buy from you?
- Tell what **problems** your product/service solves or contributions it has made.
- Mention two **buying motives** and the **benefits** of your product/service that reinforces these motive.
 - Offer a vivid example.

My company gains 200 new customers weekly and operates daily on the app in San Francisco. This leaves room for more customers in the Bay Area and major U.S. cities. You can own 3% of the company by contributing your expertise to expand it nationwide. Our service enhances the San Francisco city experience and reduces the worry of parking tickets by encouraging people to leave their cars and walk around areas. Two buying motivations will be the **gratuity of the app** and the possibility to download from wherever they are with just a Wi-Fi connection, which is really easy. Two benefits of the product are that it prevents you from getting parking tickets and makes your life easier in the city, as it will help you find an available parking spot and more.

WHAT ARE THE BENEFITS

- Present your product or service in a compelling manner
- Tell what exceptional service, product, or solutions your product/service can offer
- What are the advantages of your product over the competition
- **Provide proof:** the proof you'll provide have to answer this question: "How do I believe you?" You should also:
 - **Add testimonials** - They highlight what clients love about doing business with you. Use real client's pictures to enhance credibility impact.
 - **Share research data** - Use expert quotes and findings that tie to the benefits of the product you're offering.
 - **Compare** your products vs. competitors - Show your audience how you're better.
 - Provide extra benefits - Offer a **money-back guarantee**, free trial, or free shipment to show and earn confidence.

My idea is to create an app that helps users avoid parking tickets, starting from SFMA and expanding to major cities in the USA. The app will track your car's location, notify you about parking restrictions, and remind you to move your car before time limits. Additionally, later on, it will show parking availability around you, and enforcement agents' locations, through live cameras already integrated into other cars.

The app will be focusing on San Francisco as it is a great place to start start-ups and because a lot of cars in the bay now have cameras. **The app will be free** but will collect data and sell it to be financed.

My app will connect with PayByPhone and provide an easier map showing parking restrictions and safe parking locations within an average of 4 blocks. Tell you, where you should park and if you can park here.

My app will include several features that will help customers better than another app can offer. These features include AI-powered predictions initially and the ability to check if your car can fit into a parking spot using cameras. Smart notifications will be simple and non-annoying. The app will be compatible with CarPlay and other maps, allowing you to get directions. For safety, the app will enable hands-free use of your voice. It will also integrate payment options for parking spots like PayByPhone and include community features for chatting with other users.

Today, I brought with me data from the past month, and additionally to one of our customers: Sacha lives in San Francisco and is a delivery for DoorDash. "I have been using the app for more than 2 months and it has saved me about 5 tickets. I need to park in a high-risk area such as Chestnut Street where SFMTA agents are everywhere. I don't even have time to get food from the restaurant without getting a ticket. This app really fits my needs".

OVERCOME AN OBJECTION AND CLOSING THE SALE

- In your presentation, weave in a prospect objection and then that objection your prospect may have (no need, product or service objection, company objection, price is too high, time/delaying.)
- Answer the objection using the **LLARC** method discussed in class (listen, acknowledge, access, respond, confirm)
- Use one of the techniques discussed in class to **earn commitment** (direct, legitimate or alternative choice, summary commitment, T-Account/Balance Sheet, Success Story commitment)

Objections: Small business with not enough consumers.

Listen: I will give the opportunity to them to explain their concerns about the scale of the business

Acknowledge: Validate their concern. "I understand why it might seem risky to invest in or partner with a smaller company in its early stages."

Access: Think about how to effectively address this concern.

Respond: Explain the strategic plans for growth and customer acquisition. "Although we're currently small, we have a clear plan for scaling up, including targeted marketing campaigns and partnerships with local businesses to quickly increase our user base."

Confirm: Check if your explanation has reassured them. "Does this approach make sense to you? Do you see how our growth strategy could benefit your investment?"

ASK FOR THE SALE

- Ask the Sharks for the "sale"
- Using one of the closing techniques discussed in Chapter 8 - ask for the sale
- Your pitch should be rehearsed repeatedly. Limit it to three minutes -- DO NOT WING IT. You will be graded based on the above. PRACTICE

Closing technique...

Script:

Today, I am going to present my pitch about my app that's called ParkSavvy. You, the audience, are a team at Tesla responsible for investing in new technology.

Hello! I am here to present about my company that's called ParkSavvy. It's an innovative parking assistance app that aims to reduce parking violations and time spent searching for available spots.

Parking in cities like San Francisco is stressful, consuming and potentially very expensive. On average, people spend up to 4 days a year looking for a parking spot in the city. On top of this, the city hands out millions of dollars of fines to people who may have lost track of time or were too confused by all the different rules.

ParkSavvy is here to save them! We are building capabilities such as clearly explaining parking rules including time limits, sign details, and street cleaning, and expanding these to new AI and vision driven scenarios in the coming months.

We wanted to come to you at Tesla because we think a partnership could be a great differentiation from other electric car manufacturers. We want to explore a potential integration, where Tesla owners can get this type of assistance directly in the Tesla app. We would love to explore how we could tie in these types of capabilities, including predicting where you can find parking spots, and soon some exciting new features such as visually scanning streets and available parking spots. We would also love to explore potential collaborations to unlock even more value, such as through the vision systems built into your cars. We want to see how far we could take this over the coming years, such as automatically moving the car to another parking spot when needed, or picking you up when you have finished shopping.

Customers have a few problems that can have a quick solution to them. High risk of Parking tickets, Time spent searching for parking, cost of parking tickets, and the lack of real-time parking information in SF. Parksavvy will send you reminders to move your car on time, help you find new parking spots nearby, and include payment functionality such as Paybyphone or pay your tickets.

Market validation: There are 1.5 million tickets issued annually in San Francisco for 5 hundred thousand registered cars, an average of 3 tickets given by cars. And \$300 spend unnecessarily when could have just had a reminder on your phone.

Our app is now small which I acknowledge and it can scare you, but the good news is that we are ready and we have the potential of new customers from the bay to nationwide. Leaving us space to grow.

The benefit of the app for customers: with only icons on the app, you will receive important information about parking rules through your location. Time limit parking spot, set reminders for your moving car, find a new parking spot, payments, where is your car, and much more.

Buying motives: the app is completely free and includes diverse benefits but you can also pay for the premium version and if you have a Tesla is free to get a premium version of it, with more benefits.

Our existing users are happy and rate positively our app. Our customers are happy and have a good experience using an app, they rate positively on the app store. Nathan a door dasher explains that we avoided 5 tickets for parking last month on Chestnut street.

Parksavvy has more benefits than its main competitor Spot Hero such as AI assistant and real-time parking assistance.

I hope you all are as excited as me for where we could take the Tesla app together! If this seems like it could be a good opportunity to explore more, should we plan to meet again next week to discuss potential collaborations? Thank you for your time.