

Project Management Portfolio on JustPark



Now they are working with a number of UK councils to help them make the most of their parking facilities and open them up to new audiences. The same goes for several big car parking companies.

The UK government has shown its support for start-ups such as JustPark as part of the emerging 'sharing economy' - the independent review of the sector that the government commissioned last year recommended that the opportunities be embraced, and growth in the sector fostered.

This 'B2B2C' model protects the community values set up during the initial peer-to-peer stages of the business, but has opened up many more spaces and possibilities to cater for rising demand.

Investors

In 2010, JustPark was only making £1,000 per month. However, by 2011 the company had over 100,000 users and had managed to make it onto the radar of venture capital firms and BMW. In 2011, BMW investing £250,000, 2015 raised £3.7m in a record-breaking equity crowdfunding round.

2014: 5 employees
2015: 45 full-time employees

Break-out:

The only online parking platform to have successfully implemented both peer-to-peer B2B and Business B2B models (2015)

BMW i:

Stakeholders: People who are registered as either offering a parking place or looking for parking space.

Consequences

- Legal issues, like the struggles that Uber is facing, not suitable business model in many cities where there is vested interest in high volume parking
- presumably more common in urban areas
- 2013 experienced local authorities threatening fines-solution = negotiation, former Communities Secretary Eric Pickles pledged support to these micro-entrepreneurs, and government guidance was drawn up that has reinforced the right of homeowners to rent out their driveways.

✓ Preferences for future investment

- The only online parking platform to have successfully implemented both peer-to-peer and B2B models
- with in one year from 5 to 45 employees
- 25,000 individuals and families listing private parking spaces for rent
- Partnerships with car parks (NCP, APCOA, Q-Park), hotel chains (Hilton, Holiday Inn), and other businesses (pubs, churches, schools etc.)

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The only online parking platform to have successfully implemented both peer-to-peer (P2P) and Business-to-Business (B2B) models. (2015)

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JustPark

Find your perfect parking space

Trusted by over 500,000 drivers

Where do you want to park?



From



Until



Search

Founder: Anthony Eskinazi envisaged a parking space sharing service in 2006
CEO: Alex Stephany



How it works



Sign up online - it's free to list a space, and your ad will be live in a matter of minutes.



Driver parks at your house, turning empty space into money.



We pay you directly by bank transfer or PayPal.



We let you know by text or email when someone books your space.

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Index Ventures

Index Ventures, Europe's leading venture capital firm, has been investing in technology, biotech and cleantech since 1996. They're the guys behind the likes of towering successes such as Skype, DropBox, Citymapper and Just Eat, and joined JustPark as backers in 2014.

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BMW i

The BMW Group collaborates with partner companies and explores strategic capital investments in providers of mobility services. BMW i Ventures is the automotive giant's venture capital arm, with the aim of extending the range of products and services offered by BMW by investing in innovative tech. It's through this partnership that JustPark released a world-first in-car app in 2014, allowing drivers of MINI connected cars to browse, book and pay for parking directly from their dashboard.

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