# Project Management Portfolio on **JustPark**







Thecasesolution.com

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

Partnerships with car parks (NCP, APCOA, Q-Park), hotel chains (Hitton, Holiday Inn), and other businesses (pubs, churches, schools

The UK government has sharen its support for start-ups such as Justifier's as part of the emerging 'sharing economy'. The 'independent review of the sector that the government commissioned lost year recommended that the apportunities be embraced, and growth in the sector fastered. This 'B2B2C' model protects the community values set up during the initial peer-tointo the build. Imposel protects the community values set up during the initial peer-to-peer stoggs of the business, but has opened up many more spaces and possibilities to cater for riting demand.

Now they are working with a number of UX councils to help them make the most of their porking for thise and open them up to new audiences. The same goes for several wig or porking companies.

Klaudia Laczi

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### How it works

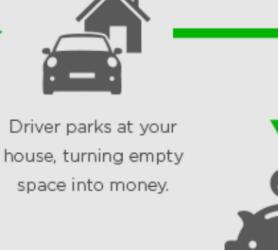


Sign up online - it's free to list a space, and your ad will be live in a matter of minutes.



We let you know by text or email when someone books

your space.



We pay you directly by bank transfer or PayPal.

### 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 BMV. In 2011 BMV 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 P2P and Business to Business B2B models. (2015)

BMW i.



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

#### **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.

#### **BMWi**

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.



# Preferences for future investment

- The only online parking platform to have successfully implemented both peer-to-peer and B2B models;
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- 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.).



### Consequences

- Legal issues, like the struggles that Uber is facing, not salable business model in major 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 enshrined the right of homeowners to rent out their driveways.

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-topeer stages of the business, but has opened up many more spaces and possibilities to cater for rising demand.