

Parking Place Limited

Context

This is the first exercise in the *Introduction* phase of the course. Your goal is to think how you would build and launch this company with your current state of mind. This will give you a reference point so you will be able to observe how your understanding of the business changes because of Wardley maps.

Who are you?

You are an aspiring entrepreneur.

The idea

You spent last weekend in Berlin at a start-up festival. Renting a car was relatively cheap and easy, but finding a parking place was extremely difficult.

One of your local friends told you that in Berlin, there are three cars for every parking place, because a lot of people consider a car to be their primary means of transportation, even if they live in the city.



You have noticed that plenty of Berliners actually own parking spaces, and protect them with barriers like the one in the image. These parking spaces are usually empty for most of the day, especially when their owners drive to work. In addition, there are plenty of unused spaces in shared parking garages.

You think you could create a service that would let parking place owners rent their unused parking places for a small fee to drivers needing them. The service would be the Uber of parking places. Given the scarcity of parking places, easy money for parking place owners and desperation of drivers – it could work.

Exercise

Prepare an execution plan to pitch to potential investors. For the purpose of this exercise, focus on how the new company is expected to work and what needs to be done prior to launch. Financial aspects are less relevant in this exercise.

Criteria of completion

Consider this exercise as complete when you will feel you could invest two monthly wage packets and have financial and technical details sorted by professionals. You should then be ready to pitch your idea to investors.