Fake it ‘til you make it: A strategy for product development

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Origin story
Origin story
Origin story
Parking Guidance System
A tricky business strategy

Source: Adam Fletcher
http://venturevillage.eu/worst-startup-advice
The problem with white labeling

Just add your logo & brand
Adding value: web portal
What problem does guidance solve?

Time to Park

Utilization

85%

Without guidance

With guidance
Where’s my car?
Who gets the good spots?
Our solution: use cameras
Product development risks
Fakin’ it in product development
The Turk

Occupied
Click all images of empty bays

Vacant
Click all images of vehicles

Next
The operators
The algorithms
The LPR Turk

The LPR Turk is a web-based tool designed to assist in the processing of license plate images. It allows users to input various details such as plate text, site information, and machine plate confidence. The interface includes tools for editing and navigating through the images and data entered.
Find Your Car – mobile apps

Available Parking Spaces

<table>
<thead>
<tr>
<th>Level</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 2</td>
<td>9</td>
</tr>
<tr>
<td>Level 3</td>
<td>0</td>
</tr>
<tr>
<td>Level 4</td>
<td>44</td>
</tr>
<tr>
<td>Level 1</td>
<td>36</td>
</tr>
</tbody>
</table>

Search

Search for your vehicle by typing in your license plate below. You are searching site: Liberty Place
Find Your Car – mobile apps

Select your vehicle from the matches below. You searched for: Gmc

Your vehicle is parked on Level 1

Search this Site  View Available Spaces

Search this Site  View Available Spaces
Premium parking
Data analysis – customer movement

<table>
<thead>
<tr>
<th>Estimated Customer Movement</th>
<th>Measured Customer Movement</th>
<th>Weekly Visit Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2012 Q4</strong></td>
<td><strong>2013 Q4</strong></td>
<td><strong>Lost to another category</strong></td>
</tr>
<tr>
<td>Weekly</td>
<td>5512 (1.3%)</td>
<td>9286 (2.78%)</td>
</tr>
<tr>
<td>Fortnightly</td>
<td>21225 (5.01%)</td>
<td>26018 (7.78%)</td>
</tr>
<tr>
<td>Monthly</td>
<td>29674 (7.01%)</td>
<td>31569 (9.44%)</td>
</tr>
<tr>
<td>Less Frequent</td>
<td>367074 (86.68%)</td>
<td>267514 (80.0%)</td>
</tr>
<tr>
<td>Total</td>
<td>423485</td>
<td>334387</td>
</tr>
</tbody>
</table>
Data analysis – customer movement

The percentage of visits attributable to each customer category during a given week.

- Weekly
- Fortnightly
- Monthly
- Less Frequent

Fortnightly 2012 W50
17.4%
Data analysis – customer origin

Visits by Post Code
Number of visits per post code
Data analysis – customer demographics

**Age Distribution**

- **Likelihood**
- **Age** distribution for different age groups (0-4, 5-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+)
- **Male** (blue) and **Female** (red)

**Weekly Household Income Profile**

- **Percentage of households** by total weekly household income ($)
- Income ranges: 0, 1-199, 200-399, 400-599, 600-799, 800-999, 1249-1499, 1999-2499, 2999-3499, 3999+ (Disclosure)

In development...

- Streaming video
- Event detection (security)
- Dynamic pricing
- Space reservation / automatic valet
Park Assist – Vital Stats

- Founded in Sydney, Australia in 2007
- Moved to midtown Manhattan in 2010
- Acquired by TKH Group in 2013
- 30 employees
- ~70,000 cameras and counting…
Where can you find us?

- Airports, shopping malls, casinos, hospitals, public / private commercial lots