

Model of Excellence Profile – Parking Panda

Company Name:	Parking Panda Corp.	ICG#	43422
Address:	3422 Fait Avenue, Baltimore, MD 21224		
Product Name:	Parking Panda		
URL:	Parkingpanda.com	President Name:	Nick Miller, Co-Founder & CEO

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate – Marketplace	<i>Business Model:</i> Advertising & Sponsorship – Piece of the Action
	<i>Content Models:</i> Original Compilation – Advertiser-Supplied	<i>Distribution Model:</i> Direct Sales – Captive
Company Overview	<p>Founded in 2011, Parking Panda helps consumers commute smarter by offering online parking reservations in advance. Parking Panda customers know before they go, as they are equipped with the ability to search and compare thousands of parking options and price in more than 40 cities nationwide. Drivers can easily reserve guaranteed parking spaces in advance at parking lots, garages and valets in their city, or they can find and book parking on-the-go with the company’s award-winning mobile app for iOS and Android. Parking Panda continues to create a frictionless parking experience through its PandaScan technology, providing consumers a scan-in/out ability to even redeeming a reservation from a garage’s pay station system.</p>	
Product/Service Description	<p>On the consumer side, Parking Panda offers a simple and free app that helps the commuting consumer locate parking near their preferred destinations. Parking Panda further streamlines the consumer’s parking experience by providing real-time parking availability, the ability to compare prices, as well as the option to reserve and pay for a parking spot—all in one app. PandaScan, the company’s automated technology, gives drivers a hassle-free scan-in/out ability via the company’s proprietary hardware, continuing to streamline access and egress from a parking facility.</p> <p>For operators of parking facilities, Parking Panda is a search engine of available parking inventory in more than 40 cities nationwide. Operators can adjust prices in real-time to reflect demand and fill a higher percentage of available parking spots. Parking Panda offers a powerful, sophisticated set of online tools and analytics that can be used for management and optimization, as well as the ability to expand in the company’s additional products and services. Parking Panda’s PandaScan is an exclusive technology that includes an array of automated technology from the ability to scan in/out of the garage to even redeeming a reservation from a pay station system. Other tools include Parking Panda’s P3OS, the operator’s ultimate solution to managing event</p>	

parking payments. Parking Panda's P3OS provides operators with a frictionless customer entry and exit. Through P3OS, operators can easily redeem parking reservations and process drive-up payments—all drawing from the same inventory pool and managed within the same simple interface for on-site attendants. Current partners working with Parking Panda via its P3OS solution are: the Horseshoe Casino Baltimore, Tampa Bay Rays, and the Washington Nationals.

This is a powerful win-win business model. Consumers get convenience, and often better pricing than the drive-up rate—oftentimes up to 70 percent. Garage owners and operators are able to fill inventory, more of the time, and can adjust prices to reflect demand, thus maximizing profits.

Of course there is the promotional benefit as well: Parking Panda is efficiently uniting buyers and sellers online. Even cities benefit from reduced pollution and congestion caused by cars circling around in search of parking.

Year Founded:	2011	BizDev Contact:	Jackie Gilbert, Director of Communications
Employees:	28	Main Telephone:	667-401-2450
Profile Date:	6/29/2015	Primary Market Served:	48 – Transportation & Warehousing
Ownership:	Private	Funding Source:	Venture Capital-Backed
MofE Class:	2015		