

# Business

## Industry Expertise

It has been crucial to maintain connections with industry experts to ensure we are developing a marketable system. We have had great success with garage proprietors such as Standard Parking as well as technology vendors such as Zebra Technologies. In addition to offering feedback on our features and implementation, they also helped us understand the challenges presented by the fragmented market.

## Sponsorship

While many parties have expressed interest in Simply Park, they have been hesitant to offer financial support at this stage. We have found these contacts indispensable for the insight they provide and continue to seek sponsorship as the system develops.

## Business Identity

To effectively communicate with industry, we represented the professional face of Simply Park. In preparation for each meeting, we delivered a package including the executive summary, brochure, and graphical schematics of the system.

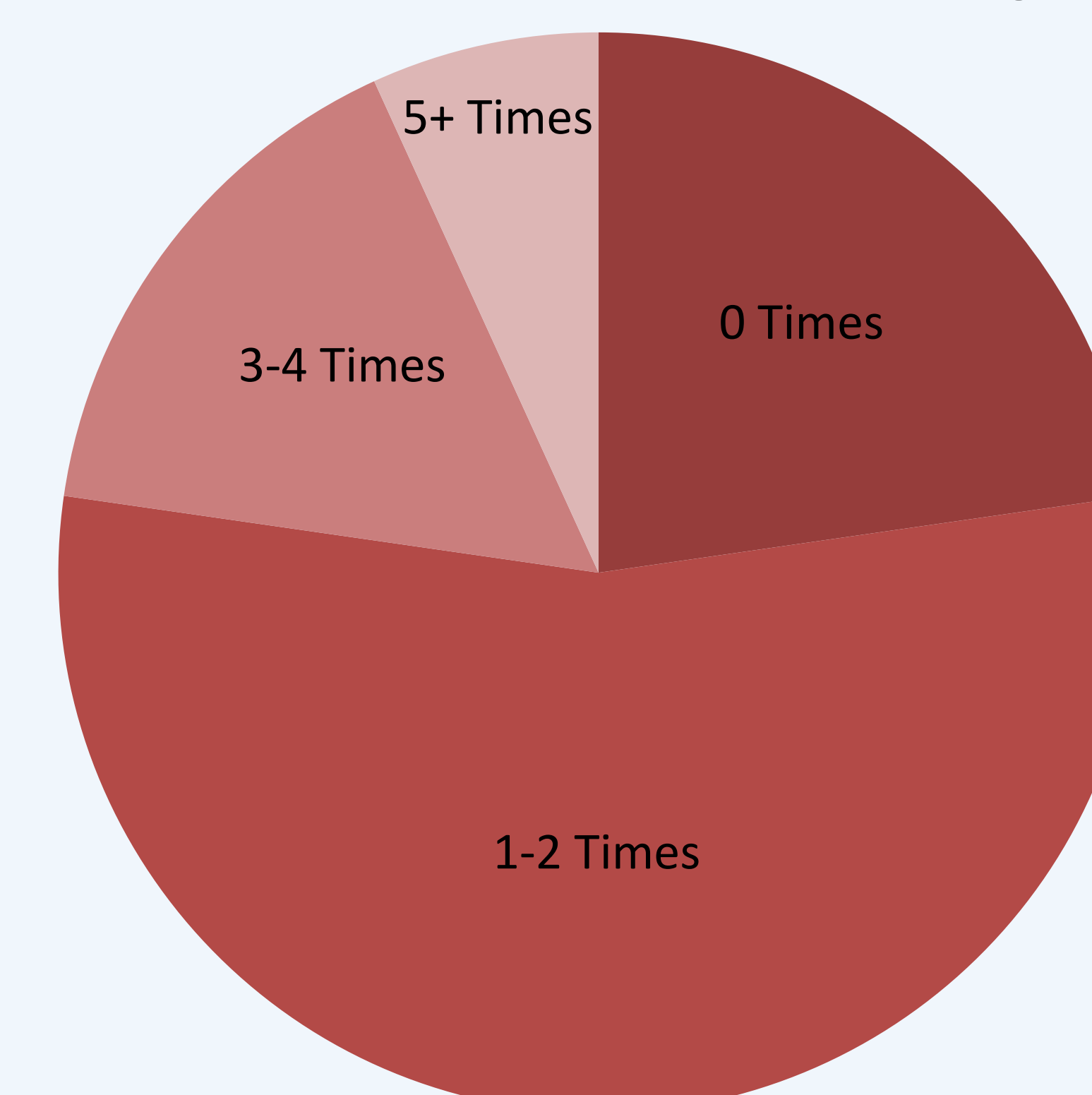
# Survey

We surveyed consumers to ensure we are developing a system which is valuable to them.

Most Desired Features



Number of times in a typical month consumer is not able to find parking



The distribution of the survey was limited, but continues to be available to collect data.