# Thunder Tech Lean Canvas

Designed for: Easy Access Parking System

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## Problem

- Unsystematic and messy parking system
- Irresponsible drivers park in PWD parking slots are increasing
- Searching for unoccupied parking lot takes a lot of time

## Solution

- Tickets with assigned parking slots numbers
- PWD card scanner to identify PWD drivers and passengers
- Elavated parking blocks in front of each parking slot to prevent drivers park in PWD parking lots

## Unique Value Proposition

Company :
- Easy to manage
- Improve the company and building brand that gives high tech services
- Cost-effective

Drivers:
- Reduce search traffic
- Anti PWD parking lot thieves
- Increase in safety

## Unfair Advantage

- Cannot be easily copied or bought
- Generate demand from consumers

## Customer Segments

- Drivers including OKU drivers and passengers
- Buildings that have parking lot
  Eg. mall, hospital and hotel

## Existing Alternatives

- Parking system that are using light sensor and emit red and green light to represent whether the parking slots are occupied or not

## Key Metrics

- Tickets per day
- Tickets updated per day

## Channels

- Conference
- Website
- Review, rating and feedback system

## Early Adopters

- Shopping malls with built in parking lots
- Hotels with built in parking lots

## Cost Structure

- Salaries to permanent employees
- Technological Infrastructure

## Revenue Streams

- First 30 days will charge RM1.00 for each parking slot
- The next month will charge :
  - First 1 hour  :   RM3.00
  - Next 3 hour  : + RM 1.00
  - Next 6 hour  : + RM 6.00
  - Lost ticket    :   RM 30.00

Pitching Video https://youtu.be/8euEkb3346U

# Neos Chronos Lean Canvas Template