

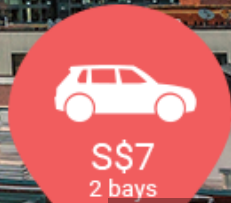
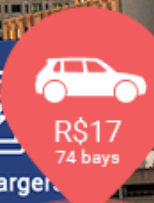
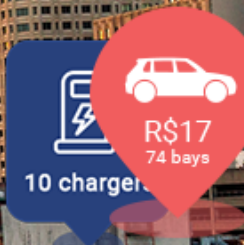
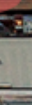
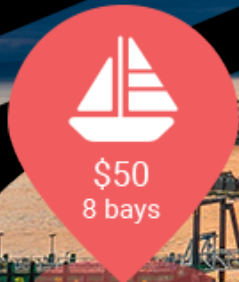


KERB™

# Increasing Brand Awareness For KERB

**Harriet Harvey**  
GLOBAL Sales and Marketing

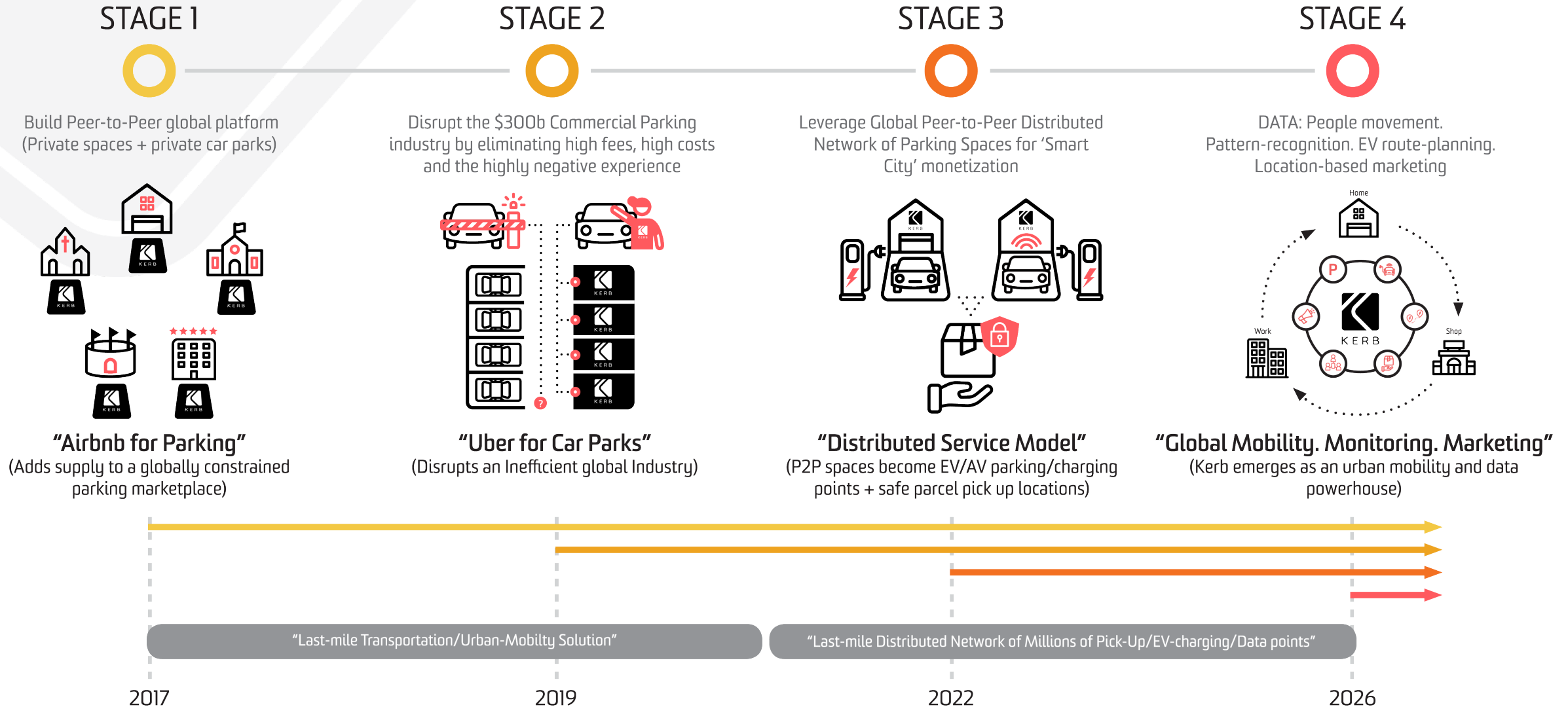
**Taylor Keresztesi**  
Sales and Marketing Coordinator



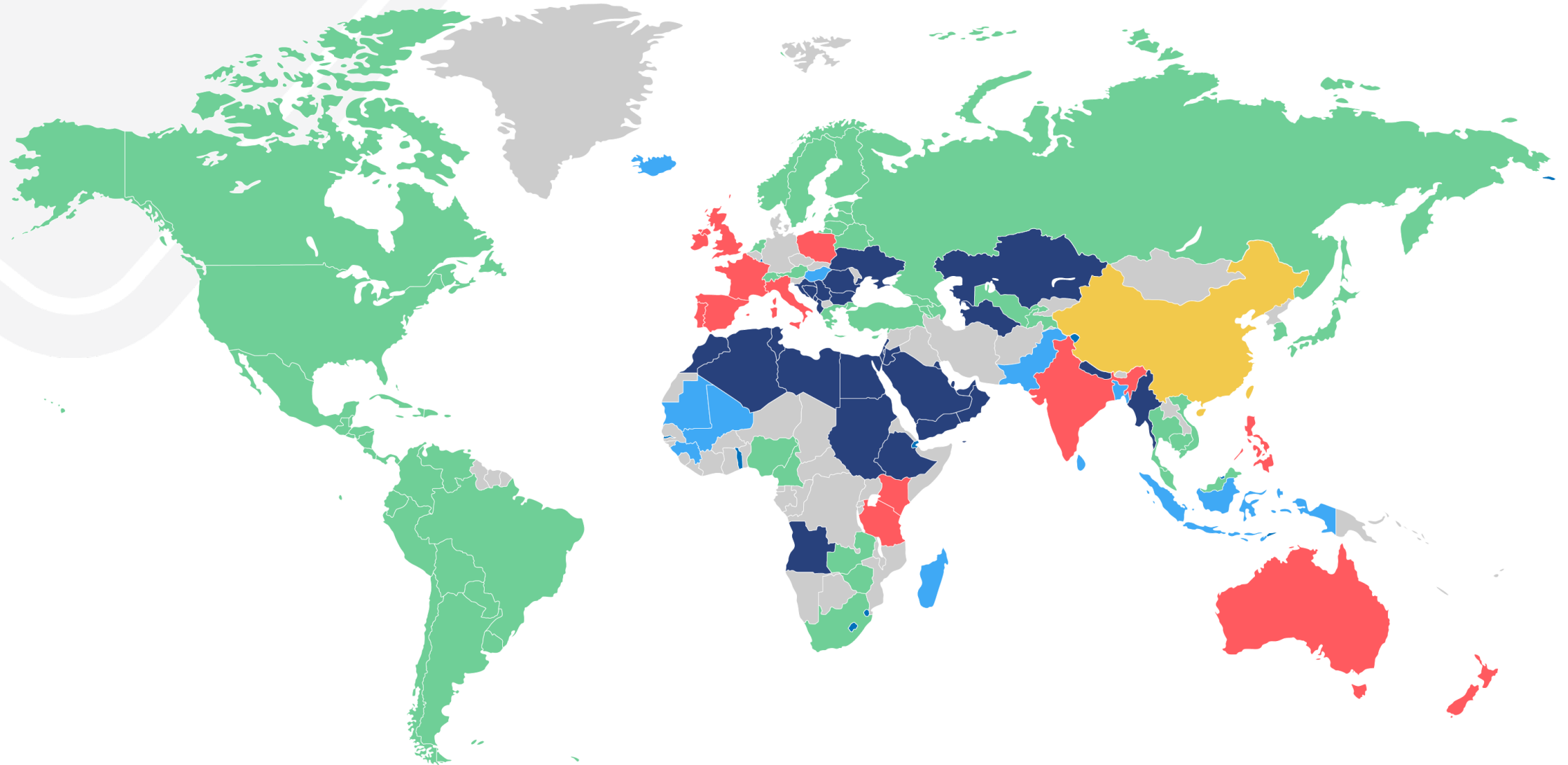
Commercial in Confidence

# Winning the World of Parking

A 10-year Strategy with 4 Clear Stages



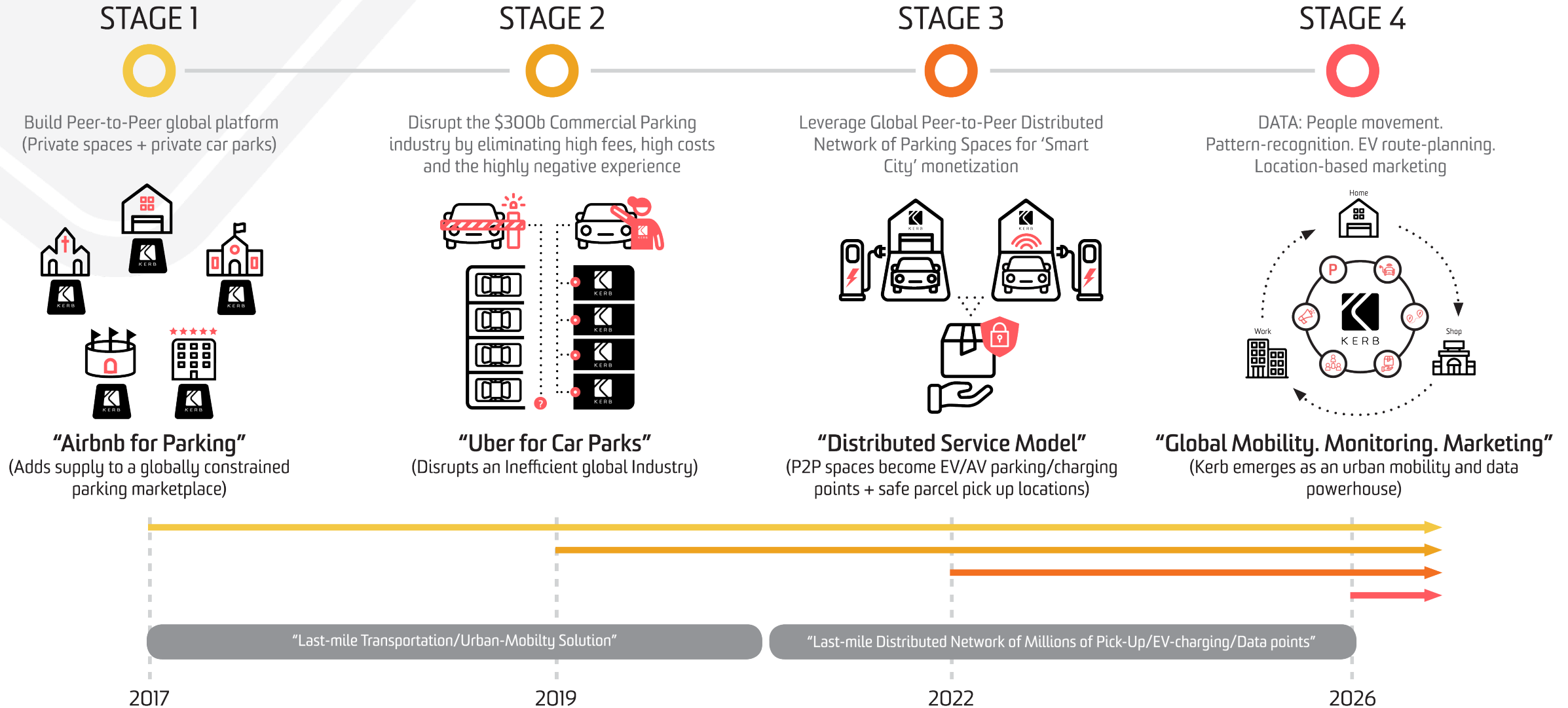
# Speed-to-Market “Think Global, Act Local”



**Key:** ● Launched ● Launching 2019 ● Launching 2020 ● Launching 2021 ● Launching 2022

# Winning the World of Parking

A 10-year Strategy with 4 Clear Stages



# Business-to-Consumer model

Scales revenue quickly through managing large volumes of under-utilize spaces



Can manage any size of car park, with customization down to the bay level



Caters to many different vehicles sizes and types (cars, motorbikes, boats – even helicopters)



Space creator assists with price-setting, bay-numbering, multiple vehicle types, zero-dollar visitor bays etc.



Easy access to data using dashboards



Kerb's preferred method of enforcement is through car parks being staffed by 'Kerb attendants' who can deliver a level of personal service



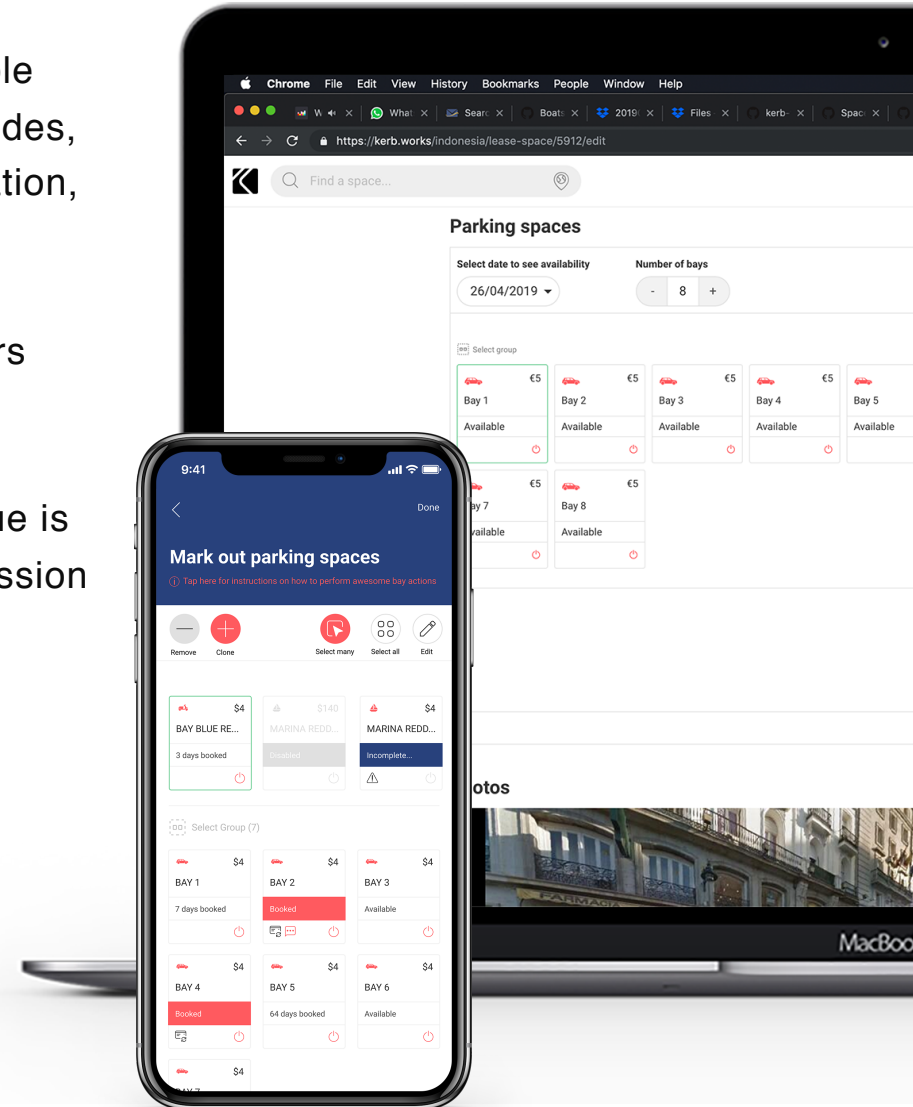
Multiple access options are available (number-plate recognition, entry codes, beacons, GSM gate-opener integration, etc)



API access (larger parking providers only)



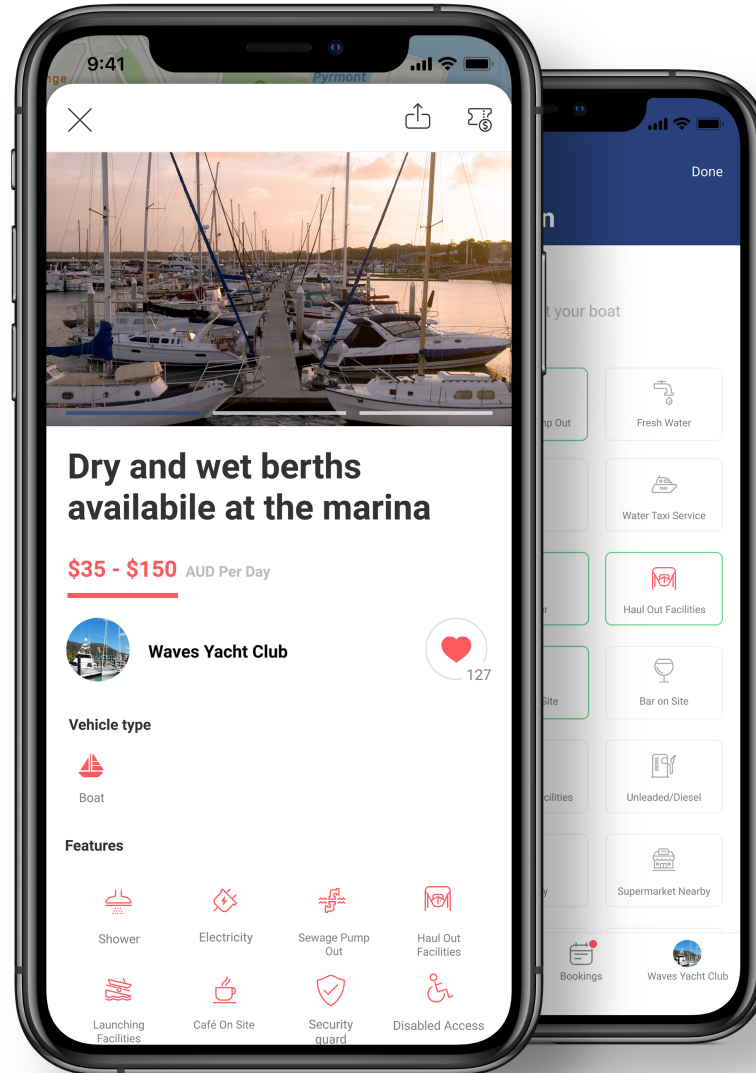
No set-up costs or licenses, revenue is generated by charging 20% commission on each booking



# Other Vehicle Types

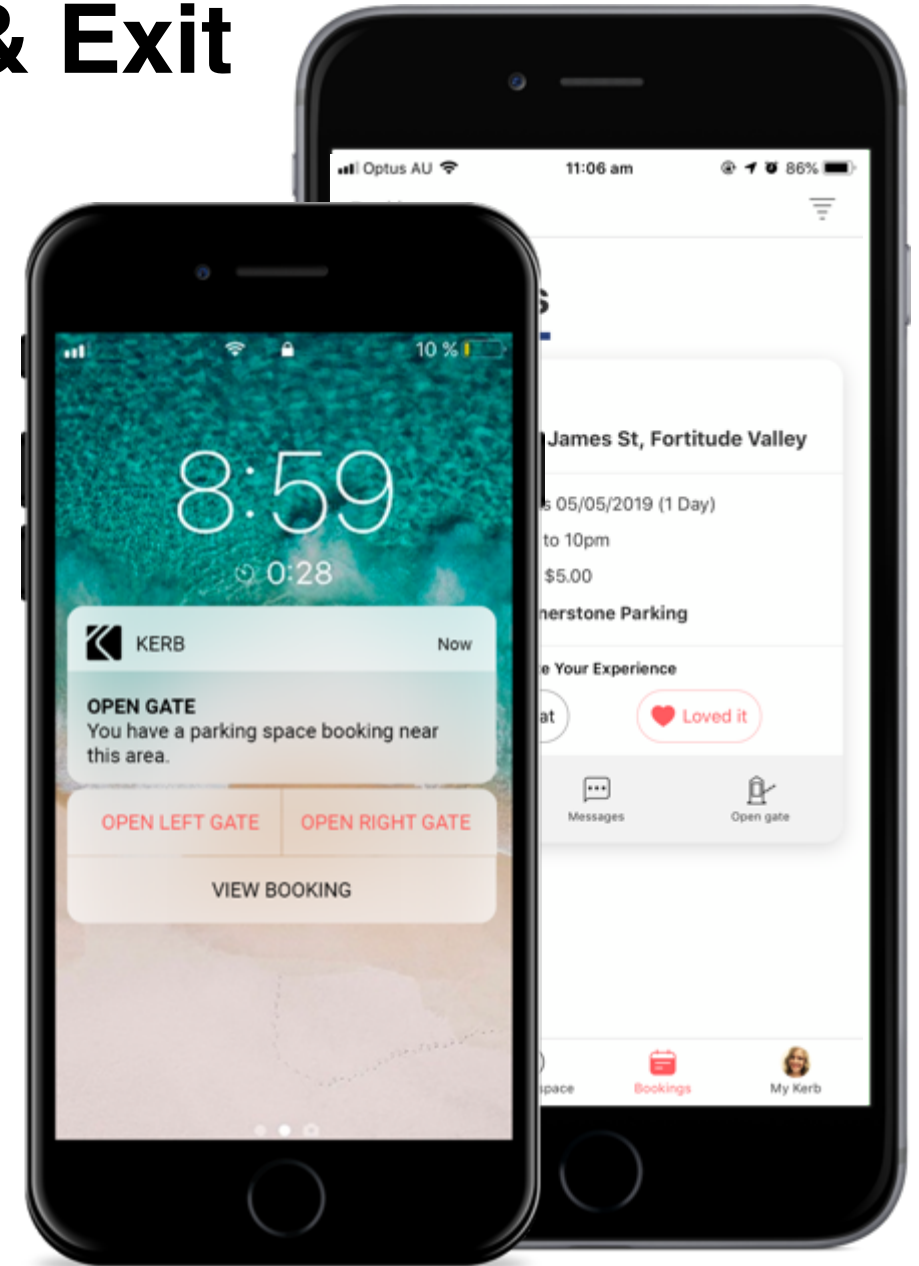


KERB is not just about parking cars. Any parking platform that understands the global opportunity needs to cater to multiple vehicle types. Almost 2bn people worldwide use a scooter as a family transportation vehicle, while ‘Developed World’ opportunities abound in the areas of parking for campervans and renting and leasing boat moorings.



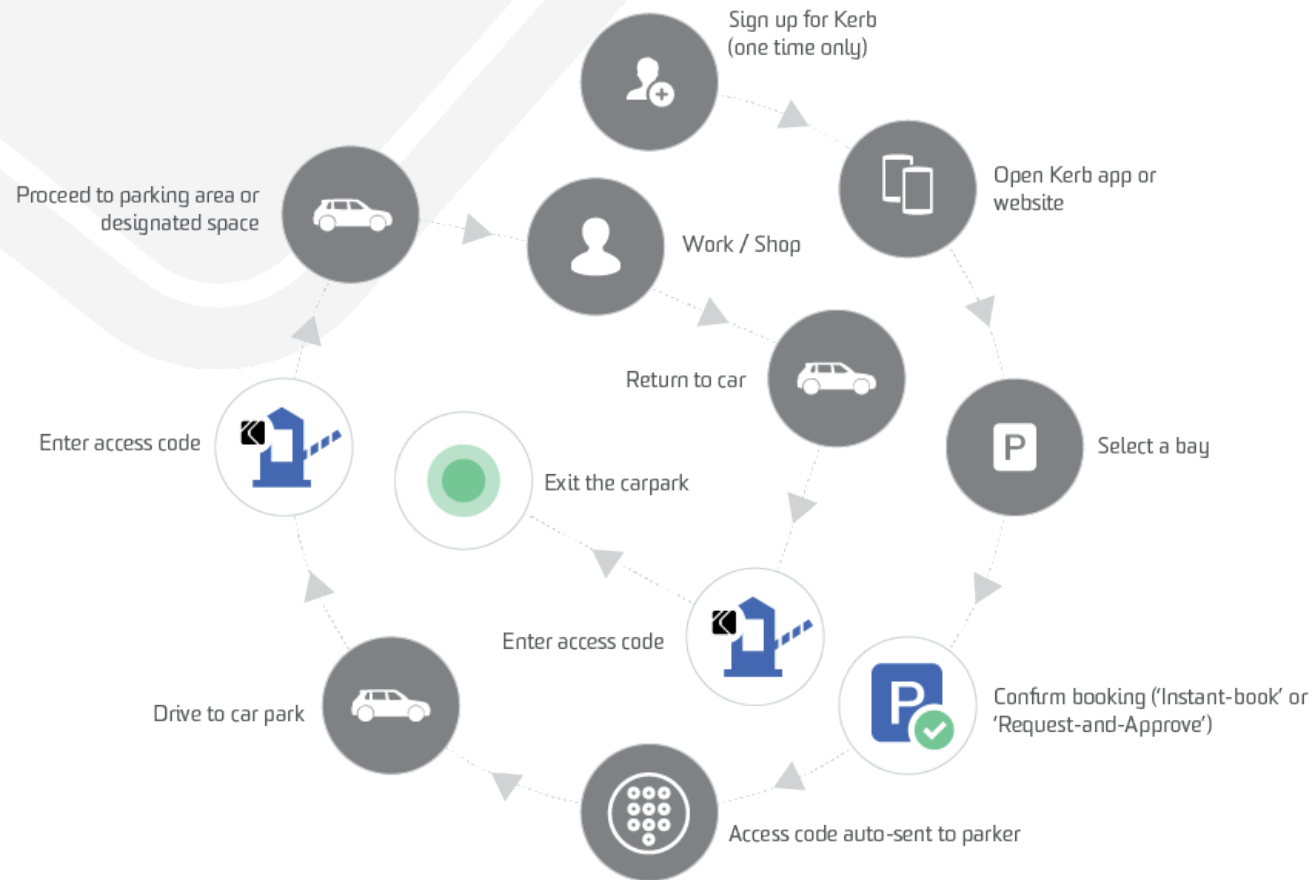


# GSM Switch One-Touch Entry & Exit





# Secret Pin Code One-Touch Entry & Exit



# Kerb Attendant Remove the gates





 London Underground  
Pay by phone parking  
Call 020 7425 0050  
or text help to 0795 008 0201  
Paying by phone offers you  
the most convenient  
and safe way to pay  
for your parking  
Location 8314

Monday  
10am  
10pm  
£3.14  
£6 per hour  
Instructions  
Call 0207 005 0055  
07950 080 201

# Problem - Parking (Experience)





parkasht

ERB  
NE

ERB  
NE



KERB

GET IT ON  
Google Play

Download on the  
App Store



KERB

GET IT ON  
Google Play

Download on the  
App Store



KERB

GET IT ON  
Google Play

Download on the  
App Store

RESERVED

RESERVED

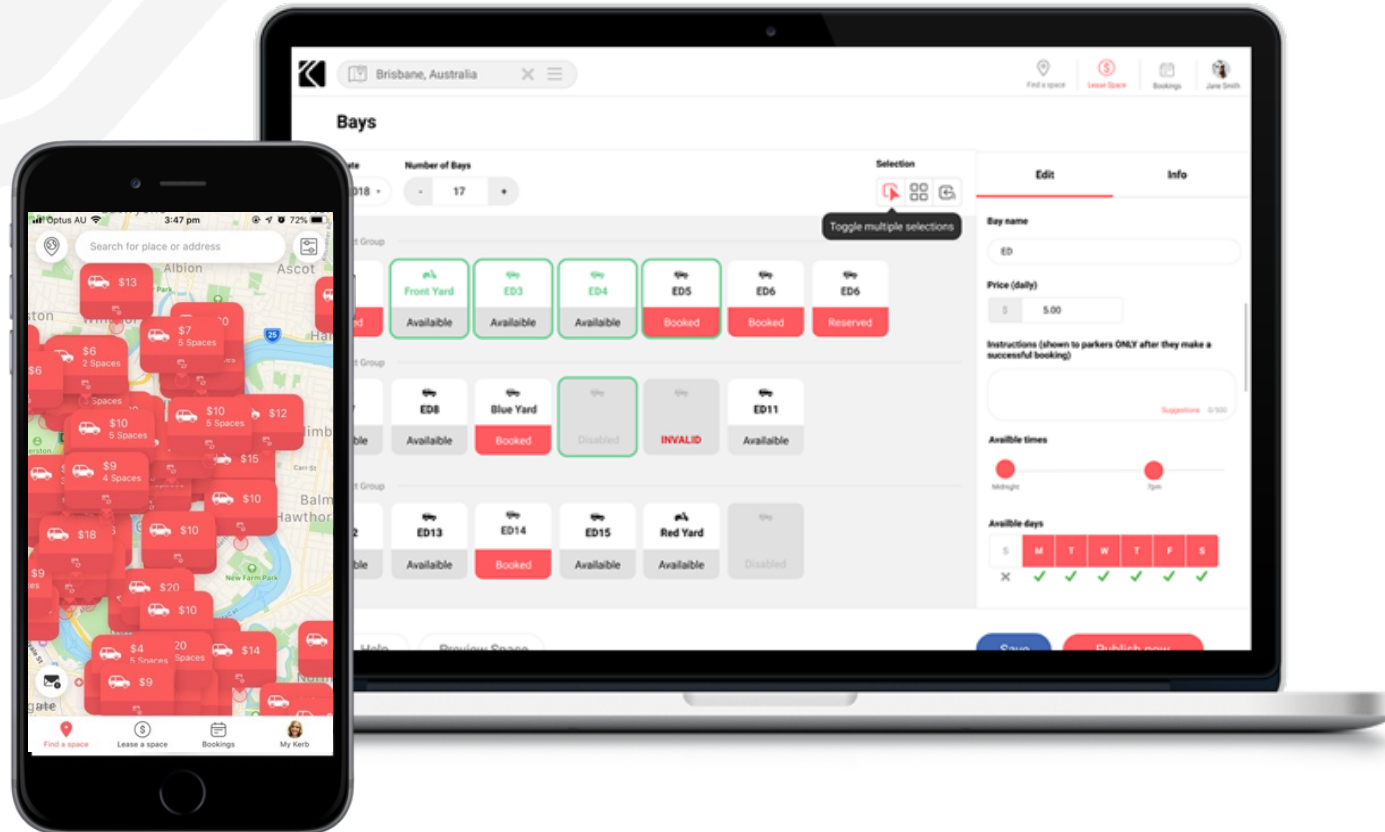
RESERVED

RESERVED





RESERVED

# KERB in a Nutshell

Kerb can be accessed via the website ([www.kerb.works](http://www.kerb.works)), or the Kerb app is available for download on Android and iPhone. Below are screenshots of our interface. Kerb is completely free to use (register, search for parking, list a space). We take a 20% commission when a booking is made to cover our business and advertising costs, bank and transaction fees, and of course, earn some income.



-  Cities launched: 75
-  Countries: 25
-  Registered Users: 63,000
-  Parking Spaces: 5,000+
-  Employees: 22

-  Kerb now has full booking capability for individual spaces, car parks and marinas
-  20 language versions already fully implemented
-  60+ localised Facebook pages implemented
-  80,000+ followers on social media

# Kerb Content

People who back into parking spaces just want attention.

A brilliant new way to park  
[www.kerb.works](http://www.kerb.works)

Taking a dog named "Shark" to the beach is a bad idea.



All my passwords are protected by amnesia.



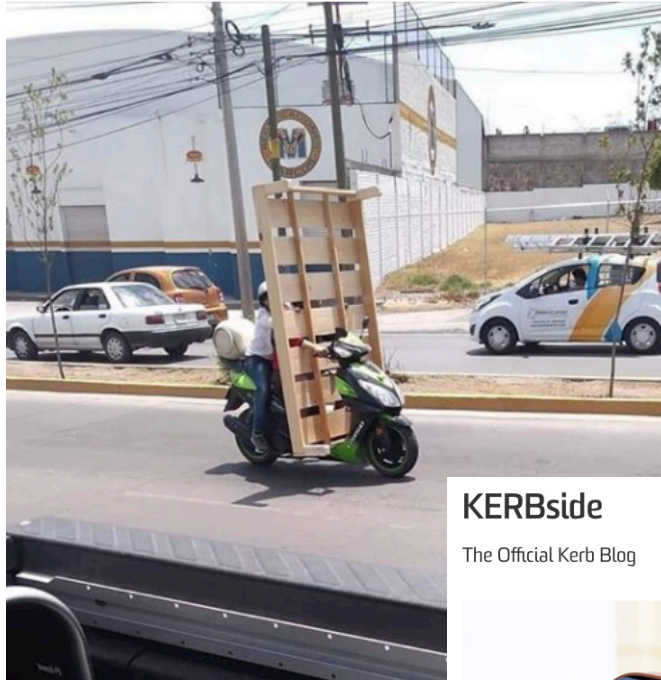
A brilliant new way to park  
[www.kerb.works](http://www.kerb.works)



KERB Australia

Published by Taylor Keresztesi [?] · 21 May · 🌐

Only in the Philippines! Good luck parking that! For cheap and convenient parking in your city, download the Kerb app or visit [www.kerb.works](http://www.kerb.works)



KERB Australia

Published by Buffer [?] · 8 June · 🌐

Kerb has loyal users all over the globe! If you love Kerb, go ahead and review us on the App Store/Google Play, or leave a comment below!



## KERBside

The Official Kerb Blog



29 July 2019

### Paying for parking with KERB in Kenya

You can pay for parking in Kenya with any pre-paid Mastercard or Visa.



25 July 2019

### Paying for parking with KERB in the Philippines

Did you know you can pay for parking on KERB with a Pay/Maya or BPI ePay Mastercard?



15 July 2019

### Car Park Etiquette. Super Simple Stuff.

Here are some super simple rules to keep your blood pressure down at your local shopping centre.



17 June 2019

### A Small Ship Sailing Guide

Everything you need to know about small ship sailing



20 May 2019

### Have you ever heard of parking discs?

Parking discs are a popular way of parking in Germany and some other European countries



# Marketing

## P2P

- Allows us to enter a market without any physical presence
- Successful soft launches in: Ireland, NZ, UK, Italy, France, Philippines, Portugal, The Netherlands, Malta, Poland
- Countries where we hired staff before launch: Spain, Tanzania, Kenya, Australia
- App Install ads on Facebook/Instagram, Google Search ads, Gumtree approaches
- Total spend of \$20-\$50 a day

## B2C

- Approaching businesses that have a larger supply of spaces and are often in popular parking locations
- Allows us to increase spaces dramatically, but typically harder and takes longer to close
- Cold calling, emailing, door knocking

## Sales Verticals



Places of Worship



Councils & Local Governments



Storage Facilities



Property Groups & Car Parks



Marinas & Yacht Clubs



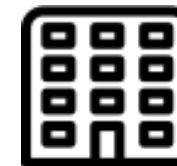
Hospitals



Schools, Colleges & Universities



Small Businesses



Hotels & Accommodation Groups



Shopping Malls & Retail Groups



# Marketing



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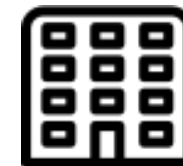
Hospitals



Schools, Colleges & Universities



Small Businesses

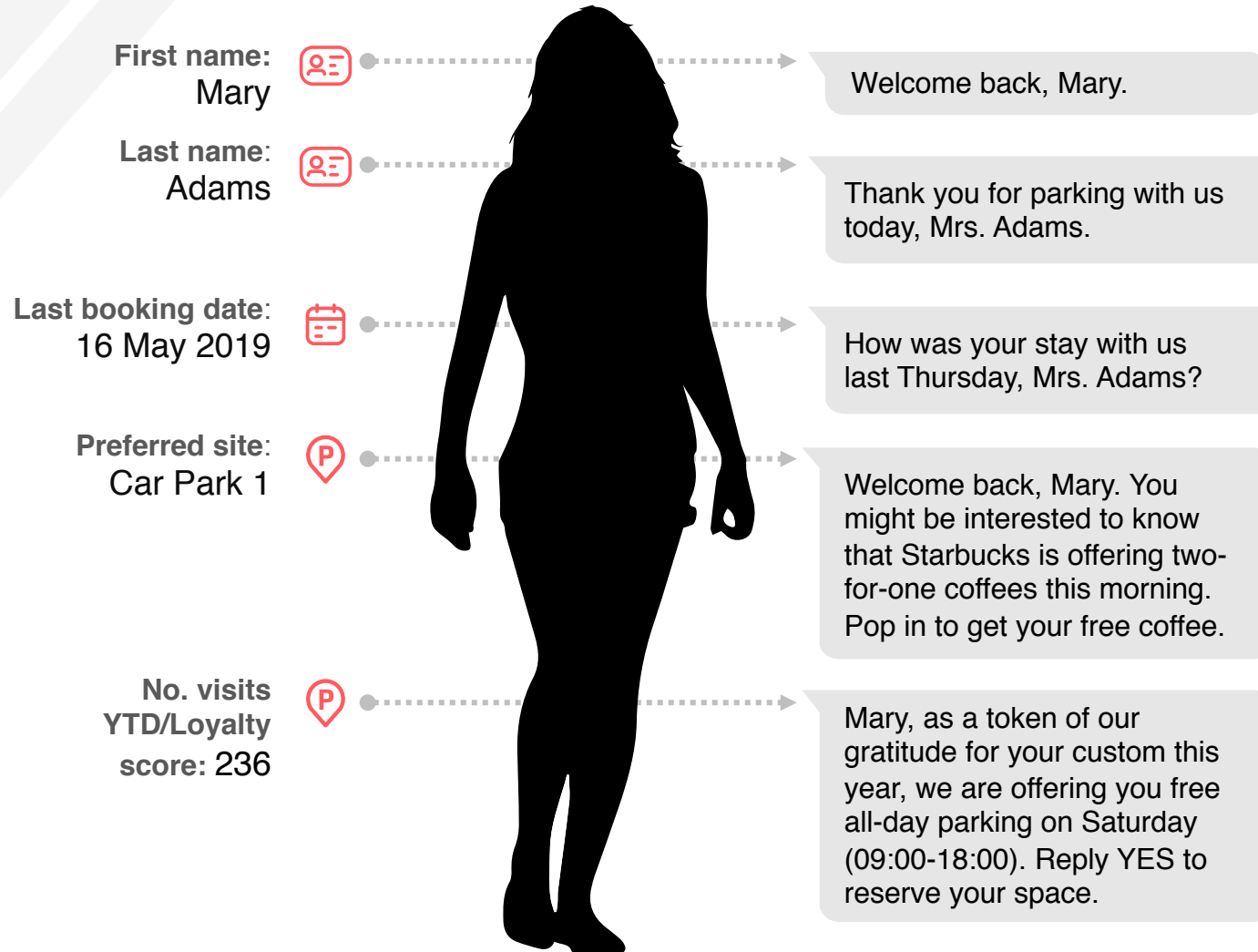


Hotels & Accommodation Groups



Shopping Malls & Retail Groups

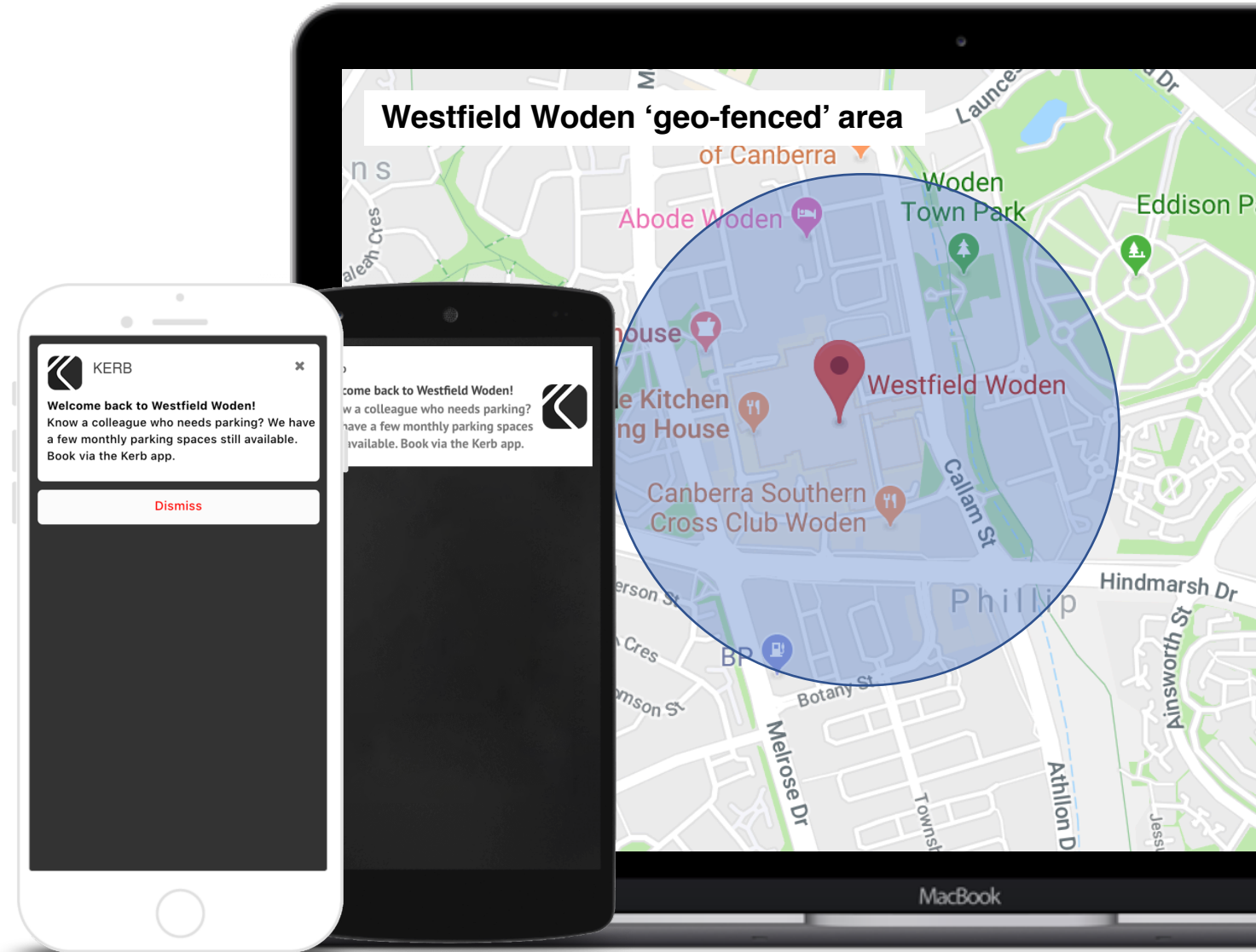
# Capture Customer Data Opt-In



# Marketing Geofencing & SMS Notifications



Kerb has the capability to 'geo-fence' any location. When a registered Kerb user enters the geo-fenced area – i.e., gets close to the location, or enters it – they will receive an SMS notification. In a User-get-User context, Kerb would send an SMS message prompting current parkers to tell their colleagues about the parking deal they have already.



# Who is KERB?



# BRAND is everything

Kerb's view is that it cannot win the world of parking without a brand that:



Resonates across **all countries** (Google, Apple, Slack, Uber)



Can be **easily pronounced** (from Shanghai to Santiago)



Has a short, **memorable name**, whose meaning is irrelevant



Has an **easily-recognisable brand mark**



Has a **strapline that is relevant** across all of its products  
("Your private parking space")



**Can become a verb**  
("Let's Uber it!"; "Let's Kerb it!")

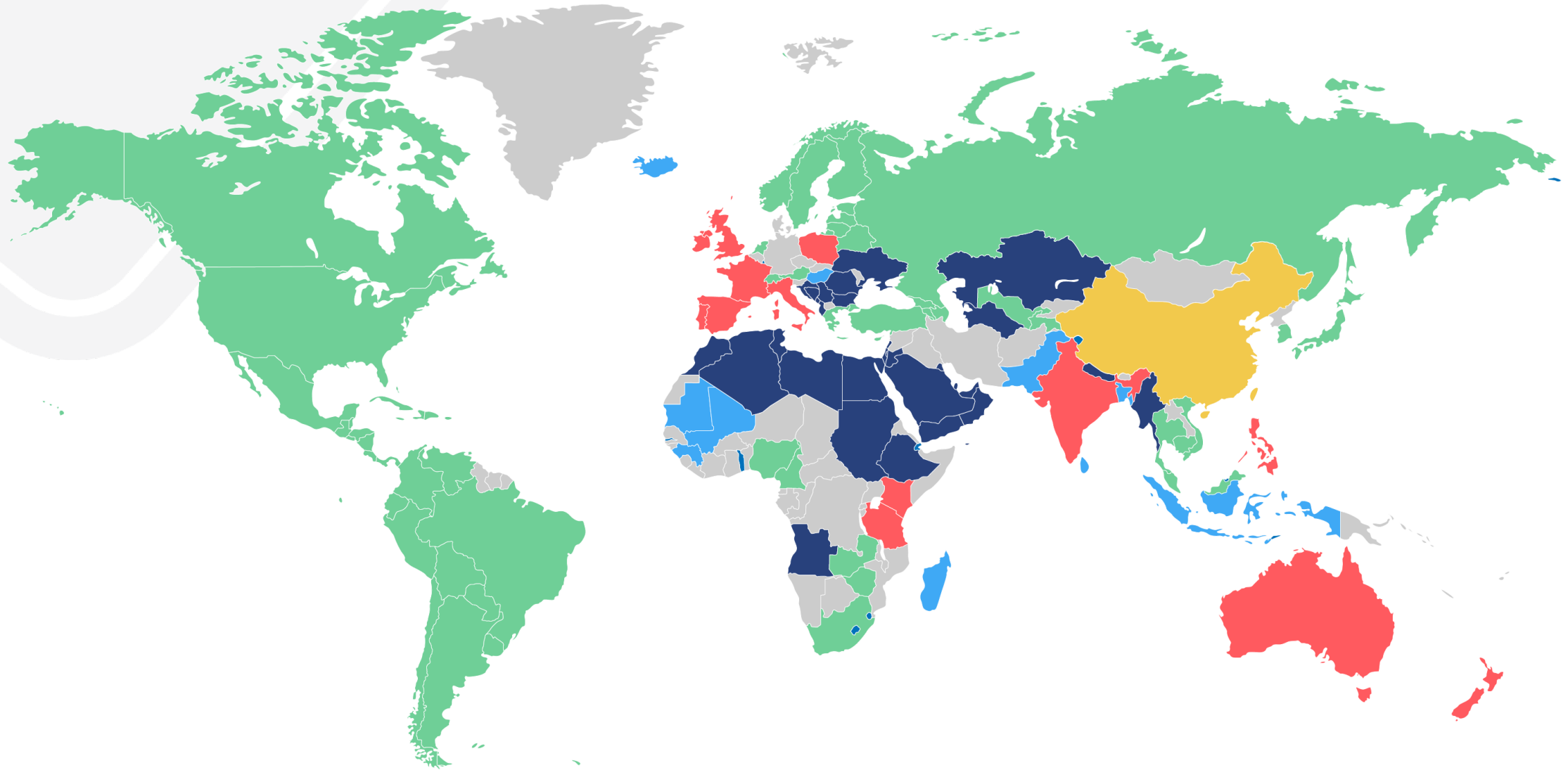


**Does *not* contain the word 'park'** (which means something else in most languages)



Has the **potential to become bigger than the sum of its parts** (Almost every vehicle parks at the kerb; Over 5bn people step off a kerb, every day of the week. What else could Kerb become?)

# “Think Global, Act Local”



**Key:** ● Launched ● Launching 2019 ● Launching 2020 ● Launching 2021 ● Launching 2022

# Multiple Use Cases (aka Sales Verticals)



Commercial Car Parks



Residential Property Groups



Commercial Property Groups



Shopping Malls & Retail Groups



Marinas & Yacht Clubs



Places of Worship



Government Organisations



Councils & Local Governments



Storage Facilities



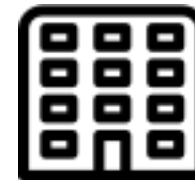
Hospitals



Schools, Colleges & Universities



Small Business



Hotels & Accommodation Groups



At Kerb, we measure the success of brand awareness as an increase in social media followers and an increase in registered users.



KERB™

THANK YOU