



# Valet Hailing Mobile Software

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[www.varkn.com](http://www.varkn.com) | [support@varkn.com](mailto:support@varkn.com)

Backed By

**techstars**

## Viable Market Sectors where Varkn can be Used

Our Goal is to make Varkn your go to platform for anything Valet Parking. A one stop platform where you can connect with valet drivers at any location. Below are the different market sectors we believe Varkn can be used and we are starting with the airport sector.

- Airport
- Cruise Port
- Hospital
- Hotel
- Restaurant
- Shopping Mall
- Entertainment Arenas (Lounge & Casinos)
- Parking Lots near busy locations within cities

# The Vision

To revolutionize the dynamics of valet parking for everyone who owns a car through the use of a mobile platform that provides a cashless and ticketless transaction and also providing an easy way to park and retrieve vehicles at any location.

# The Mission

To connect our users to insured, trained and vetted valet drivers; and to provide ease in every valet parking experience at the busiest venues.

# Problem

From **searching for parking spots** to **counter check-in** to **security check**, airport travels can be an entire ordeal. Parking your car yourself at the airport can disrupt your whole travel plans due to the following reasons;

1

Shortage & long search of affordable parking spots.

3

Delayed shuttle & hostile shuttle bus service.

2

Traffic congestion in & out of the airport.

4

Distance between airport & parking Lot.

# Solution



## On- Demand Valet Parking Mobile App.

A mobile platform that connects you with insured, trained & vetted valet drivers with just a single tap on your phone.



## Park & Retrieve From Airport Terminal.

Hand off vehicle at departure terminal and pickup at arrival terminal. No shuttle bus and no walking long distance.

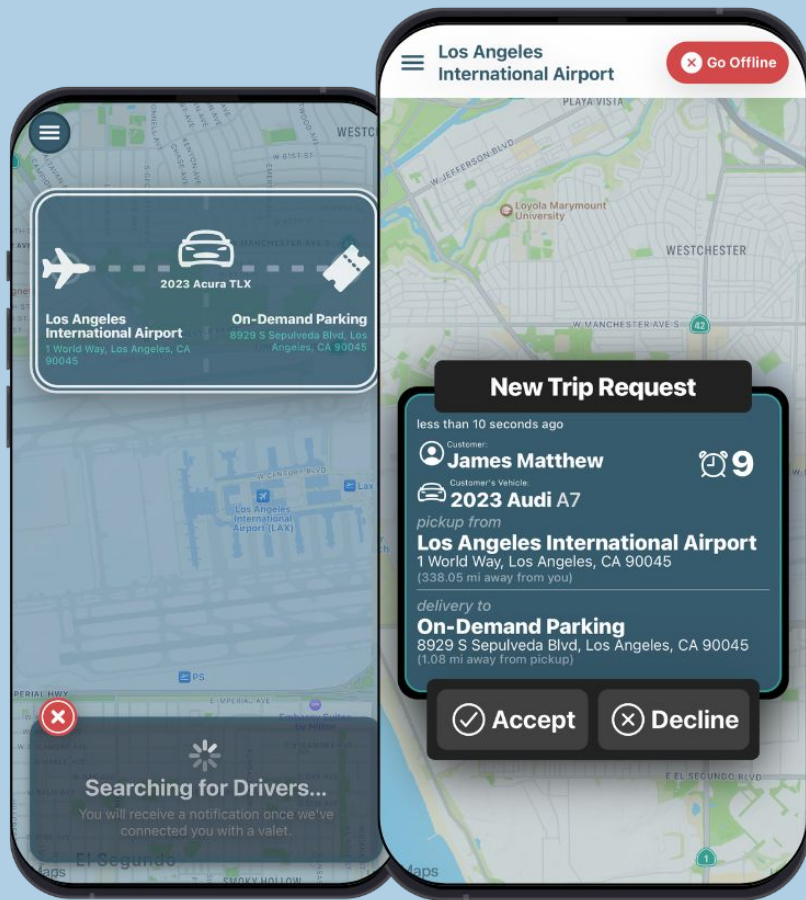


## Save Time and Enjoy The Convenience.

Varkn drivers will save you the time and stress of driving in a loop, looking for where to park.

# Product

- Get connected with valet drivers with a single tap on your cell phone.
- Vehicle drop-off and pickup at curbside.
- Track vehicle while en-route to parking lot in real time.
- Pay for parking and valet service fee with ApplePay, GooglePay or credit card.



User App

Driver App

# Direct & Indirect Competitor

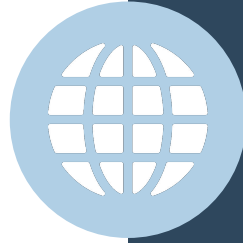
## Direct Competitors

- Rideshare Services (Uber & Lyft)
- Onsite Parking Lot
- Offsite Parking (Hotels & Garages)

## Indirect Competitors

- Family/Neighbour Drop-off & Pickup
- Private Chauffeur

# Market Size (USA)



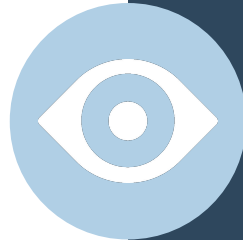
Total Available Market (TAM)

\$8.2 Billion (Source: [CNBC](#))



Serviceable Available Market (SAM)

\$6 Billion (Source: [Straights Research](#))



Serviceable Obtainable Market (SOM)

\$3 Billion



# Business / Revenue Model

## Service Fee

For every trip, between \$3.5 to \$5 service fee will be charged in addition to the parking fee.

## Parking Fee

We will get a discounted parking fee from parking lots and mark it up by \$1.50. This gives us the opportunity to earn money on a daily basis on every vehicle parked.

## Subscription Fee

The long term goal is to charge a yearly subscription fee for every valet stand that is onboarded on the Varkn platform.

# Go-to Market Strategy

## Marketing & Promotion

- Distribute flyers in parking lots around target airport or other locations.
- Run paid social media campaigns and billboards.
- Utilize the power of social media influencers.

## Partnership

We will partner with existing valet companies at different locations, partner with consulting firms and travel groups, partner with airlines which will bring us directly to their top customers, such as frequent fliers, first class and business class fliers.

## Dedicated Team

We will hire a strong software development team, product manager, business development manager and marketing manager.

## Referral

We will offer discount as incentives to users who shares Varkn with others and we will also create a loyalty program for frequent users.

# Asks

- **Introduction to any valet parking operator running operations at any of our prospective market sectors (Airport, Cruise Port, Hospital, Hotel, Restaurant, Shopping Mall, Entertainment Arenas (Lounge & Casinos)).**

# Press / Publications

[Hypepotamus](#)

[Cox Enterprises](#)

[PR Newswire](#)

# Traction



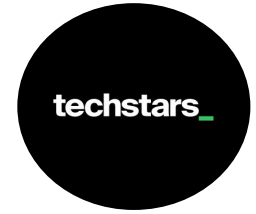
PITCH COMPETITION AWARD

**NOV. 2021**



MIAMI AIRPORT  
SHOWED INTEREST

**FEB. 2022**



GOT ACCEPTED INTO TECHSTARS  
ATLANTA & RAISED \$120K  
PRE-SEED FUND

**JUL. 2022**



TRIAL EXPERIMENT AT  
ATLANTA AIRPORT USING  
TYPEFORM

**AUG. 2022**



INTERNAL BETA TESTING OF  
THE APP

**JAN. 2023**

# Testimonial

## From our trial experiment at Hartsfield-Jackson Atlanta Airport

Peace of mind. I was less worried about the timing of my flights because I knew I would be at the terminal and not in a dark parking lot. I knew I would save time because I wouldn't have to ride a shuttle. It was easy. It was seamless. And finally - I actually would have missed my flight today without Varkn.

**-Katy**

VIP Experience, very convenient and aspirational (living the good life), photos of car parking location and odometer / gas meter

**-Rob**

Drop off was flawless, timely and terrific with excellent communication

**-Stephanie**

# Our Team



**Gbenga Adeyemi,  
Founder/CEO**



**Keedrin Collins,  
Software Developer**



# Thank You

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+1 (302) 357 7631 • [www.varkn.com](http://www.varkn.com) • support@varkn.com