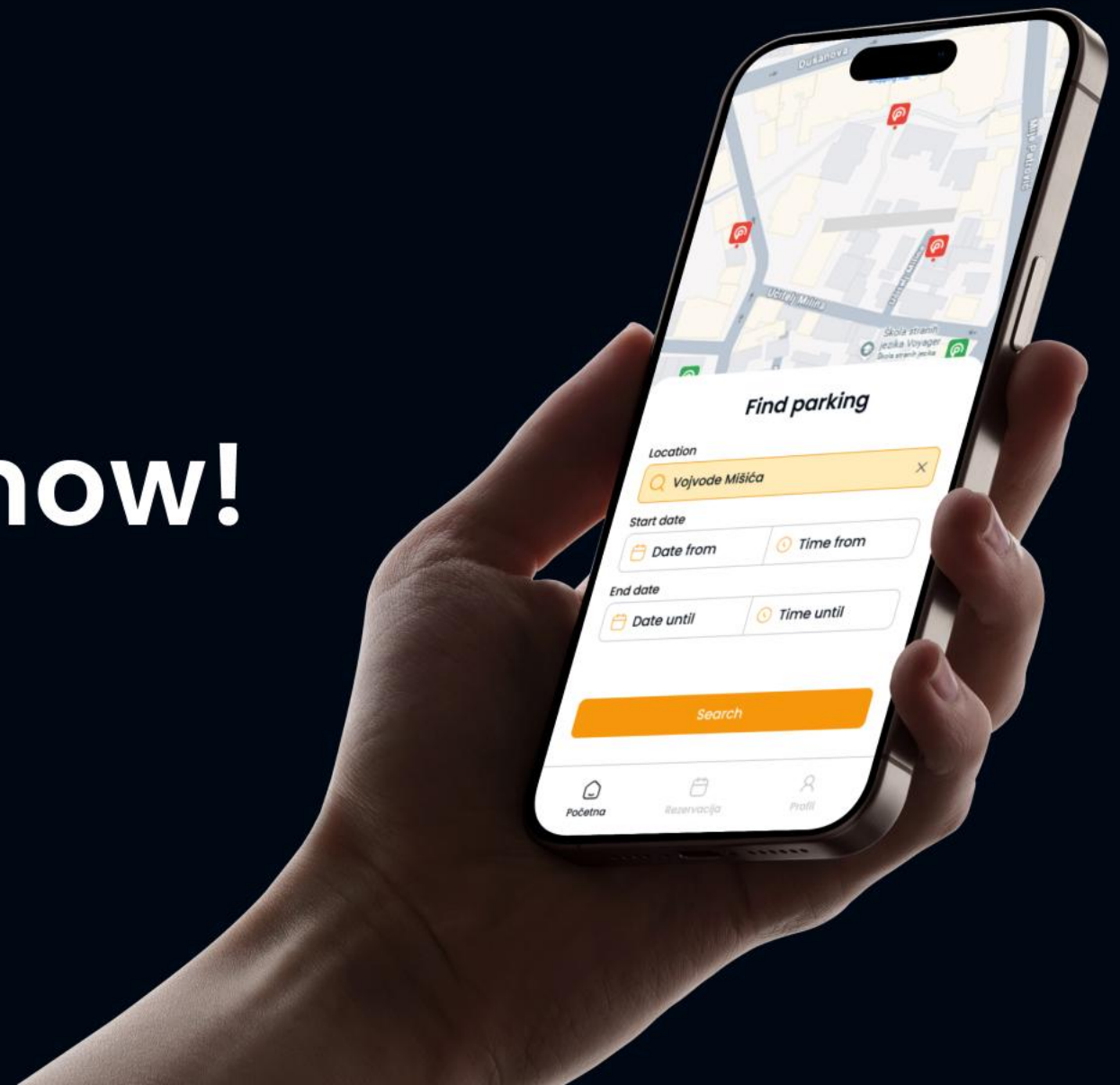
Park now,
Peasy knows how!



Problem

Parking is still broken in cities







Solution

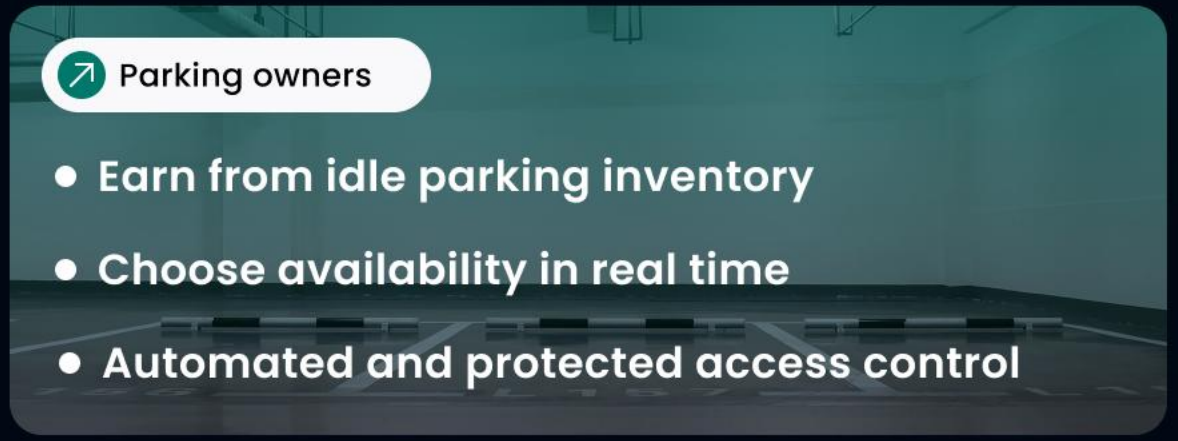


Drivers

- Guaranteed parking in advance
- Exact navigation and entry guidance
- No circling, stress, or wasted time

Peasy is a peer-to-peer parking marketplace

Turning underused private parking spaces into reservable urban infrastructure.



Parking owners

- Earn from idle parking inventory
- Choose availability in real time
- Automated and protected access control



Cities

- Cities-green future, economic value, new revenue stream.
- Existing parking becomes accessible, reservable, and monetizable in real time.

Competition

	Easy Park	Runno.io	ParkPilot	Parking service	ParkBee (Netherlands)	ParkMobile (Netherlands)	Peasy
Peer to Peer	🔴	🔴	🔴🟢	🔴	🔴	🔴	🟢
Reservation in advance	🔴🟢	🟢	🟢	🔴	🟢	🔴🟢	🟢
Map to the parking lot	🟢	🟢	🟢	🔴	🟢	🟢	🟢
Ease of management	🟢	🔴	🔴	🟢	🟢	🟢	🟢



I can pay for parking digitally, but I still can't guarantee a spot.



Still spent 25 minutes driving around after reserving.



I can pay for parking digitally, but I still can't guarantee a spot.

Market



↗ **Existing parking supply already exists**

↗ **Peasy makes it accessible, reservable, and monetizable in real time.**

Parking owners

Early adopters Tech-oriented owners monetizing unused parking

↗ **Main target groups**

- Apartment owners with empty daytime parking
- Businesses with idle parking capacity
- Residential developers monetizing unsold parking inventory

Drivers

Earliy adopters Tech-savvy drivers valuing time and parking certainty

↗ **Main target groups**

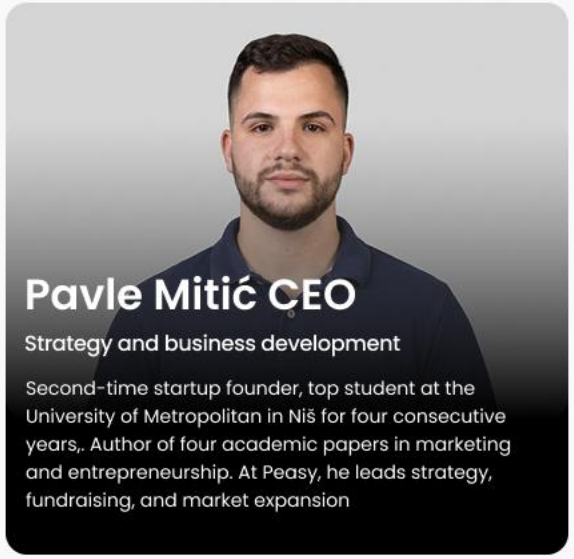
- Daily commuters entering dense city zones
- Professionals willing to pay for convenience
- Drivers repeatedly losing time searching for parking

Peasy team

GreenUp ACCELERATOR

STARTECH

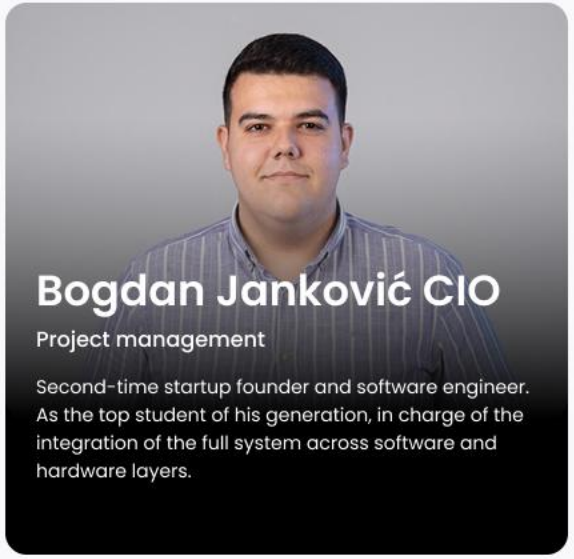
Republic of Serbia
MINISTRY OF SCIENCE,
TECHNOLOGICAL DEVELOPMENT AND INNOVATION



Pavle Mitić CEO

Strategy and business development

Second-time startup founder, top student at the University of Metropolitan in Niš for four consecutive years,. Author of four academic papers in marketing and entrepreneurship. At Peasy, he leads strategy, fundraising, and market expansion



Bogdan Janković CIO

Project management

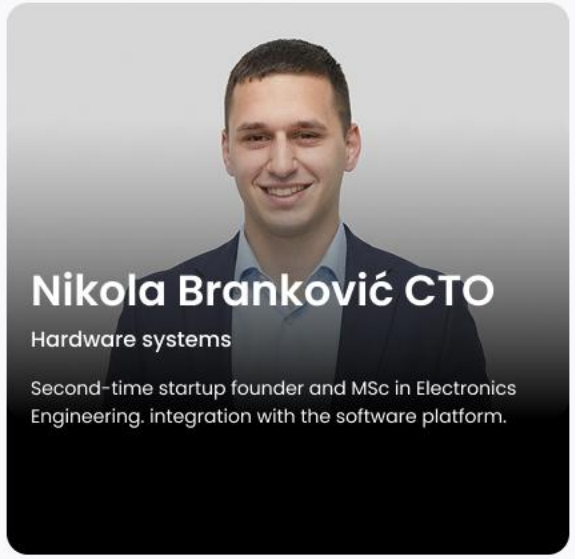
Second-time startup founder and software engineer. As the top student of his generation, in charge of the integration of the full system across software and hardware layers.



Žarko Džunić CCO

Marketing and visual communication

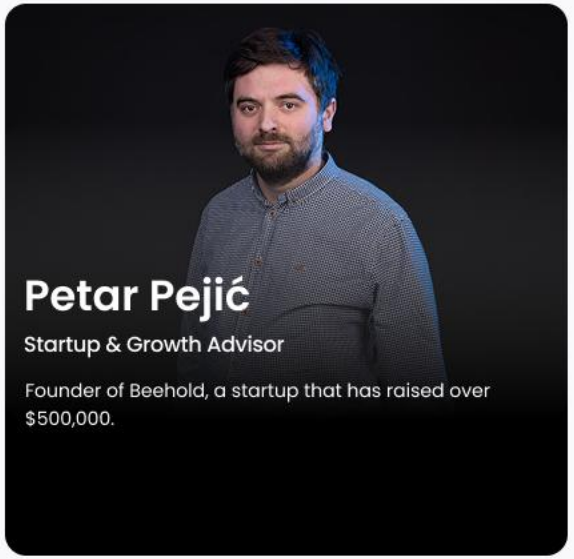
Master of Graphic Design with over 5 years of experience working on digital products.



Nikola Branković CTO

Hardware systems

Second-time startup founder and MSc in Electronics Engineering. integration with the software platform.



Petar Pejić

Startup & Growth Advisor

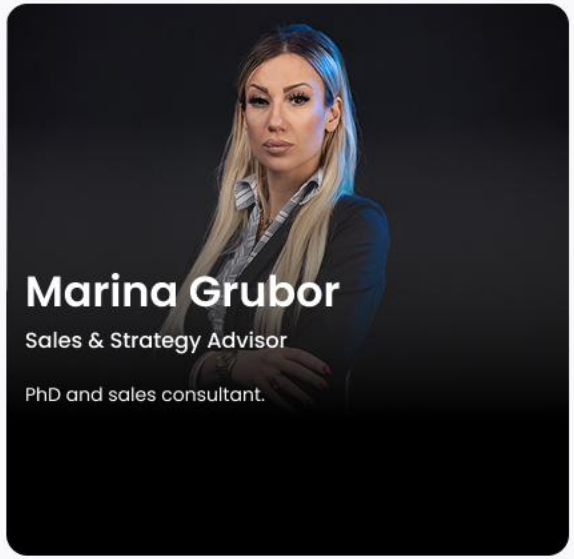
Founder of Beehold, a startup that has raised over $500,000.



Goran Mladenović

Industry & Ecosystem Advisor

CEO of the NiCAT cluster and startup advisor with experience supporting more than 20 startups that have collectively raised over €4.5 million in funding.



Marina Grubor

Sales & Strategy Advisor

PhD and sales consultant.

Why now

European cities pushing mobility and emission targets by 2030 IoT infrastructure, digital payments, and AI now enable real-time parking coordination Reservation-first behavior normalized through Airbnb, Uber, and Booking Massive existing parking supply remains disconnected and underutilized.

The market is not waiting for new parking infrastructure - it is moving toward unlocking existing supply.





Finally something that gives me value

Park now, Peasy know how!

www.peasy.rs

app.peasy@gmail.com

Business model & marketplace economics

20% platform fee per reservation

Paid by drivers on every completed parking transaction

+10% commission from parking owners

Peasy earns from the supply side after each booking

Hardware-enabled guaranteed availability

Smart barrier protects the parking space until the driver arrives

CAC per activated parking space	€259
Monthly Peasy revenue per active space	€75.3
Annual Peasy revenue per active space	€904
24-month revenue per active space	€1807
24-month revenue / CAC	7.0x

Every activated parking space becomes a recurring revenue asset with short payback and strong marketplace defensibility.

Ask

€250K FOR 10% EQUITY

Use of funds

- **40%** Market rollout
- **26%** Hardware
- **14%** Product & AI
- **10%** Netherlands preparation
- **10%** Contingency

Key deliverables

- **340** active parking lots
- **€25.6K** monthly revenue
- Operational self-sustainability
- EU model validated in Croatia
- Amsterdam entry plan ready

Roadmap





Q1 2026

Q1 2026

Q2 2026

Validate real-world parking transactions

Niš pilot rollout

Q3–Q4 2026

Validate marketplace density

Belgrade expansion + garage segment

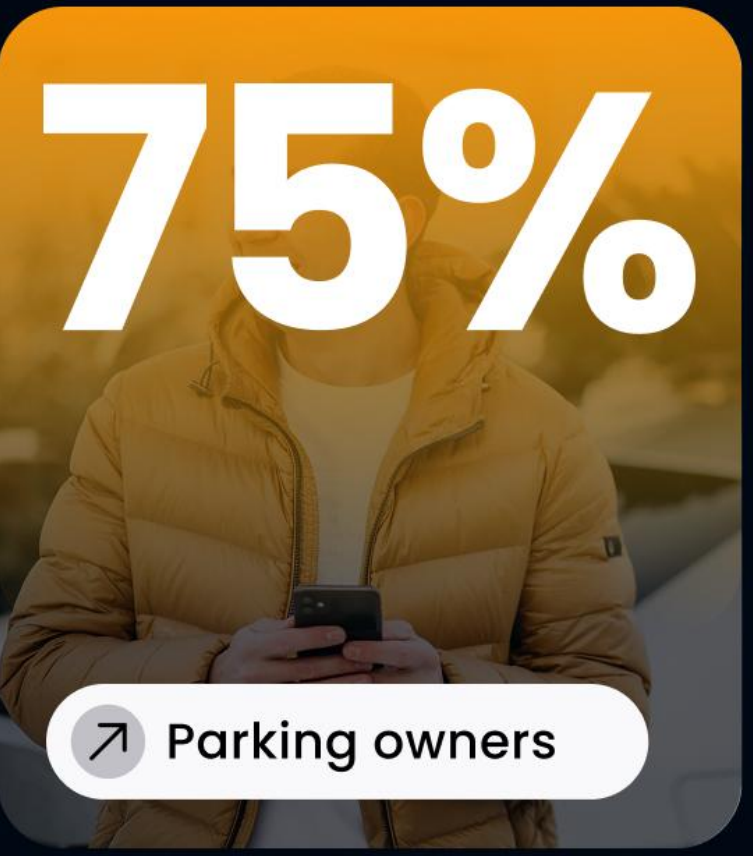
2027

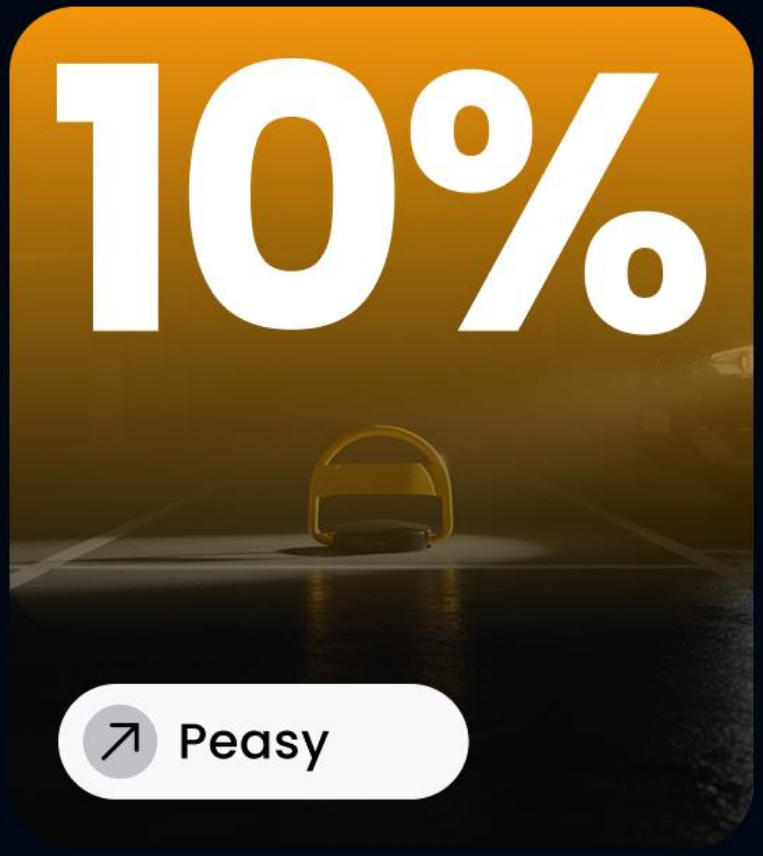
Validate international scalability

EU market entry

Building marketplace density before international scale

How to owners generate income?







Progress & traction







Smart cities



SDG 8

Decent work and economic growth

Peasy facilitates efficient use of parking spaces, supporting local businesses and boosting economic activity in communities.



SDG 9

Industry, innovation and infrastructure

Peasy introduces innovative smart parking technology, enhancing urban infrastructure and digital connectivity.



SDG 11

Sustainable cities and communities

Peasy reduces traffic congestion and CO_2 emissions by optimizing parking space usage, making cities more sustainable and accessible.



SDG 13

Climate action

Peasy helps lower the carbon footprint by digitizing parking systems and minimizing unnecessary driving while searching for parking.



SDG 17

Partnership for goals

Peasy enables collaboration between private parking owners, local communities, and companies to collectively achieve sustainable development goals.