



ParkingAid

We innovate parking



Parking sucks

Challenges

30%

of city traffic comes from
drivers circling for parking.

345B

lost every year to
parking searches.

100h

drivers waste 100+ hours
yearly looking for parking

Opportunity

by 2029, the global parking market is projected to reach

\$76 billion

Chasing opportunity, ignoring challenges

- Most players look at market size instead of the real problems.
- Investments have flowed almost exclusively into payment solutions.
- However, smoother payments don't ease congestion, save time, or benefit the environment.





What if we solved the challenges?

- The focus on payments has created an untapped opportunity in solving actual parking challenges.
- As cities grow, parking gets tougher: rules more complex, traffic heavier, and congestion worse.
- A barely touched market remains, with few competitors still tied to costly, hardware-heavy systems that can't scale.

Our Approach

We build
ParkTech solutions
to solve parking challenges.

The solutions



Traffic measurement
platform



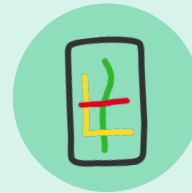
Unified parking
payment app



Parking sign
scanning API



Parking measurement
platform



Parking finder API

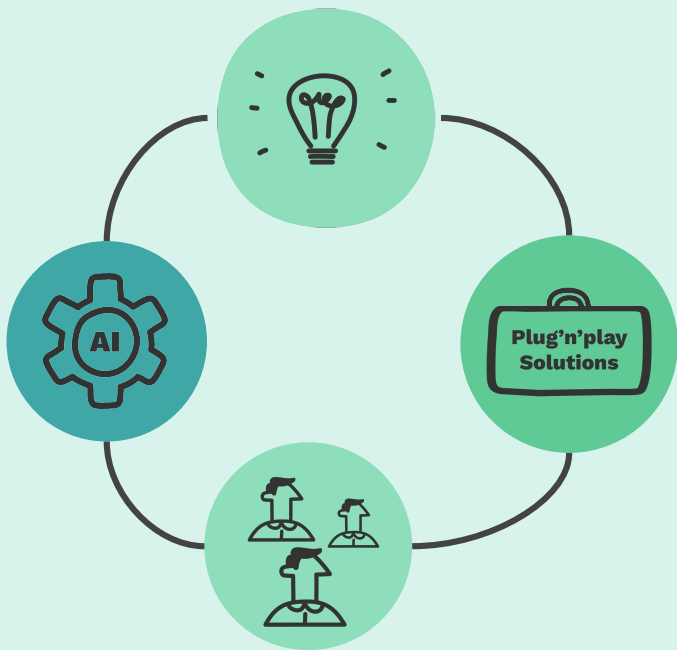


Parking fee comparison
API

Behind it all? Our AI.

At the core of every product is our AI model. It predicts parking in real time using cloud data; traffic, satellites, weather, and insights from hundreds of thousands of users.





Business model

- Every new client project becomes a product we can resell as plug-and-play—always on the same MRR model.
- Industry challenges repeat, so our portfolio scales naturally to new customers.
- Each project adds data, making our AI smarter and our solutions better.

Use cases



Driving App Adoption

- Partnered with one of Europe's largest telecom operators to modernize parking payments.
- Integrated our Parking Availability feature directly into their app.
- Boosted app traffic and increased transactions.



Enabling City Innovation

- Collaborated with the city of Skellefteå to uncover gaps in digital parking management.
- Developed AI-powered platforms for traffic and parking.
- Saved the city countless hours and significant taxpayer money.



Streamlining Staff Parking

- Helped the City of Vallentuna give home care staff a single parking payment tool.
- Integrated 3 apps and removed the confusion about which to use.
- Simplified routines, less admin, more time for care.

Yettel.

“The predictive parking feature helped us increase in-app transactions by 50%.”

F. Horváth, Yettel Hungary
1 400 000 SEK ARR



Skellefteå
kommun

“What you’ve built is going to revolutionize how cities work with parking.”

R. Svensson, City of Skellefteå
300 000 SEK ARR



Vallentuna
kommun

“For our staff and admin, this app has been a game-changer”

M. Björkman, City of Vallentuna
100 000 SEK ARR

Competitive Advantages

Partners, no one-offs

We build with the clients challenges in mind to ensure relevance, adoption, and lasting value.





Scalable product ecosystem

All our products share one digital framework, built to work together. Build once, deploy anywhere, instantly and at scale.



AI-native speed

Unlike legacy players, we're built for flexibility. Shipping new features and custom front ends in hours, not weeks. An edge that counts in the AI era.

Traction and Market



MRR 250 000 SEK

TAM

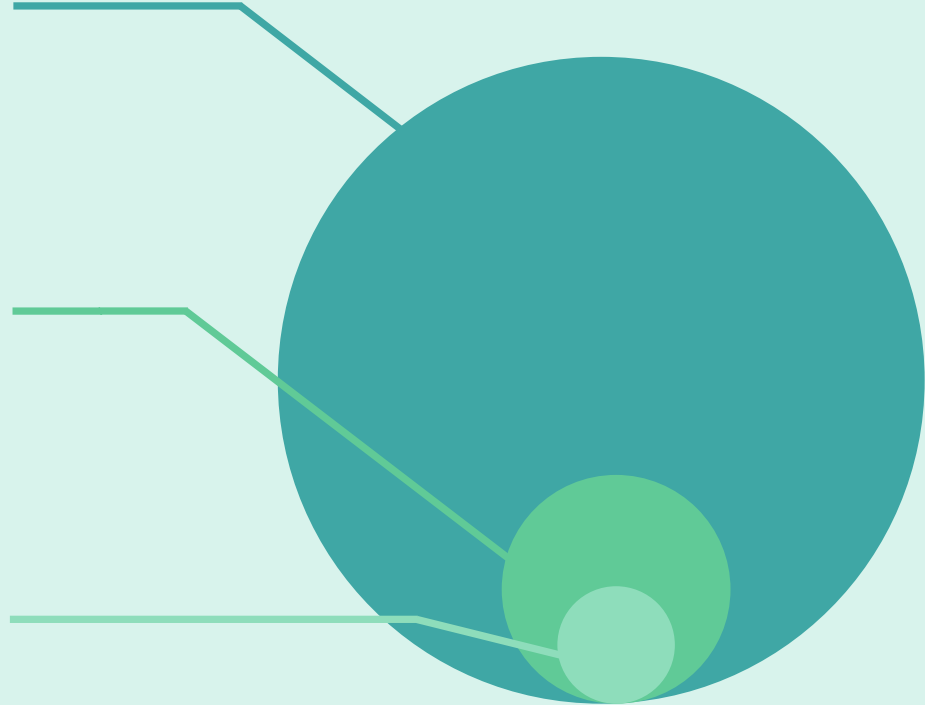
- \$76B
- Cities, parking operators, OEMs, telcos, platforms.
- Urban congestion + mobility digitization.

SAM

- \$15B
- Cities without sensor infrastructure.
- App migration markets (e.g. SMS → app).
- Demand from B2B platforms.

SOM

- \$100M
- EU & NA as beachhead market.
- Already signed 6 cities & Yettel in Budapest.



Roadmap and Forecast

2025

2026

2027

2028

2029

Q1–Q2 (Completed)

- Contract with 6 cities and 1 enterprise partner.
- Pivoted from B2C to B2B/B2G.

Q3–Q4 (Current)

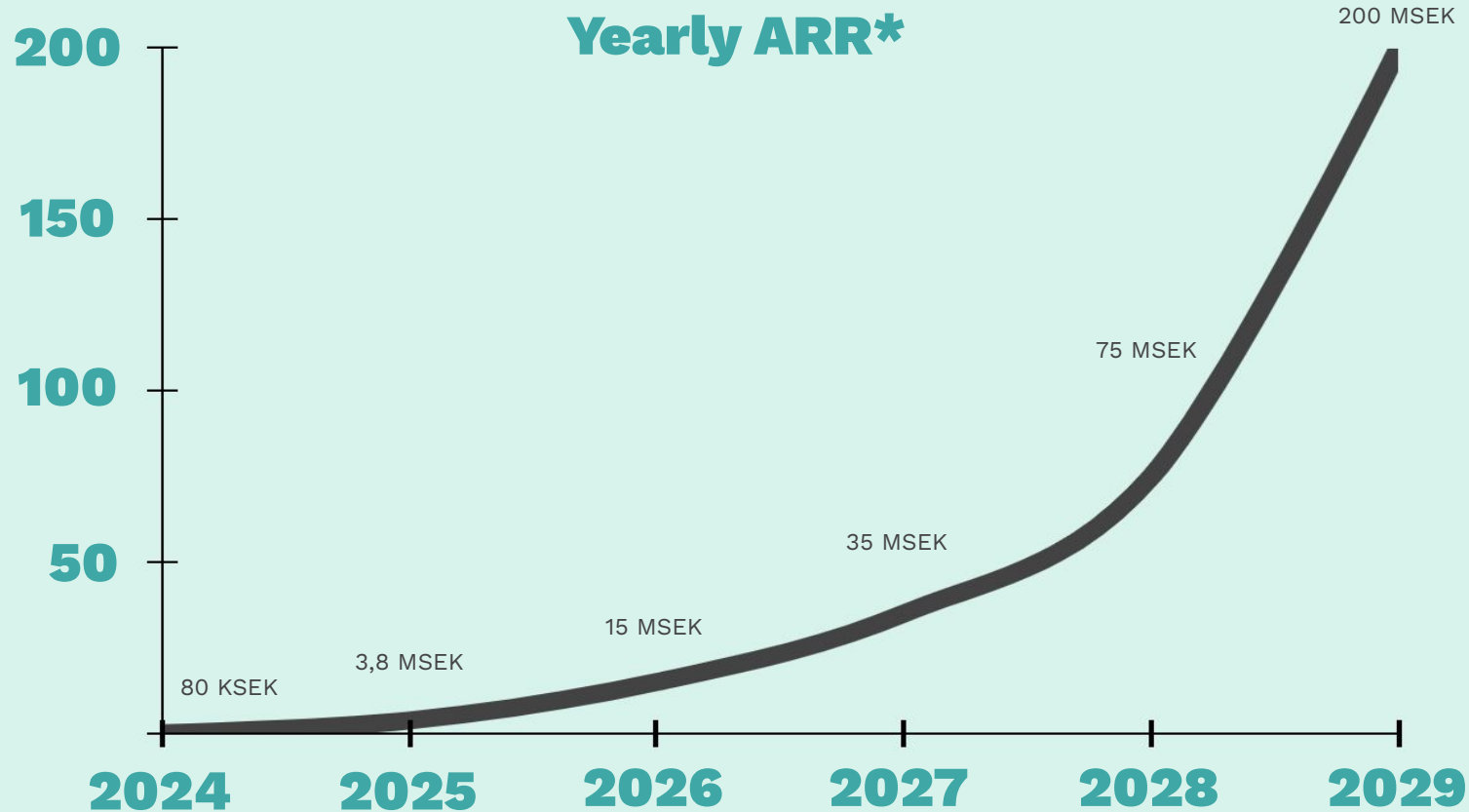
- Contract with 14 cities and two enterprise partners.
- Productized platform.

- Contract with 35 cities and 5 enterprise partners.
- Release AI-based simulation tool for cities.
- Establish reseller agreements.
- Citylytics 2.0.
- Break-even.

- Contract with 100+ cities and 15+ enterprise partners.
- Launch Citylytics 2.0 with predictive city-wide flow modeling.
- Market leader in the Nordics.
- Profitable.

- Scale across EMEA.
- Find relevant acquisitions.

- Global player.
- Preparing exit.



*End of year

Team



Ludwig Jörgensborg
Co-founder, CEO



William Nelling
Co-founder, Chairman, CFO



Pontus Bäck
CSO



Ian Olehed
CMO



Gustaf Dahl
CTO



Ludvig Rieff
Software Developer

Advisors



Pär Lagerström
Almi Invest



Anders Göransson
Soläng Invest



Rasmus Dorsch
Angel investor

Investment Opportunity

The ask

- We are raising ~4 MSEK in a seed round.
- Existing investors will cover ~70% with Almi Invest & Soläng invest taking point.
- We are seeking smart capital with expertise in mobility, SaaS and city partnership.

4 MSEK

50%

Hire new talent.

25%

Product & Tech

25%

Sales & marketing

Why now?

- In only 8 months, we've built 250 000 SEK in monthly recurring revenue.
- Team with a track record of turning innovation into paying customers.
- Underserved & unique market. We solve the real problem.
- Established brand with cities & international partners.
- Backed by strong investors, with Almi Invest as lead and committed long-term support.





Questions?

If you have any questions or require any further information, don't hesitate to contact us:

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