WE BELIEVE IN SPORTS
LEAD WITH A SERVANT’S HEART
INNOVATE AND REINVENT CONTINUOUSLY
PURSUE GROWTH AND LEARNING
VALUE RESULTS AND RELATIONSHIPS
CREATE A CONTAGIOUS AND ENGAGING WORK ENVIRONMENT
START UP CAPITAL
FINANCIAL GROWTH
Keys TO OUR SUCCESS
EMPLOYEE FIRST COMPANY

Not

A CLIENT FIRST COMPANY
CULTURE IS THE
Secret Sauce
CLUTCH!
A gameday parking marketplace enabling sports fans to rent privately held spaces.
GAMEDAY PROBLEMS

**Buyers**

- **Parking**
  - Fans don’t know where to park, how much parking will cost, or what amenities (if any) like space for tailgating, access to restrooms, etc. await them upon arrival.

- **Costly**
  - Pregame rituals, like tailgating at popular spots on-campus, have become commercialized and expensive.

**Sellers**

- **Time**
  - Sellers waste valuable time standing outside for hours flagging down cars to sell parking.

- **Gameday**
  - The wasted time trying to sell parking often leads to sellers giving up their entire gameday experience.

**Universities**

- **#1 Complaint**
  - For many college athletic departments, parking is the #1 complaint they hear from fans regarding gameday logistics.

- **Data**
  - Schools lack access to critical data on fans like who’s parking on campus, who transferred their pass to a friend, what routes are people taking, and arrival/departure times.
GET your GAME DAY BACK!
208 NW 20th Terrace
MIAMI, FL 33180

This is a space to park and tailgate. This premium spot is less than a ten-minute walk to the Swamp, six spots available from 6am-2am. Guaranteed easy out and no sticking in.

Buddy Overstreet

$35/day
BOOK IT!
GET your GAMEDAY BACK!

+ Transactional capability
  Scheduler/listing
  Standard suggested price
  Pictures of parking spaces
  Rating system
  Instructions and best practices
BUYER

reserved SPOT FOR EVERY FAN

Search/filter capability
Reserve and pay in advance
Map
Ratings
Access to premium features
Report a Problem
**VIP FAN EXPERIENCE**

**CLUTCH!** Brand Ambassadors greet fans as they arrive with personal service, including:

- Golf cart shuttle service
- Cold beverages/snack
- Shakers and game programs
- Personal tours of campus
- Access to exclusive tailgate experience
MARKET OPPORTUNITY

Each year Americans spend ...
Revenue Streams

Peer-to-Peer Marketplace Transactions
- Parking
- Parking + Hospitality
- Parking + Hospitality + Tailgating
- VIP Experiences

Software Licensing Fees
- Custom Software Development
- Digital Parking Passes
- Big Data Access
- Ad Revenue

Parking + Hospitality + Tailgating + VIP Experiences
Parking average $40 / game

Parking + Hospitality average $55 / game

Parking + Hospitality + Tailgating average $95 / game
Tuscaloosa MARKET

25,000 total parking spaces
2,500 athletic department-issued parking passes
28,000 cars on gameday
5,000 cars without athletic-department reserved parking on gameday

= 1,000 cars
Delivering a Premium Fan Experience through:

- Making it easy to transfer passes
- Using big data to understand traffic patterns and fan behavior
- Increasing parking inventory
- Capitalizing on missed revenue

$100K-$250K Clutch! Fees per season
FINDING A PARKING SPOT
2 BLOCKS FROM THE STADIUM
30 MINUTES BEFORE KICKOFF...
QUESTIONS?