



# *Techaway*

October 16, Stockholm 2024

Lars Andersson

CEO, Parkster

Hosted by  billogram



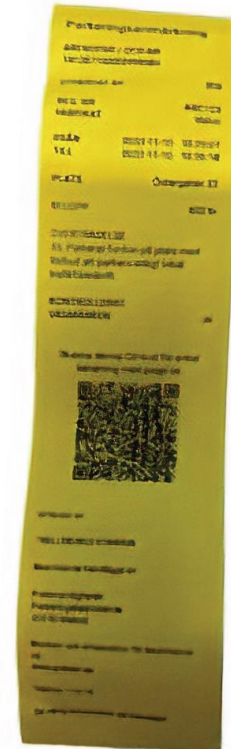
# Techaway

**How do you sell something  
no one really wants?**



Do you actually want to pay for parking?

Or do you simply wish to avoid a ticket...





# A tale of friction







# Parkster from scratch



## **2006** **Business idea**

After receiving three parking tickets in a week..

## **2010** **Feasible business**

With a matured idea, technological leap and patience the time had come to start.

## **2012** **Live with our first customer**

LKP were the first customer going live.





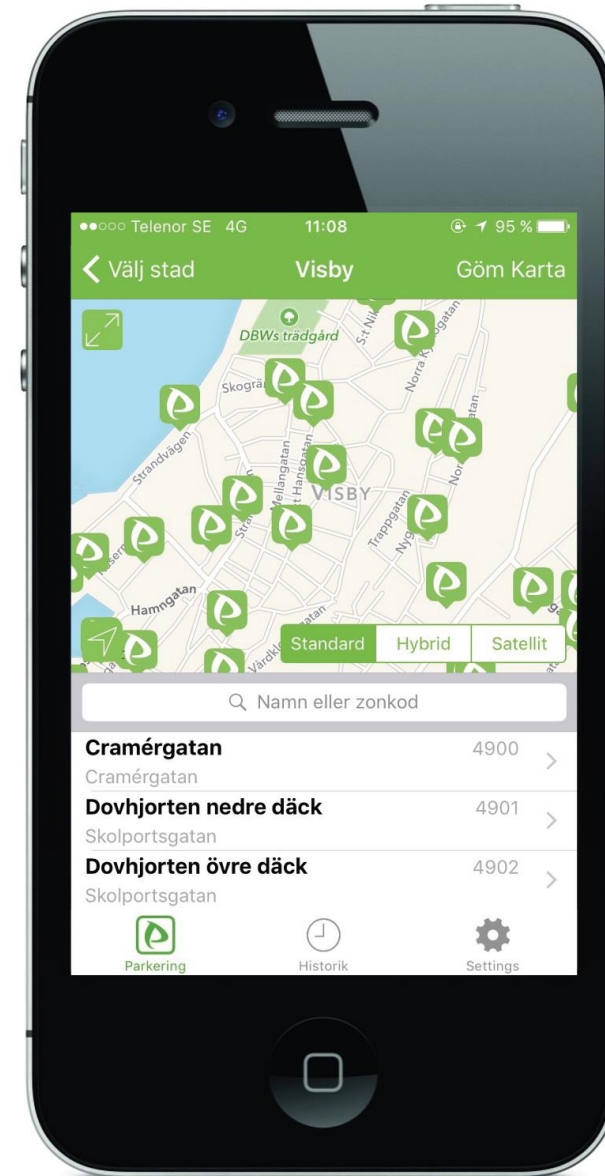
**Parkers want to save time, avoid worries and to be flexible**

**Parking owners want to handle parking cost efficiently**



# Enter Parkster

Match parkings with your position, in an app on a device you always have within arms reach.





**But there was still friction...**



We needed to replace this with a fast, reliable and **trusted** way of paying for parking





But people still didn't trust these...







# Parkster from scratch



We practically  
grew up together







# The invoice

- Fast sign up
- Trusted payment method
- Cost efficient
- Paying in arrears
- Competent suppliers



**DEMO - Invoice** Page 1/1

OCR number	XXXXXXXXXXXX	Expiration date	2024-10-29
To pay	5.00	Invoice date	2024-10-14
Bankgiro	XXXX-XXXX		

Return address:  
Parkster AB TEST, Sandboxgatan 1xxx, 123 45 Teststaden

Invoice number 10121  
Order no. 19151

**Lars Andersson**  
Kyrkogatan 1  
222 22 LUND

Name	Amount	Price	VAT	Gross total
<b>Parkering</b> 2024-10-14 11:12, MBL123, 30min, Parksters kontor, Lund, Test-Parkster - Momsnr: 242442433	1 pcs	4.00	25%	<b>5.00</b>

	<b>Net sum 25%</b>	4.00 SEK
	<b>VAT 25%</b>	1.00 SEK
	<b>Gross</b>	5.00 SEK
Always use OCR number as payment reference	<b>To pay</b>	<b>5.00 SEK</b>

Address Parkster AB TEST, Sandboxgatan 1xxx, 123 45 Teststaden | Phone 0775 - 33 30 30 | Email info@parkster.se | Org.no. 77777-7777 (Approved for F-tax) | VAT no. SE556962584101  
Late payment will incur a 8.2% interest fee. For written reminders of overdue payment an additional reminder fee will be charged in accordance with current legislation. Invoice issued by Parkster AB TEST using the Billgram billing service. Payment by liberating effect to specified account. Questions or disputes in regards to this invoice are to be made directly to 0775 - 33 30 30, info@parkster.se.

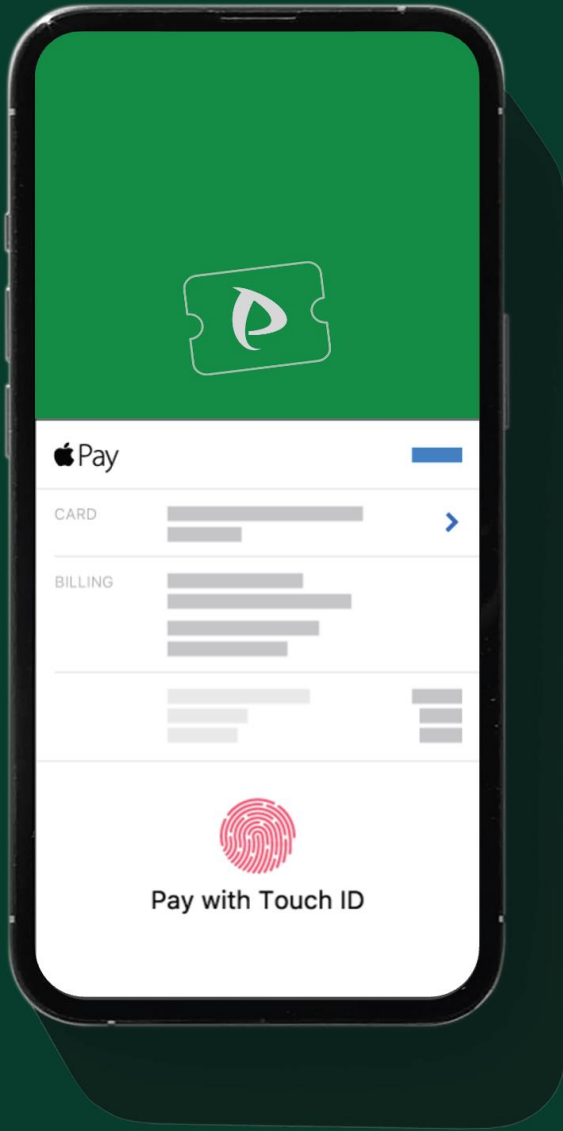
**bankgirot**

När du betalar med Bankernas Internetjänst eller Bankgirots  
Leverantörsbetalningar (LB) ange nedanstående referensnr.

INBETALNING/GIRERING AVI

Inbet avgift (ifylls av banken)

OCR



# Micro payments

- Card
- Swish
- Paypal
- Apple Pay
- Google Pay



**But still, invoices also have a  
given place moving forward**



[Link to video](#)



# What value does Parkster really create?

**How do you sell something  
no one really wants?**

~~How do you sell something  
no one really wants?~~

**We don't sell parking tickets.**  
**We eliminate friction.**





# Success come from asking the right questions

Parkster constantly look for ways to remove friction for parkers, partners and parking owners, in matters regarding the parking space.



# Parkster<sup>®</sup>

Your choice. Cost neutral or paying for added values

No variable costs

One app, everywhere

In all of our 400+ locations in Sweden

# Techaway

Game-changing Invoicing and CX To-Go

[billogram.com/en/techaway-2024-takeaways](https://billogram.com/en/techaway-2024-takeaways)

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