

Transforming the Parking Experience

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Traffic Bid eliminates parking search frustration to deliver smart, personalized parking options.

We provide drivers with guaranteed premium parking spots and park & ride options, creating new revenue opportunities for Toll, Connected Vehicles, Parking, and MaaS operators.

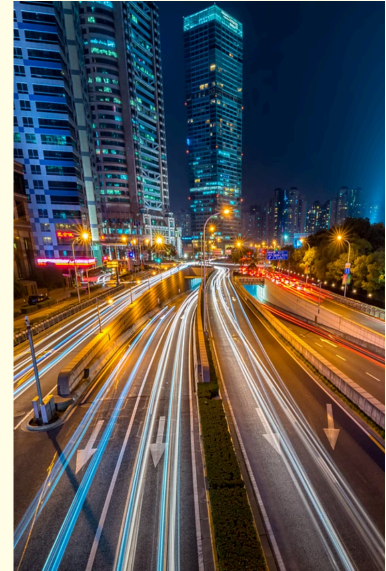
We help distribute drivers efficiently across all parking lots avoiding bottlenecks and vicious downtown parking funnels.

The Problem

Urban drivers spend excessive time searching for parking, leading to frustration and financial loss. For instance, the average New York driver wastes \$2,243 annually due to inefficient parking.

Our Solution

Traffic Bid's AI algorithms adjust pricing based on real-time demand and supply, offering each driver personalized parking resource allocation. Our mission is to create a seamless and efficient mobility ecosystem that benefits all stakeholders.



Guaranteed Premium Parking

Reserve prime downtown spots, ensuring a hassle-free experience.

Lower-Priced Parking

Park downtown at a reduced cost with a short walk.

Park & Ride

Utilize affordable parking outside the city and access public transportation

Free Remote Parking + Ride

Park in remote locations for free and use public transit

Revenue Generation

Parking Reservation Fees: Charge for reserved premium downtown spots and maximize parking operator revenues.

Alternative Transportation Integration: Offer affordable parking options, redirecting users to public and shared transportation, increasing occupancy and revenue.

Complete the Managed and Express Toll Lanes experience: align with managed lane services by offering end to end flawless and congestion free experience up to the parking lot.

Partnerships and Integration

Toll Payment Apps

Integrate with toll payment systems to deliver tailored parking and mobility solutions based on driver habits and destinations.

Parking Providers

Offer available spots to a wide customer base. Reserve with dynamic pricing, ensuring optimal use of parking resources

Mobility Apps

Collaborate with public transport, ride-sharing, and micro-mobility providers to offer seamless last-mile connectivity.

Technology and Data

Our platform leverages advanced AI to:

- Optimize pricing and predict arrival times.
- Provide personalized recommendations.
- Continuously learn from real-time data, including parking availability and traffic conditions.
- Implement a unique second-price auction mechanism to maximize revenue and maintain customer satisfaction.

Dynamic Pricing and Auction Mechanism: Utilize real-time data to optimize parking allocation and revenue through a second-price auction.

The Team:



Daniel Sarfati
Founder & CEO

Doctor in Industrial Eng.,
experienced in AI
solutions for enterprises.



Samir Varma
Founder & CSO

Ph.D. in Particle Physics,
expert in AI algorithm
design.

