

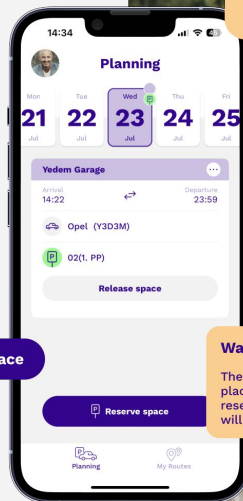


# The operating system parking needs

Yedem helps companies and real estate owners increase parking utilization by 40%, automate access, and monetize unused capacity — without rebuilding infrastructure.

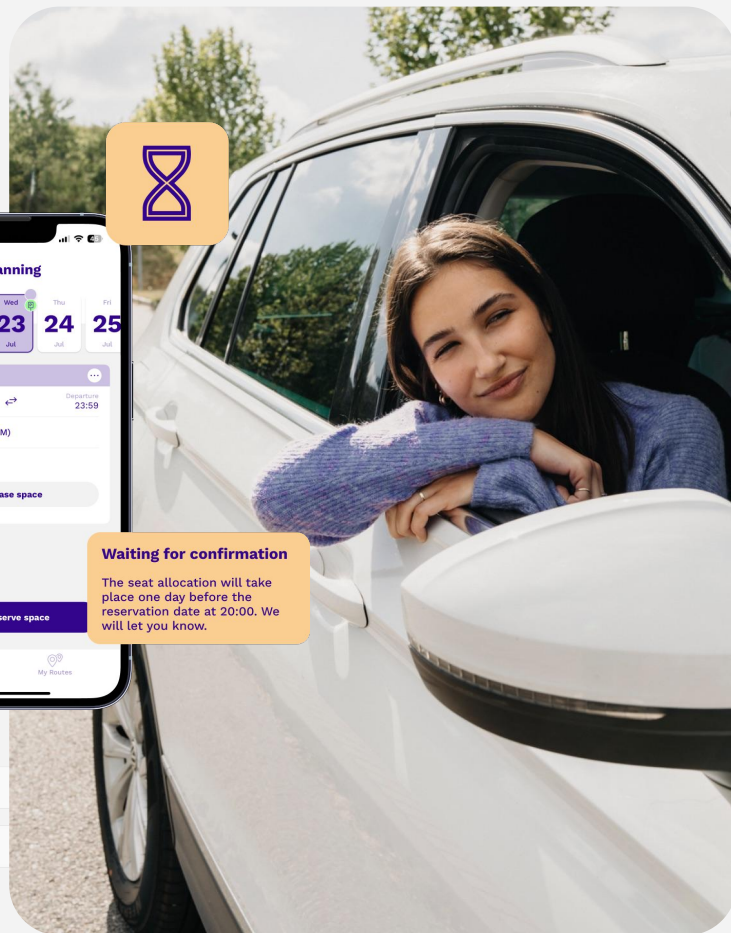


Reserve space



Waiting for confirmation

The seat allocation will take place one day before the reservation date at 20:00. We will let you know.



# Raising €500k to reach €1.5M ARR

This round takes Yedem from validated enterprise traction to profitability and scale-readiness for international expansion.



**€200k**

---

ARR today

**90%**

---

gross margin

**€40k**

---

average ACV in 2026

**100%**

---

pilot-to-paid conversion

**3yr contract**

---

with KB, SG group  
rollout in scope

**€1.5M ARR**

---

target by end of 2027

**!** The Problem

**Too many cars.  
Too little space.  
Too much wasted time.**



Billions of people still drive to work every day, most of them alone. Traffic keeps rising, parking stays scarce, and the last stretch of the commute is often the most frustrating one.

The daily commute is still built around the private car, but the infrastructure around it is inefficient, overcrowded, and increasingly unsustainable.

**3B+**  
people commute by car  
to work globally every day

**72%**  
rely on a private vehicle as their  
primary mode of transport

**+180 hrs**  
per driver, per year, lost to  
commuting and parking friction

**80% of cars**  
are single-occupancy  
vehicles



**!** The Business Problem

**For employers and real estate, parking isn't a convenience problem. It's a cost, efficiency, and asset-value problem.**



Parking is a fixed-cost asset — yet most organizations still manage it with spreadsheets, static allocations, and almost no data. Spaces sit idle, demand looks overstated, and capacity gets expanded before existing capacity is optimized.

For employers, this means lost productivity, admin burden, and hybrid-work friction. For landlords, it means weaker tenant competitiveness, eroded asset value, and missed ESG targets.

**€75k+**

cost to build a single underground parking space today

**30% idle**

average idle capacity — turning a 500-space garage into millions in non-performing capital

**20–40%**

parking inefficiency is common across organizations

**10–20%**

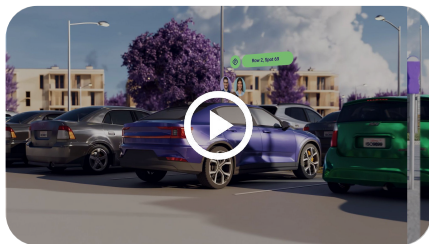
utilization gain can delay or eliminate new parking investment

**1/5**

of land in major cities is dedicated to parking

✓ The Solution

# Yedem digitizes parking and mobility capacity in one unified system



Yedem becomes the system of record for the most under-optimized asset in every building: parking. One platform manages allocation, access, payments, utilization, and reporting.

Once parking is digitized, the same layer expands to carpooling, EV charging, and public monetization — so one deployment compounds into portfolio-wide mobility infrastructure and contributes directly to LEED and BREEAM certification scores.

Yedem is a software platform for enterprises and real estate firms that manages:

Dynamic parking allocation

Automated access  
(gates + LPR cameras)

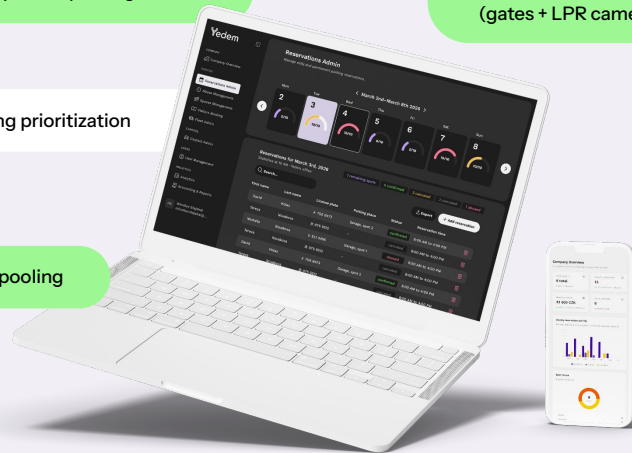
EV charging prioritization

Smart carpooling

Mobility analytics and reporting

Public parking offering  
during off-peak hours

LEED + BREEAM points



# The market is ready now

## Hybrid work broke fixed parking models

Static allocations no longer match real attendance patterns.

## Real estate is becoming data-driven

Parking now directly affects tenant retention, ESG scores, and asset value.



## Infrastructure is finally digitizable

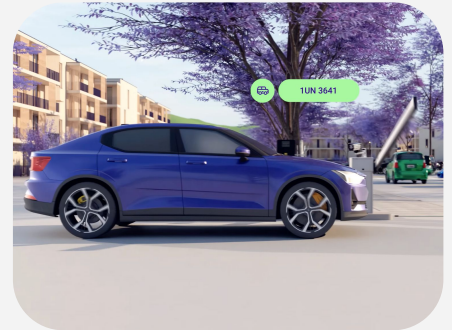
Gates, cameras, access systems, HR tools, and mobile apps can finally operate as one system.



The old way of managing parking no longer works in a modern, hybrid workplace.

## Building new parking is too expensive.

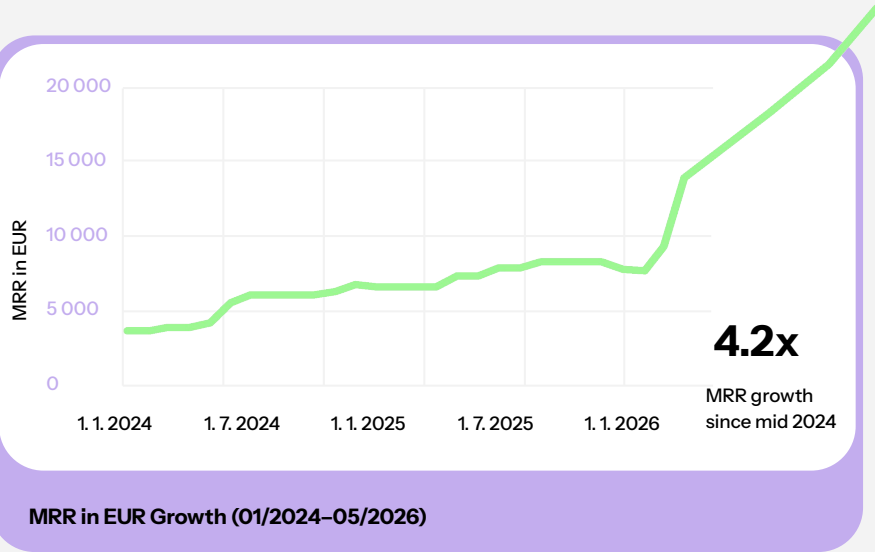
Improving utilization is ~10x cheaper than adding capacity — and far faster.





Traction

**€200k ARR, 90% gross margin**  
**100% pilot-to-paid.**



**€40k**

average ACV in 2026

**100%**

pilot-to-paid conversion

**1 churn**

**€200k ARR**

**€2,5M pipeline · €1M weighted**

**22 customers**

**RE:** Penta, Crestyl, Passerinvest, Patria, Sekyra, Red Stone (+ CPI, MINT)  
**Enterprise:** Škoda (VW Group supplier), ABB, DHL European Management



**NOTINO**



# Measurable ROI across enterprise and real estate deployments



## KB Headquarters, Prague Stodůlky

4 000 users    €55k ARR

500 parking spaces

### Result:

- from pilot to the operating system for mobility and parking
- 3-year contract; rollout pathway across Société Générale group



## Factory Office Center by MINT

real estate deployment

digital parking and gate access

### Result:

- no need for ~500 remotes/cards
- major savings in access operations
- stronger tenant competitiveness through digital parking access



## ČEZ Dukovany nuclear power plant

3 500 users    150 carpools daily

500 parking spaces

### Result:

- ~300 fewer cars arriving each day
- 200+ tonnes of CO2 saved annually
- avoided new parking construction
- saved millions of EUR annually



## Next expansion use case

### Examples:

- public leasing of unused parking during nights and weekends
- smarter EV charger allocation for tenants and public users



Go-to-Market

# Three engines today. One in pilot.

## Direct Sales

LIVE

Czech Republic core, UK expansion via Stuart (ex-Cushman & Wakefield, CBRE). Enterprise + real-estate focus. Land through pilot, expand by buildings, users, and modules.

## Partner Sales

STARTING

First partner deal closed (€20k ARR). Network active across 20 countries; 13 EU markets in pipeline. Pillar in build-out — designed to scale distribution without headcount.

## Expansion Within Accounts

IN PREP

Every enterprise customer is a multi-year expansion path. Once we're live in one building, we grow inside the account — more users, more modules, more locations across cities and countries. Already executed with 3 customers, scaling from single-site pilots to portfolio-wide deployments.

## Microtransactions

PILOT 2027

End-user payments layer — carpooling fees and off-hours public parking. Pilot scoped for 2026 with existing real-estate client. From 2027, take-rate on every transaction turns each building into a transactional revenue node on top of recurring SaaS.



Market

# One market to master. A world to capture.

## Tailored for the segments we serve:

### Enterprises

HQs and corporate campuses  
with parking-constrained offices

### Real estate operators

Office, mixed-use, and multi-site  
commercial portfolios

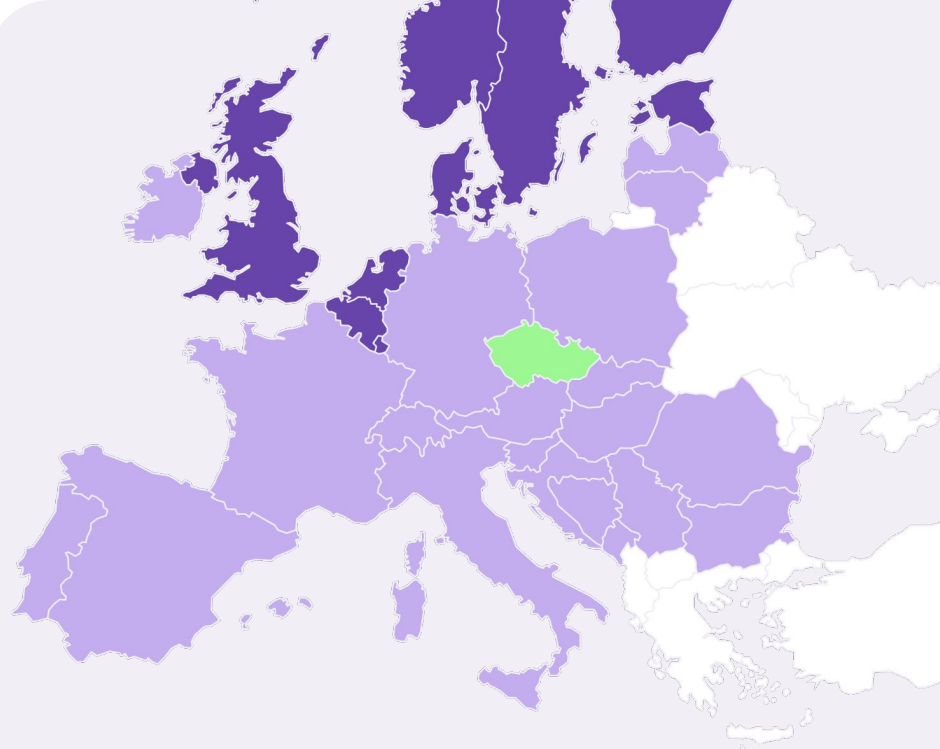


### Criteria for the markets:

Digitally mature, sustainability-driven

EU markets with strong fit for mobility optimization.

We expand where adoption is fastest and most repeatable.



**Beachhead**  
Czechia

**Priority**  
UK  
Nordics  
Benelux

**Expansion**  
CEE  
EU / DACH  
USA  
+ rest of the world



# Connected infrastructure software with compounding revenue inside each asset.

## Core Model

- **Subscription Model**  
Recurring monthly or annual pricing based on users and scope.  
Plugs into existing parking infrastructure – no rip and replace
- **Land through pilot**  
Pilots convert into paid contracts and unlock expansion.
- **Expand through usage**  
Revenue grows with more users, locations, and workflows.
- **€40k ACV · 8+ month sales cycle · 100% pilot conversion**



## Expansion Levers

- **Additional Locations**  
From one building to multiple sites or campuses.
- **More Modules**  
Parking, carpooling, EV, access, analytics.
- **Portfolio-Wide Rollout**  
From single asset to full real estate portfolio.
- **Public Monetization**  
Lease unused parking to external users.
- **Payments & Microtransactions**  
Revenue share from in-app reservations, charging, and usage.
- **AI Business Intelligence & Analytics**  
ESG reporting, optimization, forecasting, operational insights.
- **Compounding Revenue at Scale**  
Revenue compounds as we move from single-site deployments to portfolio-wide operating systems with layered monetization.



## Team

# Built by operators with product, sales, and real estate depth



**Matěj Ballo**  
CEO & Co-founder



Commercial and strategic lead of Yedem. Drives vision, fundraising, enterprise sales, and key partnerships across corporate and real estate markets.



**Vojtěch Rujbr**  
CTO & Co-founder



Product and technology architect behind the Yedem platform. Leads development of scalable integrations, mobile apps, and the core operating system.



**Tomáš Klupsa**  
Head of Sales



Experienced B2B SaaS sales leader with background from Salesdock and Trezor. Focused on building repeatable enterprise sales execution.



**Stuart Bloomfield**  
Head of Business Development



20+ years in real estate and mobility. Background at Cushman & Wakefield, CBRE, and mobility ventures. Brings deep sector expertise and UK expansion relevance.

### Advisors:

**Tobiáš Rataj**  
ex-VP of Sales at UiPath

**Jan Přerovský**  
ex-CEO of Helios, ex-CSO of Yieldigo

### Investors:

**Czech Founders VC** taking pro rata in current round

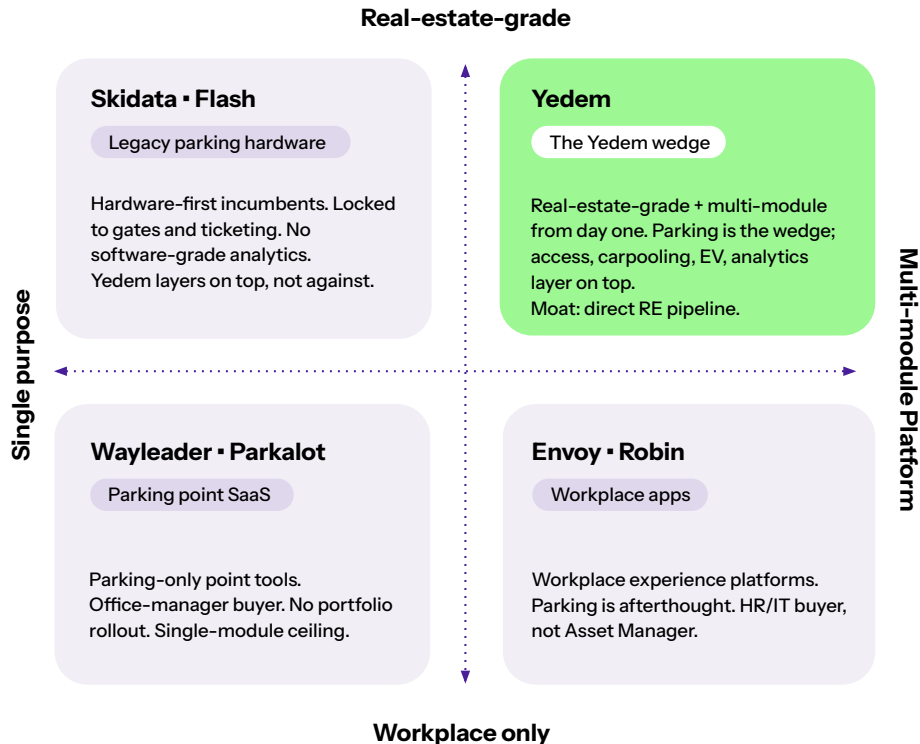




## Competition

# Built for asset managers. Not office managers.

The only quadrant combining real-estate-grade depth with a multi-module platform — defended by a direct RE distribution channel no competitor can replicate.





# Path to €1.5M ARR and breakeven. Then €100M by 2031.

## Terms

- Raise: €500k
- Pre-money: €7.0M
- Existing investors CFV & Paterno committed to contribute
- Target close July 2026
- Runway after round: 18 months

## Use of funds

- RE go-to-market
- Enterprise expansion
- Product depth (RE-grade modules, portfolio rollout, AI analytics)
- Customer success (KB-style enterprise rollouts at scale)

## 2026

- €500k ARR
- 35+ paying logos

## 2027

- €1,5M ARR
- Breakeven
- Late-seed round at €15–20M pre
- Expansion round

## 2029

- €18M ARR target
- Series A
- International scale

## 2031

- €100M ARR target
- It equals to 1,500 office buildings
- Exit window

This round funds Yedem from validated traction to defensible RE distribution — closing before the CLA conversion window of July 2026, and setting up a late-seed at ~10× pre-money step-up.



## **The deck ends here. The story doesn't.**

**Let's grab 30 minutes.**

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