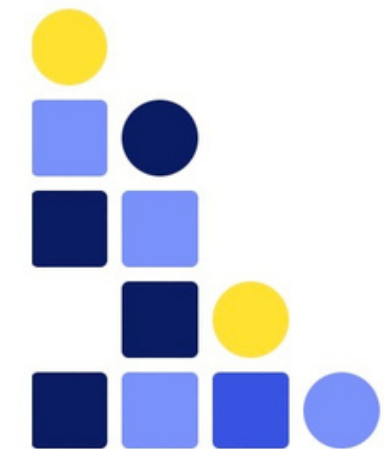
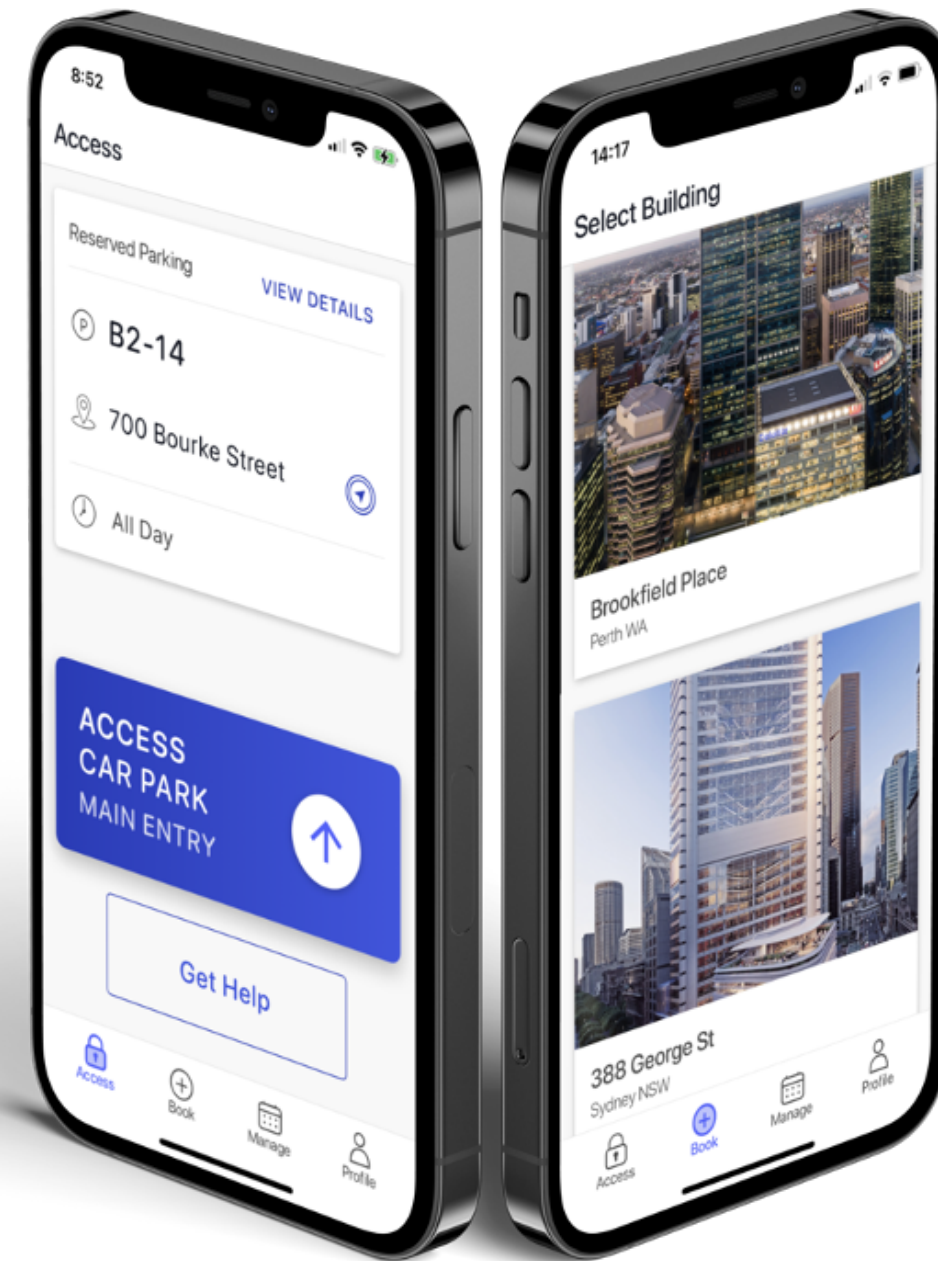


# BaseUp

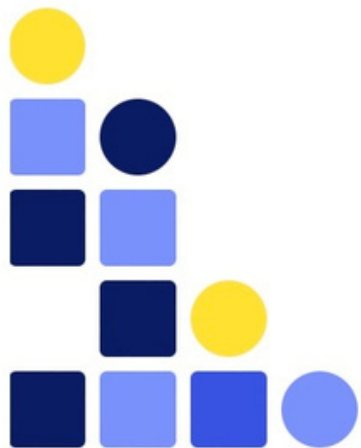
Enable flexible parking for your employees



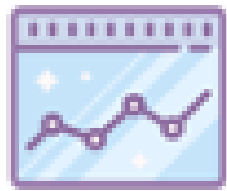
# About BaseUp

BaseUp creates parking management technology for enterprises and landlords. We work with companies to enable flexible parking for their employees. BaseUp is an employee-only solution – we don't offer parking to the general public.

Using BaseUp, enterprises are supporting flexible working by enabling flexible parking.



# What are our benefits?



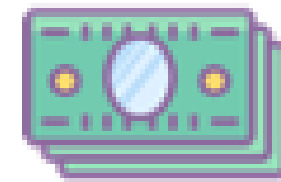
## Maximize utilization

On average, only 65% of office parking gets used during the working week. We give you the tools to maximize utilization through shared, flexible and paid parking for staff and visitors.



## Employee benefits

Enable the flexible workplace and empower staff with self-service parking. Organize salary sacrifice arrangements, help teams share their spaces, and give staff casual 'pay as you go' options.



## Cost recovery

Reduce your property spend by monetizing your unused parking spaces. Give staff the benefit of flexible, discounted parking in their office while generating revenue.



## Complete reporting

Get the data you need to make informed decisions about your parking assets. Out of the box reporting on utilization, revenue, driver behavior and fringe benefits tax.

# What are our key features?



## Space Sharing

Permanently allocated parking spots can now be shared among colleagues. For example, a director can share their space among the pool of casual parking spaces while they are on annual leave. This type of sharing can also be monetized.



## Space Gifting

Colleagues who have a permanent space can 'gift' their space to a certain individual within the organization. For example, a director may choose to 'gift' their space to their EA.



## Visitor Parking

Visitors can access the car park via a one-time web-link. The web-link gets sent via email and SMS and allows the visitor to remotely trigger the barriers without the need to download the BaseUp App.



## Pool Cars

Organizational pool cars can be added to BaseUp and shared among certain individuals. BaseUp requires the make, model and registration number.

# Types of markets we're for



## Downtown Offices

In downtown areas where parking is often expensive, hard to find and complicated to manage, BaseUp can solve all of the above. We help companies with cost recovery, generate revenue and reduce the admin burden in regards to their parking assets.



## Suburban Offices

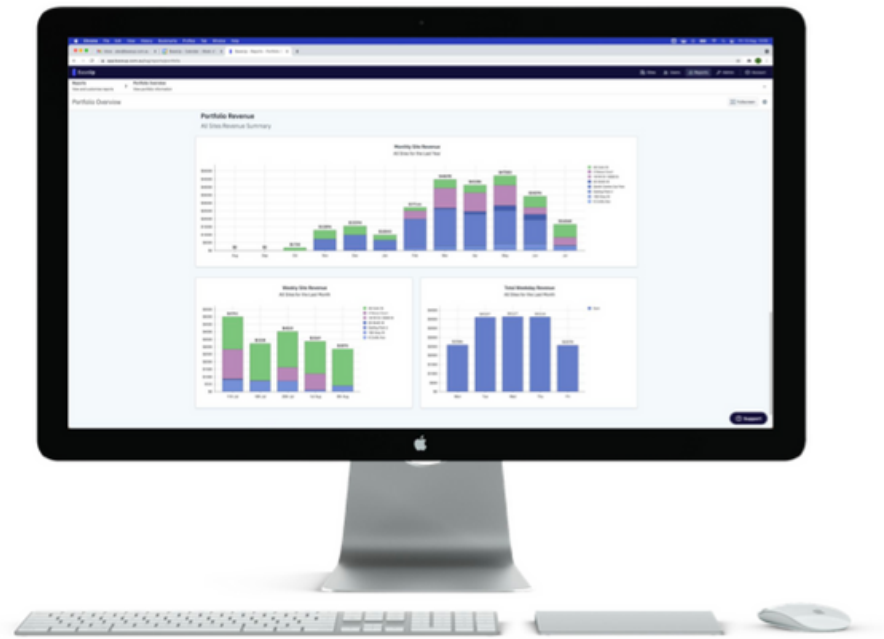
Whether employees are paying, not paying, have a designated spot or share a parking lot, BaseUp simplifies and modernizes the commuting experience. We will help you maximize the value you're getting out of your office parking.



## Campuses

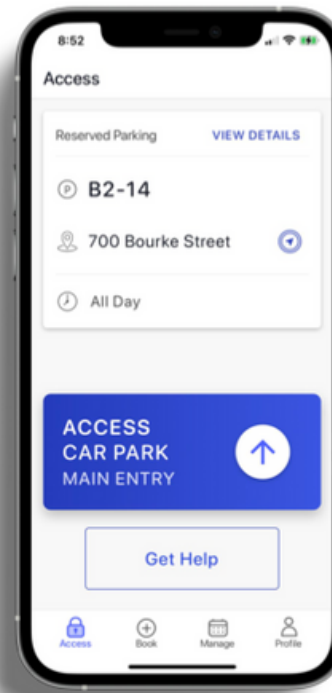
When it comes to large work campuses we know that typically the main focus is creating an easy and equitable parking experience for staff. Let your staff have preferred parking closest to their department, save time on their commute, and have a better overall experience.

# How it works



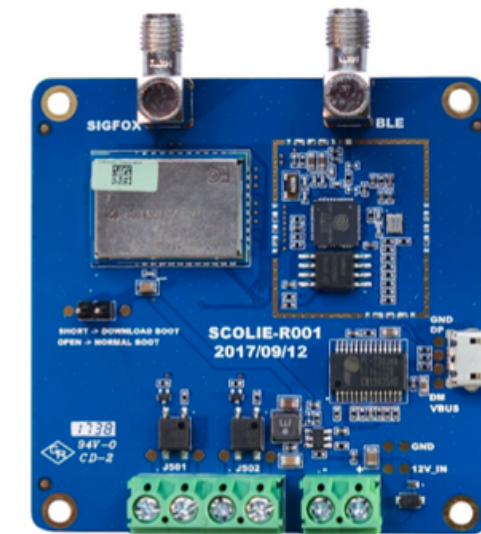
## Dashboard

Administrators use the BaseUp dashboard to set who has access to which parking spaces and under what conditions. They've got full access to data and analytics.



## App

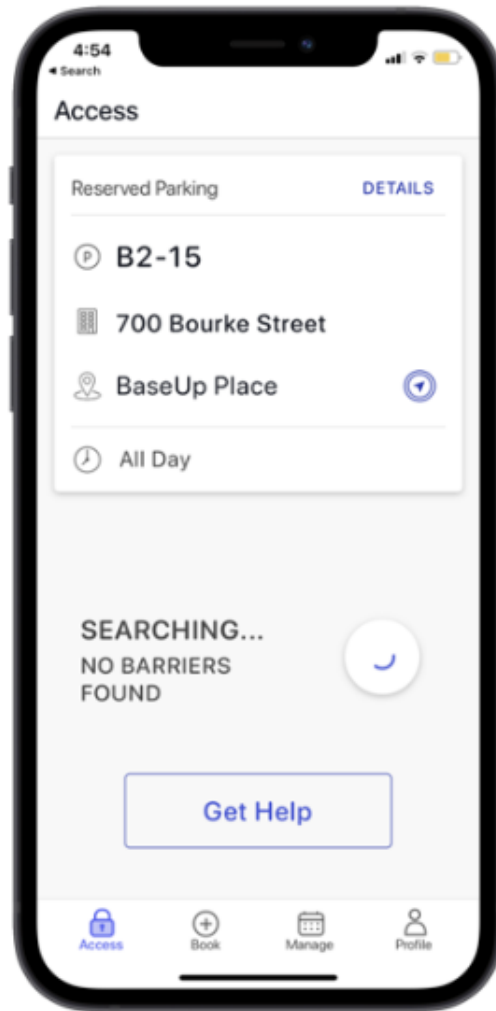
Employees use the app to self-manage parking based on the rules set for them, with full visibility of parking availability. They also use the app to enter and exit the car park with bluetooth.



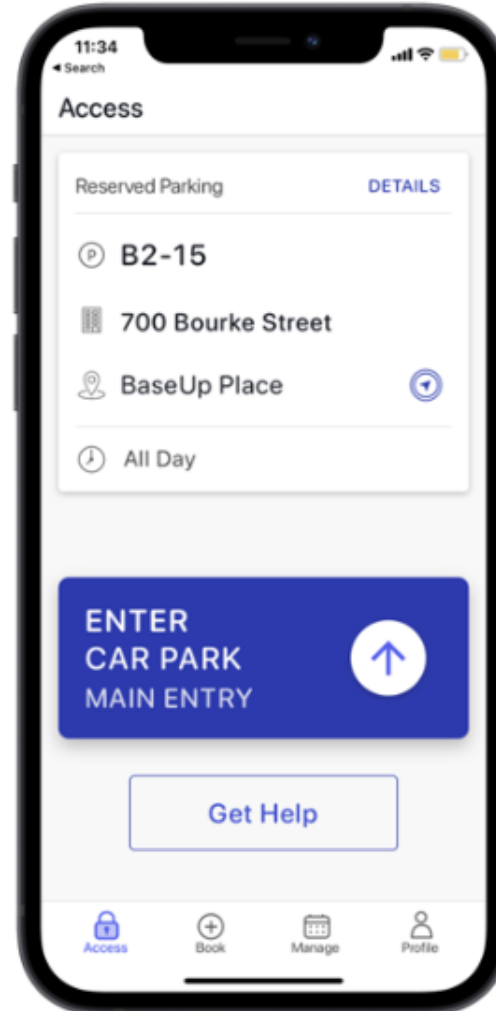
## Hardware

Our access hardware makes sure the right people have access at the right time. We retrofit to your existing boom gates and roller doors, and can integrate with existing access systems.

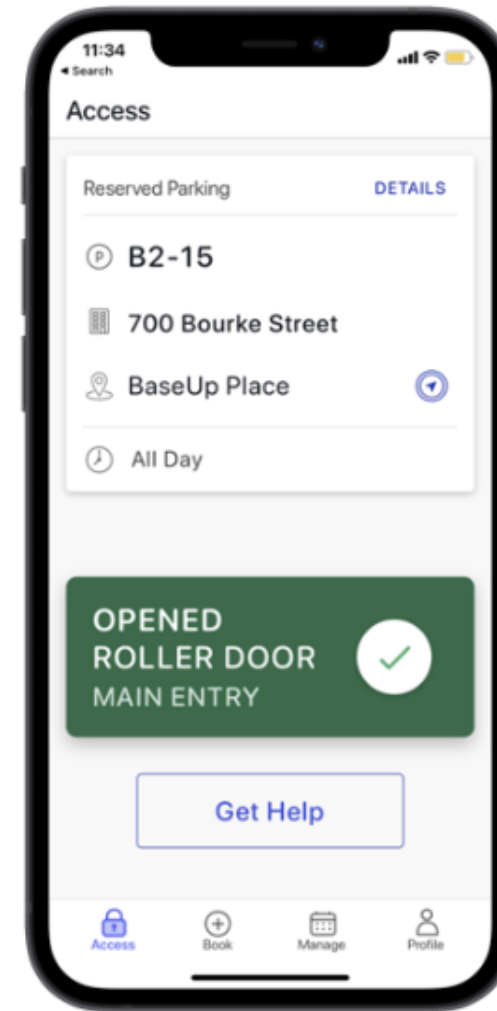
# How to access the garage:



Stop by the barrier you wish to trigger and open the 'Access' tab



The 'Enter Car Park' button will appear once you are near the gate

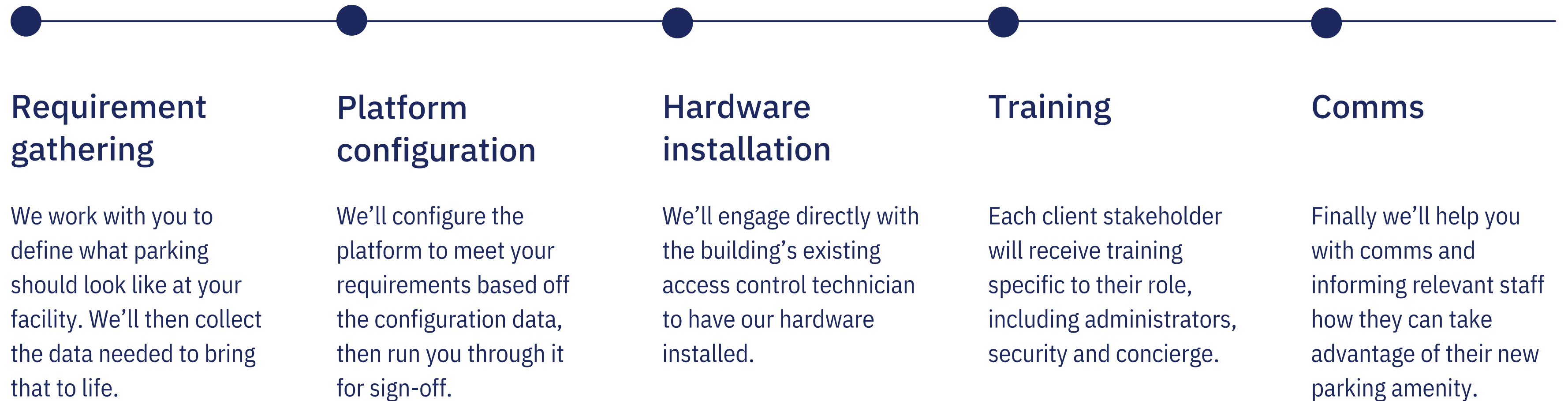


Once you press the blue open button, the gate will open

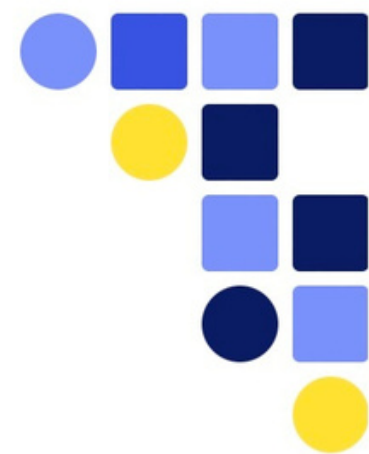


# Onboarding process:

Getting setup with BaseUp is easy. We'll assign you a dedicated project manager to guide you through the 5-step process.







# How can we help? Contact us.

Jade Bourke

Jr. Account Executive

[jade@baseup.com.au](mailto:jade@baseup.com.au)