

GFT takes share in parkpocket, the future mobility startup

- GFT invests approx. half a million euros as part of involvement in CODE_n
- parkpocket becomes first GFT investment in startup sector
- New parking space app for iOS and Android: find places to park in real time

Stuttgart, 18 November 2015 – Thanks to a clever solution to an everyday problem, in March 2015 parkpocket impressed many observers as a CODE_n15 finalist at CeBIT. The solution: find a parking space at any time. At the same time, prices can be compared on the go. “We’re investing in parkpocket because they solve a key problem that millions of people are confronted with every day,” states Ulrich Dietz, CEO of GFT Technologies and initiator of CODE_n. “The business model is quickly scalable. The technology behind the solution and the highly motivated team show that we can expect a lot more to come.”

This is the first time GFT has made a direct investment in a startup. This time the investment is a six-figure number and further investments in aspiring entrepreneurs are expected. The injection of capital will help parkpocket to keep developing their intelligent technologies, bolster the team and pave the way for entrepreneurial growth. GFT boss Dietz will also act as mentor to the smart founders from the Swabian area of Germany. “Smart capital is particularly important to us for the selection of our investors. I’m convinced that we not only have an outstanding investor on board with GFT, they’re also an important business partner and advisor from industry,” states Stefan Bader, founder and CEO of parkpocket, the startup team that has been based in Munich since 2014. To derive full benefit from the know-how of an international company like GFT and leverage its closeness to the automotive industry, it is now setting up its second registered office at the Stuttgart innovation campus CODE_n SPACES.

Now online: the new parkpocket app

As much as [40 per cent](#) of all traffic in German cities is caused by people looking for a place to park their car. The new parkpocket app solves this problem. Users in German-speaking cities are the first to have access to the service, using their mobile devices to quickly and conveniently find a nearby parking space, while also comparing prices. The startup company is working in collaboration with municipal authorities and Europe’s leading car park operators. The app links into their databases and IT systems. Users of the app can also enjoy the benefit of detailed information on each car park, including opening hours, the availability of disabled parking and electric charging stations. The app automatically estimates how long it will take to drive to a given car park and the time needed to walk to the destination. Once a car park has been selected, users can start navigation with a simple tap in the app and proceed with their journey. This makes parking more predictable, meaning users will be much less likely to miss appointments just because they cannot find a nearby parking space. Plans are also underway to launch the app in other European countries soon.

B2B segment set to expand the business model

In Germany alone, the turnover of car park rental companies was around EUR 1.22 billion in 2014. During the same year, 13.9 million drivers used an app for navigation purposes. The startup therefore plans to complement its B2C app with a B2B solution. The parkpocket solution has already been prepared for integration into digital devices and modern services aimed for use with connected cars. The new company has started working in collaboration with major German carmakers and their suppliers to develop tailor-made applications. “The automotive sector is an exciting market that’s entering the biggest period of change for more than a hundred years – digital change offers tremendous potential if you’re a smart company and have an innovative concept,” states Dietz.

For more information and media relating to the new parkpocket app, click [here](#).

The iOS app is available for download in the [App store](#).

The Android app is available for download in the [Google Play Store](#).

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About parkpocket:

“Use us to park your car properly” – this was a brand promise formulated by Stefan, Karoline, Florian, Marius and Benedikt while working on the plans for parkpocket during their studies in Rottweil, a Swabian town south of Stuttgart. Their app solves an everyday problem: it helps users find a parking space in a multi-storey car park, underground car park, or in park and ride locations throughout Germany, Austria and Switzerland – in real time. At the same time, they can compare options and use satellite navigation to get to the free parking space. The technology also has the inbuilt interfaces to be integrated into websites, other apps or satnav systems.

The parkpocket startup has been backed by Wayra, the business accelerator programme offered by Telefónica, since October 2014. GFT Technologies SE, the international IT services provider, has also taken a share in the company as part of an investment agreement under its CODE_n program. The parkpocket team has expanded continuously since the startup was founded in September 2013 and now encompasses 16 employees working at two sites in Munich and Stuttgart.

Über die GFT Group und CODE_n:

GFT Group is a business change and technology consultancy trusted by the worlds' leading financial services institutions to solve their most critical challenges. Specifically defining answers to the current constant of regulatory change - whilst innovating to meet the demands of the digital revolution. GFT Group brings together advisory, creative and technology capabilities with innovation culture and specialist knowledge of the finance sector, to transform the client's businesses.

Headquartered in Germany, the GFT Technologies SE achieved consolidated revenue of around EUR 365 million in 2014 and is represented in eleven countries with a global team spanning 3,300 employees. The GFT share is listed on the Frankfurt Stock Exchange in the TecDAX (ISIN: DE0005800601).

Initiated by the GFT Group in 2011, CODE_n is a global innovation platform for digital pioneers and leading companies. Featuring elements such as CONTEST, EVENTS, CONNECT and SPACES, CODE_n offers an ecosystem which networks companies and innovative personalities as well as supporting the development of new, digital business models. CODE_n stands for “Code of the New,” the DNA of innovation. The community drives digital advancement with new ways of thinking and the pursuit of bold ideas.