



proptechlab

Keynote "Forward Investing"

06.05.2022

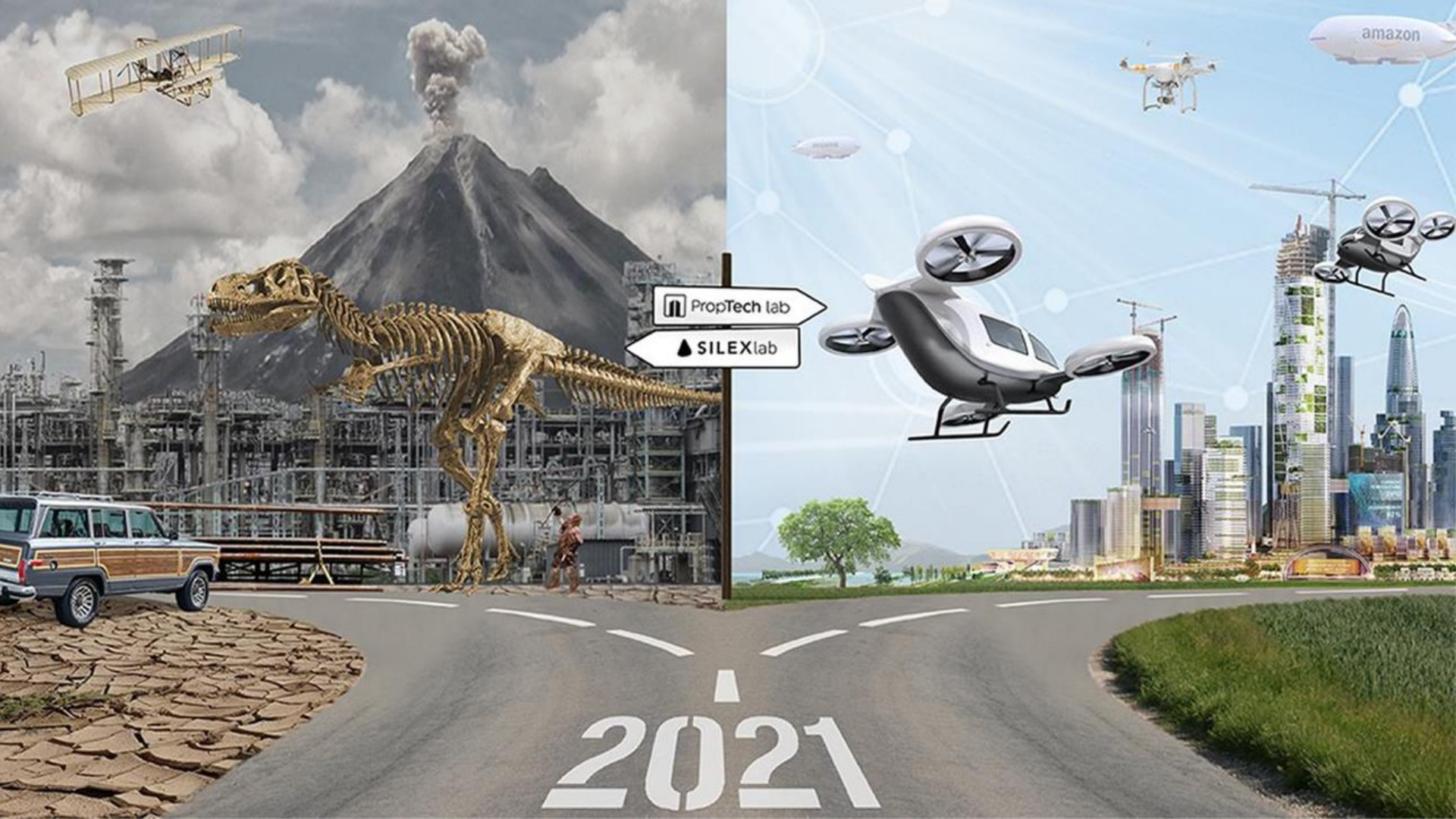


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A blue-tinted photograph of a construction site. In the foreground, two workers wearing hard hats and safety vests stand on a rebar grid. One worker is on the left, looking towards the right, and the other is in the center, gesturing with their right hand. In the background, a large tower crane stands prominently, and other construction elements like rebar columns and a stack of materials are visible. The sky is clear and light blue.

THE SECTOR



PropTech lab

SILEXlab

2021

INTRODUCTION ?

INTRODUCTION

What is PropTech ?



Architects



Engineers



Contractors
& Products



Developers



Agents



Property, Facility,
Asset Managers
& Operators



REIT's / Institutional
Investors & Owners



Housing



Offices



Retail



Industry &
Logistics



Hospitality



Healthcare

PropTech refers to **every innovation** (Technology, Technics and Business models) in the **Real Estate** value chain across **all asset classes**

INTRODUCTION

What is PropTech ?

FINANCE & INVEST

This category covers the beginning of any real estate project, the selection of the site, the investment and financing phase.

DESIGN & BUILD

This category covers the design of the buildings, the execution of the construction works, up to the handover of the buildings.

MARKET & TRANACT

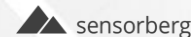
This category covers the commercialization of the building.

MANAGE & OPERATE

This category covers the management of the buildings, as operator, property manager, facility manager, asset manager.

LIVE & WORK

This category covers any new technology, or service (access controls, air quality monitoring, community management solutions) impacting the end-user experience.





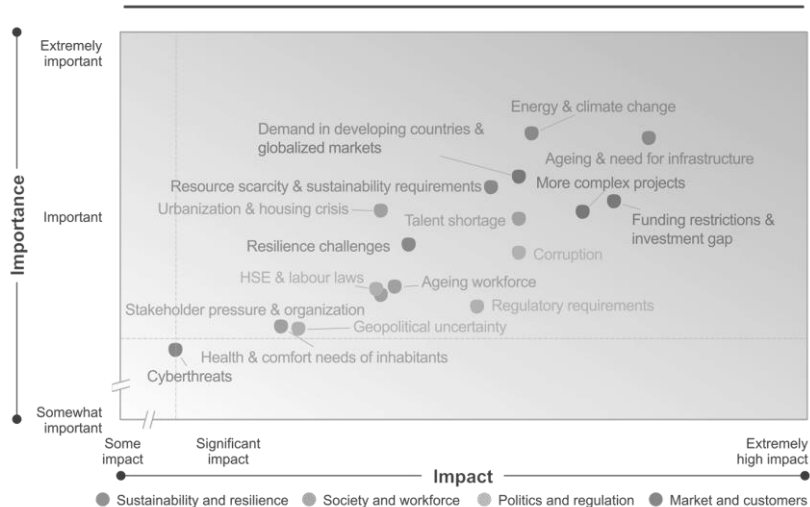
WHY ?

REAL ESTATE 4.0

Global Trends impacting Real Estate

Global Trends – Their Importance for and Impact on the E&C Industry

Impact-likelihood matrix of global trends



Source: Future of Construction Survey

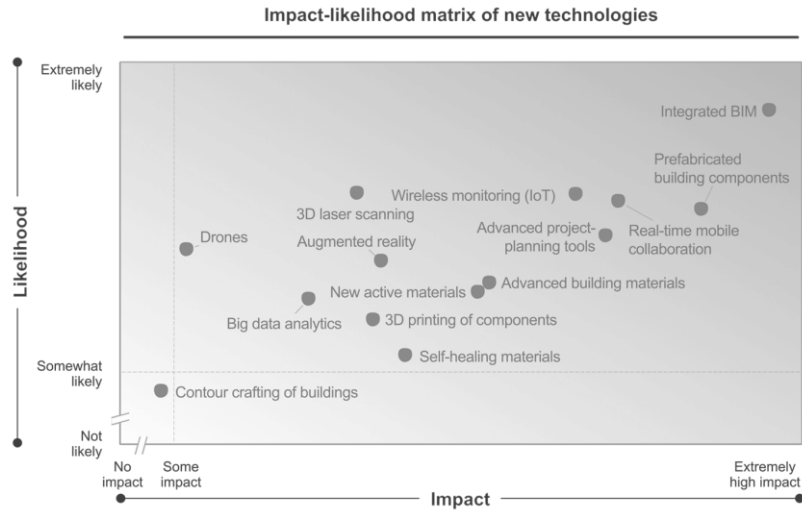
MACRO ECONOMIC TRENDS :

- Climate change and regulation put stringent criteria on real estate (36% of emissions from RE)
- Rise in urban development and smaller family units change the real estate landscape (from 74% to 83,7% in 2050)
- Aging of the population pushes for other needs and adapted infrastructures (By 2045, +65y equals 25% of population - now 16%)
- More complex projects with increasing complexity in regulation and tax introduce a wider range of risk and return

REAL ESTATE 4.0

Global Trends impacting Real Estate

Future Impact and Likelihood of New Technologies



Source: Future of Construction Survey

TECHNOLOGY REVOLUTION :

- AI Integrated BIM continuously improving through generative design
- IOT, Big Data & AI drive investment decision making
- Customer experience drives sales and marketing
- Blockchain creates efficiencies in transactions and makes capital readily available
- SaaS and Robotics allow small real estate players to compete with large players
- Electric mobility and the sharing economy will change the way people live and work

REAL ESTATE 4.0

Why **NOW** ?



Tomorrow's world is moving away from yesterday's world

REAL ESTATE 4.0

Why **NOW** ?

Figure 3: US Industry Productivity and Performance, 1964-2012^{2B}



The MOI Industry Digitization Index
2015 or latest available data

Relatively low digitization Relatively high digitization
● Digital leaders within relatively undigitized sectors

Sector	Assets		Usage			Labor			GDP share %	Employment share %	Productivity growth, 2005-14 ² %
	Overall digitization ¹	Digital spending	Digital asset stock	Transactions	Interactions	Business processes	Market making	Digital spending on workers			
ICT									5	3	4.6
Media			1						2	1	3.6
Professional services									9	6	0.3
Finance and insurance									8	4	1.6
Wholesale trade									5	4	0.2
Advanced manufacturing						4			3	2	2.6
Oil and gas									2	0.1	2.9
Utilities			2						2	0.4	1.3
Chemicals and pharmaceuticals									2	1	1.8
Basic goods manufacturing									5	5	1.2
Mining									1	0.4	0.5
Real estate	●								5	1	2.3
Transportation and warehousing	●								3	3	1.4
Education	●								2	2	-0.5
Retail trade	●					3			5	11	-1.1
Entertainment and recreation									1	1	0.9
Personal and local services									6	11	0.5
Government	●								16	15	0.2
Health care									10	13	-0.1
Hospitality	●								4	8	-0.9
Construction									3	5	-1.4
Agriculture and hunting									1	1	-0.9

Construction and Real Estate are **lagging behind**

REAL ESTATE 4.0

Why **NOW** ?



In 2021 there are 37 PropTech Unicorns



Internet Corporates entering Real Estate

GOOGLE-BACKED PROPTech FIRM ASKPORTER RAISES €1.5M



Announcing Azure Digital Twins: Create digital replicas of spaces and infrastructure using cloud, AI and IoT



New Competition

REAL ESTATE 4.0

Why **NOW** ?



Not like a Tsunami, but like a **global** warming...

REAL ESTATE 4.0

Why **NOW** ?

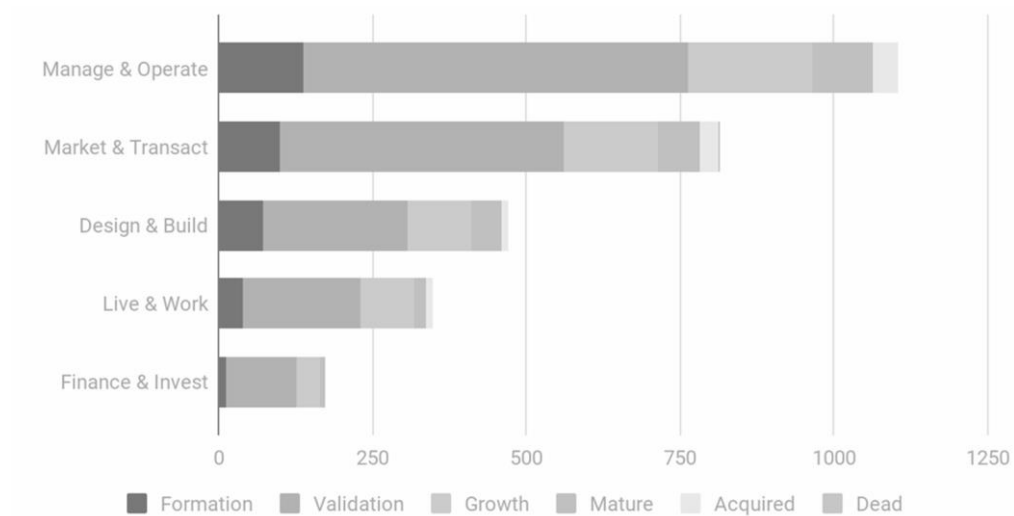


Innovation **must** be a priority now !

PROPTech IN EUROPE ?

PROPTech IN EUROPE

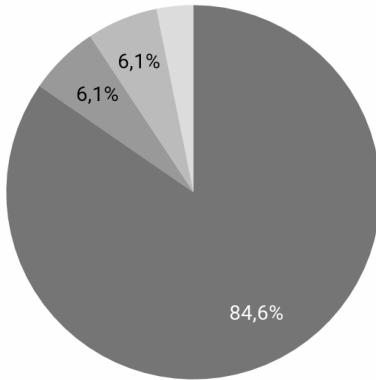
5 segments covering the **Real Estate value chain**



PROPTECH IN EUROPE

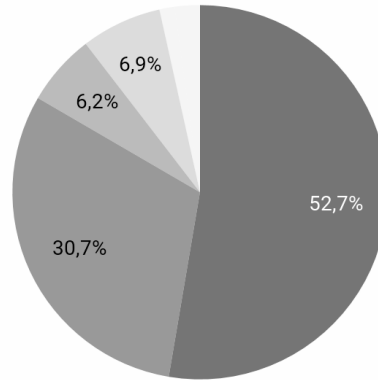
Company Formation growing at **CAGR 42%**

Majority <500k Funding



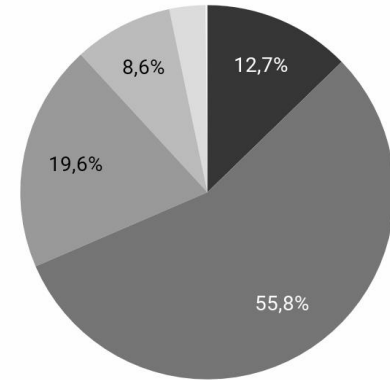
● <500k funding ● <2M funding
● <10M funding ● >10M funding

Majority <10 FTE



● <10 FTE ● 10-50 FTE ● 50-100 FTE
● 100-500 FTE ● 500-1000 FTE ● >1000 FTE

Majority In Validation Stage



● Formation ● Validation ● Growth
● Mature ● Acquired ● Dead

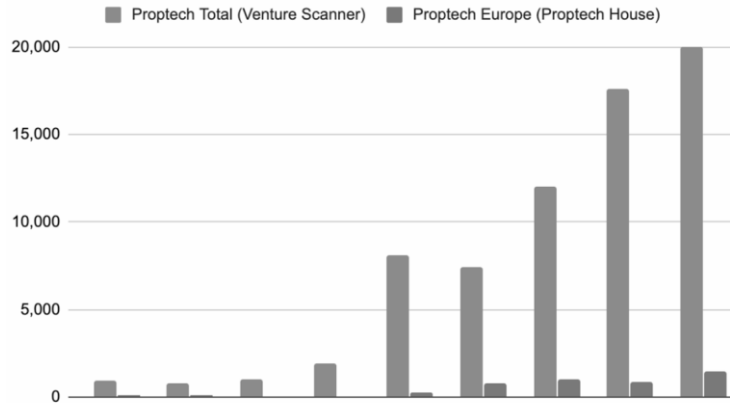


PropTech is now where Fintech was **5 years ago**

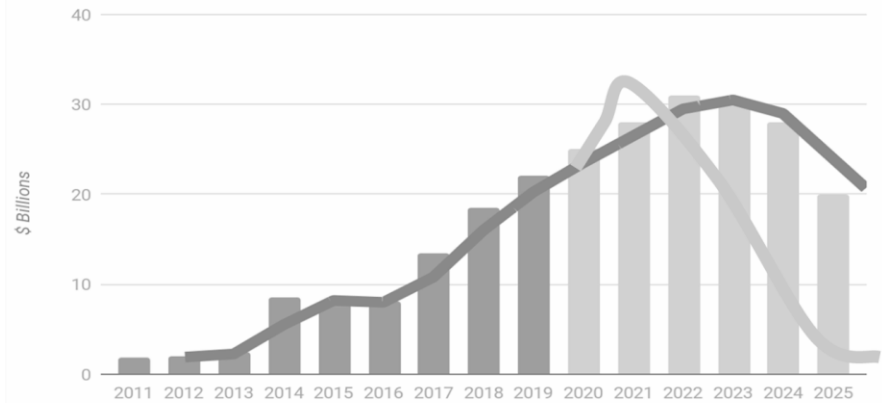
INVESTMENT TRENDS ?

PROPTECH IN EUROPE

Evolution of Capital raised



VC Funding In Proptech



TRENDS 2021-2022

Residential

- **Services & Communities**
- **UX as the main differentiator**
- **Mutualization of space**
- **Ownership << Usage**



TRENDS 2020-2021

Office

- Service & Communities
- Importance of creating a strong consumer branding
- Decentralized
- Place making your productiver
- Place making you healthier
- Sustainability as Competition Differentiator





THE JOURNEY



Blood, sweat and tears

TODAY

EXTERNAL LIFE

WHERE ARE WE



- . Single man agency
- . Not enough revenues for living
- . First sponsor of 500 EUR

- . Youth thickness
- . business model pivots
- . misalignment with co-founder

- . Install the membership
- . create an advisory board

- . First team mate
- . Reach 100 Company Members

- . Second team mate
- . Launch of new business lines

- . Launch of a members space
- . Reach 200 Company members

- . Team of 7 FTE's
- . 450K in Revenues
- 30% margin
- . Growth of 10% per month
- . 90% renewal rates
- . 287 company members



Prekshit SUTHAR
RELEVATION Manager
prekshit@proptechlab.be



Adrien GREGOIRE
Digital Marketing
adrien@proptechlab.be



Nicolas HAWA
Content Creator
nicolas@proptechlab.be



Guillaume SANCHEZ
Content Creator
guillaume@proptechlab.be



Idriss GOOSSENS
Founder & CEO
idriss@proptechlab.be



Noémie DE
CROMBRUGGHE
Head of Membership
noemie@proptechlab.be



Amaury DE SMET
Head of Product
amaury@proptechlab.be



Sara FUNTELLI
Head of Development
Programs
sara@proptechlab.be 25.

DAY 1

INTERNAL LIFE

Roller coaster

 PROPTeCHlab

 proptechlab



1. Question: what is the cost or the price of success?

DAY 1

INTERNAL LIFE

Roller coaster

Skills



"Life is a game of 5 balls"



- . Soul
- . Health
- . Family
- . Friend
- . Work

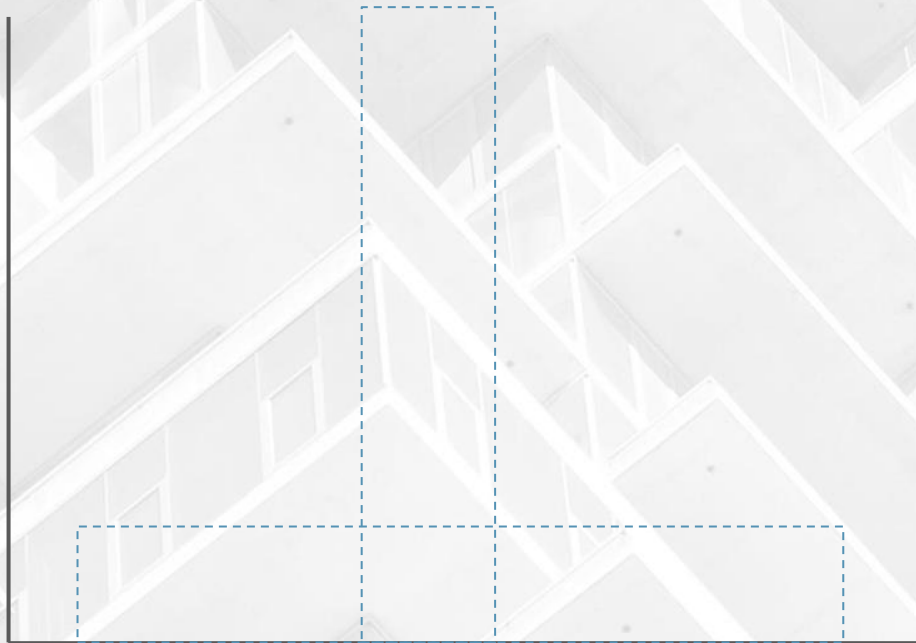
Passion

DAY 1

INTERNAL LIFE

Roller coaster

Efficiency



Features

VISION

3 HORIZONS - VISION DEFINED IN DECEMBER 2020

Business lines

H3 - 5 Years

H2 - 2 Years

H1 - 1 year

- Membership
- Accelerator
- Media

- Demonstrator
- VC fund
- Incubateur
- Co-Invest

- Holding

December 2020

Time

SKY IS THE LIMIT
PROPTech LAB
BELGIUM



1000 M
KINGDOM TOWER
JEDDAH

828 M
BURJ KHALIFA
DUBAI

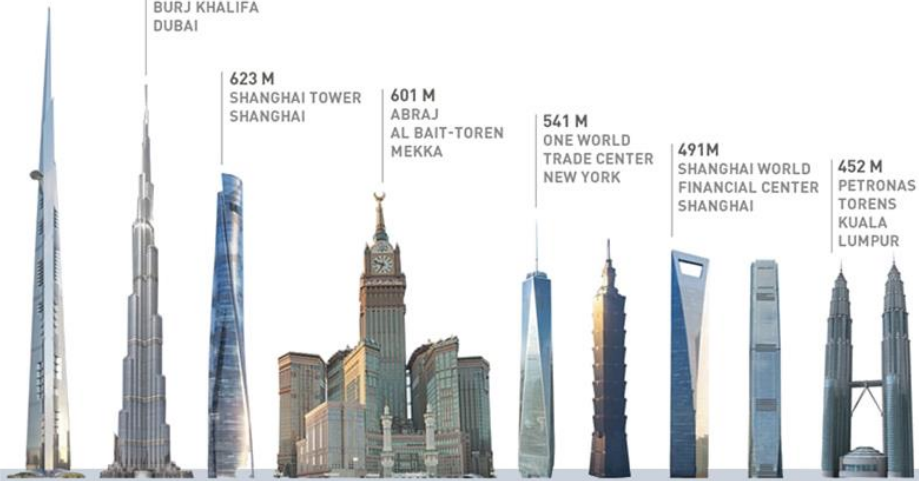
623 M
SHANGHAI TOWER
SHANGHAI

601 M
ABRAJ
AL BAIT-TOREN
MEKKA

541 M
ONE WORLD
TRADE CENTER
NEW YORK

491M
SHANGHAI WORLD
FINANCIAL CENTER
SHANGHAI

452 M
PETRONAS
TORENS
KUALA
LUMPUR



508 M
TAIPEI 101
TAIPEI

484 M
INTERNATIONAL
COMMERCE CENTRE
HONGKONG

THANKS FOR BEING BY **OUR** SIDE

Want to keep in touch ?

idriss@proptechlab.be



