



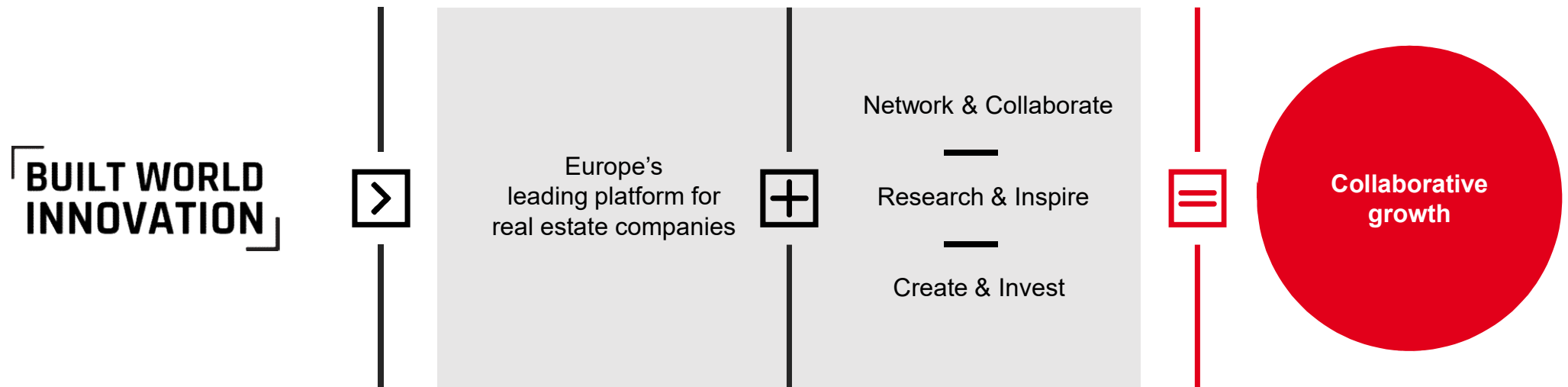
BUILT WORLD
INNOVATION

Built World Innovation – Wohnungswirtschaft

ARBEITSKREIS DIGITALE GESCHÄFTSMODELLE

Munich, April 2019

The leading industry network within the Built World



 We believe in long term interaction as our approach creates meaningful and close relationships

Europe's Leading Ecosystem around Built World Innovation

Platform Model

Connecting cross-disciplinary experts to engage and drive innovation to shape the built world of tomorrow

**> €1,200 Billion
Assets under Management**

Europe's leading Real Estate Asset Managers

**450 Million m²
Gross Leasable Area**

Commercial Real Estate
and more than 500.000 apartments



2,600+ Startups

Covering the built lifecycle across Europe

20+ International Partners

Providing insights about local startup ecosystems

5+ Academic Partnerships

Providing insights into research and future technology

> Europe's strongest innovation platform for the Built World

Founded in 2017 and a big success in 2018

Founded in 2017 ...

- Successful debut with seven sponsors for EXPO REAL 2017
- Newly created Innovation Forum with 480 m², 25 startups and 50 speakers

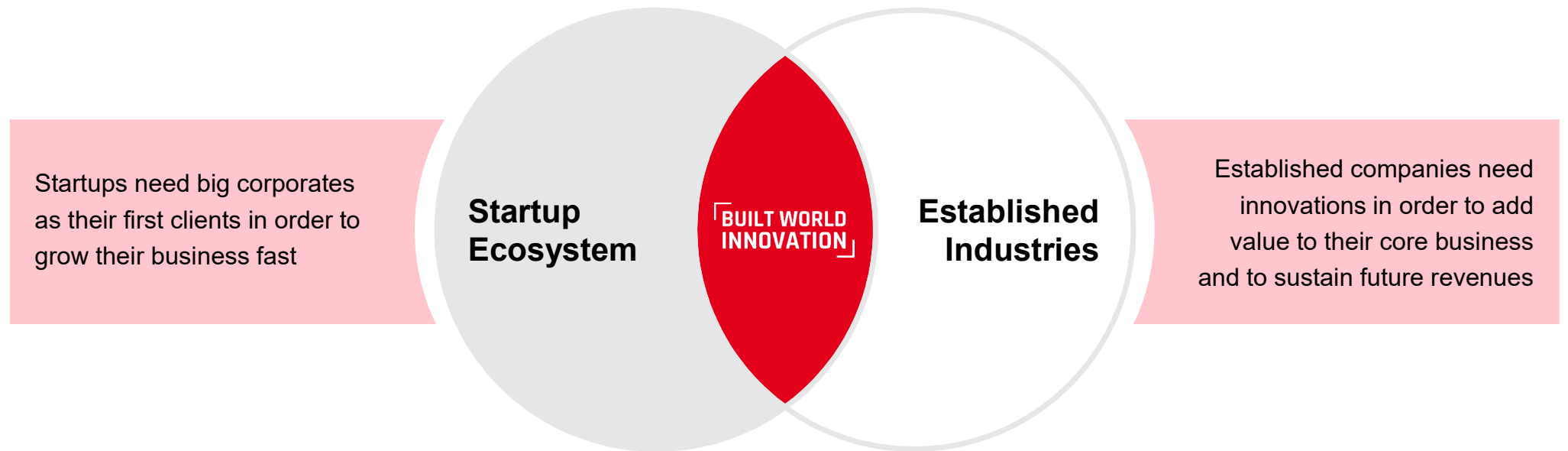
... and successfully further developed in 2018

- New members and focus groups
- More international partner organizations
- Europe's biggest real estate innovation contest with 1,600 scouted startups and more than 450 applications
- Trade fair expansion to 1,200 m²
- Tech Alley with 65 young leading tech companies
- More than 60 international speakers



Built World Innovation combines the best of two worlds

We translate “startup” into “corporate” to leverage powerful synergies



> Connecting the startup ecosystem with the established industry

We foster the way from exploration to execution

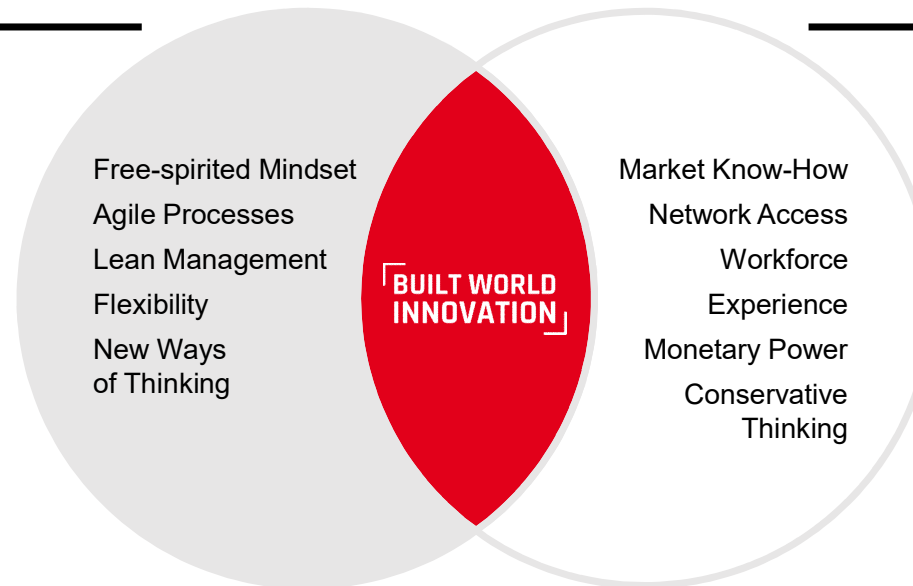
Startups: Exploration

Great in exploration

- New technology
- New business models

Weak in execution

- Low attraction in the market
- Difficulties scaling their product



Corporates: Execution

Great in execution

- Processes, clients, resources
- Strong in optimising business

Weak in exploration

- Low willingness to take risks
- Trapped in innovation inertia



Both worlds accelerate each other in growing their businesses

Targeting specific focus groups within the real estate lifecycle – together with EXPO REAL



EXPO REAL is Europe's largest real estate and investment trade fair. It represents the whole supply chain of the international real estate sector – all the important sectors are present, from conception and design through investment and financing, realisation and marketing to operation and use. EXPO REAL 2018 in figure: 45,058 participants from 73 countries. The 2,095 exhibitors came from 41 different countries.

Together with our partner EXPO REAL we founded the **Real Estate Innovation Network** in 2017 focusing on innovation at the trade fair with the Innovation Forum, Innovation Contest Finals and Tech Alley.



Manage

Real Estate Finance	Residential Real Estate	Commercial Real Estate
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- Investors
- Banks
- Real estate consulting/estate agents
- Asset manager
- Property manager
- Facility manager

Real Estate Innovation Network ... is part of Built World Innovation



Real Estate Innovation

The leading Innovation platform
for the Real Estate Industry...

Innovation areas

- Plan and Build
- Manage and Operate
- Invest and Finance
- Research and Valuate
- Market
- Next City Solutions



Build World Innovation

... is driving innovation
for the Built World

Innovation areas

- Plan and Build
- Building Materials and Systems
- Construction Machines and Equipment
- Building Technologies
and Energy Management
- Manage and Operate
- Invest and Finance
- Research and Valuate
- Market
- Next City Solutions

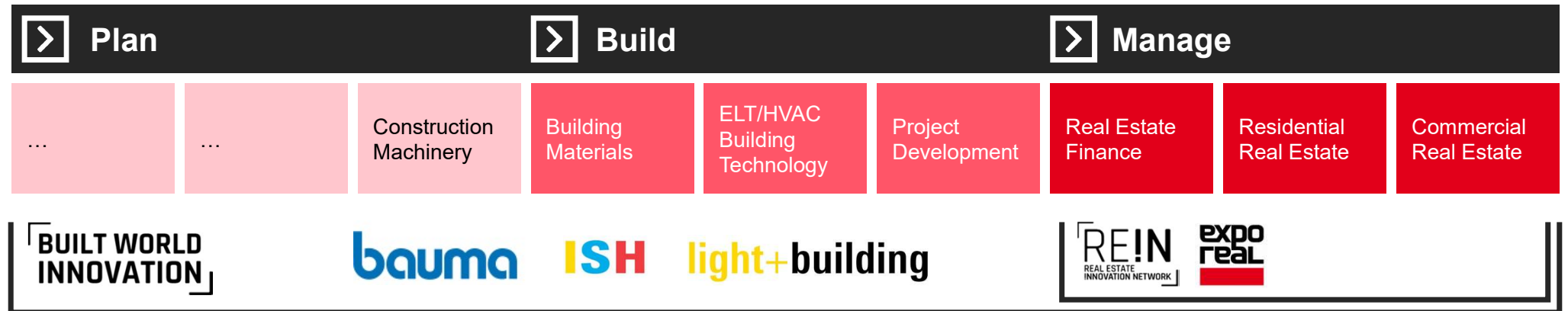
New

New

New

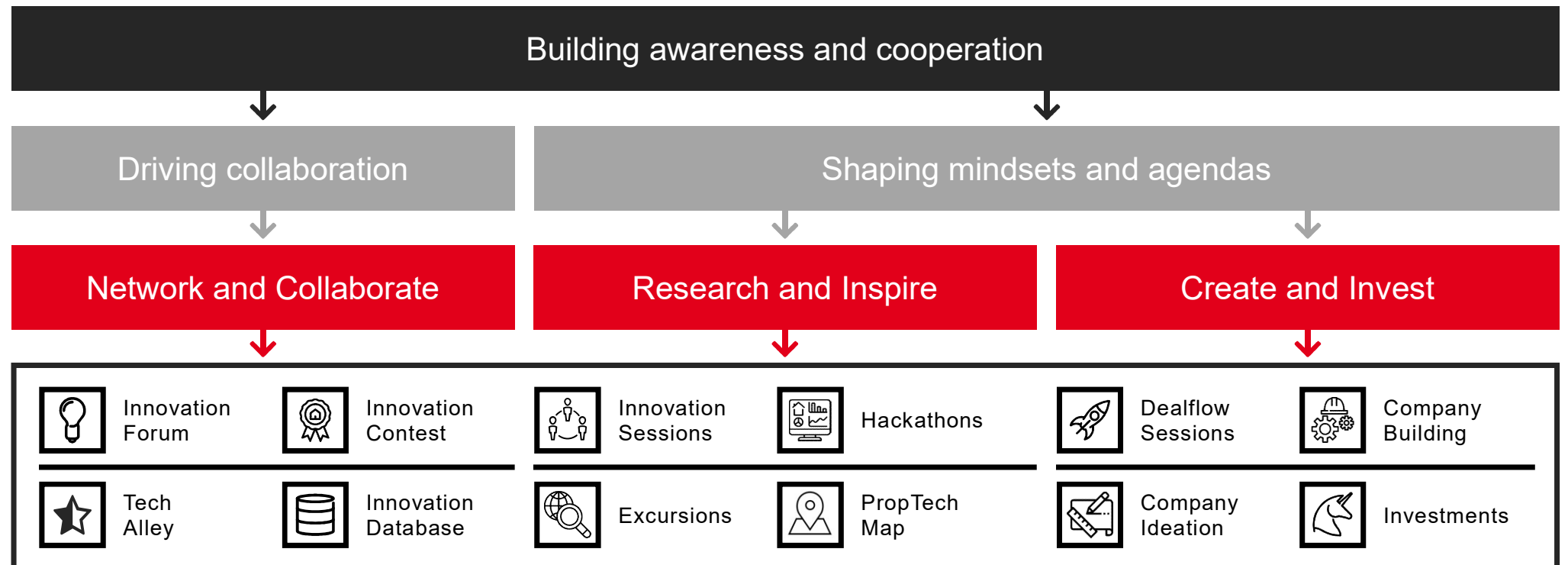
 Strong growth and advancing into a larger ecosystem

Targeting specific focus groups within the real estate lifecycle – together with partners



Architectural firms	Investors
Engineering officer/specialist planner	Banks
Craft	Real estate consulting/estate agents
Building materials industry	Asset manager
Building materials trade	Property manager
Construction equipment manufacturers	Facility manager
Project developers	
Construction companies	
Project managers	

To push open innovation, we'll build awareness and cooperation



> Build, buy or partner? Built World Innovation offers a new industry standard

Leading industry partners for collaborative growth

Real Estate Platform: Focus Groups

Planned Members 2019

...
Additional Focus Groups

...
e.g. Construction, Building
Materials, etc...

Project Development



Commercial Real Estate



Real Estate Finance



Residential



> Tailor-made offerings for each focus group (investments, company ideation and building)

> Setting new industry standards with the strongest network in Europe

Trade fairs as global platform for innovation: bauma










Trade fairs helps us to win members: **bauma**

BUILT WORLD
INNOVATION

TOP COMPANIES



TOP JURY

 <p>Dr. Peter Krammer MEMBER OF THE MANAGEMENT BOARD STRABAG SE</p>	 <p>Dr. Fabian Kracht MANAGING DIRECTOR FOR FINANCE AND ORGANISATION AND SPOKESMAN OF THE BOARD PERI GMBH</p>	 <p>Martin Lehner CEO WACKER NEUSON GROUP</p>	 <p>Dr. Albert Dürr MANAGING PARTNER WOLFF & MÜLLER HOLDING</p>	 <p>Harald Ziebula CEO DOKA GMBH</p>	 <p>Fred Cordes CHAIRMAN OF THE MANAGEMENT BOARD ZEPPELIN BAUMASCHINEN GMBH</p>	 <p>Dr. Tim Gegg HEAD OF DIGITIZATION STIHL</p>
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Next steps: ConTech–Platform

Engineering & Project Management		Procurement & Construction	
Project Management & Collaboration	Plan & Design	Procurement & Logistics	Construction Management
<p>Potential members: Jacobs, Ramboll, AECOM, Bechtel, WSP, Turner & Townsend, Skidmore, Owings and Merrill SOM, Drees & Sommer</p>		<p>Potential members - Construction: Strabag, Besix, Bouygues, Bilfinger, Porr, Max Bögl, Implenia, BAM, ACS, Vinci, Goldbeck, Caverion, Engie, Zech, Skanska</p> <p>Additional members - Logistics: GC-Gruppe, Hagemeyer, Raab Karcher, BayWa</p>	
Construction Machinery & Supply		Supply: Material, & Systems	
Construction Machinery & Supply		Building Materials	Building Automation Building Technologies
<p>Potential members: Komatsu, Volvo, Caterpillar, Wacker Neuson, Zeppelin, Hilti, Palfinger, Stihl, Peri, Doka</p>		<p>Potential members: LafargeHolcim, Heidelberger Cemex, Knauf, Saint Gobain Lindner, Baumit, Maxit Dorma-Kaba, Geze, Schüco</p>	<p>Potential members: Viessmann, Wolf, Vaillant, Bosch KSB, Wilo, Grundfos, Danfoss, Siemens</p>

Strategic partners provide access to local PropTech communities

Current partners



Next steps within the platform

- Strengthen the current European network with the help of new country partners
- Expanding to India, Singapore, Hong Kong, China

























Planned partners for 2019



anbieten
 → Statusbestimmung, bisherige Erfahrungen, Definition der Zielsetzung

International partners strengthen the international network

The team profits from valuable knowledge of a strong network

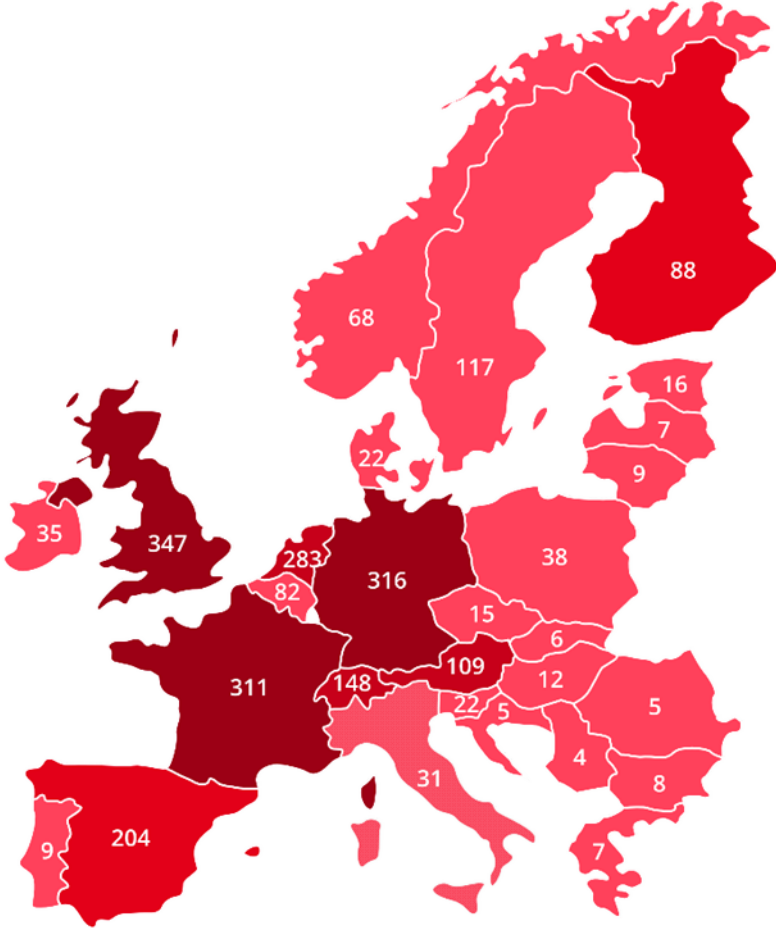
 <p>Julia Arlt PwC Advisory Services</p>	 <p>Matthias Arnheiter Berlin HYP</p>	 <p>Prof. Dr. Wilhelm Bauer Fraunhofer IAO</p>	 <p>Susanne Bonfig Commerz Real</p>	 <p>Dirk Brandt Strabag PFS</p>	 <p>Gerrit Egg WISAG</p>	 <p>Christian Ehl Hillert & Co.</p>	 <p>Mario Facchinetti SwissPropTech</p>
 <p>Dr. Uwe Forgber Kudos</p>	 <p>Otto Haas Siemens</p>	 <p>Dr. Thomas Herr CBRE</p>	 <p>Andreas Hoffmann Cromwell</p>	 <p>Achim Jedelsky Daimler Real Estate</p>	 <p>Stefan Kiss Haworth Ideation</p>	 <p>Barbara A. Knoflach BNP Paribas Real Estate</p>	 <p>Jens Lederer Nemetschek</p>
 <p>Gerhard Meitinger Deutsche Pfandbriefbank</p>	 <p>Martin Eberhardt Corpus Sireo Real Estate</p>	 <p>Christian Müller-Elschner Deutsche Ventures</p>	 <p>Nico Schröder Aachener Grundvermögen Kapitalanlage</p>	 <p>Jens-Peter Schulz Dresdner Invest and Advisory</p>	 <p>Dr. Christian Simanek UBS Real Estate</p>	 <p>Dr. Stephan Wilhelm Fraunhofer IAO</p>	 <p>Herwig Teufelsdorfer 21st Real Estate</p>

European PropTech Landscape in 2019

More than **2,600 startups** identified for the 2019 Innovation Contest in Europe

More than **800 applications** in 7 innovation areas:

- Plan & Build
- Manage & Operate
- Building Technologies
- Invest & Finance
- Research & Valuate
- Market
- Next City Solutions



Built World Innovation Database

www.builtworld.net/database



DRIVING INNOVATION FOR THE BUILT WORLD











The Built World Innovation Database connects tech startups, established companies, industry experts and investors.

START NOW FOR FREE

COMPANIES

Explore the best Companies for the Built World.

Topic ▾ Year ▾ Phase ▾ Country ▾ Sort ▾

 12CU Utrecht, Netherlands	 Iaim Berlin, Germany	 21st Real Estate Berlin, Germany	 3 Motion Vienna, Austria	 360xt Vienna, Austria
 3DUniversum Amsterdam, Netherlands	 A.lot Parking Solutions Seattle, United States	 A2B sharing Amsterdam, Netherlands	 Abcasa ProCSM cologne, Germany	 âcasă London, United Kingdom

Overview

- 848 tech companies in over 40 countries (April 2019)
 - 137 Plan & Build
 - 45 Building Technologies & Energy Management
 - 71 Invest & Finance
 - 36 Research & Valuate
 - 274 Manage & Operate
 - 212 Market
 - 73 Next City Solutions

Exclusive Membership Access

- Detailed facts and figures including pitch deck
- Startup ratings by experts as part of the Innovation Contest
- Compare, select, and contact startups
- Analyse and filter by technology

PropTechMap 2019 – Führende Startups in Europa

www.proptechmap.com



	INVEST & FINANCE	MARKET	PLAN & BUILD	MANAGE & OPERATE	NEXT CITY SOLUTIONS
EXPANSION STAGE	BRICKVEST	badi, Go-PopUp	snagR	DISRUPTIVE, EVANA, LEVERTON	Parquery
GROWTH STAGE	21st, ESTATEGURU, PriceHubble, Native, realxdata, urbanData Analytics	FlatFair, GIRAFFE 360, GestaHome, PROPY, Renthia, ROOMHERO, store2be	accuorate, BIM (systems), building radar, BUILDSAFE, CHECKD, DimensionIO, magicplan, neanex, PLAN4, roomle	GREENBIRD, envio, LegalThings, Locatee, nymea, Smart Plants, spacet, vilisto, wtec	bGrid, Commuty, immovativ, LORIO T, mobypark, Parkbee, Parklio
STARTUP STAGE	blocksquare, Brickblock, BRITISH PEARL, CARBON DELTA, colouree, DATA SCIENCE, GEOSPIN, hypcloud, KAFEMINOVATIONS, locarta, Targomo, TENSORELIGHT	BUILT-ID, MOVIN, popertee, PROHTOPISO, Storage Share, TOWER 360, M now	CAALA, CAD.42, moasure, omrt, VOXELGRID	DABBEL, KINDOW, LOEK!, Orient, welsun	AgiliCity, BREEZE, P, MV AW, sigo, Smiile
SEED STAGE	AREX	CONSORTO, FURIOOS, placense, SHARE YOUR SPACE	ALLX, BIMspot, Loopert, MOLTEO	LUMO view	CIDO, hystreet.com, HAYK

PropTechMap 2019 – Beispiele: Internationale Firmen für Wohnungswirtschaft



Hayk ist ein Shared-Elektroauto-Service, der zusammen mit Bauherren daran arbeitet, Mobilität mit Wohneigentum und weiteren Unternehmen zu integrieren. Die Bewohner abonnieren Stundenpakete und buchen die Autos, wenn sie diese benötigen.



Gründung:
Norwegen, 2017

Pilotkunden:
EnerNOC, Nissan



Parking Energy bietet Elektroladinfrastruktur für den Immobilienunternehmen. Anstatt teure Ladestationen zu installieren, installiert Parking Energy ein kostengünstiges Verkabelungssystem und die Ladegeräte werden als Service bereitgestellt. Parking Energy arbeitet mit offenen Technologien für unterschiedliche Systemanbieter.



Gründung:
Finnland 2014

Pilotkunden:
Europapark, Finnpark



Smiile ist ein soziales Netzwerk für Wohnquartiere und ermögliche unterschiedliche kollaborative Dienste und erleichtert den täglichen Austausch der Mieter untereinander z.B. Nachbarschaftshilfe, Sharing, Veranstaltung, Mitfahrgelegenheit, Einkaufen.



Gründung:
Frankreich, 2014

Pilotkunden:
Aareon, Bouygues Batiment

Kickoff – Plattform für die Wohnungswirtschaft – 23.05.2019

Erster Workshop zum Aufbau der Plattform und zur Definition der Themen – geplante Struktur:

Serviceplattform

- besseren Service
- zusätzliche Umsätze – zusätzliche Service
- Definition der Themen die bearbeitet werden sollen

IoT-Readiness für Neubauprojekte

- Building Automation – die richtige Ausstattung für die Zukunft anbieten
- Statusbestimmung, bisherige Erfahrungen, Definition der Zielsetzung

Neubauprojekte und Bauen im Bestand

- Modularisierung im Neubau
- Genehmigungsplattform – für schnellere Baugenehmigung
- Bestandsthemen (Strangsanierung, Wasserqualität)
- Kostenoptimierung, Effizienzsteigerung, weniger zum Mieter in die Wohnung

 Mitglieder bestimmen Themen – Teilnehmer und Teams werden passend zusammengestellt

Workshop – Wohnformen der Zukunft – 11.07.2019

Interaktiver Workshop für Investoren und Betreiber

„Von WELive, Common und Urby zu Hudson Yards“ – Auftaktvortrag von Hollwich-Kuschner – New York

- Weiterentwicklung von WeLive 1.0 – was waren die Erkenntnisse
- WeLive 2.0 – Aktueller Stand des Projekts und Rollout
- Module und Methodik der flexiblen Grundrissgestaltung
- Gemeinschaftsflächen und deren Anforderungen
- Grundrissgestaltung für unterschiedliche Zielgruppe – Student, Young Professional, Mixed and Senior Community“

Produktklassifizierungen – Gemeinsamkeiten und Besonderheiten

- Co-Living
- Serviced Apartments
- Student Living
- Community und Services als Mehrwert für neue Wohnformen – Was ist gemeinsam? Was ist unterschiedlich?



Interaktives Workshopformat

Exkursion USA – Wohnen in der Zukunft – 11. bis 14.11.2019

NYC-Real Estate Tech Week – New York City und USA Exkursion mit Schwerpunkt Wohnen

11. November

National Multifamily Housing Committee - Teilnahme am Innovation Committee (mit 2 - 3 ausgewählten Unternehmen)

12. November – New York

Mipim PropTech und eigene Veranstaltung „

13. November – New York

Besuch von unterschiedlichen Projekten in der Stadt

14. November

Avalon Bay Innovation Lab – alternativ: Lennar International – Residential Lab



Internationaler Erfahrungsaustausch – voneinander lernen!

Contact

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