PROPTECHlab

# INNOVATIONS IN REAL ESTATE

## AN ONBOARDING TO THE INDUSTRY 4.0

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PropTech Lab Founder

Confidential - BNP Paribas Fortis & PropTech Lab

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# Meet our Advisory Board

# PURPOSE...

**Vision for future market**
Be future proof, anticipate the needs of end-users and distinguish yourself from other developers

**Understand market trends & consumers needs**

**Understand the new technologies & services**

**Get to know the best use-cases and examples**

**Act! Find industry, Tech, and strategic partners**

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# LECTURE / WORKSHOP

## CONTENT

- Highly documented
- Educative and Inspiring
- Straight to the point, concrete & result-driven, to implement directly in existing/future projects

## FORMAT

- Dynamical & digest
- 1 or 2 speakers
- 2 hours
- Ends with open-discussion

# AGENDA

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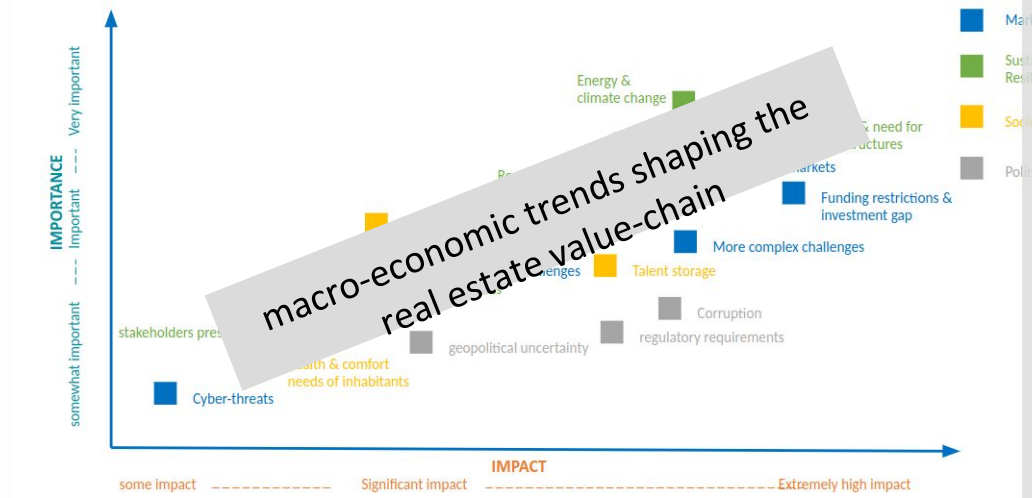
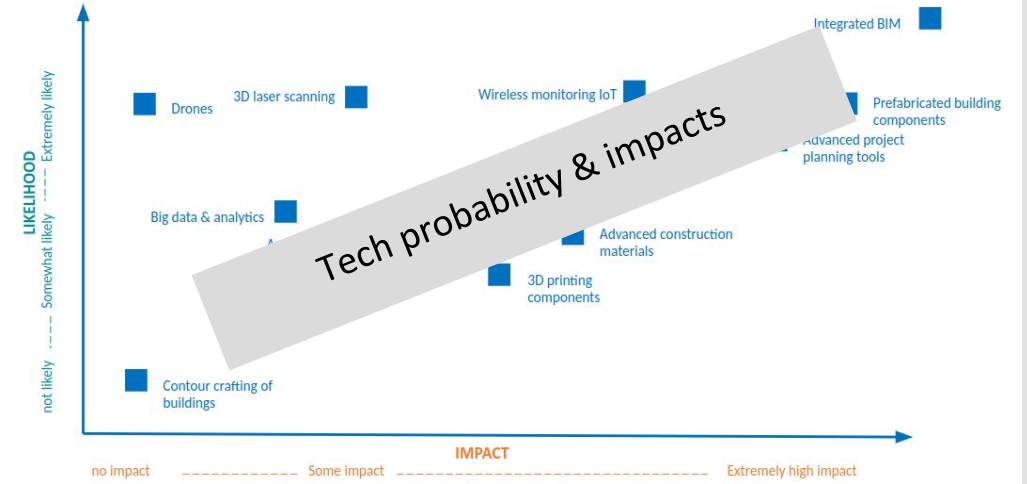
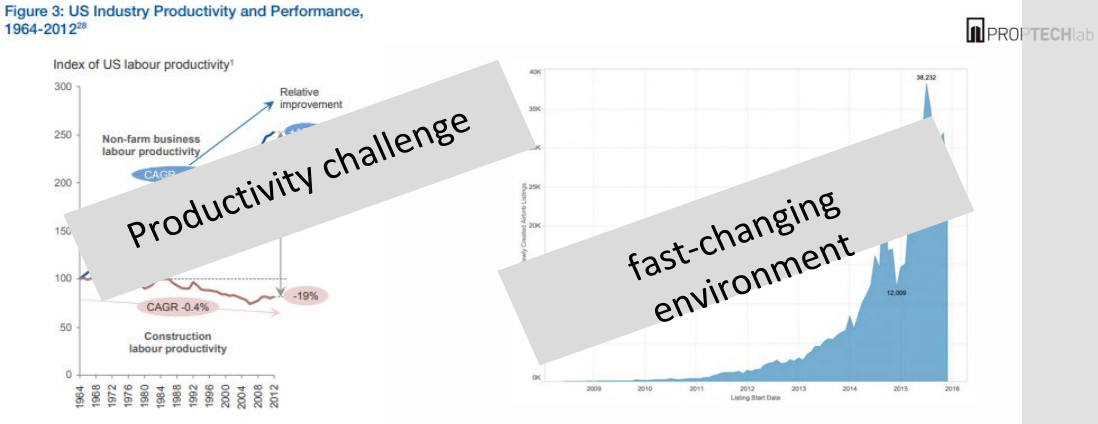
| | |
|---|---|
| **Context - Why innovate?** | 15’ |
| Macroeconomic trends · New Technologies · Productivity · Rapid timing | |
| CX for the Real Estate Industry - new expectations from end-users | |
| **How innovate?** | 40’ |
| Best cases · Innovation strategies · Concrete quick wins | |
| Break | |
| **Belgian PropTech ecosystem, solutions and integrators** | 30’ |

**Q&A - Open discussion**

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# WHY INNOVATE?

## Macro-economic trends

- Market & Consumers
- Sustainability & Resilience
- Society & Workforces
- Politics & Regulation

## Tech disrupting the Construction Industry

## Productivity Challenge

**Fast-changing environment with global success stories overnight** (focus on the 22 PropTech unicorns)

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# INNOVATION STRATEGY

## Examples & use-cases

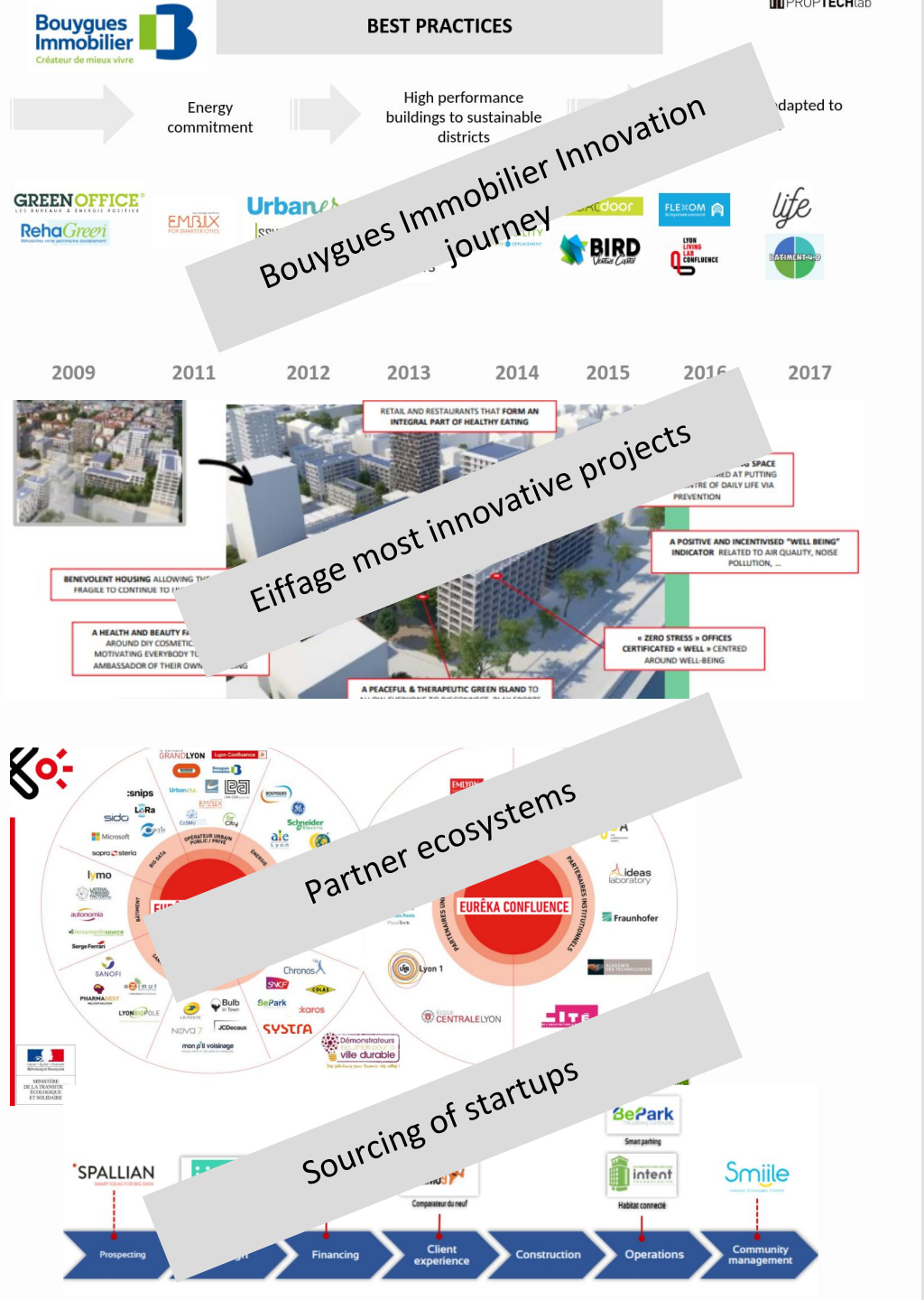
- Mixed use best cases & projects in Fr & BeNeLux

## Peers Vision & Strategy - Best practices

- Innovation officer/department?
- Incubation?
- Acceleration?
- Investment? what stage?
- Sourcing?
- R&D Department?
- ...

## Concrete quick wins

- New features and services expected by the end-users

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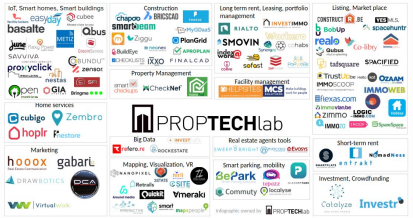


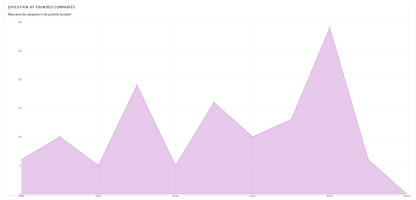

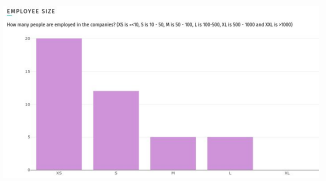

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# MOST SUCCESSFUL & PROMISING **STARTUPS**

## In Belgium & EU

- Technology & impact
- Market shares & customer base
- Fund raising
- Asset Class

## Who to engage with?

- Integrators, and smart building solutions

# WORKSHOP PACKAGE OVERVIEW

## 2 hours workshop

2 hours of intense dig-dive into the innovation in Real Estate, with an open-discussion at the end

## Market intelligence

Qualitative insights about innovation trends, best practices and peers vision & strategy

## For 20 people

Limited to 20 people

## Matchmaking

You get a preferential access to PropTech Lab network, and can ask PropTech Lab to ease matchmaking with startups after the workshop

## Documentation

Research, creation and provision of the documentation

**€ 3.500**