



INNOVATIONS IN REAL ESTATE
AN ONBOARDING TO THE INDUSTRY 4.0

Idriss Goossens
PropTech Lab Founder



A network gathering startups, corporates and investors active in the real estate value-chain, with the mission to foster innovations and help the digital transformation of the sector!

1

Conferences & Workshops

2

Consultancy, matchmaking & Team Assessment with FacOrg



Meet our Advisory Board



BENJAMIN BOSTOËN
CIO at Thomas & Piron



GABRIEL UZGEN
Managing Director at BESIX RED



LAURENT DUPONT
Head of Incubation at IMMOWEB



MATHIEU VAN MARCKE
Managing Director at REALTY



NICOLAS BEARELLE
CEO at Re-Vive



PHILIPPE MONSEREZ
CBDO at AGRE



THOMAS VANDENBERGH
Chairman of the Innovation Board at BESIX



DAVY DEMUYNCK
Managing Partner at ION



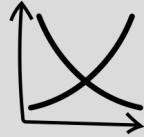
CHRISTOPHE VERSTRAETE
CEO at Verstraete Development

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

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

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

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)

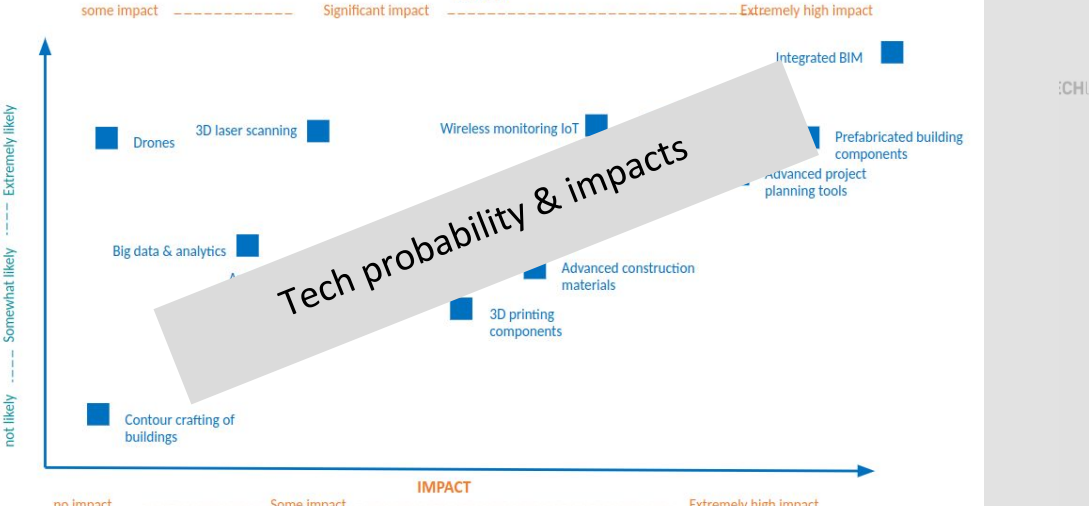
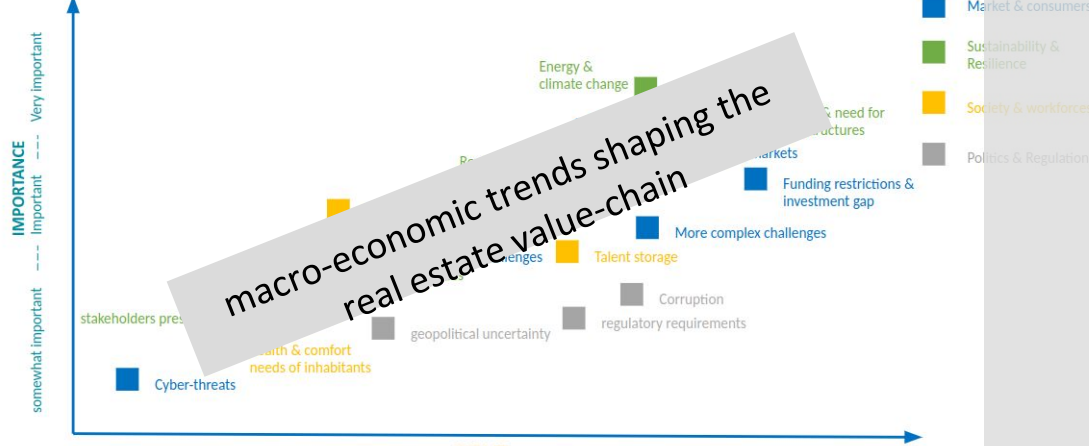
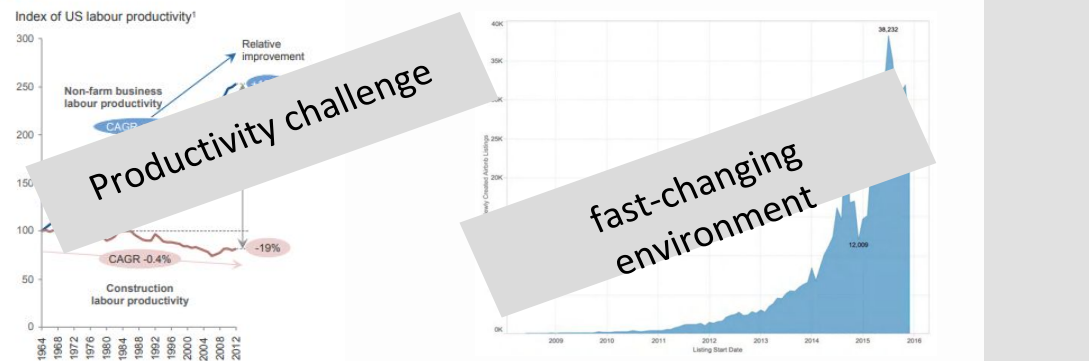


Figure 3: US Industry Productivity and Performance, 1964-2012²⁸



Productivity challenge

fast-changing environment

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



INNOVATION STRATEGY

Examples & use-cases

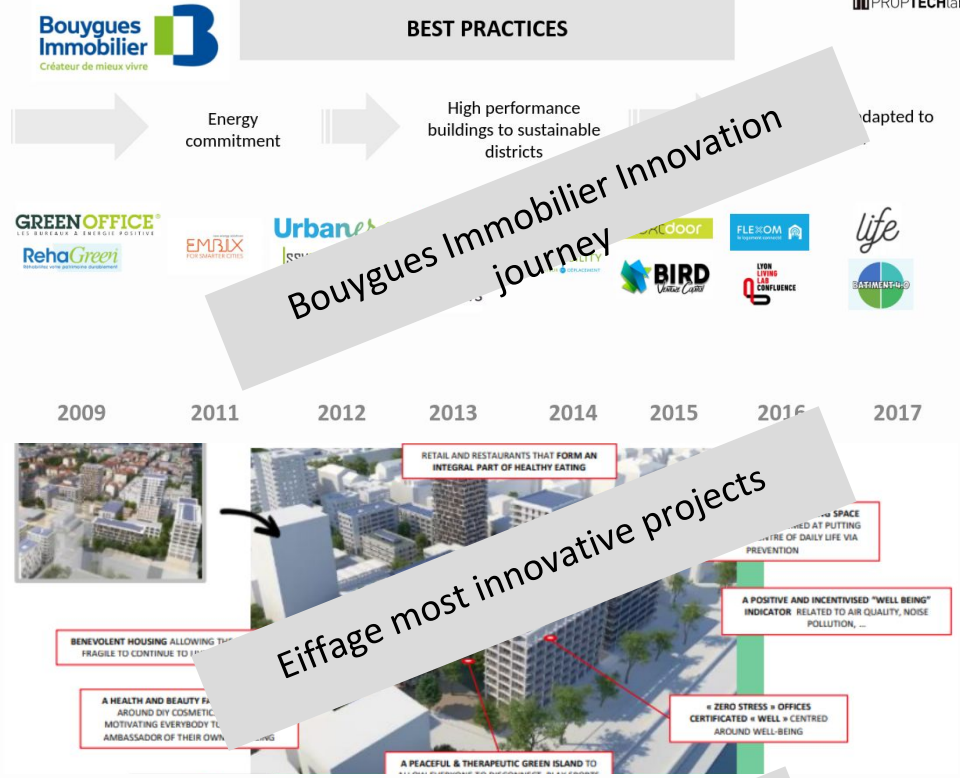
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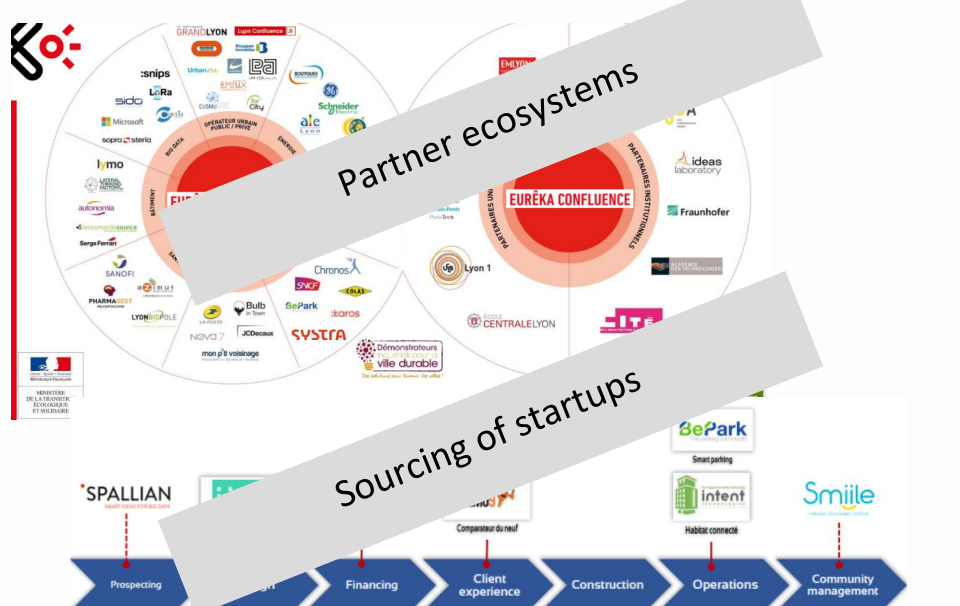
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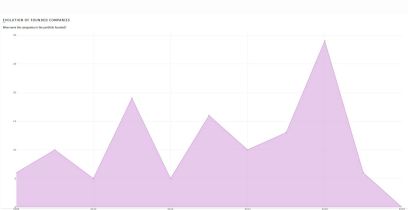
Eiffage most innovative projects



Partner ecosystems

Sourcing of startups

MOST SUCCESSFUL & PROMISING STARTUPS

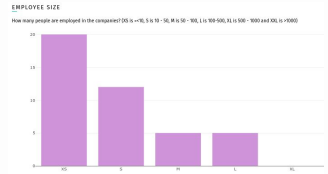


In Belgium & EU

- 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