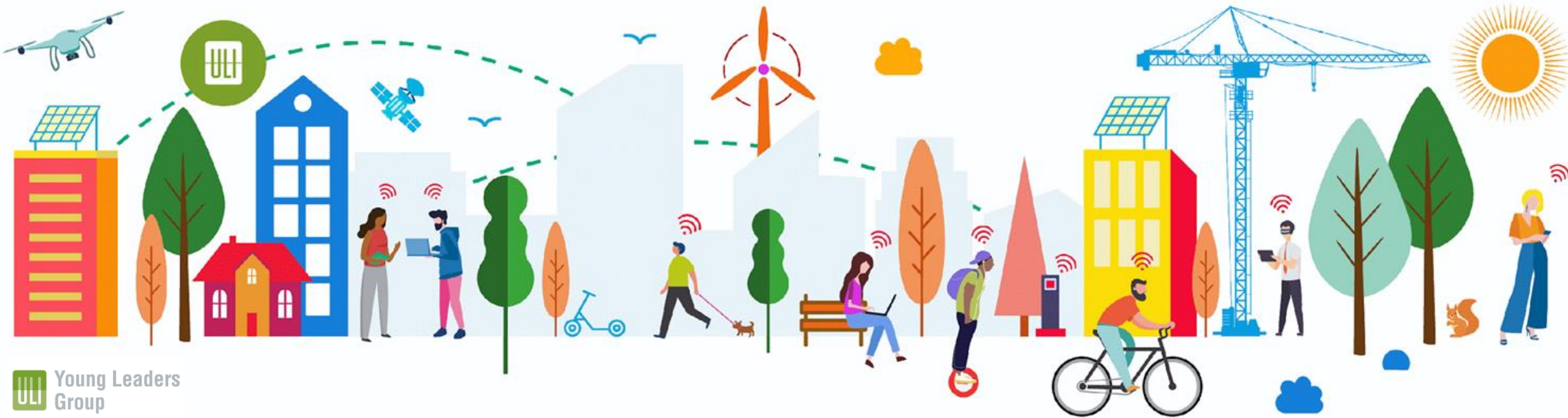


Welcome to our PropTech Innovation Challenge

Meet the 2023 Winners

- Please keep microphones off during the main presentation.
- To ask a question during the Q&A session, please raise a hand or use the Zoom Q&A tab.
- This meeting will be recorded.



 Young Leaders
Group

ULI EUROPE 2024

PropTech Innovation Challenge

 LaSalle®

P I M C O



Simon Abboud,
Program Director,
Hines



Thibault Weston Smith,
Co-Founder, Crayon
Partners



Susse Schaumann,
Investment Analyst,
NREP



Idriss Goossens,
Chief Executive Officer,
PropTech Lab



Eytan Levi,
Co-Founder,
Roofscapes



Praneet Talukdar,
Head of Business Development
and Portfolio Sales,
EFFIC

AGENDA of the Day

1. ULI & PIC Introduction
2. ULI Europe Annual Conference & Innovation Village
3. Under the skin of a 2023 PIC Winner
4. Q&A

ULI INTRODUCTION

ULI Mission



THE MISSION OF THE URBAN LAND INSTITUTE

Shape the future of the built environment for transformative impact in communities worldwide

MISSION COMMITMENTS

CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals

INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement

ULI - Reach and Impact Today*



46,000+

members in more than 80 countries



100,000+

member volunteer hours annually delivering our program of work



550+

Advisory Services panels since 1947

240+

technical assistance panels since 2001



2,300+

programs and events around the world



67,000+

students who have participated in UrbanPlan since 2003

* As of Q3 2022

ULI Mission Priorities

1. Decarbonization and Net Zero

2. Increasing Housing Attainability

3. Educating the Next Generation of
Diverse Leaders

Introduction: ULI Young Leaders

1. **The Urban Land Institute (ULI)** is the most influential research and educational organisation for the built environment, with a mission to provide leadership in the responsible use of land and in creating and sustaining thriving communities.
2. **The Mission** of the ULI Young Leaders Group is to provide a unique forum for the industry leaders of tomorrow to engage with the leaders of today, and to connect local expertise with global knowledge across the entire spectrum of real estate disciplines.
3. **ULI's Young Leaders Program** is open to all real estate professionals under the age of 35.

PIC 2023

ULI PropTech Innovation Challenge: Purpose

1. **Educate our ULI Community** on the latest innovations across the region which impact how we Live, Work and Play.
2. **Provide European Entrepreneurs** a unique channel to engage with ULI Europe members in a qualitative manner, driven by the ULI Mission Priorities
3. **Become a New Landmark Event in European Innovation and PropTech**, leveraging ULI's network, influence and reputation.

2023 Achievements



13

National PIC Champions
(Young Leaders)



8



ULI Europe National
Councils Engaged



100+

Applications

60+

National
Industry Experts
(Jurors)

WINNER



SPECIAL MENTION



ROOFSCAPES



7

Finals

200+

Audience



938

Public Votes

Thank you to our Sponsors!



European Jurors 2023



Lisette van Doorn



Lars Huber



Jacqui Collins



Thibault Weston Smith



Hagen Knaupp



Grigor Hadjiev



Naqash Tahir



Margarida Ordaz Caldeira



Idriss Goossens



Carmen Panadero



Franc Mouwen



2023 – European PIC Finalists



Johannes Fütterer



Praneet Talukdar



Eytan Levi



Mateusz Wodjylo



Jarl Engelbrecht Vindnæs



James Strickland

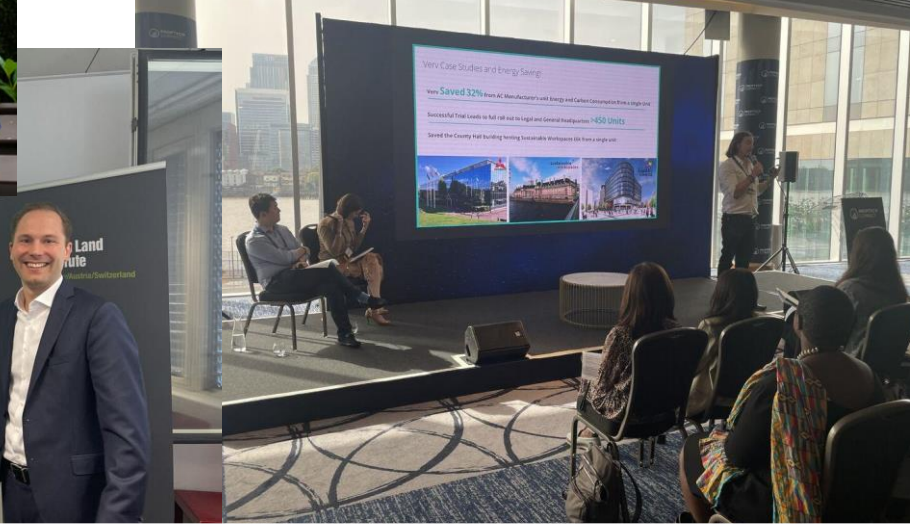
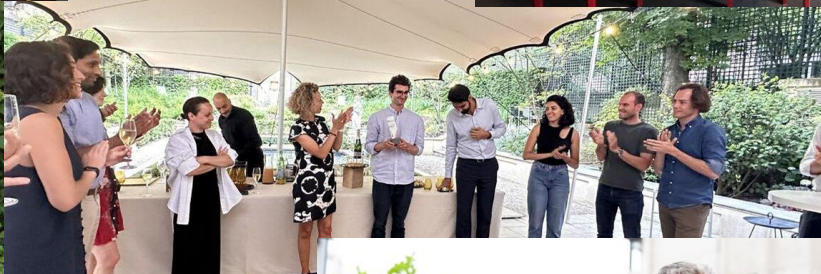




#CITYCHANGER



#CITYCHANGER



PIC 2024

2024 Participations

European Leads:



Simon Abboud



Susse Schaumann



Thibault Weston Smith



Karoline Garder



Mohamed El Madani



Miguel Linera



Tiago Dias



Siobhan Mills



Louis Lallouette



Niklas Kohl



Livia Boer



Adrien Guigne



Laelia Vaultot



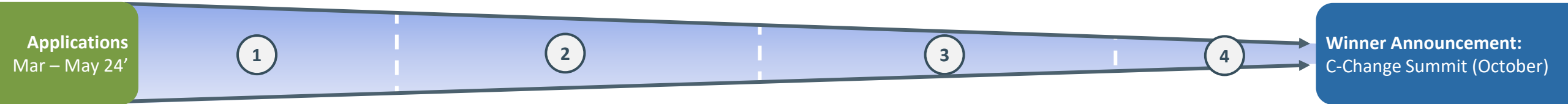
Daniel Noeltner



Ruslan Hajduk

2024 – Roadmap

Challenge: How do we substantially reduce Scope 3 emissions for real estate investors? An asset life-cycle approach.



1. VOTING

- Applications evaluation by Country PIC Committee.
- Shortlist companies to pitch at the Country PIC Event.

2. EVENT (Virtual/In-Person)

- Companies to pitch live in front of local ULI community.
- Shortlist top-1/challenge

3. PUBLIC VOTING

- Public to vote open to everyone to pick favorite company.
- Internal shortlisting by National ECs (3 finalists/challenge to join the final).

4. REGIONAL FINAL

- Jury scoring
- Public voting scoring

In-Country PIC Jurys

- Local YL Chair and PIC Champions
- ULI Executive Director
- ULI Chair & NEXT Chair & National Innovation Product Council Chair
- Local Proptech Association
- Local VC or Accelerator
- Industry Subject Matter Experts
- Academia
- Young Leader

European PIC Jury

- YL Europe Chair and PIC Champion
- ULI Europe CEO
- ULI Europe Chair & NEXT Chair & Innovation Product Council Chair
- European Proptech Association
- European VC or Accelerator
- Industry Subject Matter Experts
- Academia
- Young Leader

IN-COUNTRY PHASE
March - August

REGIONAL PHASE
September - November

2024 - What is in it for me?

Phase (Country/European)	Description
<p>Country Winners</p>	<p>Networking and feedback</p> <ul style="list-style-type: none"> - Local Jury during PIC Country Final - ULI Europe Membership for one year (50 000 network of people in every profession and sector in real estate development and land use, from all over the world, in every career stage) <p>Local Exposure</p> <ul style="list-style-type: none"> • Dedicated Social Media Posts on ULI Europe primary LinkedIn and Instagram pages – around 11,000 followers; ULI Country Pages (LinkedIn – number of followers varied on the country basis) • ULI Europe EMEA Newsletter (ULI Europe Members and Prospects – over 17,000 contacts); Dedicated Marketing Email (ULI Europe Young Leaders Members and Prospects – around 4,000 contacts) • Dedicated press release published on https://europe.uli.org/; and local web page • Open Public Voting • Interview as part of the Real Estate Vanguard ULI Europe Podcast Series Season 3 (published on PodBean and web page and promoted across social media; email marketing) - Booth at the European Summit 2025 Innovation Zone <p>Recognition – Trophy</p>
<p>Europe Winners</p>	<p>Regional Exposure and Networking</p> <ul style="list-style-type: none"> • Participation in the Award Ceremony at the ULI Europe C Change Summit including winner’s speech in front of 200 industry leaders • Invitation to the ULI C-Change Summit full-day program and European Product Council Days • Complimentary Participation in the ULI Europe Young Leaders Forum • Dedicated Press release/Interview and pan-European Media Coverage including ULI Europe holistic social media and email marketing • Podcast episode as part of the ULI Real Estate New Vanguard <p>Recognition – European Winner Trophy</p>

**ULI EUROPE
CONFERENCE 2024**



Where industry leaders unite to shape the built environment

ANNOUNCEMENTS

Keynote speakers confirmed!

We are delighted to confirm keynote speaker **José Manuel Durão Barroso**, former prime minister of Portugal and former president of the European Commission, **Janet Henry**, HSBC's Global Chief Economist and **Giuseppe Sala**, Mayor of Milan.

[VIEW THE FULL PROGRAMME >](#)



Young Leaders Forum at Europe Conference 2024

- Exclusive to ULI members under 35
- Topics include:
 - The evolution of the built environment in the coming decade
 - Inspirational and innovative leadership
 - Socio-economic and geopolitical landscapes
- Speaker highlights so far include:



KEYNOTE SPEAKER
Piero Pelizzaro,
Chief resilience officer and
sharing cities lead,
Agenzia del Demanio



Giuseppe Amitrano,
Founder and CEO,
Dils



Barbara Cominelli,
CEO,
JLL Italia



Rodolfo Petrosino,
Senior managing director,
Ardian



Emmanuel Verhoosel,
CEO,
Square Sense

EXPO WITH US!

INNOVATION VILLAGE

RecAp is partnering with ULI to bring you **the Innovation Village!**
Come see our specially selected innovation booths at the ULI
Europe Conference in Milano!

Date :

June 10th - 13th , 2024

Allianz MiCo, Milan, Italy



RecAp, the ESG Accelerator

The mission of RECAP is to build the bridge between corporates and scaleups in order to fasttrack the innovation in ESG related verticals in our built environment.

With RECAP we help

- corporates accelerating the transformation process and innovation funnel and
- small companies in their sales growth.

Both need each other but often live in different worlds.



**30 STARTUPS
ACCELERATED**



5,5K INTRO EMAILS SENT



**100 HOURS OF ON-ON-ONE
SESSIONS CORPORATE -
STARTUPS**



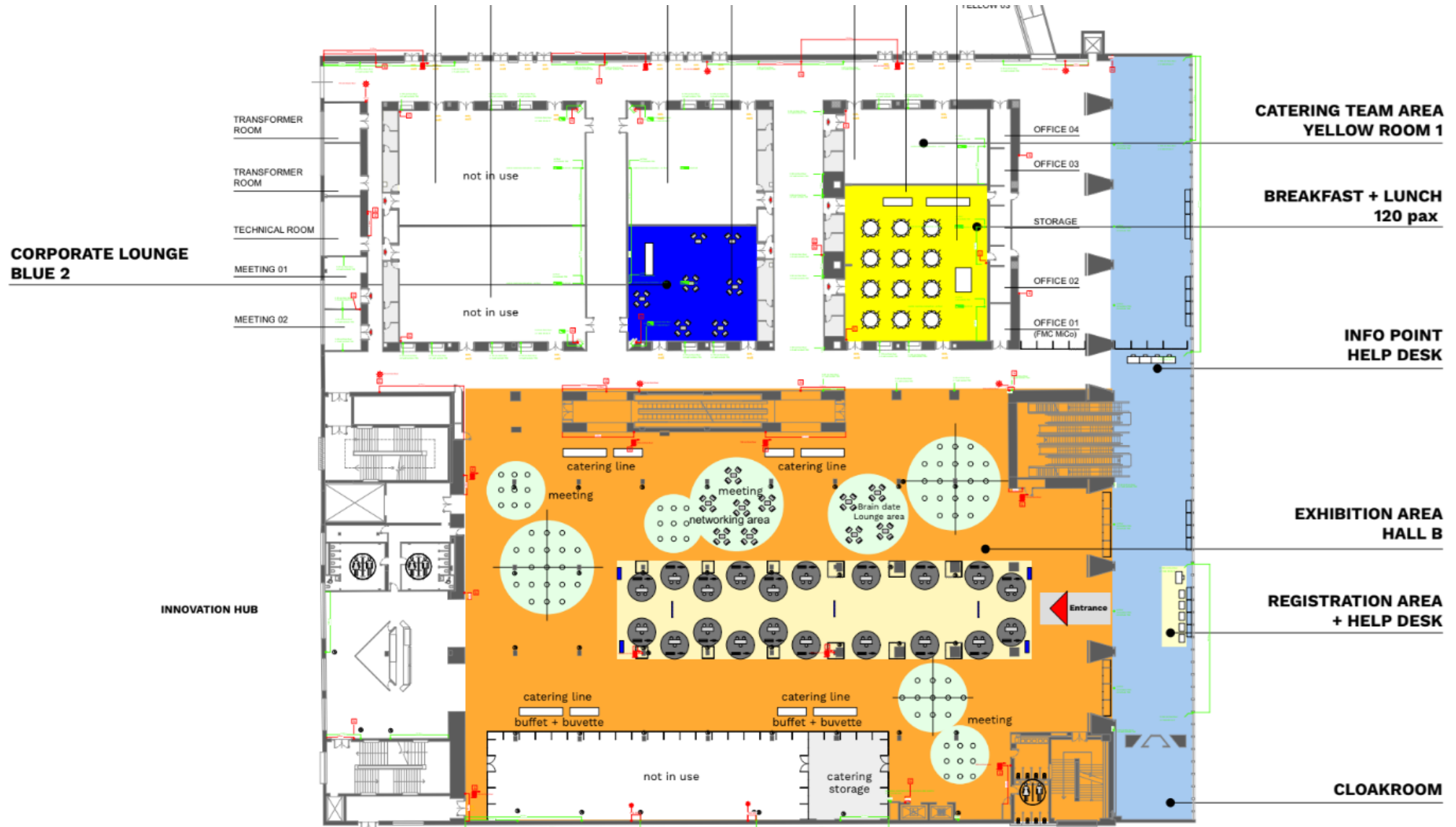
SUCCESSFUL FUNDRAISING



**2 TECH DIVES, 6 CORPORATE
PARTNERS MEETINGS**



FLOOR PLAN & LAYOUT



INNOVATION HUB BOOTH - OPTION JUPITER



Carpet covering m2
 PVC
 delivered with polyane covering
 for request over 1.000 sqm the price is € 4.90 per sqm

Desk - High table Nr
 150x50h 100cm

Stool Frogner Nr
 Colour black/white

Panel - Size: 100x240 cm - Double-sided (A_03b) Nr 1 Jun 11-12
 Digital printing on forex depth 3 mm with self-supporting aluminum frame and closed base



Self standing vertical panel dim. 100x240 cm
 (Graphic personalization front and back)



Table C



Stool C

INNOVATION HUB BOOTH - OPTION SATURN



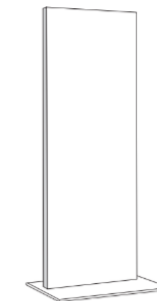
Carpet covering m2
 PVC
 delivered with polyane covering
 for request over 1.000 sqm the price is € 4.90 per sqm

Desk - High table Nr
 150x50h 100cm

Stool Frogner Nr
 Colour black/white

Panel - Size: 100x240 cm - Double-sided (A_03b) Nr 1 Jun 11-12
 Digital printing on forex depth 3 mm with self-supporting aluminum frame and closed base

LCD Monitor 55"
 self standing or wall mounted



Self standing vertical panel dim. 100x240 cm
 (Graphic personalization front and back)

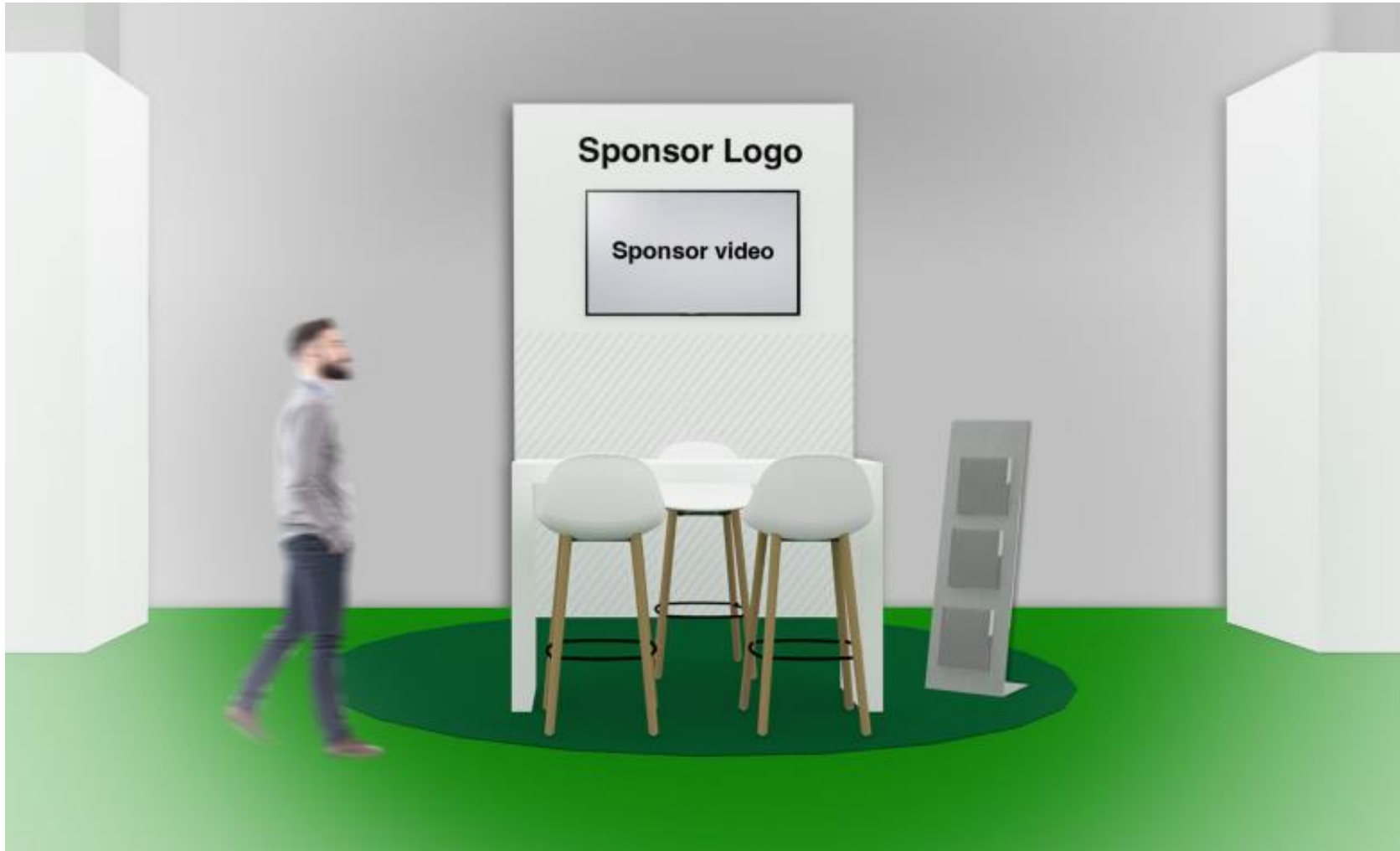


Table C

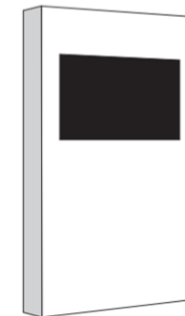


Stool C

INNOVATION HUB BOOTH - OPTION NEPTUNE



Carpet covering PVC delivered with polyane covering for request over 1.000 sqm the price is € 4.90 per sqm	m2	15	Jun 11-12
Desk - High table 150x50h 100cm	Nr	1	Jun 11-12
Stool Frogner Colour black/white	Nr	3	Jun 11-12
Panel - Size: 200x300 cm - Double-sided (A_04b) Digital printing on forex depth 3 mm with self-supporting aluminum frame and ballast – sides (around 45 cm) covered with forex	Nr	1	Jun 11-12
Monitor LCD 55" monitor support / bracket included	Nr	1	Jun 11-12



55" Monitor fixed on the totem



Table C



Stool C

PLEASE NOTE: Drawings depict build structure only and not final colour scheme or graphic overlays. Not contractual images

PRICES



ALUMNI: 🍷 30% discount

- Branded booth with high table, 3 chairs, carpet covering
- Totem panel
- TV Screen - LCD monitor 55"
- Dinner Invitation
- Icebreaking Email (Get a portrait presentation, and icebreaker email sent by ULI to the attendees)
- Dedicated social media post on ULI & RecAp (Logo and description)
- Matchmaking Platform
- KIOSK Personalized tour: We will match you with people interested in your innovation through a tour
- Dedicated eblast from RecAp (to 10K+): Get your logo and description in the newsletter with call to action
- Elevator Pitch - Speaking Opty
- Additional Media Package (Visibility in the aftermovie + Interview in the E-Book)
- Featured in Newsletter from ULI with CTA

Limited to #startups

JUPITER



100x240cm



1



10

EUR 2500*

SATURN



100x240cm



1



5

EUR 3000*

NEPTUNE



200x300cm



2



5

EUR 4000*

KEY VALUE CREATION DRIVERS
 ● BRAND RECOGNITION
 ● CUSTOMER ACQUISITION

*Excluded VAT when applicable

DISCUSSION

Discussion



Simon Abboud

Hines

*PIC EUROPE
WINNER 2023*



Praneet Talukdar

EFFIC
Expertos en Eficiencia Energética

*PIC EUROPE
SPECIAL MENTION 2023*



Eytan Levi

 **ROOFSCAPES**