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.
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
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 PROPECH INNOVATION CHALLENGE

ULI - Reach and Impact Today*

46,000+ members in more than 80 countries

2,300+ programs and events around the world

100,000+ member volunteer hours annually delivering our program of work

550+ Advisory Services panels since 1947

240+ technical assistance panels since 2001

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
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.
ULI PROPTech Innovation Challenge 2023 Achievements

**WINNER**

- **Special Mention**

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13 National PIC Champions (Young Leaders)

100+ Applications

7 Finals

938 Public Votes

60+ National Industry Experts (Jurors)

200+ Audience

Thank you to our Sponsors!

- Lasalle Empresario Management
- PIMCO
ULI PROPTECH INNOVATION CHALLENGE

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
ULI PROPTECH INNOVATION CHALLENGE

2023 – European PIC Finalists

Johannes Fütterer
Praneet Talukdar
Eytan Levi

Mateusz Wodjylo
Jarl Engelbrecht Vindnæs
James Strickland

aedifion
EFFIC
ROOFSCAPES
Share.
Stykka
verv
ULI PROTECH INNOVATION CHALLENGE

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 Vaulot
Daniel Noeltner
Ruslan Hajduk
**Challenge:** How do we substantially reduce Scope 3 emissions for real estate investors? An asset life-cycle approach.

**Applications**
**Mar – May 24’**

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 PHASE**
**March - August**

**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

**REGIONAL PHASE**
**September - November**

**Winner Announcement:**
**C-Change Summit (October)**
<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
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</table>
| **Country Winners** | **Networking and feedback**  
- 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)  

**Local Exposure**  
- 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 Vangard 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  

**Recognition** – Trophy  

| **Europe Winners** | **Regional Exposure and Networking**  
- 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  

**Recognition** – European Winner Trophy |

ULI PROPTECH INNOVATION CHALLENGE

2024 - What is in it for me?
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 Amiratano,
Founder and CEO,
Dils

Barbara Cominelli,
CEO,
JII 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
- 100 HOURS OF ON-ON-ONE SESSIONS CORPORATE - STARTUPS
- 2 TECH DIVES, 6 CORPORATE PARTNERS MEETINGS
- 5,5K INTRO EMAILS SENT
- SUCCESSFUL FUNDRAISING
PLEASE NOTE: Final floor plan subject to change based on further requirements. The Innovation Hub will have a central location. Drawings depict build structure only and not final colour scheme or graphic overlays. Not contractual images.
Please note: Drawings depict build structure only and not final colour scheme or graphic overlays. Not contractual images.

### 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
- **150x50h 100cm**

#### Stool Frogher
- **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

![Sponsor Logo](image)

![Desk](image)

![Stool](image)
INNOVATION HUB BOOTH - OPTION SATURN

PLEASE NOTE: Drawings depict build structure only and not final colour scheme or graphic overlays. Not contractual images.
INNOVATION HUB BOOTH - OPTION NEPTUNE

PLEASE NOTE: Drawings depict build structure only and not final colour scheme or graphic overlays. Not contractual images.
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<thead>
<tr>
<th>Feature</th>
<th>Jupiter</th>
<th>Saturn</th>
<th>Neptune</th>
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<tbody>
<tr>
<td>Branded booth with high table, 3 chairs, carpet covering</td>
<td>✔️</td>
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<tr>
<td>Totem panel</td>
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<tr>
<td>TV Screen – LCD monitor 55”</td>
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<td>Dinner Invitation</td>
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<td>Icebreaking Email (Get a portrait presentation, and icebreaker email sent by ULI to the attendees)</td>
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<td>Dedicated social media post on ULI &amp; RecAp (Logo and description)</td>
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<td>Matchmaking Platform</td>
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<td>KIOSK Personalized tour: We will match you with people interested in your innovation through a tour</td>
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<td>Dedicated eblast from RecAp (to 10K+): Get your logo and description in the newsletter with call to action</td>
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<td>Elevator Pitch – Speaking Opty</td>
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<td>Additional Media Package (Visibility in the aftermovie + Interview in the E-Book)</td>
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<td>Featured in Newsletter from ULI with CTA</td>
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Limited to #startups

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EUR 2500* | EUR 3000* | EUR 4000*

ALUMNI: ☀️ 30% discount

*Excluded VAT when applicable
DISCUSSION
Discussion

Simon Abboud

Praneet Talukdar

Eytan Levi

PIC EUROPE
WINNER 2023

PIC EUROPE
SPECIAL MENTION 2023

Hines

EFFIC

ROOFSCAPES