



ITALIAN PROPTech MONITOR

THE ITALIAN FRAMEWORK

ITALIAN PROPTech MONITOR V EDIZIONE



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The Italian PropTech Monitor (IPM)

- A tool for assessing the **digitalization level** of the real estate sector In Italy
- A tool for tracking the **evolution** of the PropTech phenomenon in Italy
- A tool for comparing the Italian PropTech phenomenon at an **international level**

HOW?

- By **MAPPING** the PropTech companies founded or operating in Italy
- By creating a **NETWORK** of real estate and PropTech operators
- By conducting an **ANNUAL SURVEY** to monitor del trend of the Italian phenomenon

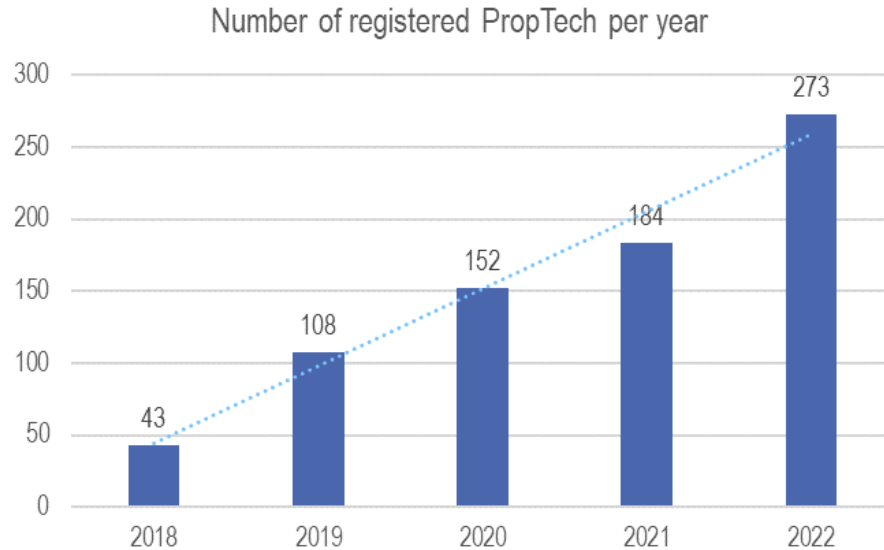


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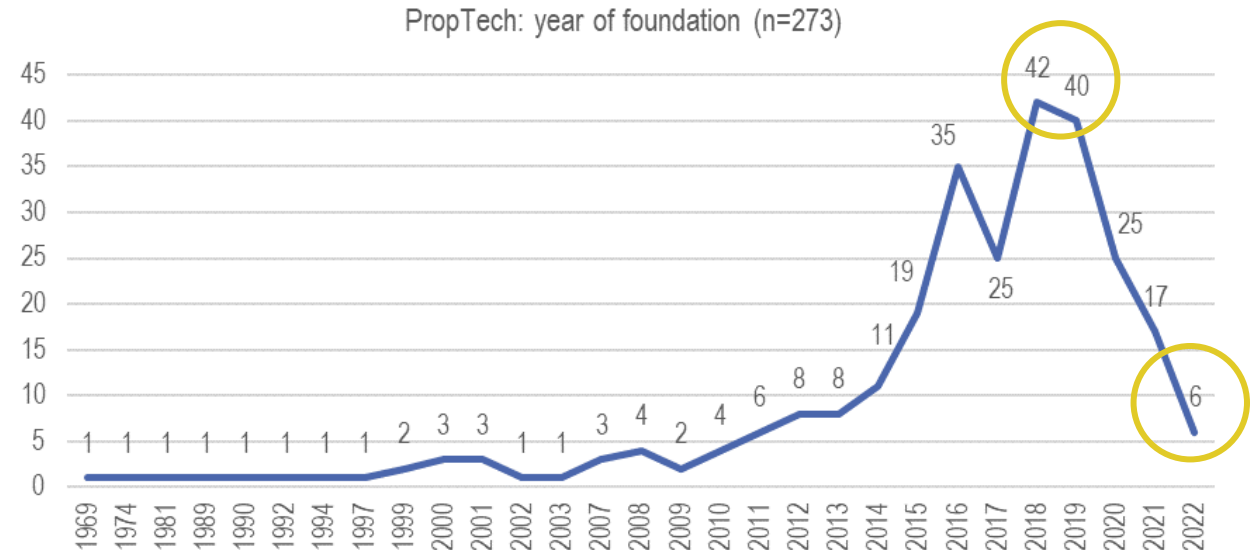
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Number of PropTech and year of foundation



Towards the framework
GROWTH



Italian peek
between 2018 and 2019



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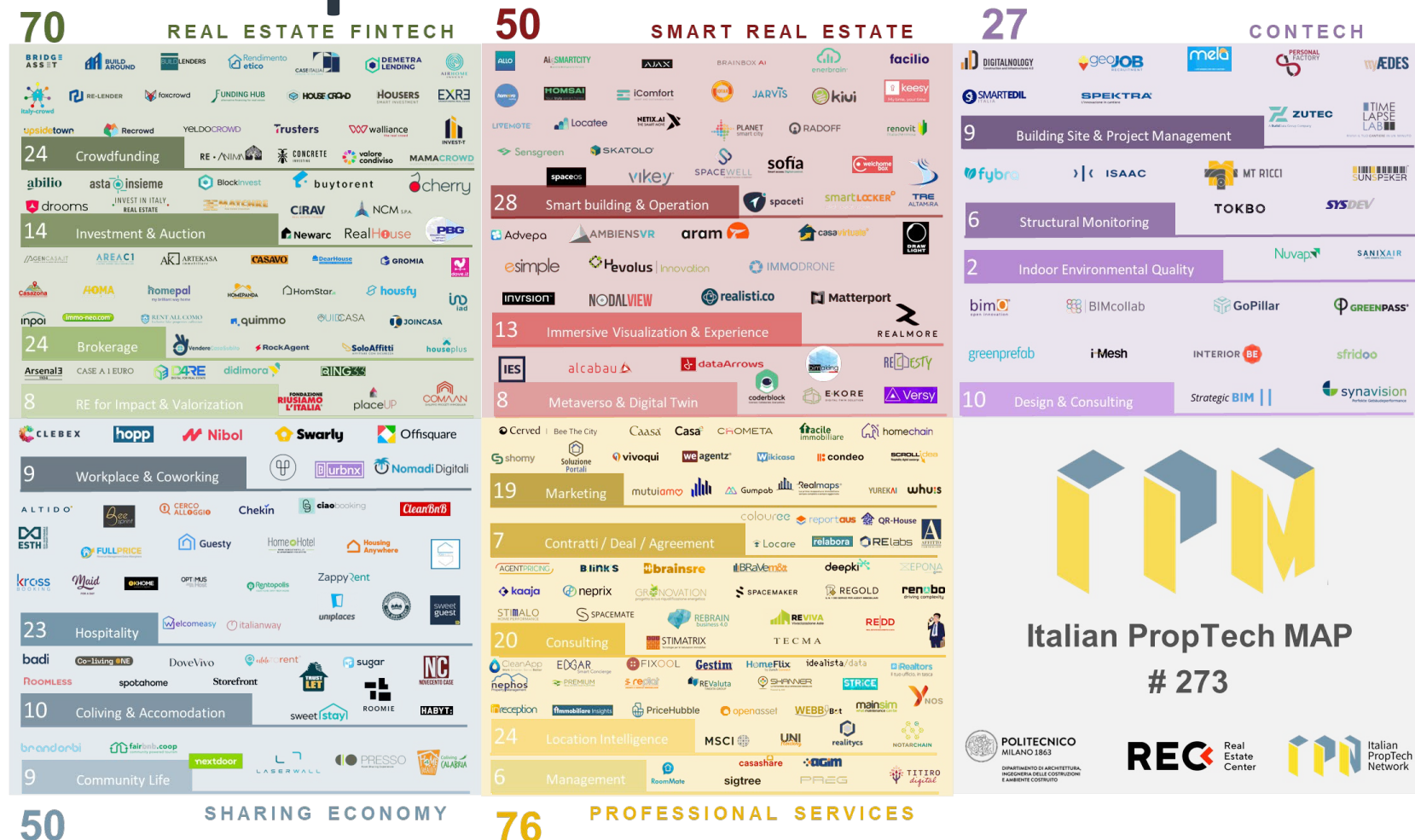


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The Italian PropTech Map

273 PropTech companies

 +33% compared to 2021



Italian PropTech MAP
273



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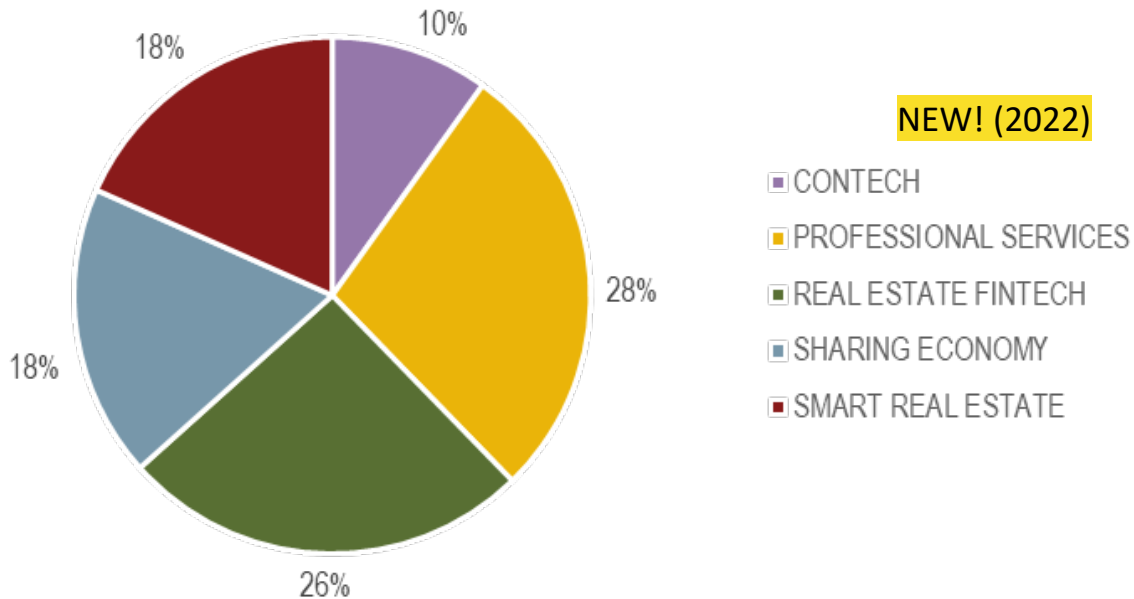


Italian PropTech Network



Clusters

PropTech: division by cluster (n=273)



ConTech

our definition

It focuses on technological solutions that intervene in the construction sector (Construction + Technology) and/or that facilitate and promote the **synergy and integration of real estate and construction services throughout the supply chain**, supporting professional and consultancy relating to **planning, design, site management and construction supervision** (project management, cost control, quantity surveying, and more) as well as **environmental and structural monitoring of the built environment**.



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Geographical distribution

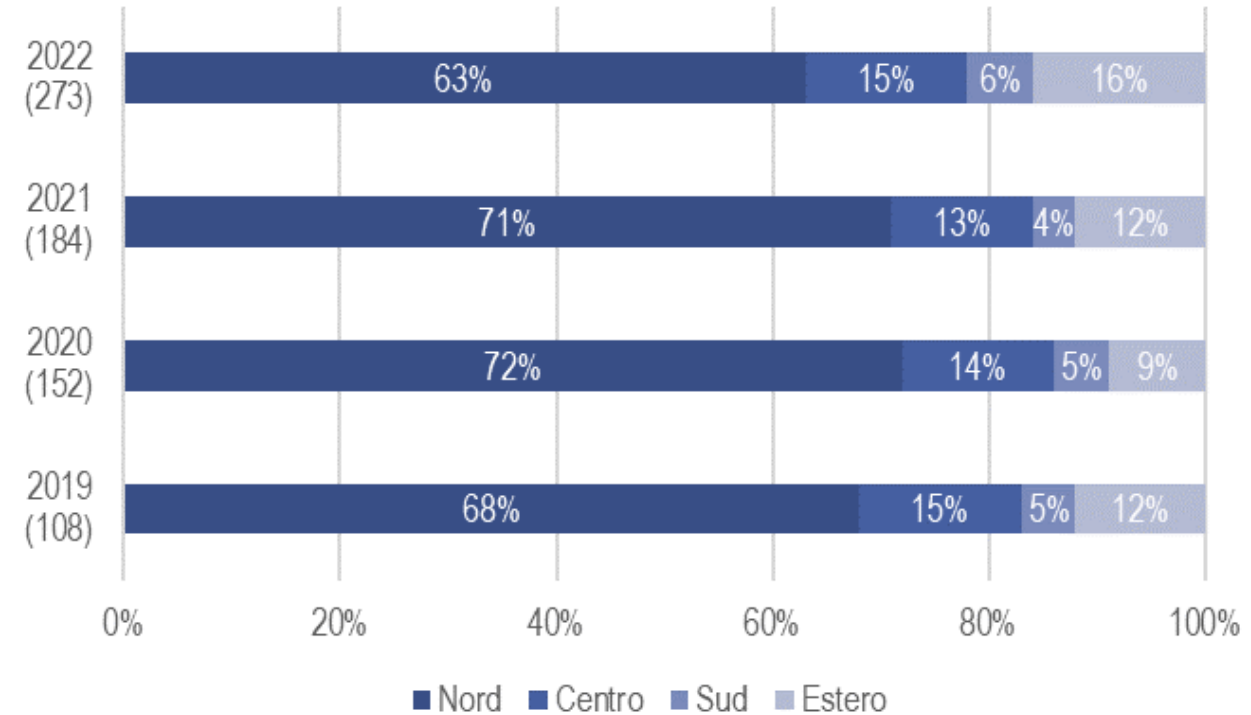


Italian PropTech: concentration in the **North of the country**



Very high presence of PropTech in **Milano** which can be defined the for the 5th year in a row the **ITALIAN CAPITAL OF PROPTech**

PropTech: geographical distribution by year



The graph shows the comparison of the geographical distribution of the registered office of the mapped PropTech for the 4 years of analysis



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THE ANNUAL SURVEY – 2022

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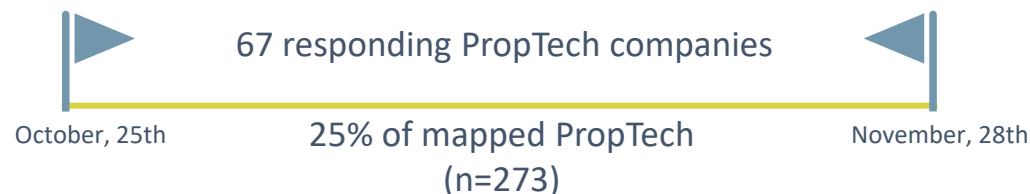
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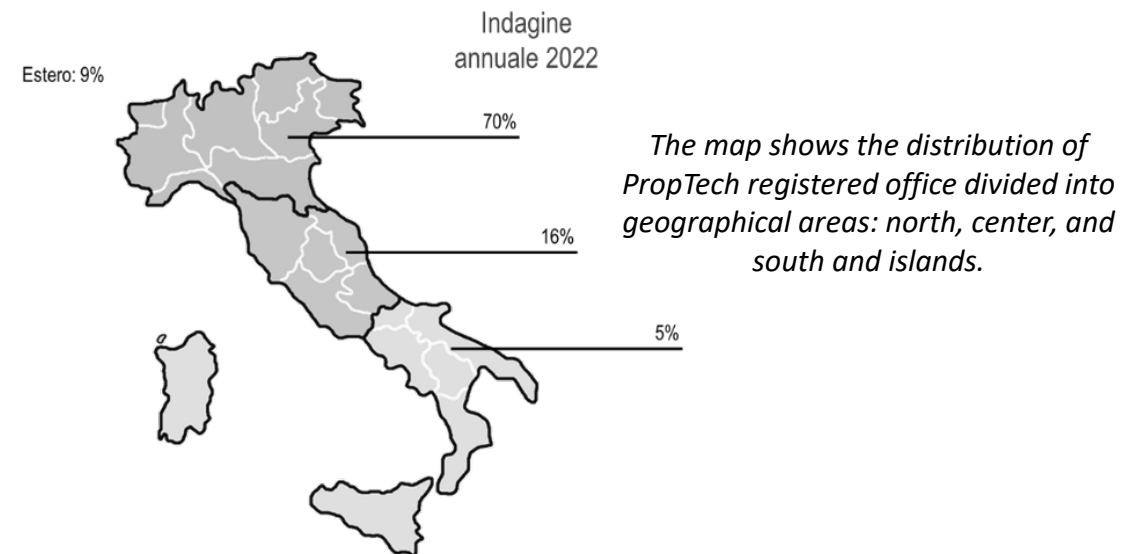
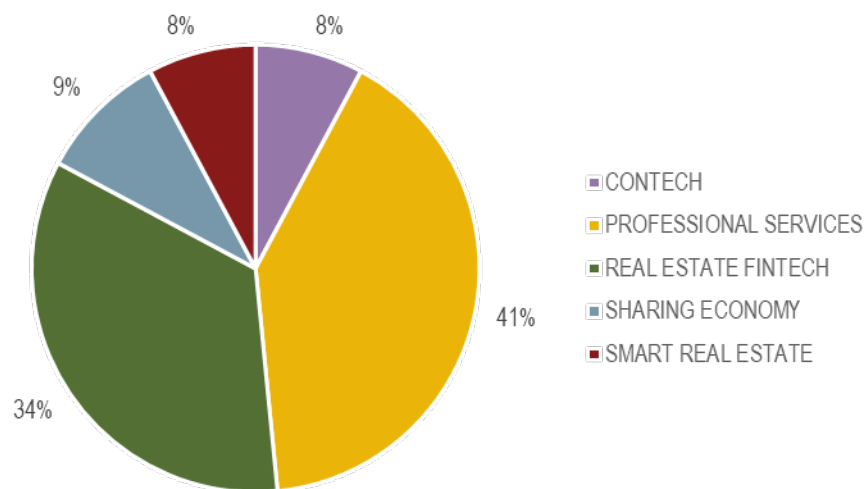
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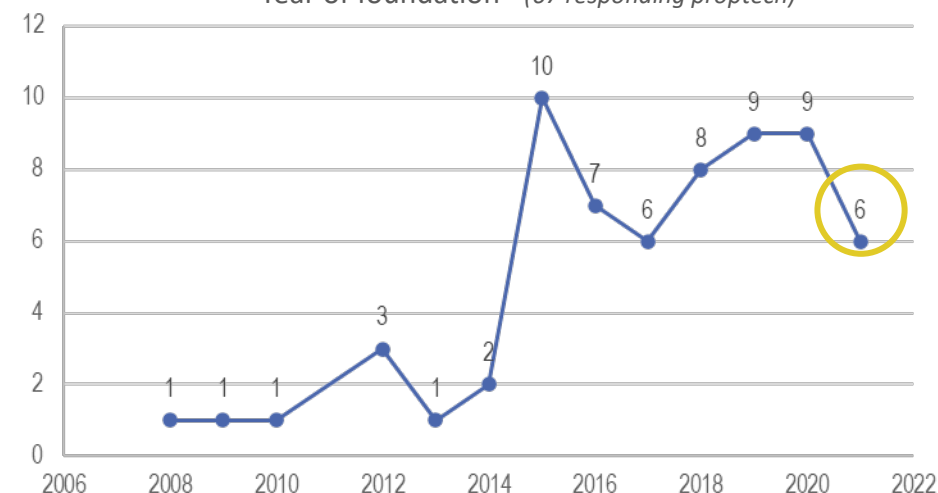
The annual survey 2022



Subdivision of the 67 respondents into the five clusters



Year of foundation - (67 responding proptech)



💡 All 6 PropTech founded in 2022 and mapped in the IPM took part in the annual survey



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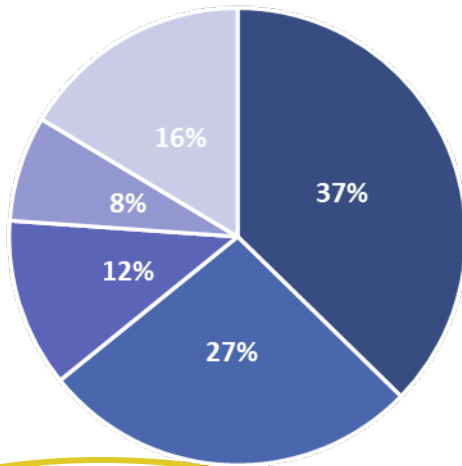
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PropTech organizational structure

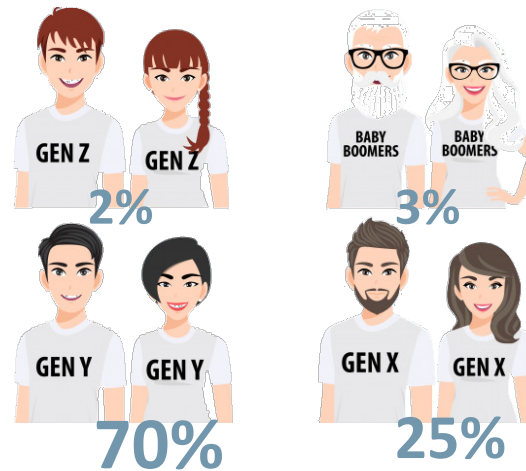
How many people work in your PropTech?
(67 responding proptech)



■ Da 1 a 5 ■ Da 6 a 10 ■ Da 11 a 20 ■ Da 21 a 50 ■ Più di 50

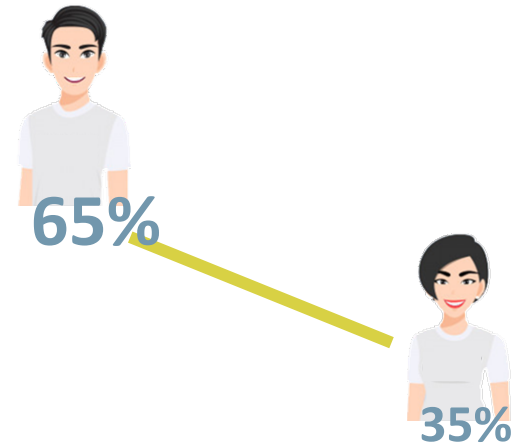
Nearly **80%** are **small companies**
(maximum 20 employees)

What is the approximate percentage ratio of your
employees and/or collaborators by age group?
(67 responding proptech)



More than **70%** on avg. are **young people** (72% Gen-Y and Gen-Z)

What is the approximate percentage ratio of your
employees and/or collaborators between men and women?
(67 responding proptech)



65% of employees on avg. are **men**



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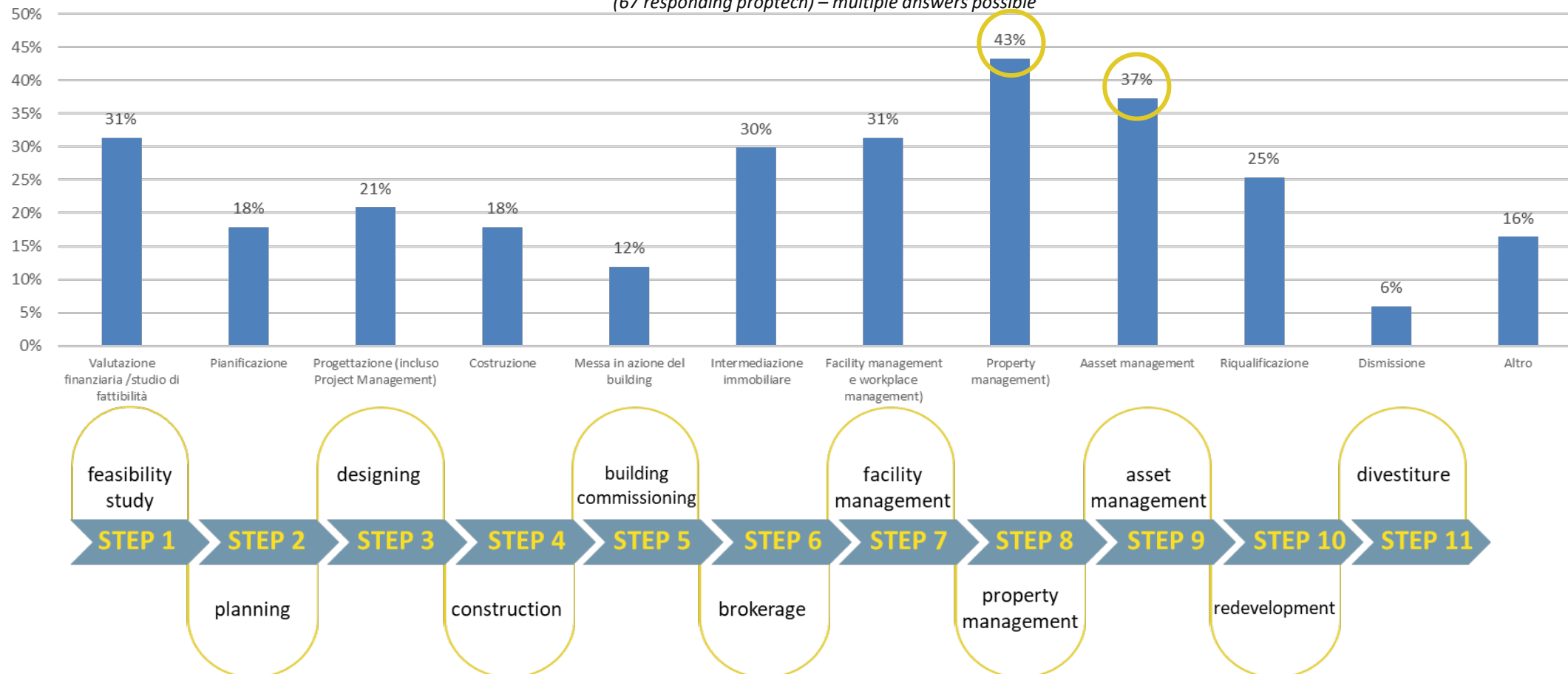
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The operations

At what stage of the building life cycle does your company operate?

(67 responding proptech) – multiple answers possible



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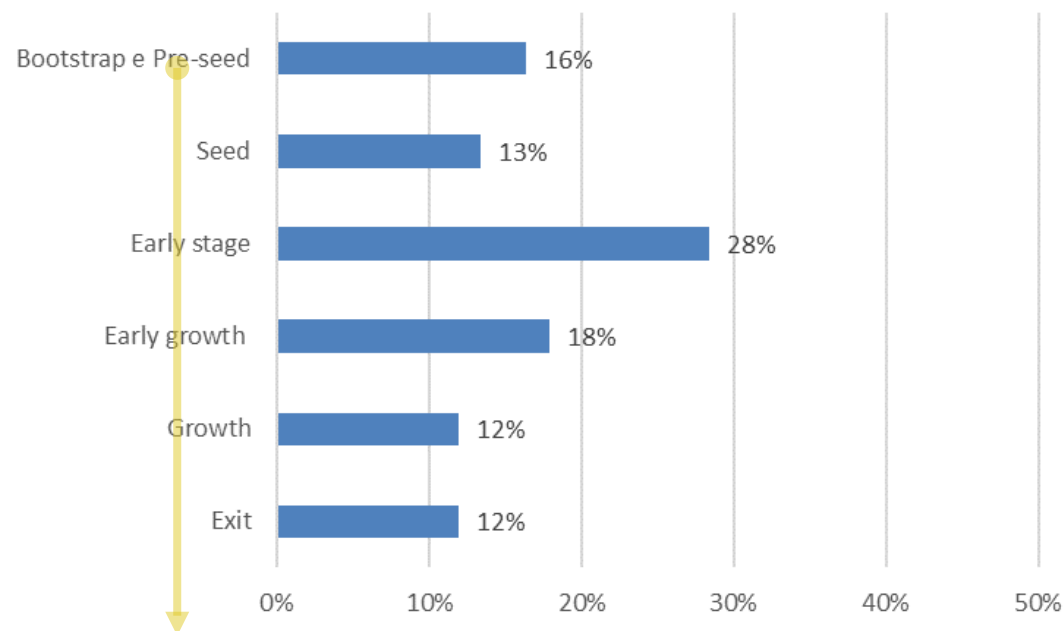
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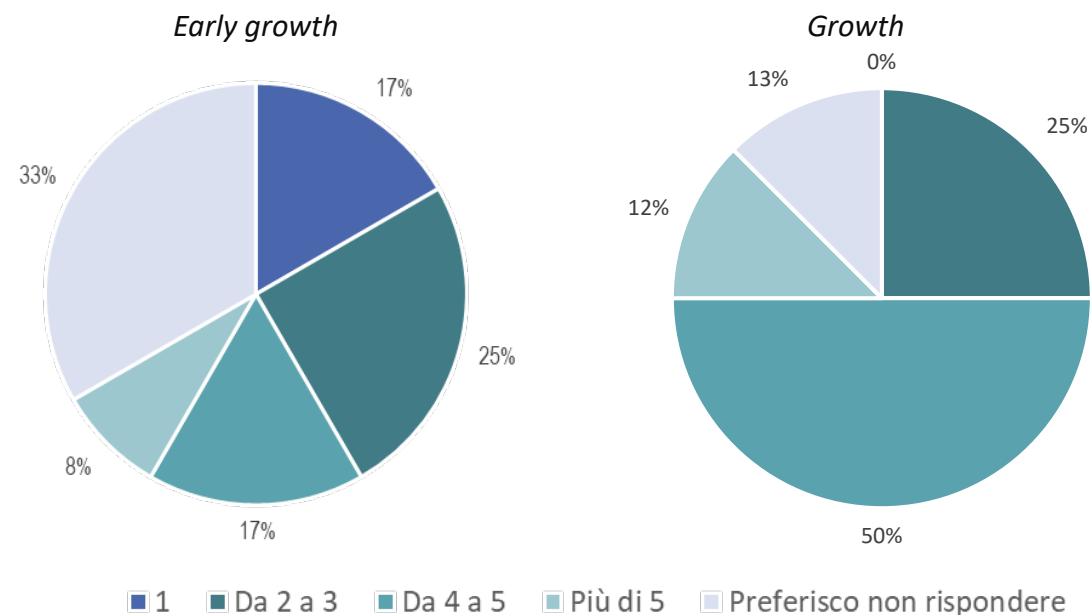
The business

What is the growth stage of your PropTech?
(67 responding proptech)



! **Increase** in PropTech that have exited the startup/scaleup phase (tripled compared to 2021)

How many rounds of financing have you faced so far?
(67 responding proptech)



! **Increase** in rounds of financing obtained in phases of sustained growth



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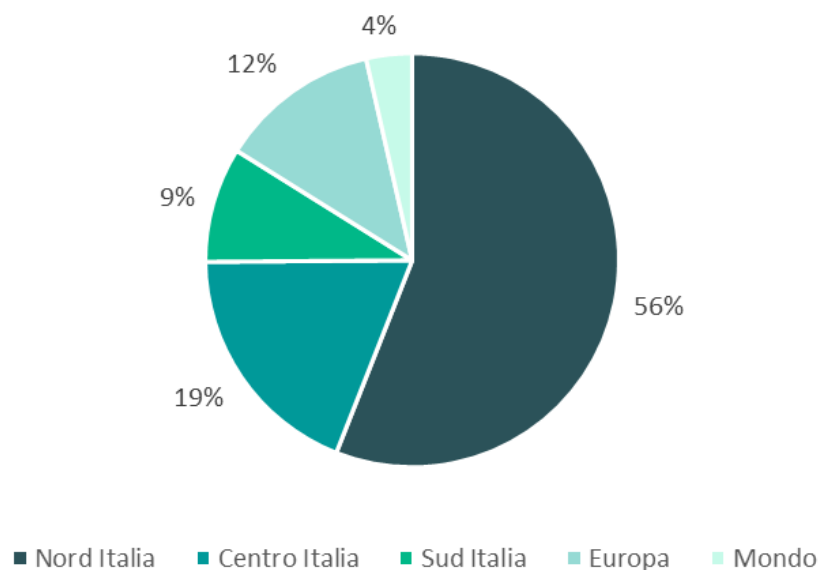
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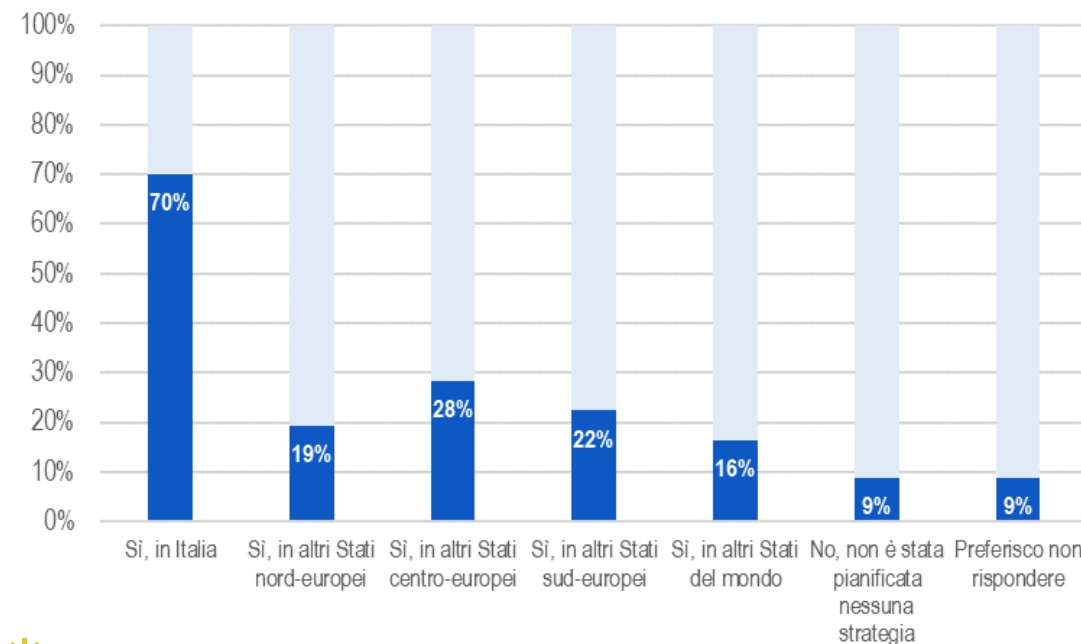
The business

Could you approximately indicate the percentage distribution of your turnover in different areas of the world?
(67 responding proptech)



Activities are carried out mostly in Italy: on avg. **56% of the turnover is in Northern Italy**

Has any expansion strategy been planned for your business?
(67 responding proptech) - multiple answers possible



Consolidation in Italy (70%)

New attempts to face the international market especially in **central and southern Europe**



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The technologies

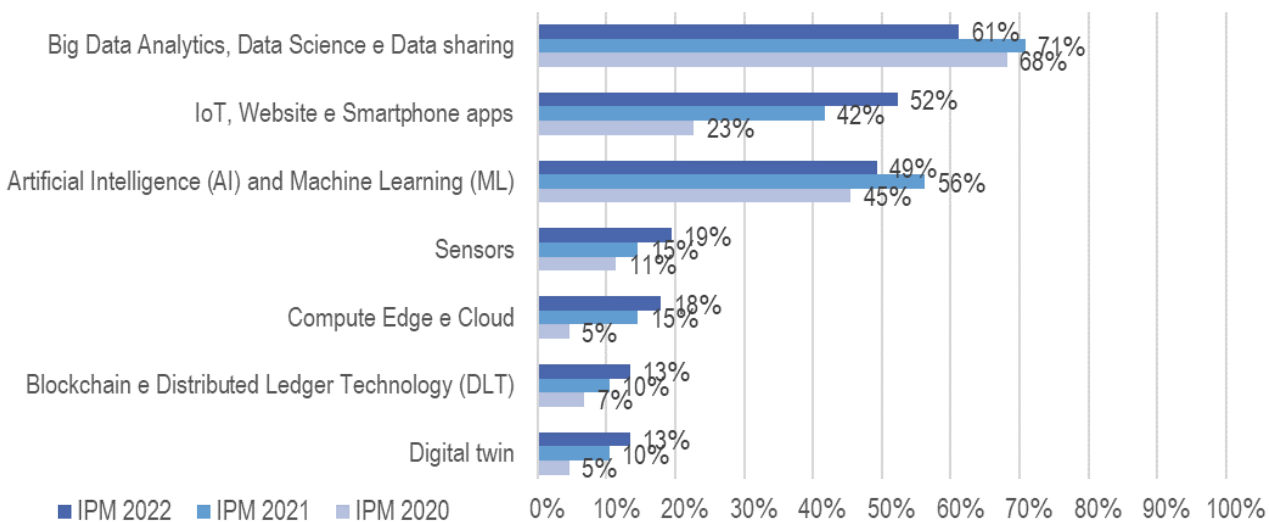
2,3

On average,
technologies used in
2021

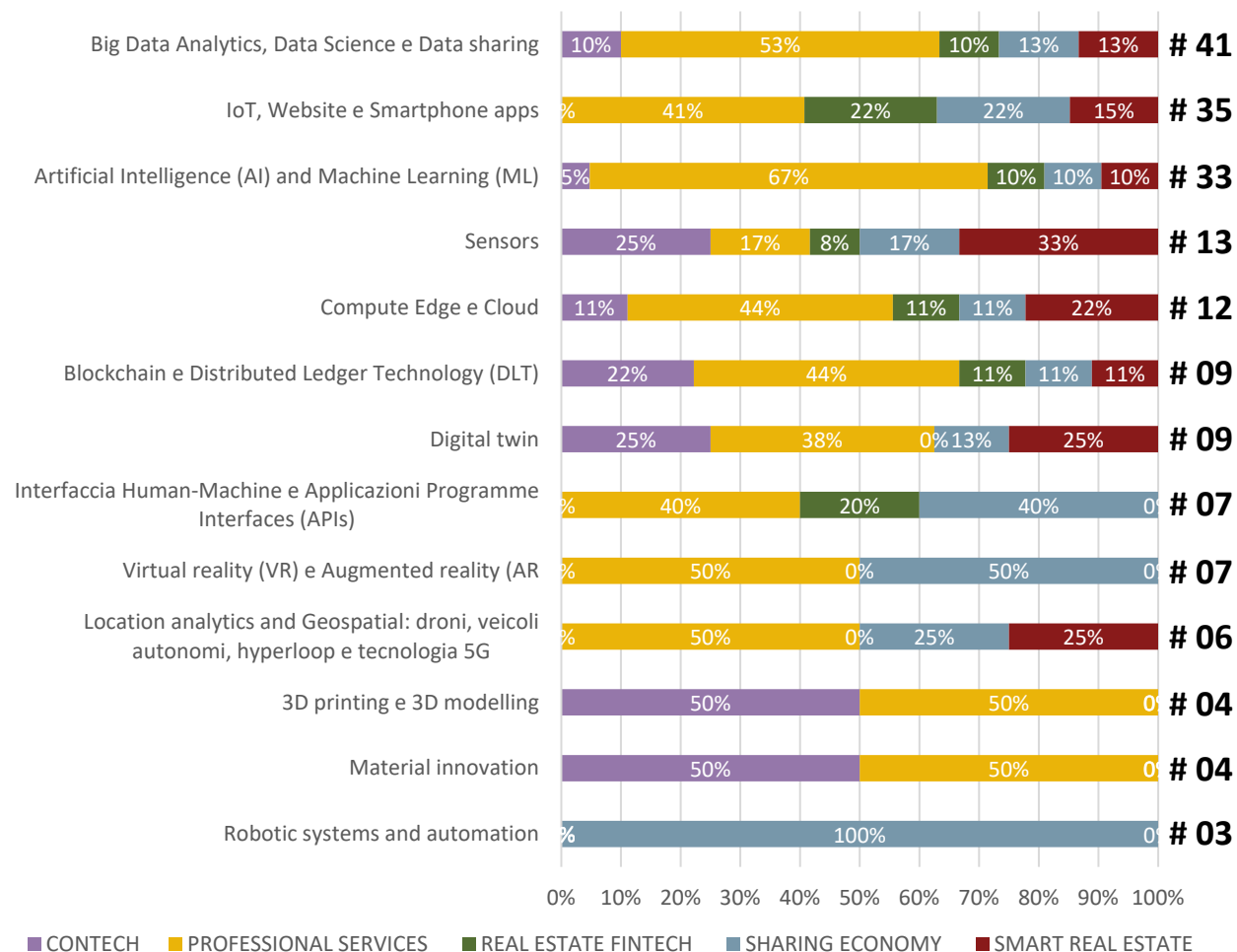
2,75

On average,
technologies used in
2022

Most used technologies: comparison over years
(67 responding proptech) - *multiple answers possible*



Technology and clusters
(67 responding proptech) - *multiple answers possible*



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IPM KPI: the companies

Have you carried out **practical collaborations** with other PropTechs?

(67 responding proptech)

49%

51%

YES, we have developed one or more collaborations

NO, we haven't developed any collaboration



Level of collaboration among PropTech: **1 out of 2**
PropTech currently collaborate with others in 2022

What is the level of probability of achieving the **company objectives** set today in the next two years?

(rated from 1 - very low to 5 - very high)

(67 responding proptech)



CONFIDENCE IN ACHIEVING COMPANY GOALS:
Rated 4 out of 5



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IPM's KPIs: prospects and expectations

What is the current **maturity level** of the PropTech phenomenon in Italy?
(rated from 1 - very low to 5 - very high; 67 responding proptech)



MATURITY LEVEL: rated 2.4 compared to 2.2 in 2021



In your experience, how much confidence do you have in the possibility of **receiving funding** in Italy in the next years?
(rated from 1 - very low to 5 - very high; 67 responding proptech)



CONFIDENCE IN FINDING FINANCING: rated 2.9 equal to 2021



How do you evaluate **the growth prospects** of the PropTech phenomenon in Italy in the next two years?
(rated from 1 - very low to 5 - very high; 67 responding proptech)



GROWTH PROSPECTS: rated 3.8 compared to 1.8 in 2021



In your experience, how easy is it to **find financing** in Italy?
(rated from 1 - very low to 5 - very high; 67 responding proptech)



EASE OF FINDING FINANCING: rated 2.5 compared to 2.0 in 2021



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IPM's KPIs: the ecosystem NEW KPIs!

In your opinion, how **strong** is the PropTech ecosystem in Italy?



STRENGTH OF THE ECOSYSTEM: rated 2.3

In your opinion, how advanced is the **technological and digital culture of customers** in Italy?

(rated from 1 - very low to 5 - very high; 67 responding proptech)



ADVANCEMENT OF TECHNOLOGICAL and DIGITAL CULTURE: rated 2.5

How much do you think the **geographical imbalance** in the distribution of PropTech realities is holding back the development of PropTech in Italy?

(rated from 1 – a little to 5 – a lot; 67 responding proptech)



INFLUENCE OF GEOGRAPHICAL LOCATION ON DEVELOPMENT: rated 2.5

In your opinion, how is the **level of collaboration between PropTech and traditional Real Estate players?**

(rated from 1 - very low to 5 - very high; 67 responding proptech)



LEVEL OF COLLABORATION: rated 2.5



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In a nutshell

THE ITALIAN PROPTech ECOSYSTEM:

IS MADE OF:

- **Young enterprises:** 48% has been founded in the past 5 years;
- **Youth:** 70% of employees are Millennials;
- **Men:** 65% of employees are men.
- **Italian:** national focus;

IS GROWING:

- **Technological Level:** multiple technologies used in an integrated way by PropTech companies (especially, Big Data Analytics, Data Science e Data Sharing; e IoT, Website e Smartphone apps);
- **Consolidation of Businesses:** PropTech companies exist the startup cycle & more financing rounds;
- **Strength of the network:** more PropTech - PropTech/companies' collaborations;
- **Market Awareness:** technological and digital culture of customers and real estate operators.



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ITALIAN PROPTech NETWORK

SHARE | MEET | DISCOVER

ITALIAN PROPTech MONITOR V EDIZIONE



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SHARE_Create culture

OVERVIEW

- E-book *TOWARDS A SUSTAINABLE FUTURE: Global Challenges. Local Solutions* PropTech for Good [iComfort – ReViva – Rendimento Etico]
- Blogs (e.g. UNISSU's, Digital 360)
- Italian PropTech Monitor 2018, 2019, 2020, 2021 Reports + Exec Summary
- KPMG Report «Real Estate Innovation Overview 2022»
- Applied research (e.g. SVICOM, Kaaja)



WHAT WE DID...

... WHAT WE ARE PLANNING TO DO



- Italian PropTech Monitor 2022 Report
- E-book *TOWARDS A SUSTAINABLE FUTURE: Global Challenges. Local Solutions* PropTech for Good



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SHARE_Reach out within and beyond the network

INTERNAL AND EXTERNAL COMMUNICATION

- Newsletter to circulate information (e.g. Didimora)
- Emails to advertise specific events
- Website (with sections reserved to our members and partners)
- Social media for news
 - LinkedIn
 - Instagram



WHAT WE DID...

... WHAT WE ARE PLANNING TO DO

INTERNAL COMMUNICATION

- Private chat
- Form to fill out with your news to share
- Recruiting via LinkedIn (already LMRE)

EXTERNAL COMMUNICATION

- Newsletter
- Emails
- Branding (w/Borderless)



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SHARE_Spread the word

- Talking Heads «Dal Real Estate FinTech and PropTech» (Chiara)
- Economy Group + Regione Lombardia «Immobiliare innovativo per un'Italia che cresce» (Stefano)
- Consiglio Nazionale dei Centri Commerciali (Chiara)
- RE Italy PropTech Meeting 2022 (Stefano)
- World Capital Academy (Chiara)
- Dealflower (Andrea)



WHAT WE DID...

... WHAT WE ARE PLANNING TO DO

- UNISSU's «Innovators In Real Estate Series - Academics» (Chiara)
- Credit Village «RE-Think the future» (Stefano)
- Asia Pacific PropTech Summit APPS 2022 (Chiara)



- 10 February 2023: EDINNOVA
- ...
- December 2023: Italian PropTech Monitor



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MEET_Discuss and exchange

• Roundtables

Short term rental

Data driven real estate

Tech 4 ESGs: Real estate impact

Competences

Digital Twin



WHAT WE DID...

... WHAT WE ARE PLANNING TO DO



• NEW FORMAT «IPN Talks»

In person meetings

Hosted by one of our partners (e.g. SVICOM)



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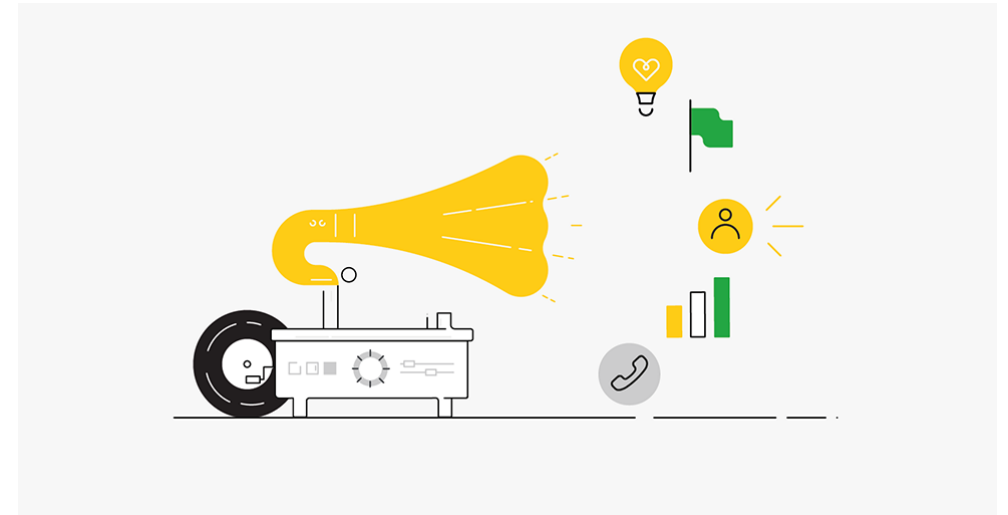
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MEET_Connect and collaborate

FRIENDS ACROSS THE GLOBE

- UNISSU
- PropTech for Good
- Global Real Estate Run
- Associations: Malaysia, Bulgaria, Hong Kong
- Academics: KTH, Stockholm, Breda University of Applied Sciences, Columbia University



WHAT WE DID...



... WHAT WE ARE PLANNING TO DO

IN ITALY – Events

- «XXX-Tech» Week

ABROAD – Contests & Scaling

- EU PropTech Startup and Scaleup Awards 2023
- The PropTech Connection



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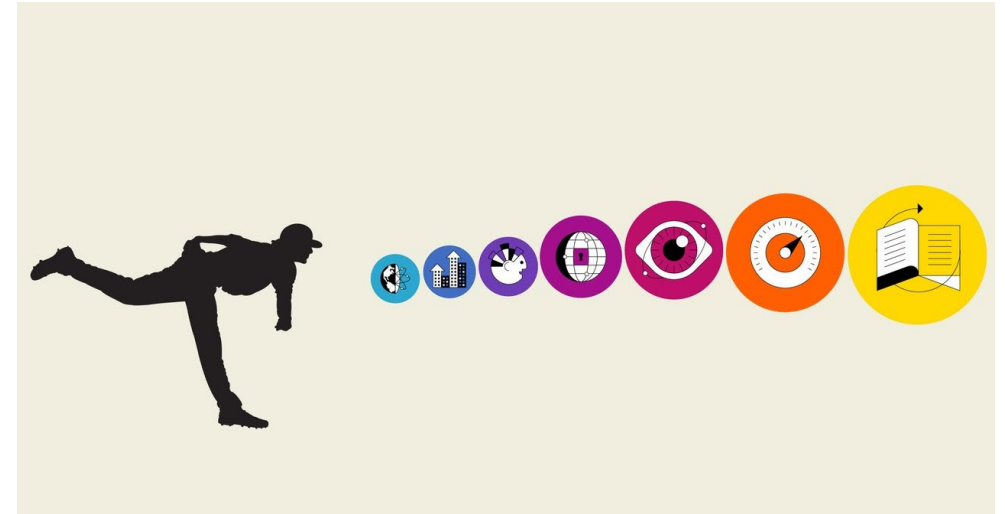
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DISCOVER

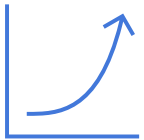
EDUCATION AND INFORMATION

- Courses **FOR** PropTech Companies
 - SDGs and ESGs (with Menno Lammers)
 - Communication strategy workshop
- Course **ABOUT** PropTech
- PODCAST



WHAT WE ARE PLANNING TO DO...

... WE WANT YOU!



- **PODCAST** – Feasibility and Format
 - Experiment with audio contents, find possible theme and focus
 - 1-2 main partners and sponsors



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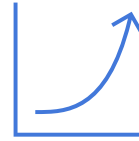
SNAPSHOT: WHAT'S 2023 ABOUT ?



DISCOVER

- Courses
- Podcast

and more...



SHARE

- Internal communication
- External communication

and more...



MEET

- IPN Talks
- «XXX-Tech» Week

and more...



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AND KEEP IN TOUCH



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