

# Proptech Challenge

# Adaptation & Innovation Workshop

## THE ADAPTERS

Bringing Strategy &  
Business Plans to life

# Proptech landscape

RECHARGE



Source: AJL PeakSpan Capital

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# Breaking the paradigm

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# Trends in Proptech?

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**Smart  
Buildings &  
IoT**



**Virtual  
Augmented  
Reality  
Prop Viz**



**Blockchain  
in Real  
Estate**



**Guest and  
Tenant Ux**



**What's  
missing?**

**THE ADAPTERS**

**AI might not take your  
job – but the person  
who uses AI will.**

# Proptech Challenge

**RECHARGE  
BRAINIACS** are  
tasked with  
inventing/modifying  
a Proptech  
product to address  
a problem you  
have identified in  
your business

- 1 Head for the breakout spaces.
- 2 Break into Teams and select a group facilitator.  
(Recharge Team will assist)
- 3 Prepare your pitch to the Venture Capitalists
  - What is the problem that your solution addresses (in 55 words or less)?
  - What is the Team's solution and how does it work?
  - Who is the target market?
  - How will you market and sell the offer?

**NOTE:** Presentations will kickoff at 17.10

Each Team has 5 minutes to present – funding is reduced for exceeding the allotted time.



# Adaption

Modification according  
to changing circumstances

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# Innovation

Practice of developing and  
marketing breakthrough  
products and services

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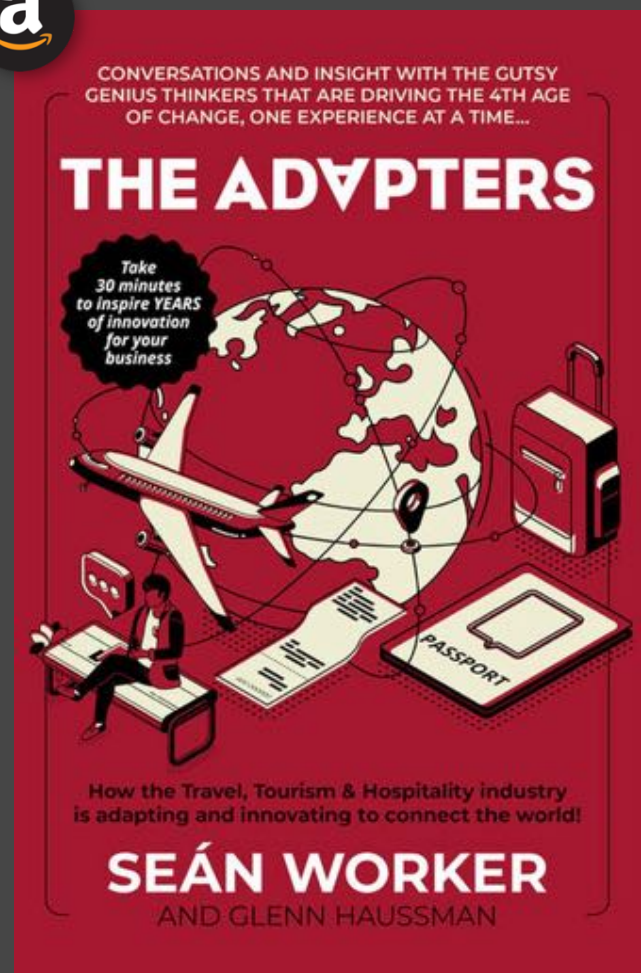
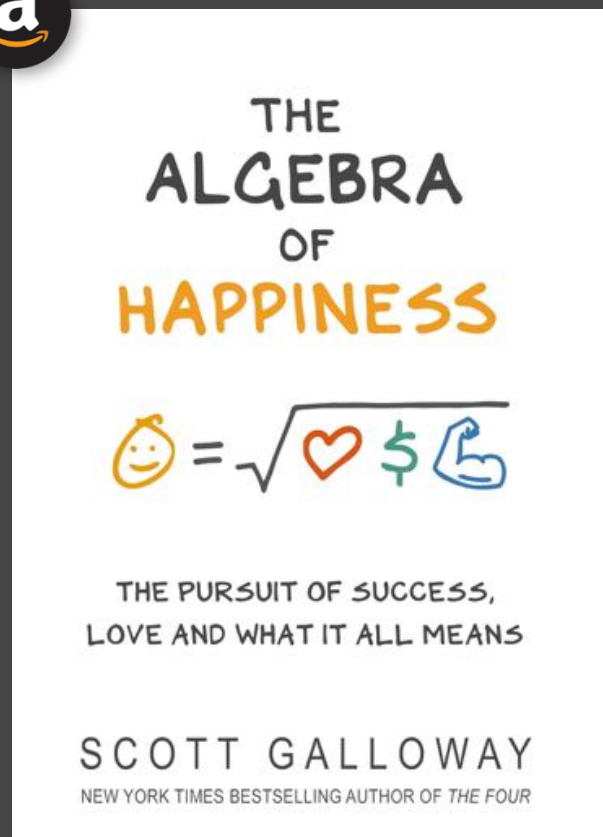
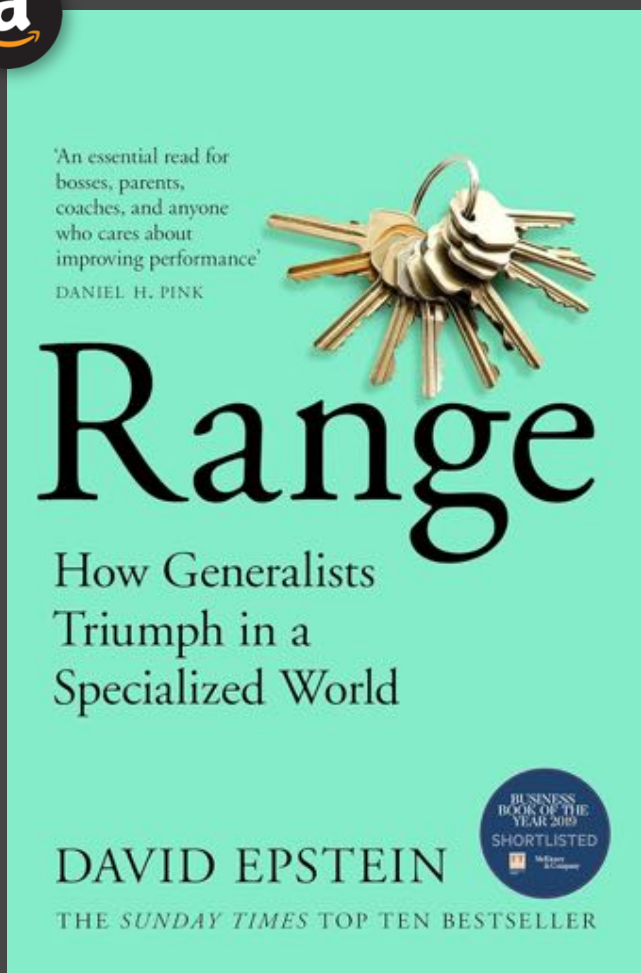
# The Big Tip...

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It's OK to say  
“I don't know –  
and I will find out”

THE ADAPTERS





THE ADAPTERS



**RECHARGE**