



**NORDIC
INNOVATION
HOUSE** NEW YORK

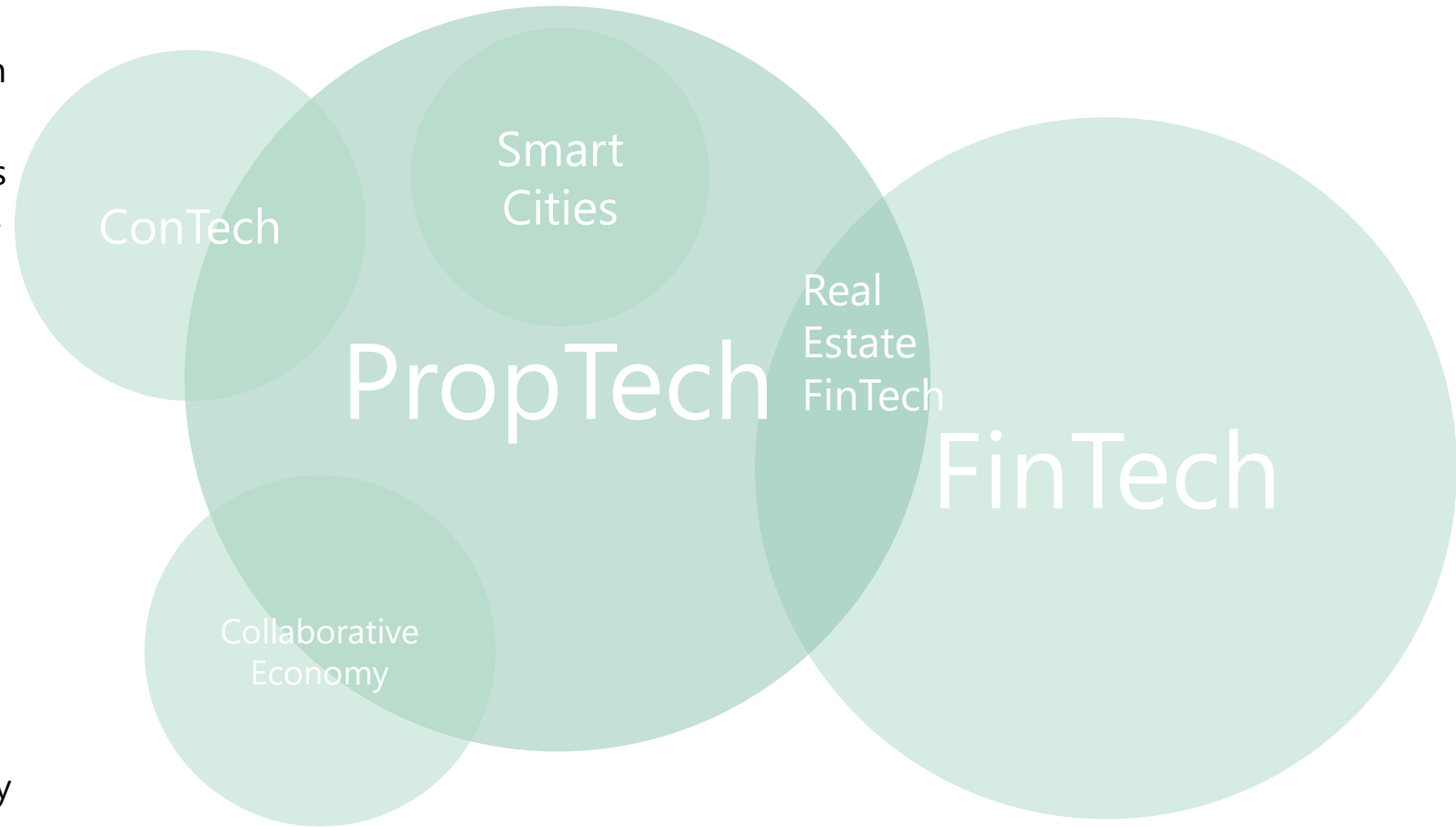
PropTech Overview 2021

Hlynur Gudjonsson, Consul General and Trade Commissioner
Consulate of Iceland in New York

Scaling
the best
of
the
Nordics

The Proptech sector

In real estate, numerous startups are lined up to eliminate and replace industry professionals. In new construction on the other hand, startups mostly operate as middlemen or as suppliers of hi-tech tools for developers. New trends are emerging across all sectors of the real estate industry: co-working is disrupting the office space sector, co-living is offering new alternatives in residential real estate, crowdfunding is reshaping new construction and real estate investing, and home swapping is growing increasingly popular for seasonal rentals.



Proptech market overview

- Venture investors sank **\$18.6 billion** into proptech firms from 2015 to 2017.
- In 2017, VCs put **\$12.6B** into the real estate tech sector, with WeWork and Compass leading in terms of funds raised. United States-based real estate tech firms comprised nearly **\$6.5 billion**, or **52 percent**, of the venture capital funding raised in 2017. Real estate startups have raised **\$1.9 billion** in 2019.
- According to Cushman & Wakefield's Occupier Edge report, some 70% of the \$6 billion invested in proptech globally since 2011 took place through 2017 and 2018.
- Global proptech funding has been rising about 36% each year, and it could rise even faster in the near future as more real estate-focused venture funds enter the market.
- The number of real estate tech deals worldwide has increased consistently each year, amounting to 454 deals as of 2018.
- About 31% of commercial real estate investors plan on investing in proptech companies and 26% plan on partnering with proptech companies as of 2020.



Growing PropTech Solutions

Indoor Mapping

IoT Home

Portfolio Management

Construction Management

Facility Management

Property Management

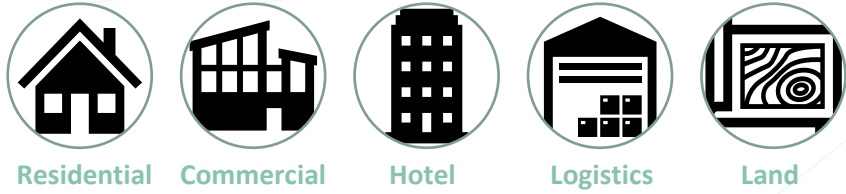
Agent Tools

Real Estate Search

Home Services



The Proptech Ecosystem

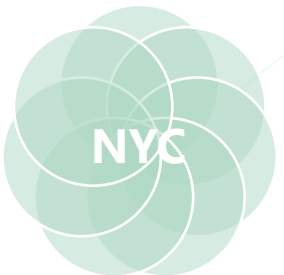


Investors

Innovation Contests

Accelerators

Hubs & Facilities



Civic

Conferences & Events

Education



- Climate Tech
- Co-Working
- Smart Building
- IoT
- PropFinTech
- RE Marketplace
- Hospitality Tech
- AI
- Smart Home
- Lending Crowdfunding
- ConTech
- 3D, AR, VR
- Co-Living
- Smart City
- LegalTech
- Brokerage Rating



Is the Nordic PropTech program right for my startup?

TECH	Cutting edge, unique & innovative. Fully developed PropTech solution.
READY	Registered Nordic company. Secured funding for next 12 months and ready for market entry. Have passed initial startup stage and proved business model, including a develop product or service. Business plan and tech solution has a potential product-market fit.
GROW	Registered in the US. In scale and growth phase and have with scalable product or service or a prototype to showcase. High potential for growth and target market in the United States.



Nordic Proptech 2021 program

EVENTS

- Jan 25 + 26 **VIRTUAL PROGRAM**
- June 9 **PropTech Webinar**
- Sept 8 **PropTech Webinar**
- Nov 4 **PROPTECH PROGRAM**

HUB RESOURCES

- New York PropTech Ecosystem Map

VIDEOS:

- PropTech in the Nordics
- PropTech in New York
- PropTech Frontline Stories
- Growing PropTech in the US
- Virtual Nordic PropTech Shark Tank Pitch Event

PROGRAMME

A hybrid virtual and in-person program in conjunction with New York Real Estate Tech Week in November 2021. Program includes, classes, matchmaking, pitch refinement, networking coaching, networking events, and a major showcase event.

Details to be released in May 2021.

Proptech partners

proptech investor network

US



Nordics



scaling the best of the nordics

The Nordic Innovation House is a community platform accelerating high-quality Nordic tech startups, scaleups and growth companies in Singapore and Southeast Asia. Via our strong community and network, we connect Nordic companies into right ecosystem stakeholders.

Nordic Innovation House is supported by Nordic Innovation and the Nordic Council of Ministers. We are a unique collaboration between Nordic countries. We share the mission of building bridges between the Nordics and the Southeast Asia.

Nordic Innovation House has a presence in Silicon Valley, New York, Singapore, Hong Kong and Tokyo. We provide global network and framework which is always still tailored to serve local ecosystem needs.



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