



# Scale | PropTech

**Cohort Overview**

January 2024



In collaboration with:

**GROWTH  
BUILDERS**

# Scale | PropTech

Innovations are creating new challenges and opportunities for businesses, and we believe it is vital to recognise and collaborate with fast growth scale-up technologies for the benefit of the sector.

The Scale Programmes provide the missing link between large organisations and the scale-ups on their growth journey. Our programmes are designed to connect high-quality scale-ups who are ready to scale with large progressive organisations looking to embrace new technologies and pioneering new services.

5

Scale-ups

£10.8m

Funded

86

Employees



## **Rob Walker, Scale | PropTech Programme Sponsor:**

Amid ongoing changes in the Real Estate landscape, characterised by technological advancements, fast-approaching decarbonisation targets, and evolving demographics, the industry faces significant challenges. Acknowledging the direct impact of these challenges, we recognise the importance of partnering with emerging technology companies to assist our clients in navigating these changes effectively.






While Real Estate may lag behind other industries in technological integration, there is a genuine anticipation of technology's potential to reshape the sector. The Scale programme, viewed as a valuable initiative, serves to reinforce PwC's commitment to the Real Estate Industry and provide essential support to our Real Estate Clients in adapting to the evolving landscape.

# Meet the cohort

Our cohort have been carefully selected as high potential companies who are rapidly scaling.

The companies have been working alongside PwC and GrowthBuilders to further progress their growth journey. They have received support from sales and marketing experts, guidance from senior executives within PwC, and extensive opportunities to engage with decision-makers from some of the world’s leading brands and enterprises.

The companies are asking for your support as they continue to scale, so if they are useful for your role, your business or your wider network, please get in touch!

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	AI-powered, scalable SaaS solution for Net Zero real estate investment and renovation planning	<a href="#">5</a>
	REAtIA - Revolutionizing Real Estate with AI-Powered Simplicity and Unmatched Market Data & Insight.	<a href="#">6</a>
	Fixing your building one Snap at a time.	<a href="#">7</a>
	The software for CRE professionals to market and monetize any space, in any property.	<a href="#">8</a>

# Bright Spaces



 [adam@brightspaces.tech](mailto:adam@brightspaces.tech)

 [brightspaces.tech](https://brightspaces.tech)



## Overview

Bright Spaces is a PropTech Start-up dedicated to creating customised 3D Digital Twins focused on compliance & aesthetics.

Our technology leverages the power of AI, data analytics, and user-friendly design to provide a comprehensive tool for space visualisation, transforming the way current and future office spaces are planned.

Bright Spaces 3D Digital Twins offer data-driven insights that enhance decision-making, reduce costs associated with wasted space, and improve overall workspace understanding. It significantly reduces the time and effort required for space planning and commercialising office spaces, allowing users to focus on strategic decisions.

**Director, Head of Growth**

**UK: Adam Ghadiali**

**Founded: 2019**

**Employees: 24**

**Funding: £3.1M**

**HQ: Bucharest & London**

## Use cases and benefits

With more than 1.5 million sqm mapped in 3D, Bright Spaces gained adoption in 14 cities and 5 countries. Clients include Avison Young, Skanska, Colliers, Adventum, CA Immo, and Revetas. The platform aids real estate players in digitizing and showcasing assets, spanning individual spaces to entire buildings and portfolios. Covering verticals such as office (long-term and flex), residential, industrial/logistics, and retail, Bright Spaces serves as a practical solution in the digital transformation of the real estate industry.

Bright Spaces sets a new standard in the industry by offering a 3D walkthrough of any prospective space. Their solution excels in showcasing the ESG, tech, and design features of spaces and projects, providing a comprehensive view of their potential. With the ability to instantly generate high-quality images from any viewpoint, Bright Spaces empowers real estate professionals to stand out in a crowded market. By leveraging their solution, clients can win projects up to 30% faster than competitors, establish themselves as market leaders, and achieve best-in-class 3D showcasing with less than 50% of the resources typically involved.



The interactive 3D layer for the Built World.

## Business model

Enterprise SaaS based on a number of sqm for: Real Estate Developers, Investors, Brokers, Architects, Fit Out Companies.



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[www.optiml.com/](http://www.optiml.com/)



**Co-Founder: Nico  
Dehnert**

**Founded: 2022**

**Employees: 15**

**Funding: £1.5M**

**HQ: Zurich, Switzerland**



**AI-powered, scalable  
SaaS solution for Net  
Zero real estate  
investment and  
renovation planning**

## Overview

Optiml was founded in October 2022 by Dr. Evan Petkov and Jordi Campos as a spin-off from ETH Zurich. Our scalable cutting-edge SaaS solution is built on models and algorithms that were developed over 10 years of research at ETH Zurich, adopted to the real estate sector and validated with >100 industry experts. The solution empowers real estate companies with Net Zero real estate investment and renovation planning, providing AI-powered Asset-to-Portfolio workflows for Investment, ESG, Asset, Portfolio, Construction and Acquisition Managers. In 2023, we raised a 1.5M pre-seed from leading ClimateTech VCs in Europe and the US. Ever since, we have grown our highly experienced team to ~15 FTE, including the latest co-founder Nico. We currently execute multiple pilot projects with leading real estate investors and owners in Switzerland, and selected EU countries, and continuously expand our footprint to further European markets.

## Use cases and benefits

- On Portfolio-level: Streamline Investment, Portfolio and ESG Management. Optimize Portfolio strategies (renovate, hold, sell). Balance the trade-offs of CO<sub>2</sub>e, cost and earnings, while meeting company targets and regulatory requirements now and into the future.
- On Asset-level: Empower Asset, Construction, and Acquisition Management. Streamline data collection and analysis of Assets for holistic decisions and scalable renovation planning down to component level. Ensure transparency and identify actionable measures that reflect industry best practices and the insights of your experts.

## Business model

We tackle the urgent need in Real Estate to adhere to the increasing sustainability requirements ("ticket to play") while securing profitability. We empower real estate asset management with an AI-powered, scalable digital SaaS solution to take impactful, realistic, and sustainable actions. The solution optimizes investment strategies and supports regulatory compliance towards Net Zero for entire portfolios, and details asset-specific renovation plans down to component level. The solution is based on subscriptions fees and offers clear USPs: economic (and swift payback), functional (for all building types), easy-to-use and intuitive, scalable and easy to deploy, interoperable with existing systems & tools, and science-based.



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[www.reatia.com](http://www.reatia.com)



**CEO: Hugo Venâncio**

**Founded: 2019**

**Employees: 11**

**Funding: £0.8M**

**HQ: Leiria, Portugal**



**REATIA -  
Revolutionizing Real  
Estate with  
AI-Powered  
Simplicity and  
Unmatched Market  
Data & Insight.**

## Overview

Experience REATIA - Where Advanced AI Meets Real Estate!

Our revolutionary platform brings together thousands of websites into one accessible location. With meticulously clean and deduplicated data, we offer you unparalleled control over the real estate market. Navigate the vast property landscape swiftly and efficiently, all in just a few clicks.

REATIA is not just a tool; it's your gateway to mastering real estate in seconds

## Use cases and benefits

REATIA stands out in the B2B real estate sector by delivering live market data, offering our clients a significant competitive advantage. Real estate professionals access up-to-the-minute property listings and market trends, enabling swift, informed decisions.

Investors benefit from real-time market snapshots and comparables, crucial for timely investment strategies. Market analysts rely on our live data feeds for current and accurate market research and forecasting.

Our unique insights, powered by live data, ensure that every client, from agents to investors, stays ahead in the fast-paced real estate market.

REATIA: your gateway to real-time market mastery and unparalleled business success.

## Business model

Revenue model: Subscription plans for our Web application software. We also sell data (Database, Snapshots, Comparables, AVM).

 [paul@snapfix.com](mailto:paul@snapfix.com)

 [www.snapfix.com/](http://www.snapfix.com/)



**Founder: Paul McCarthy**

**Founded: 2019**

**Employees: 21**

**Funding: £4.32M**

**HQ: Dublin, Ireland**

## Overview

Snapfix is the simplest app for managing operations, maintenance and work-orders. The hassle-free CMMS/CAFM app designed specifically for busy Property and Facilities Managers.

## Use cases and benefits

Snapfix offers infinite flexibility to manage all types of tasks, including:

- Maintenance (Reactive + Planned)
- Fire Safety Checks
- Health & Safety Checks
- Daily Operations
- Guest Requests
- Lost & Found
- "In case of emergency" procedures
- Standard Operating Procedures (making SOP's instantly available)
- Brand Standards
- Reporting

## Business model

Snapfix uses a Software as a Service (SaaS) business model. Customers have three options to subscribe:

- Pay by user: for 1-9 users
- Snapfix Pro: unlimited users, limited usage
- Snapfix Enterprise: unlimited users, unlimited usage, multi-account customisation, systems and smart-device integration, data migration, dedicated account manager.



Fixing your building  
one Snap at a time.



[ce@spacewise.net](mailto:ce@spacewise.net)



[www.spacewise.net](http://www.spacewise.net)



**CEO: Chalid El Ashker**

**Founded: 2020**

**Employees: 15**

**Funding: £1.5M**

**HQ: Zurich, Switzerland.**

## Overview

Spacewise is a dedicated, booking platform to market, manage and rent spaces at scale (especially Short-term/Specialty Leasing/Commercialisation)

Spacewise is reimagining how property professionals manage and market spaces. We make it easier to maximize potential by alleviating barriers while streamlining the leasing process. Leasing teams can use their own branded portal to capture leads or use other distribution channels to tap into the growing online demand.

Tenants love it and rate our solution 9.3/10.

## Use cases and benefits

- Branded property marketing platform to showcase portfolio, spaces and generate qualified leads on a single platform.
- Send marketing campaigns and receive qualified leads, binding booking requests and instant bookings in a few clicks.
- Generate contracts, automate billing and collect payments
- Detailed end-to-end analytics

Swiss Post, successfully rolled out nationwide and enlisted over 1,000+ spaces onto the platform, making it easier for branch staff and tenants to book spaces. 30%+ revenue increase YoY

## Business model

Our revenue model can be configured to suit any type of property management business.

We charge a SaaS-fee for Spacewise Pro based on the number of properties included in the program and their sizes (normally GLA).

If a client processes contracts and payments through the platform, we charge a transaction-volume based fee between 5-10% depending on the origin of a contract.



The software for CRE professionals to market and monetize any space, in any property.



**We believe collaboration is key to innovation, so we help corporates more effectively work with scale-ups, having experienced the challenges on both sides.**

We are company born from corporate innovation and our iterative and challenge led approach helps generate ROI from technology partnerships.

[growthbuilders.io](http://growthbuilders.io)

## Scale-up & corporate innovation

We love it. We've worked hands on with over 550 scale-ups across 15 sectors to enable big brands to harness the full potential of working with exciting new technologies.

Use our global scale-up network, experience of leading large company innovation teams and our nimble startup mindset, to facilitate rapid co-creation.



**Curated scale-ups** based on defined challenges that are strategically aligned



**Detailed assessment** of tech scale-ups with proven products



**Rapidly test** new technologies with minimised cost and risk



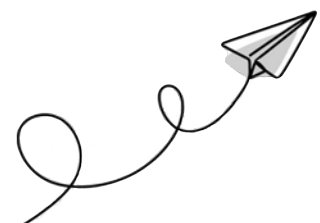
**Deliver ROI** and use cases to roll out in your business



**Proven delivery models** tailored to you: Innovation Campaigns, Labs, Sprints and CVCs



**Iterative & modular approach** so cost and resource are kept low as we do the heavy lifting



**30,000+**

global innovators assessed

**6,000+**

big brands supported

**550+**

scale-up alumni

**55**

global innovation projects

# Get in touch



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