



Scale | PropTech

2025 Scale-up Cohort



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.

8

Scale-ups

£200m

Funded

500

Employees



The Real Estate sector is undergoing significant transformation, driven by technological innovation, sustainability, shifting demographics and the expansion of digital infrastructure. At PwC, we are committed to partnering with emerging technology companies to help our clients adapt and thrive in this evolving landscape.

While traditionally slower to adopt technology, the Real Estate sector is now at a tipping point where innovation is set to redefine the industry. The Scale programme reflects PwC's dedication to supporting progress, fostering meaningful partnerships, and empowering our clients to navigate this transformation with confidence.

Rob Walker, Partner - UK Real Estate Leader








Meet the cohort

Our cohort has been carefully selected based on real challenges across the Real Estate landscape.

The companies have been hand-picked through a rigorous process and curated to tackle live challenges across Real Estate with their innovative solutions and technologies.

Connect with our amazing cohort or join our events (see below) to find out more!

[Register for showcase event](#)

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Noa Yeruham - Director of BD & Partnerships

Founded: 2019

Employees: 158

Funding: \$64m

HQ: Tel Aviv, Israel & New York, USA

Overview

Agora is an all-in-one real estate investment management platform, serving over 700 firms across the U.S. and globally. Agora helps real estate funds and syndications raise capital faster, improve investor satisfaction, and automate manual processes. The platform include a wide range of modules - Investor Portal, Fundraising Tool, Investor Onboarding, Cap Table Management, CRM, Document Center, Investor Reporting and Payments.

Agora optimizes daily operations for real estate investment groups and offers investor transparency. Unlike one-size-fits-all software, Agora prioritizes configurability and customization, allowing customers to adapt the technology to their business.

Client use cases

Currently serving over 700 customers with a total of \$210B+ of AUM managed on platform. Trusted by leading firms such as Kushner Group, Cain International, Equity Multiple and more.

Business model

End-to-end comprehensive platform of **software and services** designed to meet the specific needs of real estate funds and syndications.

Contact us to find out more



Real estate investment, real growth, real easy.

 natalja.napsep@bidrento.com

 bidrento.com



CEO: Natalja Napsep

Founded: 2013

Employees: 15

Funding: £1.3m

HQ: Talin, Estonia

Overview

Bidrento is a B2B, end-to-end rental property management system and tenant experience app designed to simplify and automate rental real estate management.

Bidrento centralizes property, lease, accounting, and day-to-day management operations into a single platform. Landlords and property managers can handle leases and tenant interactions on the go, thanks to advanced workflow automation and integrations that drive efficiency and support portfolio growth.

Tailored for professional landlords and property management companies, Bidrento includes a tenant app to ensure a seamless tenant experience. The app supports tenant onboarding, maintenance requests, invoice payments, and ordering or selling of extra services, improving retention and increasing revenue.

Bidrento is used by both commercial and residential property managers and operators combining all needed features into one easy-to-use solution

Client use cases

LHV Bank (UK & Baltics) has used Bidrento since 2022 to streamline real estate operations, managing rental assets efficiently with its property management system and tenant app.

Tallinn City Municipality implemented Bidrento in just 4 months, integrating with SAP and training hundreds of users to manage 5,000+ residential units and a vast commercial portfolio. Bidrento's automation, invoicing, and real-time data ensure efficient portfolio management and informed decision-making.

Business model

Bidrento offers flexible subscription options for its clients, using a subscription-based pricing model that charges landlords and property managers based on the size of the portfolio they manage, either by the number of units or the GLA.



One powerful platform for your entire portfolio. The leading property and tenant management software.



kevin.shtofman@cherre.com



cherre.com



CIO: Kevin Shtofman

Founded: 2016

Employees: 112

Funding: \$100m

HQ: New York, USA



Real estate data management made beautifully simple.

Overview

Cherre gives clients direct control over moving and managing their data, while providing the visibility, observability, and validation tools needed to improve data quality, support governance strategies, and establish data lineage for the rapidly changing regulatory environment.

With Cherre, clients can automate workflows, optimize processes, maximize efficiencies, reduce risks, and identify opportunities to increase profitability by making smarter decisions with confidence. Cherre partners with the largest data providers, applications, and solution and service providers in the industry, creating a full ecosystem that supports clients across all their data needs.

Client use cases

Global Real Estate Brokerage Firm

- Connected disparate market data and internal deal systems into a single source of truth
- Achieved 8x faster time to market (2 years to 3 months)
- Gained access to 160M+ properties with comprehensive details
- Enabled data-driven research and property intelligence tools to close more deals

Major Asset Management Corporation

- Unified data across 36+ active data pipelines
- Eliminated manual data connection processes
- Improved efficiency in reporting, forecasting, and valuation
- Enabled autonomous operating companies while leveraging aggregated data

Global Investment Manager (\$1T+ AUM)

- Streamlined data submission across 30+ property managers in multiple countries
- Automated validation workflows and standardized chart of accounts mapping
- Shortened close periods and reduced software costs
- Improved data quality through automated validation

International Investment Management Leader

- Centralized financial, commercial, and descriptive data
- Automated data ingestion, validation, and reporting processes
- Prepared data infrastructure for AI and LLM implementation
- Enhanced cross-team collaboration through unified data source

Business model

Cherre charges clients based on pipelines of information, charging as a pipeline is built into our platform and/or out of our platform toward the client's destination of choice (which can be multiple).

These pipelines may be for data a client enters themselves into an application, data they purchase from a 3rd party, or data they receive from Partners.

 kboyko@lenderkit.com

 lenderkit.com



Overview

LenderKit empowers real estate developers and investment firms by providing a customizable investment platform tailored to fractional property investments, lending operations, and crowdfunding. By simplifying fundraising, improving compliance, and enhancing investor experiences, LenderKit helps businesses launch and scale their platforms faster and with less risk, enabling deployment in months, not years.

Client use cases

LenderKit enables clients to streamline operations and improve investor management in the following areas:

- Fractional property investment platforms
- Lending platforms for business financing
- Equity crowdfunding for capital raising

Business model

LenderKit operates on a flexible license-based model designed to meet the needs of both growing and established investment firms. The platform offers scalable on-premise installations, with options for extensive customization through professional services.



Customisable
white-label investment
and crowdfunding
software

 cem.savas@plentific.com

 plentific.com



CEO: Cem Savas

Founded: 2013

Employees: 140

Funding: £80m

HQ: London, UK

Overview

Plentific is committed to building stronger communities where people can thrive. Its technology supports enhanced property operations for over 900 customers, including residential landlords, commercial property owners, housing associations, local authorities, and senior and student living providers. This impact extends to more than 3 million residents across 1.7 million units and over 5,000 service providers worldwide.

Plentific is a trusted partner in property operations software, supporting the housing industry with its world-class, AI-powered platform. Recognised for its award-winning solutions, their orchestrating SaaS platform connects owners, operators, service providers, and residents in real-time via a single, easy-to-use interface. Designed to optimise operations and automate workflows, the platform enables teams to be significantly more efficient in their day-to-day tasks.

Plentific enables providers to build a resilient supply chain by sourcing contractors based on unique client requirements, preventing backlogs and ensuring a timely delivery of works. Plentific's configurable system enables to rapidly deploy the solution without the need to develop own bespoke products. Plentific's platform provides the integration layer, enabling the housing sector to improve the service to residents, with simpler interfaces, enhanced workflows and automation.



Shaping the future of property operations.

Client use cases

Orchestrating and automating repair diagnostics, work order management, resident self-service, contractor and internal workforce management, as well as inspections and compliance management. Embedded AI fully automates maintenance processes and contractor engagement.

Business model

Plentific offers a SaaS platform with an embedded payments solution, charging clients and contractors a mix of usage and transaction fees. Plentific collaborates with renowned integration partners to ensure an easy integration into existing systems.

 philippe@thesuperowner.com

 thesuperowner.com



CEO: Philippe Le Fort

Founded: 2023

Employees: 3

Funding: Bootstrapped

HQ: London, UK



Superowner empowers property owners and their stakeholders to decarbonize buildings profitably and compliantly.

Overview

Superowner combines financial planning tools with outsourced energy transition CFO services to:

- Empower asset managers to make faster, better decisions using a net zero model enriched with data and advanced algorithms.
- Facilitate buy-in from management and investors through intuitive dashboards that simplify complex data into shareable insights for any building type.
- Minimise equity contributions by leveraging subsidies and third-party financing options while ensuring regulatory compliance.
- Mitigate risks and drive decarbonisation with win-win solutions for owners and tenants, including negotiating upfront financial contributions from tenants.

Superowner partners with leading technical experts and offers a white-label solution to enhance its clients' brand. By providing advanced analytics, polished visuals, and rapid delivery, Superowner equips clients with the tools and insights needed to achieve exceptional results.

Client use cases

Asset Managers & Corporate Owners

- a. Delivering compliant decarbonisation business plans for transactions, asset management, or dispositions.
- b. Negotiating financial incentives with tenants.
- c. Future monitoring of works.

Corporate Tenants

- a. Developing compliant decarbonisation business plans.
- b. Negotiating financial incentives with property owners.

Consultants and Engineers

- a. Converting decarbonisation audits into profitable business plans.

Banks

- a. Deal origination and green loans KPIs validation

Business model

Superowner offers a tech-enabled service that combines software and strategic advice. It charges a one-off fee per building for the initial financial analysis and a recurring fee for data updates and monitoring.

 alastair@verdafero.com

 verdafero.com



CEO: Alastair Hood

Founded: 2008

Employees: 5

Funding: Bootstrapped

HQ: San Jose, California



**Reducing Risk -
Transforming
Business**

Overview

Verdafero provides sustainability consulting and data analytics software services for the commercial real estate industry.

Through a combination of consulting expertise and innovative SaaS technology, we deliver actionable insights and intelligence on real estate assets. Our services help owners, operators, and strategic partners manage utility usage, costs, and ESG reporting requirements with a centralised, enterprise-wide approach.

Client use cases

SaaS

Verdafero's SaaS platform empowers commercial real estate owners, operators, and consulting partners to leverage data analytics and ESG reporting tools. This integrated platform enables clients to manage multiple locations seamlessly and engage more effectively with stakeholders.

Consulting

As a professional engineering firm and ENERGY STAR® Partner, Verdafero provides sustainability consulting services for over 26 million square feet of commercial properties annually. Clients include multi-family residences, office buildings, hospitality venues, and municipalities across the United States. In 2024, Verdafero was recognised as one of the Top 75 Most Active Service & Product Providers for ENERGY STAR® Portfolio Manager & Web Services.

Business model

Subscription Model

- Monthly/Annual Subscriptions
- Tiered Pricing

Consulting services

- Sustainability Consulting Fees
- Project-Based Fees

Partnerships

- Channel Partnerships
- Revenue Sharing

Data analytics & reporting

- Custom Reporting Fees
- Advanced Analytics Services

We deliver scale-up and corporate collaboration to drive commercial innovation.

We are a scale-up born from corporate innovation and so we really do understand both sides, that's why we know what works to get the best results!

growthbuilders.io

Scale-up & corporate innovation

We love it. We've worked hands on with over 600 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.



Targeted Scouting based on defined challenges that are strategically aligned



Detailed Assessment of tech scale-ups with proven products



Rapidly test new technologies that have been assessed using our wealth of experience



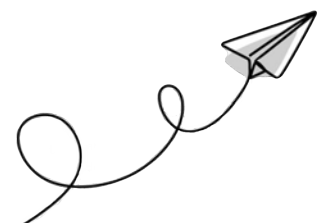
Track Record of ROI and use cases to roll out in your business



Tailored delivery models that work for you: Innovation programmes, Labs, Sprints and CVCs



Iterative & modular approach that keep costs and risk down to a minimum



35,000+

global innovators assessed

6,500

big brands supported

650

scale-up alumni

60

global innovation projects

Get in touch

Register for showcase event



Robert Walker

**Real Estate Leader UK
Sponsoring Partner**
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[https://www.pwc.co.uk/industries/
real-estate.html](https://www.pwc.co.uk/industries/real-estate.html)



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www.growthbuilders.io/accelerate

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