



# Scale | PropTech

Showcasing Industry Innovation

Scale-up cohort 2026

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

100+

Employees

5

Global HQs

“

The Real Estate sector is in the midst of a fundamental shift. Advances in technology, the urgency of sustainability and decarbonisation, evolving occupier and investor expectations, and the rapid maturation of digital infrastructure are reshaping how assets are designed, operated and valued.

Through the PwC Scale programme, we continue to support high-growth technology businesses that are solving real, commercial challenges across the real estate value chain. By connecting these innovators with our clients, we help accelerate adoption, unlock measurable impact, and support the industry as it navigates the next phase of transformation with confidence.

***Rob Walker, Partner - UK Real Estate Leader***









# Meet the cohort

Our cohort has been carefully selected based on real-time challenges across the Real Estate industry.

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](#)

Company	Overview	Page
	Our Tech Helps You Win.	<a href="#">4</a>
	Selling Homes. Redefined.	<a href="#">5</a>
	Managing home energy can be complex, we've made it simple	<a href="#">6</a>
	Find and Analyse any Property in Seconds	<a href="#">7</a>
	Detect leaks, reduce risk, and meet ESG targets	<a href="#">8</a>
	Unrivalled HVAC energy efficiency	<a href="#">9</a>
	Turn your building opportunities into realities, faster.	<a href="#">10</a>
	Govern estates, not work orders - prove outcomes, not effort.	<a href="#">11</a>



**CEO: Robin Rathore**

**Founded: 2016**

**Employees: 20**

**Funding: £2.3M**

**HQ: London, UK &**

**Market Harborough, UK**



**Our Tech Helps You Win.**

## Overview

Bamboo is a UK-based proptech company that provides white-labelled technology to estate agents, auctioneers, asset managers and housing associations, so they can offer, manage and control their own transaction and online auction services for their buyers and sellers.

Using our tech, Bamboo's customers can ensure a faster, more reliable bidding experience, with built in biometric ID checks on every bidder, payment handling and automatic document generation on successful sales. With almost 100,000 registered and verified buyers, Bamboo's tech speeds up transaction times and reduces fall through rates.

## Client use cases

Over 1200 estate agency branches in the UK use Bamboo's technology to sell properties 80% faster than the UK average and with much greater certainty rates.

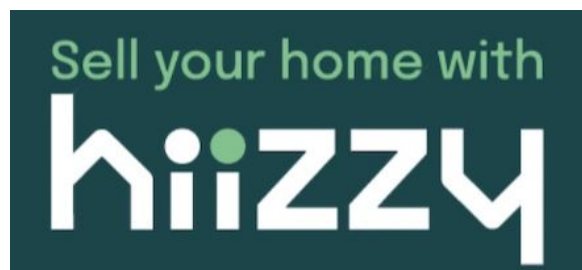
Our customers include highly reputable, national agents such as Carter Jonas, Jackson Stups, Fisher German, Andrews Property Group, Bradleys and Stags, who are using Bamboo's technology to sell a wide range of assets: from agricultural land and commercial properties to residential stock and buy to let properties.

Over £1.1bn worth of property has been transacted using Bamboo's technology, making us one of the leading tech-first platforms in the UK.

Bamboo is in the process of expanding internationally, with discussions underway with agents in 7 different countries.

## Business model

White labelled tech solution for real estate asset disposal. A fully managed, end to end solution available as a bolt on service.



**CEO: Lewis Buckley**

**Founded: 2024**

**Employees: 2**

**Funding: Angel**

**HQ: London, UK**

## Overview

Selling Homes. Redefined

## Client use cases

### Home sellers preparing properties for transaction

Sellers will use Hiizzy to create transaction-ready listings, structuring upfront property data so material issues are visible earlier in the process. This will reduce late-stage surprises and failed transactions.

### Buyers seeking certainty earlier in the journey

Buyers will benefit from listings where key information is accessible and standardised upfront, reducing the cost, time and uncertainty of progressing a purchase.

### Conveyancers, lenders and advisors downstream

By improving the quality and consistency of listing data, Hiizzy will reduce repeated information requests and trust-rebuilding across the transaction lifecycle.

### Investors and portfolio buyers

Transaction-ready listings will allow property to be assessed earlier and more efficiently, enabling property to behave more like a true asset class and supporting scalable investment models.

## Business model

Hiizzy is building transaction-readiness infrastructure for the property market.

In the near term, the platform is used to create and structure listings, with revenue generated through seller-paid access and listing fees that support data creation and validation.

As adoption grows, Hiizzy's structured property data layer will deliver transaction-ready listings enabling downstream monetisation across the transaction lifecycle, including integrations with conveyancing, lending, investment and market participants.

The model is designed to scale as a digital standard: once property data is structured and reusable, marginal costs reduce while network and data value compound over time.

“

Selling Homes.  
Redefined.





## Co-founder: Kailas Nair

**Founded: 2017**

**Employees: 65**

**Funding: \$15M**

**HQ: Cape Town, South Africa**



Managing home energy can be complex, we've made it simple

## Overview

Plentify is an AI-driven home energy management system (HEMS) that helps residential property developers, managers and owners reduce energy costs, improve grid resilience, and strengthen ESG performance. Using retrofit hardware and cloud intelligence, Plentify turns everyday household assets into smart, energy efficient devices without replacement or major capital expenditure.

## Client use cases

Plentify enables residential property developers, owners, and managers to deliver measurable energy, cost, and ESG outcomes across their portfolios, while improving the day-to-day experience for residents:

- **Portfolio-wide energy cost reduction:** Property owners use Plentify to lower peak energy demand and smooth consumption across large residential portfolios, reducing operating costs without appliance replacement or major capital expenditure.
- **ESG performance and green building leadership:** Plentify supports sustainability-led developers by improving energy efficiency metrics, reducing emissions, and strengthening ESG reporting and certification outcomes.
- **Market-leading residential developments:** Plentify works with the largest residential property developer in South Africa, which has over 30,000 EDGE certified apartments, enabling best-in-class energy performance at scale.
- **Improved resident experience:** Residents benefit from lower energy bills, reliable appliance performance, and seamless energy optimisation that works automatically in the background, without disruption or behaviour change.

## Business model

Plentify generates revenue through a combination of hardware sales and recurring software services. Customers purchase or deploy Plentify's retrofit devices, followed by ongoing subscription fees for cloud optimisation, analytics, and performance monitoring. Additional revenue is generated through utility and portfolio-level demand flexibility programmes.



## CEO & Founder:

**Nitin Aggarwal**

**Founded: 2019**

**Employees: 4**

**HQ: London, UK**



Find and Analyse any  
Property in Seconds

## Overview

Property Deals Insight (PDI) is a UK property data and intelligence platform providing a single, trusted view of property data, continuously enriched to support asset identification, valuation, compliance and portfolio decision-making at scale.

PDI has integrated and reconciled 30M+ UK property records from public, private and proprietary sources, creating a unified, decision-ready property intelligence layer.

The platform is used by investors, PropTechs, estate agency groups, lenders and asset managers to move beyond raw data and access decision-ready insights at scale.

## Client use cases

PDI supports a range of commercial and institutional use cases, including:

- Market intelligence and data feeds for PropTechs and CRMs (e.g. Loop Software, Krispy House, Agent Checker), supporting prospecting, valuation confidence and portfolio insight
- Planning and development intelligence for platforms such as iamproperty, enabling deeper due diligence, planning insight and risk assessment
- Asset sourcing and portfolio analysis for investors and asset managers, identifying on- and off-market opportunities using complex, data-driven criteria
- Automated valuation and reporting, including AVMs, analytics dashboards and enterprise-ready reports

PDI currently supports 8,000+ customers across the UK property ecosystem.

## Business model

PDI operates a B2B SaaS and data-infrastructure model, offering:

- Aggregated, reconciled and enriched property data
- API-based intelligence feeds and analytics
- SaaS platform, analytics and white-labelled reporting
- Bespoke data led solutions for institutions and partners

Pricing is typically usage- and volume-based, with enterprise engagements tailored to client requirements.



## **Business Development: Raice Felho**

**Founded: 2017**  
**Employees: 14**  
**Funding: £2M**  
**HQ: Brussels**



**Detect leaks,  
reduce risk, and  
meet ESG targets**

## **Overview**

Shayp is the water intelligence platform for property portfolios. 95% of building water anomalies go undetected, costing owners money, causing damage, and undermining ESG commitments. Our platform changes that - retrofit sensors feed real-time data to our AI, which automatically identifies leaks, predicts their cause, and prioritises repairs by cost impact. The result: 21.8% average water savings, payback under 12 months, and the data property managers need for GRESB, BREEAM, and net zero reporting. We've equipped 8,000+ buildings across Europe

## **Client use cases**

Lidl - Ikea - Microsoft - Amazon - Eiffage - AG real estate

Over 10 billion litres of water saved

This is what we achieved in 2025.

That's enough household water for 200,682 people for an entire year. Or 4,013 Olympic-size swimming pools.

These numbers came from 6,953 water meters connected to Shayp technology, monitoring buildings across 12 countries, and resolving 85,408 leaks across our network.

## **Business model**

Shayp operates a Hardware + SaaS model : We sell a combination of IoT hardware (retrofit dataloggers) and a SaaS platform subscription. Clients pay for the hardware installation upfront or as part of a package, then an annual subscription for our AI-powered analytics platform that monitors water 24/7, detects leaks automatically, and provides actionable alerts. ROI is typically under 12 months through water savings alone.





**JP Johnson**  
**Senior Energy**  
**Consultant**

**Founded: 2011**  
**Employees: 14**  
**Funding: Self-funded**  
**HQ: Dublin, Irl**

## Overview

*Symphony Energy enables existing commercial buildings to meet their 2050 energy efficiency targets today—decades ahead of schedule.*

*A multi-award-winning company at both national and international level, Symphony delivers deep, measurable efficiency gains by retrofitting intelligent technology onto existing HVAC systems. This avoids costly system replacement, minimises disruption, and makes decarbonisation affordable at scale.*

## Client use cases

The Symphony HVAC Optimisation solution can be applied to any mechanically ventilated commercial building - office, retail, mixed use, warehouses. Recent clients include PwC, Brookfield, Tesco, Royal College of Surgeons of Ireland.

## Business model

Energy Performance Contracts with a guaranteed 5 year payback. Symphony paid exclusively from the actual savings achieved.



Unrivalled HVAC  
energy efficiency



## **Business Development: Matthew Deacon**

**Founded: 2022**

**Employees: 15**

**Funding: £8M**

**HQ: Brussels, Belgium**

### **Overview**

Trigrr empowers every stakeholder in commercial real estate — from asset managers and owners to facility managers and occupiers — with a single operational platform.

By uniting business insights, live control and AI in one intuitive suite, Trigrr turns assets into Living Buildings — delivering unprecedented efficiency, seamless user experience, and measurable cost optimisation.

### **Client use cases**

Operational at over 100 developments in Belgium, Trigrr continued expansion into France and the UK in 2025 where we are now working with clients including Patrizia, CBRE, JLL, Saint-Gobain, SPIE, Railpen, and many more.

### **Business model**

As a hardware-free SaaS solution, Trigrr integrates seamlessly with existing and planned building systems, regardless of age. From elevators and AV systems to occupancy, CO<sub>2</sub>, and lighting sensors, and BMS, HVAC, and ACS controls (in fact, any communicating device), it ensures full interoperability of all hardware and software devices.



Turn your building opportunities into realities, faster.

Trigrr partners with certified Master System Integrators (MSIs), client-preferred vendors, or internal teams to deliver seamless platform integration. We do not deploy directly, ensuring flexibility and alignment with clients preferred approach.

Our SaaS licensing model is simple and transparent — priced per square foot of managed space.

With over 40 offices worldwide, our certified MSI partners provide global coverage, enabling scalable deployments at a highly competitive cost.



**CEO: Umesh Bhutoria**

**Founded: 2018**

**Employees: 15**

**Funding: \$400K**

**HQ: Melbourne, Australia**



Govern estates, not  
work orders - prove  
outcomes, not effort.

## Overview

Xempla is an AI-native Facilities Management and Operations platform built to govern outcomes across complex, asset-heavy estates. It enables FM and O&M teams to move from managing activity to governing performance—reducing cost, improving reliability, and optimizing energy outcomes through continuous, prioritized decisions.

With over 30,000 assets under autonomous maintenance, Xempla is trusted by organizations across India, GCC, APAC, and the UK, including Ramsay Health Care, Sodexo, EnergyAustralia, and Sila.

Xempla operates as an intelligence layer above existing CMMS, BMS, IoT, and energy systems—providing portfolio-level visibility, control, and accountability. The platform is configurable by design, allowing decision logic to align with asset criticality, risk posture, and operating strategy.

## Client use cases

Xempla is used to:

- Reduce unplanned downtime and operational volatility
- Prioritize maintenance based on risk, cost, and criticality
- Optimize maintenance spend without compromising reliability
- Improve energy efficiency and sustainability performance
- Enable auditability, governance, and performance reviews

Most effective in large, distributed estates where decision quality determines outcomes.

## Business model

Xempla is delivered as an AI-native Facilities Management Operations platform, integrated with existing enterprise systems.

It is deployed as subscription-based SaaS, or through an outcome-based model where Xempla underwrites defined FM and O&M outcomes and participates in the net savings achieved—aligning incentives to cost, reliability, and energy performance.



## 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](https://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



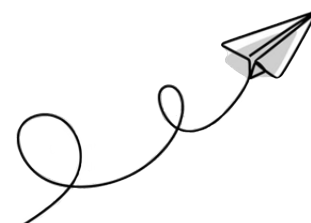
**Track Record of ROI** and use cases to roll out in your business



**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

**65**

global innovation  
projects

# Join our cohort showcase events here.



**Stephen Meager**  
Partner, GrowthBuilders

[stephen@growthbuilders.io](mailto:stephen@growthbuilders.io)  
+44 7808 798 337



**Rob Walker**  
Partner, PwC

[robert.j.walker@pwc.com](mailto:robert.j.walker@pwc.com)



**GROWTH  
BUILDERS**

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

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, PricewaterhouseCoopers LLP, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2025 PricewaterhouseCoopers LLP. All rights reserved. In this document, "PwC" refers to PricewaterhouseCoopers LLP (a limited liability partnership in the United Kingdom), which is a member firm of PricewaterhouseCoopers International Limited, each member firm of which is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.

2025-11-24\_RITM4167052