



Cocircular, Snapland and Loopa, winners of the second edition of The District's Proptech Startup Forum

A software for circular waste management, Artificial Intelligence that transforms data into valuable information, and Big Data for retail investors, have been the awarded projects

The start-ups have had the opportunity to present their business proposal in front of international investors and capital companies in the framework of the real estate summit and in collaboration with La Salle Technova Barcelona

Barcelona, October 03, 2023 - Managing the waste generated by construction or improving the analysis of data that the real estate industry wastes are just some of the challenges that the winning startups of the **Proptech Startup Forum 2023** are tackling. The forum was held as part of The District, Europe's largest real estate summit for all capital players, which closed its doors on September 22 with a total of 10,467 attendees.

In this sense, The District, with its second edition, has established itself as the benchmark event for real estate, setting the agenda and making Barcelona the European capital of Real Estate. The event brought together more than 390 international experts from world-renowned real estate companies such as Blackstone, Blackrock, JP Morgan, Goldman Sachs, TPG, Stoneshield, King Street and Stronghold, who shared the economic macro trends for the new real estate year, which began this September.

In this context, the Proptech Startup Forum 2023 was held, a competition in which the ten most innovative technology startups for Real Estate presented their value proposition to global companies and investors. The three startups that emerged as winners of the forum were **Cocircular**, with a technological solution that manages construction waste, of which today only 30% is recycled; **Snapland**, which transforms, based on AI, real estate data into intelligent information that is easy to understand; and **Loopa**, which applies Big Data to help retail investors navigate the market.

Incubators to accelerate proptech innovation

The sector, which had been more conservative until a few years ago, is seeing how the impact of digitization is favoring the creation of new business models, greater efficiency and acceleration of processes, better sustainability in its assets, more agile decision-making thanks to predictive analysis, and a focus on the user experience. In addition to advancing other trends such as the tokenization of assets thanks to Blockchain, or the irruption in the Metaverse.

As in many other sectors, it has been proven that innovation and external innovation sources, such as startups, are the instrument that allows real estate to see trends, test new products and services, and propose new business models. To continue this growing trend, experts point out that in Europe, Proptech startups need to continue to grow and grow. According to market data, the number of European startups created in the last 10 years was only 330, with the UK topping the ranking with 109, while the US leads the global list with more than 50% of the startups founded in Proptech worldwide. In the case of Spain, the country is still far behind, creating only

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19 in the last 10 years, and many of them do not achieve sufficient levels of maturity to grow and scale.

Startup incubators play a transcendental role in helping companies to grow, both at European and national level. The incubator makes it possible to reduce the chances of failure of a startup at an early stage and has a profound impact on its growth and the consolidation of the ecosystem. Therefore, the promotion of projects to support Proptech startups from their creation and growth is crucial if the sector is to continue transforming and not lose positions internationally. That is why The District together with La Salle-URL, and its innovation park La Salle Technova Barcelona, collaborate in the Go2Scale Acceleration Program, which focuses on the construction sector and new materials, and where Proptech projects will also be accompanied.

The accelerator, which supports startups in the sector at different stages of growth (market launch and scalability) is based on the Lean LaunchPad methodology. A methodology originating in Silicon Valley and where La Salle collaborates with one of its co-founders, Dr. Jerome Engel of UC Berkeley, since its implementation in Spain. One of the strengths of the accelerator is its link with the industry, in this case real estate, and to provide access to an entrepreneurial community of Proptech, which La Salle has been consolidating since 2018. And where The District will play a key role by bringing together mature agents in the sector with entrepreneurship.

About The District: is an event organised by [NEBEXT](#), a company specialised in professional events focused on innovation and technology transfer such as [Digital Enterprise Show](#), [REBUILD](#), [Pick&Pack](#), [Food 4 Future – Expo FoodTech](#), [Tourism Innovation Summit](#) or [Advanced Factories](#).. THE DISTRICT has a Hospitality area and a congress programme in 5 auditoriums - The District World Summit 2023 - the largest European congress on innovation in the real estate industry. It is the main meeting forum where investors and sources of capital from the Real Estate sector come together to seek opportunities, new real estate projects that drive urban transformation, with the aim of designing the future of the Real Estate sector in Europe.

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