



## Generative AI and Software as a Service: Where venture capital is focusing in Europe

**The District 2025 will showcase digital solutions opportunities in Real Estate while highlighting the role of proptech companies and investment in driving their development**

**Leaders from firms such as Fifth Wall, JLL, Greystar, PGIM, Castellana Properties, and HP will share their success stories of technological integration at the event**

**Barcelona, August 6, 2025** – According to market reports, investment in emerging talent within the real estate sector is currently focusing on two main areas. First, on software as a service (SaaS) companies capable of covering the entire value chain or multiple functions—such as those managing everything from bookings to accounting in hotels. Second, on startups that structurally incorporate generative AI into their business models.

The main reason capital is concentrating on these types of solutions is the efficiency improvement they bring to Real Estate processes—a key factor driving their demand. This demand exists within a European market in which venture capital investments reached €406 million in the first quarter of 2025, according to the Center For Real Estate Technology & Innovation (CRETI). This indicates a maturing market, with a focus on two ends of the spectrum: early-stage startups (seed rounds) and established companies seeking to scale or obtain debt financing.

As a result of this positive trend, evident in countries such as Finland, the Czech Republic, Germany, and Spain, [The District 2025](#), Europe's largest capital-focused real estate event, taking place **from September 30 to October 2 in Barcelona**, will host a dedicated forum to analyze the disruption being driven by exponential technologies in the sector. It will also explore the movements of venture capital at a time marked by increasing debt and growing institutional fund presence in the financial landscape.

### **AI Under the Microscope**

Artificial intelligence is making strong inroads into the real estate sector. In fact, 67% of industry companies globally already use AI for property valuation, according to various specialized consultancies. For this reason, *The District 2025* will feature executives from **Fifth Wall, JLL, Greystar**, and architectural studio **Studio Tim Fu**—renowned for blending human creativity with AI—who will present success stories on how machine learning and generative AI are transforming all functions within Real Estate.

**Amar Amte**, CEO and Founder of Pegbo, a tech company designed to automate contractor sourcing and monitoring, and **Juan Nieto**, General and Founding Partner at Zacia Ventures, will spotlight the opportunities AI is creating in construction. These opportunities will also be explored in asset management areas such as rental and performance monitoring, with input from leaders at **Placemaking AI**, whose solution boosts commercial growth by identifying key features of specific zones, investment firm **PGIM**, and AI-focused company **V7**.

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Additionally, **Adam Burstow**, Business Development Lead at AWS for engineering, construction, and Real Estate sectors across Europe, the Middle East, and Africa, will unveil upcoming AI functionalities set to enter the market in the coming years.

### From IoT to Tokenization

Beyond AI, The District 2025 will also address other exponential technologies that are transforming the real estate industry and making it more efficient. It will explore the potential of digital twins, 3D mapping, and augmented reality, among other digital tools that are enhancing planning, sales, and investor decision-making. **Carlos Guinea**, Director of Innovation at Castellana Properties, along with an executive from **Cellnex Telecom**, will share their perspectives on applying IoT to buildings to improve their management and user experience.

Meanwhile, **Yael H. Oaknín**, CEO and Founder of Token City, will analyze the advancement of asset tokenization, a tool that streamlines transactions, boosts liquidity, and enables fractional or alternative ownership models.

### The Global State of PropTech

PropTech startups will also take center stage at Europe's leading real estate capital event for the innovation they bring to the sector. **William Shaw**, CEO and Co-founder of Hococo—a company that strengthens landlord-tenant relationships through a SaaS platform—will present his success story and journey to bring his vision to life within the Real Estate industry.

This journey is made possible through financing, international expansion, and business integration, among other factors. **Sylvia Georgieva**, founder of PropTech Bulgaria, will delve into this topic alongside **Deividas Jacka**, Co-founder of PropTech Lithuania, to discuss the role of European associations in connecting capital with entrepreneurial talent. Similarly, **Xavier Juárez**, HP Construction Services Director, will explain how to incorporate, accelerate, or acquire a startup within a consolidated organization.

At the same time, The District 2025 will host the presentation of the main conclusions from the **2024 Global PropTech Trends Barometer**, developed by ESCP Business School and the Government of Monaco. The report will reveal regional growth patterns and the role of AI in shaping future real estate ecosystems, among other insights.

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**About The District 2025 (September 30 - October 1-2, Fira Barcelona Gran Via):** is the largest European event dedicated to Real Estate from the capital perspective. The summit has a Hospitality area and a content program in The District World Summit 2025, the global reference congress on capital structures, which has 5 auditoriums. It is the main meeting forum where the different Real Estate agents who are looking for opportunities and new real estate projects meet with the aim of designing the future of the sector in Europe. The District is an event organized by NEBEXT - Next Business Exhibitions.

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