



# Proptech Denmark

Skabelsen af en digital innovationshub  
i en konservativ og analog branche



# PropTech Denmark

- Non-profit medlemsorganisation, stiftet i 2019
- Vi er en innovationshub der arbejder for at øge innovation og digitalisering inden for fast ejendom:
  - Vi hjælper etablerede spillere med at blive bedre til at forstå og anvende de nye digitale muligheder og løsninger
  - Vi hjælper proptech-startups og teknologileverandører med at komme ind i branchen og forstå den, styrke deres netværk og forbinde dem med investorer
- Et netværk der samler hele værdikæden inden for ejendomsbranchen

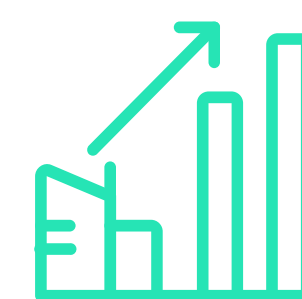




Hvad er proptech?

# Prop-Tech\*

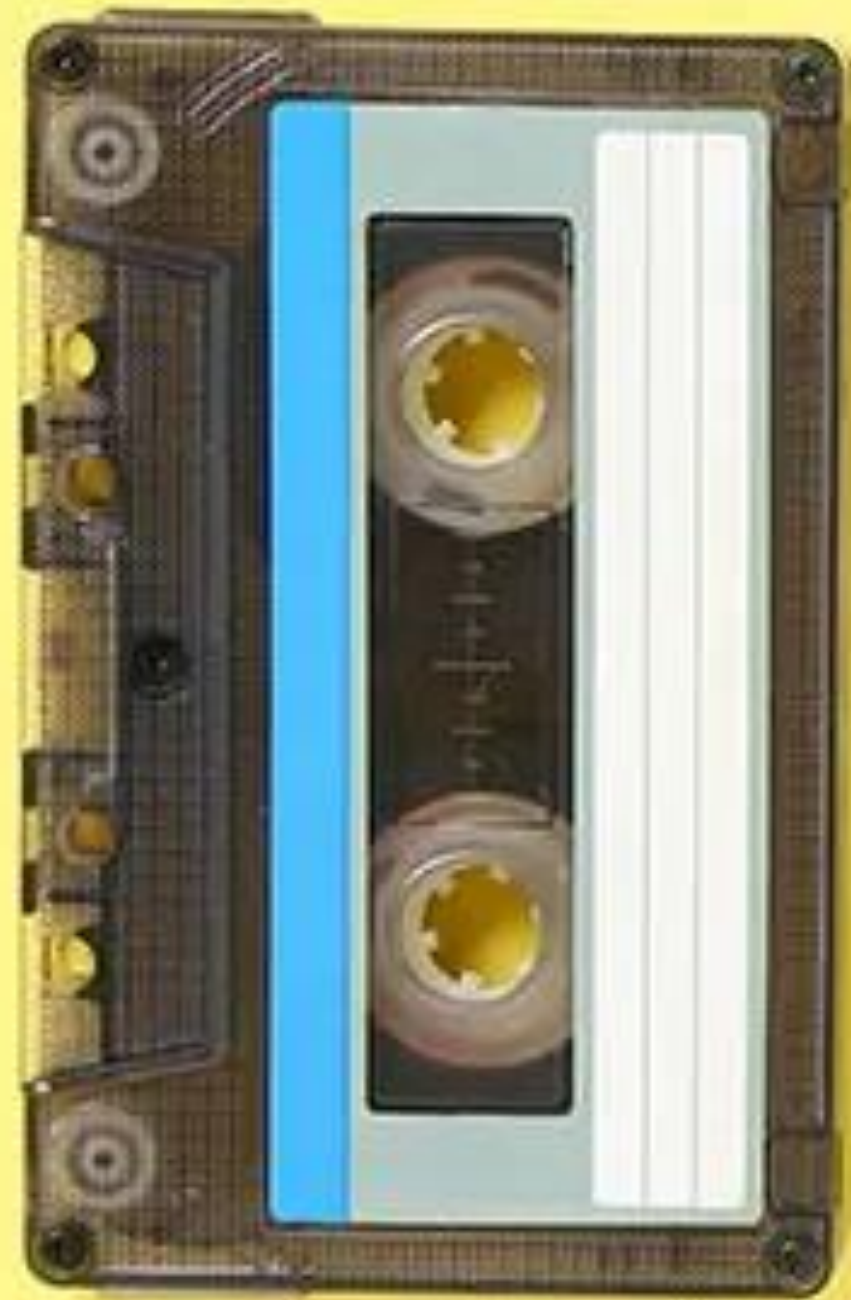
*\*Proptech [property technology] er et begreb, der beskriver de mange nye digitale løsninger og forretningsmodeller som er med til at gøre de måder vi finansierer, udvikler, bygger, driver, anvender og handler vores ejendomme på mere effektive, hensigtsmæssige og mere bæredygtige.*





# 01

## Hvorfor blev vi skabt



Real estate



Forward thinking  
Real estate



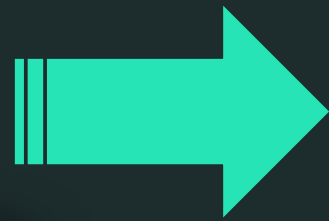


No thanks!

We are too busy



Traditionelle  
forretningsmodeller  
presses af nye  
teknologier og  
forbrugerpræferencer

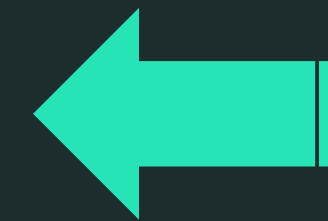


### Interne brancheudfordringer

- Lav innovationskapacitet
- Manglende kultur for samarbejde
- Svært ved at komme i gang med den digitale transformation



Klimakrise og  
grøn omstilling





# 02

Hvordan blev vi skabt



It all started  
with 483 cups of  
coffee...





FEBRUARY 2020:

# Denmark (finally) enters the future of real estate!



- [HOME](#)
- [ABOUT](#)
- [COMMUNITY INSIGHTS](#)
- [HUB EVENTS](#)
- [ACADEMY](#)
- [PODCAST](#)



JOIN US

## Join the Future of Real Estate

We help accelerate & nurture innovation, technological development & digital transformation in Real Estate.

LEARN MORE

# February 27th PropTech Denmark official launch

**170 medlemmer**

50% er etablerede ejendomsaktører - 50% er innovative tech-virksomheder

Mere end **5.600 følgere** på LinkedIn

**2.500 personer** inden for ejendomsbranchen modtager vores nyhedsbrev

**5 fultidsansatte** i sekretariatet

**50+ events og aktiviteter** hvert år



# 03

Hvad laver vi?



# Hvad vi tilbyder



## community

- Faglige events
- Netværksarrangementer
- PropTech Forums: Erfarings- og videndelings via vores tematiserede netværksgrupper



## proptech partnerprograms

- Skræddersyede digitale modningsforløb
- Teknologi, innovations og inspirationsforløb



## proptech ACADEMY

- Proptech-kurser og kompetenceudviklingsforløb
- Proptech-læringsunivers
- Proptech-guide – inspirationskatalog med konkrete løsninger



## proptech LAB

- Kontorfællesskab og living lab i Bloxhub i hjertet af København
- Start-up growth aktiviteter



# Kernen i vores værditilbud er viden og netværk

=

# vores medarbejdere



## Michael Ambjørn

Managing Director

Michael generally strives to bring people together, create connections, and enable change. With more than 20 years of experience in leading people, Michael has run organisations, chaired boards, and developed change-makers across five continents. As a former IBMer and Urbantech, Rainmaking MD, Michael aims to help scale PropTech Denmark even further.

+45 53 84 10 27  
[ma@proptechdk.dk](mailto:ma@proptechdk.dk)



## Jakob Stoumann

HUB Director

Jakob is our "in-house" anthropologist & HUB specialist. He has a background as CEO & advisor in a Nordic consultancy focusing on innovation policy and digital transformation. He thrives where worlds meet, working in the intersections of corporates, startups, investors, academia, public authorities, civil society, & new tech.

+45 24 47 59 27  
[js@proptechdk.dk](mailto:js@proptechdk.dk)



## Sofie Venndt

Innovation Director

Sofie is a next-level innovation geek motivated by the great innovative potential of not just people & organizations but also the real estate business. From years of experience at Implement Consulting Group, among others, she knows how an innovative mindset can transform not only company culture but bottom lines.

+45 26 81 22 40  
[sv@proptechdk.dk](mailto:sv@proptechdk.dk)



## Aya Fabricius

Head of Communications

Aya is our proptech-communicator. With a background in philosophy, creative communication & visual culture, she explores new ways of putting life into cold bricks. Her side-gig as CCO in a space-as-service proptech startup keeps her tuned on developments in end-user-orientated real estate.

+45 28 73 20 60  
[af@proptechdk.dk](mailto:af@proptechdk.dk)



## Zina Bosse

Community Manager

Zina is our community Schweizer knife. With a background as an architect, she has worked on a range of different projects, all focused on how we can create the best conditions for human well-being, communities, and climate in our built surroundings. She gets her energy from new ways of thinking community, so ping her if you have ideas!

+45 60634435  
[zb@proptechdk.dk](mailto:zb@proptechdk.dk)



## Ella Aaby

Communications Associate

Ella primarily assists our Head of Communications while studying at Copenhagen Business School for a bachelor's degree in Business Administration, Market Dynamics, and Cultural Analysis. Before beginning her current studies, Ella lived in New York, where she worked as a PR intern alongside studying Advanced English and International Business.

+45 60220929  
[ea@proptechdk.dk](mailto:ea@proptechdk.dk)

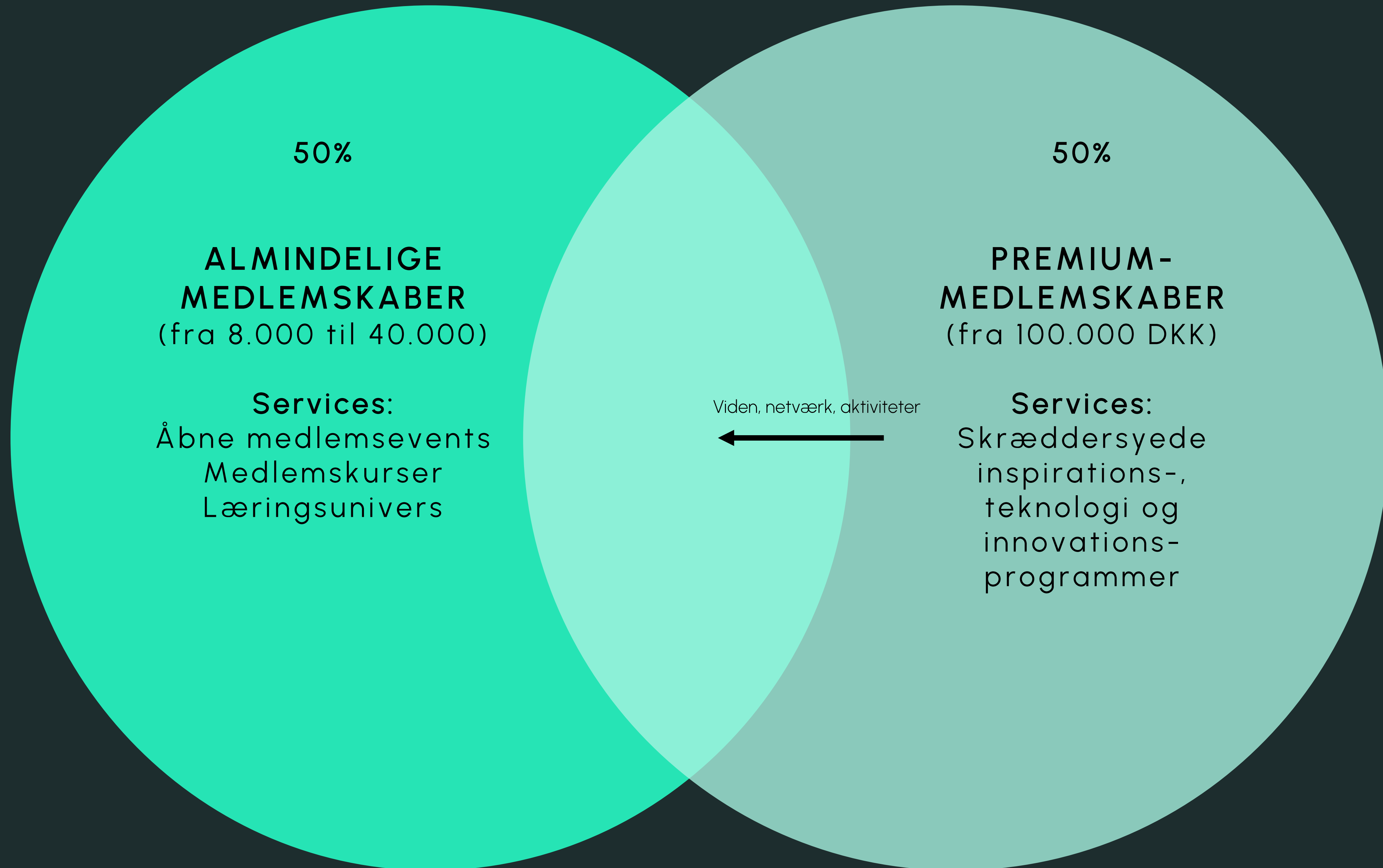


# 03

Hvad er vores forretningsmodel?

100%  
privat  
finansierede





50%

**ALMINDELIGE  
MEDLEMSKABER**  
(fra 8.000 til 40.000)

**Services:**  
Åbne medlemsevents  
Medlemskurser  
Læringsunivers

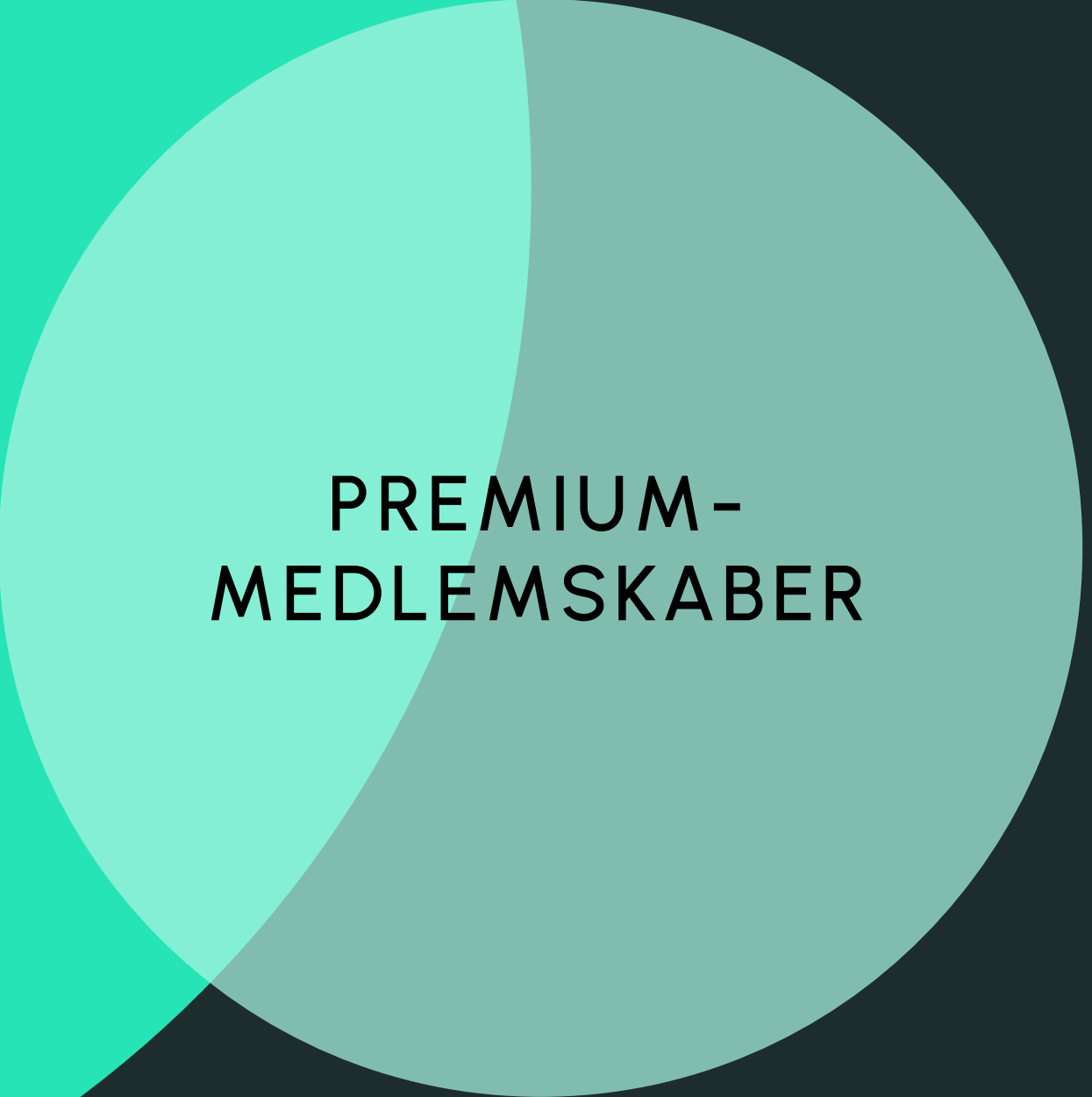
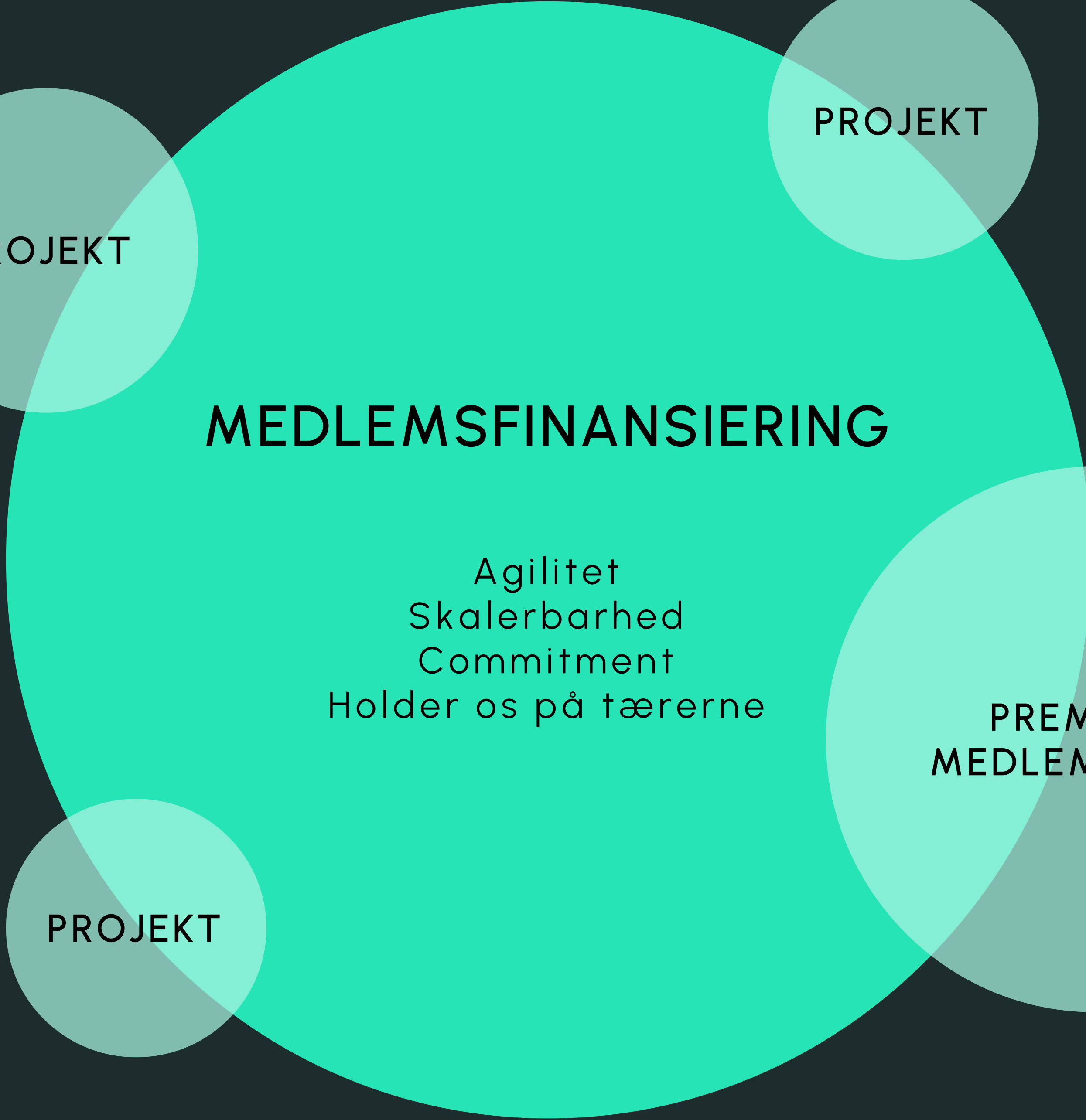
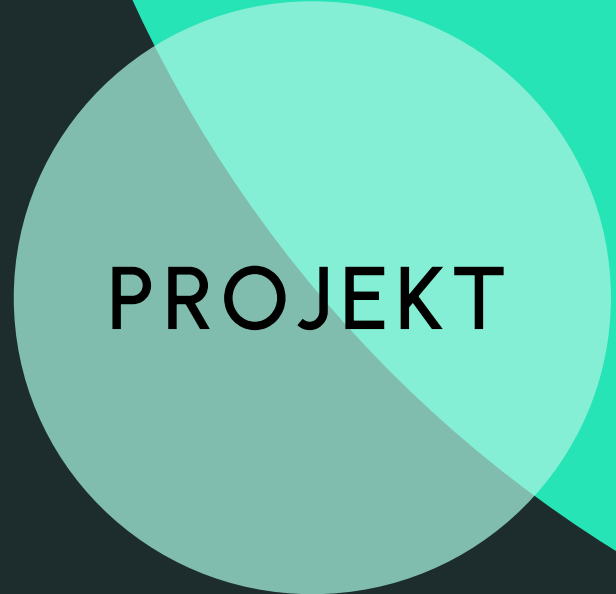
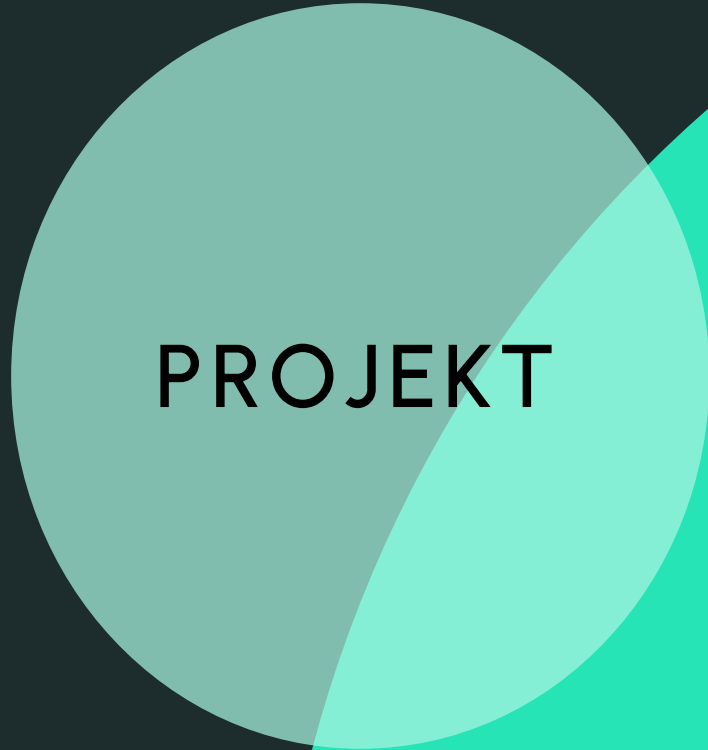
50%

**PREMIUM-  
MEDLEMSKABER**  
(fra 100.000 DKK)

**Services:**  
Skræddersyede  
inspirations-,  
teknologi og  
innovations-  
programmer

Viden, netværk, aktiviteter







# 04

## Virker det?



## Vores medlemmer siger...

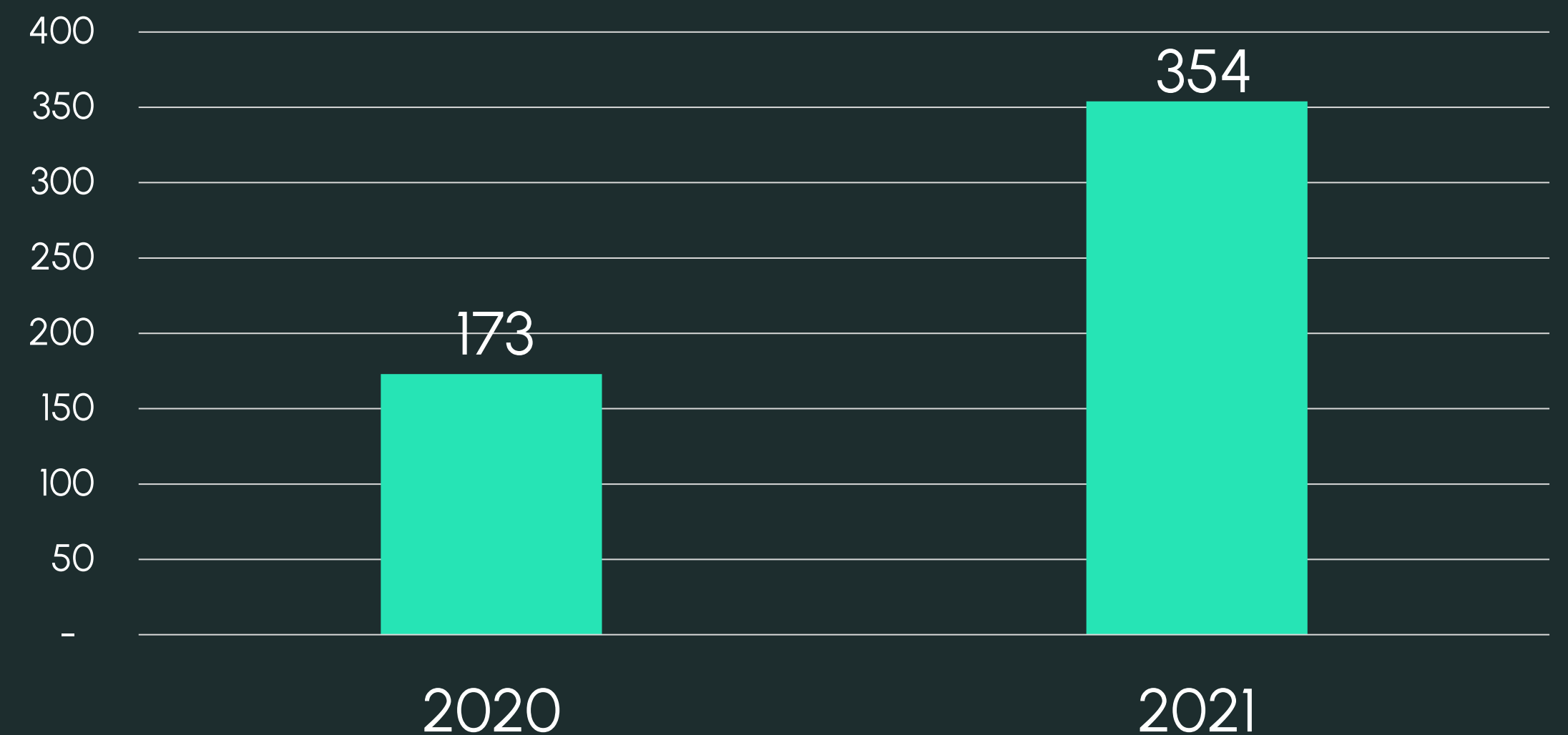
- 90% mener, at vi har givet dem **viden eller inspiration**, de ikke kunne have fået andet steds
- 86% at vi har **øget vidensdeling** om digital transformation i ejendomsbranchen
- 75% at vi har **øget digital transformation og innovation** i ejendomsbranchen
- 60% at vi har bidraget direkte til **udviklingen af deres egen forretning**

## Investeringer stiger...

Total Investments in 2021:

# 354 Million DKK

Investments in Danish proptech startups & scaleups in million DKK





**31%** har samarbejdet med en proptech startup inden for det seneste år

I 2020 var det kun **18%**

Tak for opmærksomheden