

Omnichannel Solutions

PropTech Challenge by CBRE Spain

PROPTech
CBRE

2022



Agenda

01/ Introduction

02/ Retail

03/ Office

04/ Living

INTRODUCTION

Omnichannel Solutions are becoming well established in the Real Estate sector, being their primary goal to blend the physical and digital worlds to create **phygital products, services and experiences**. Technology was the main barrier to implementing and developing omnichannel solutions until not so long ago. However, nowadays, with already mature technologies such as **IoT, Computer Vision, Smart Sensors, Big Data and AI**, the technological barriers have diluted, allowing PropTech's to build innovative products and solutions from which the whole Real Estate sector can benefit.

At **CBRE PropTech** we have taken a deep dive into some of the **most promising solutions** on the market by running the **Omnichannel Solutions Challenge**. As a result, we have received close to **70 startup** candidacies from over **17 different countries**, ranging a wide spectrum of PropTech topics and products. In this report, we will highlight some of the most innovative solutions we have come across, categorized by their Real Estate targeted product:



Retail



Office



Living



CATEGORIES



Retail

The retail sector is one of the most benefitted by the appearance of new Omnichannel Solutions. We consider the most important trends in the field to be **Omnichannel Analytics** and **Omnichannel Experience**. The startups picked for this category display are truly phygital solutions focused on these trends.

- o Oriient
- o Sook
- o Poet, by Skandal



Office

The selected startups for this category fall under two fundamental principles. **The first one is ESG**, which can be achieved through HVAC optimization to reduce buildings carbon footprint. The second one is **Work-Life balance and flexibility**, driven by flex spaces and pioneering working solutions.

- o Metrikus
- o Othership
- o Petti



Living

Home buying or selling is not an easy task, neither for companies, nor for individuals. It can be a cumbersome process involving many different parties such as an agency, bank or public notary. The PropTech's picked for the Residential category try to ease up this route by **providing solutions to companies and individuals**.

- o Gestorial
- o Lintil



01/ Retail

RETAIL



Location Services leverage GPS to help us find our way, track various services, and get personalised experiences based on traffic data. The problem with GPS is that it stops at the door and is not available indoors, which is a struggle for the Real Estate industry. Using geomagnetism technology, Oriient is a software-only indoor positioning solution (no beacons or Wi-Fi) that is accurate and works on smartphones in any building in the world.

Indoor wayfinding allows tenants, staff or emergency response teams to find a room, person, office or event quickly, eliminating the need for human assistance. Indoor location-tags make daily maintenance and operations activities precise and efficient, saving everyone involved time and frustration. And with real-time monitoring and historical data analysis, Oriient gives full visibility into how a building is used, highlighting traffic flow, patterns, and dwell times, which can in turn be used to optimise how a space is utilised, staff performance, and daily operations.

Since Oriient's IndoorGPS does not require any hardware installation, it is easy to deploy and highly scalable, making it an attractive option for building owners / facility managers / cleaning and security companies looking to provide their staff and visitors with an enhanced omnichannel experience.



Country of origin:
Israel



Headcount:
30



HQ:
Tel Aviv



Funding:
> 4 M



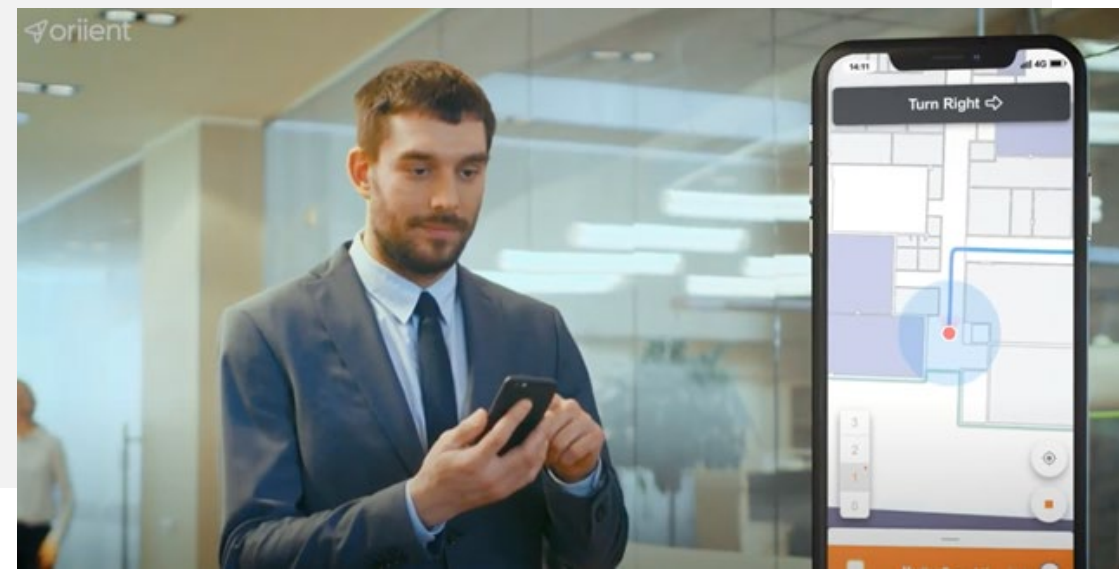
Operating countries:
USA, Canada, Germany and
Japan



Omnichannel
Analytics



orrient.me



RETAIL

Sook

Sook provides occupancy solutions to both landlords and occupiers by attracting customers with leasing flexibility, revenue maximisation, and a physical space for today's digital marketplace.

The relationship between landlords and occupiers is broken, and this is due to the misalignment of expectations of landlords struggling with high vacancies but offering traditional terms, whilst occupiers demand flexibility. Sook's solution is a digitally-enabled, modular fit-out that allows occupiers to create and implement a multichannel sales campaign with ease through designing, activating & fractionally leasing their own stores in prime physical retail locations through Sook's online platform. Sook's digital walls and modular furniture remove the cost and complications of fitting out a vacant pop-up space, enabling occupiers to drive maximum engagement in a shorter time period saving them costs.

This subsequently allows landlords to optimise vacant shops through selling time to occupiers on flexible and affordable terms and penetrate an online market that prior to Sook they were unable to access.



Country of origin:
UK



Headcount:
30



HQ:
Oxford Street, London



Funding:
> 1.3 M



Operating countries:
UK, Canada (2022)



Omnichannel
Analytics



sook.space



RETAIL

SKANDAL
.TECH

Advanced Real Estate is increasingly delivering experiential environments. Merged physical and digital worlds allow for the creation of new kinds of immersive experiences. These can serve instrumental functions such as active wayfinding, safety and wellness and quality parameters such as usability, visual perception and comfort. They can also create a sense of wonder, drive behaviours and enable new revenue models.

Skandal Technologies is an ambient communications solutions provider, developing software and integrating hardware for the purposes of influencing human experience and behaviour in built environments.

Skandal's software platform "POET" enables the design, deployment and operation of physical-digital installations for offices, commercial centres, building facades and cultural spaces. The system integrates machine vision, AI sensors and online data harvesting with lighting, sound, LED surfaces and digital signage to influence how people experience places. Real-time generative content engines make any space responsive and self-adjusting. Building owners and operators can configure their visual environment to be automatically generated based on crowd behaviours, environmental variables such as weather or noise, or contextual online data inputs and calendar events.

Skandal's clients benefit from influencing human behaviour, creating unique experiences, increasing their asset value, and earning revenue from the system.



Country of origin:
Finland & Spain



Headcount:
6



HQ:
Madrid



Funding:
> 1 M



Operating countries:
Finland, Spain, 20+



Omnichannel
Experience



skandal.tech





02/ Office

OFFICE



The last few years have witnessed a remarkable proliferation of smart building solutions, leaning on improved and cheaper IoT sensor technologies. However, these apps tend to focus on just one aspect (for instance, energy monitoring). Data is fragmented across apps which makes it difficult to have a coherent view of the building across all its dimensions.

Metrikus proposes to solve that by integrating data from all types of sources - including dozens of different IoT manufacturers, building management systems (BMS) and 3rd party apps - into one single platform. In essence, making buildings safer, healthier, and more sustainable workplaces that favour the employee and the company, while also bringing important economic benefits.

Metrikus includes, amongst many others:

Space Solutions: Hybrid working is making companies rethink how much space they need in the future: How many people can we fit in our building? How much space will I really need? How do I reconfigure collaborative spaces?

Indoor Air Quality and Sustainability: improving employee and customer comfort, health and productivity; assessing building and landlord performance; providing data for the annual sustainability report.

Smart Maintenance: including energy monitoring; smart cleaning for lower costs and better user experience; leak detection; fridge monitoring; fire door monitoring; etc

Metrikus can handle all types of real estate, including offices, retail, industrial, logistics, data centres and hospitals.



Country of origin:
UK



Headcount:
39



HQ:
London



Funding:
n/a



Operating countries:
Spain, UK, USA, UAE, Japan
and India



Omnichannel
Analytics



metrikus.io/es-es/



OFFICE



Othership is a workspace solution for an era of hybrid and flexible working, where we will demand the ability to work from anywhere. Members can access a dense and highly distributed network of flexible workspaces from £25 a year and can share their workspace bookings with team members, friends, family and co-workers.

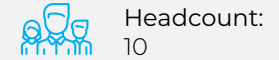
Othership achieves this feat by creating a model that builds on the cultural trends of digital nomads and coworking being provided by hospitality providers. Othership partners with locations providing a free ad tech solution allowing easy access to this audience whilst enabling people to find high-quality affordable workspaces, anywhere.

Partner locations are also offered the ability to host networking and business events whilst encouraging professionals through the doors at quieter times to experience their spaces and hospitality.

2022 will see Othership expand outside the UK, adding new adjacent verticals, such as coliving, to support the ever-increasing distribution of the modern workforce. This will also bestow the real estate sector with new channels, audiences and services to optimise utilisation, brand and awareness.



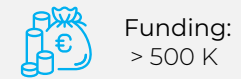
Country of origin:
UK



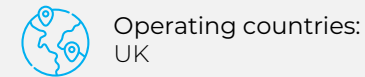
Headcount:
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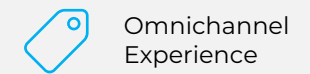
HQ:
London



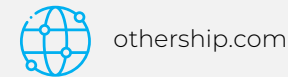
Funding:
> 500 K



Operating countries:
UK



Omnichannel
Experience



othership.com



OFFICE



Remote and hybrid work is an established trend, multinational companies offer work-from-home perks, digital nomads are on the rise, and Zoom calls peaked with 7.1 trillion minutes in 2021. Although WFH video calls are part of today's normality, most people don't have a quiet home office to comfortably work from. Therefore, the demand for affordable and flexible spaces such as micro-offices near their residences is rapidly growing.

Petti offers an innovative solution to tackle the flex space demand for privacy and noise issues through pods based on sharing-economy. Petti aims to create a network of pods in public and private locations, across cities and towns by collaborating with retail outlets, residential communities, and city councils, which can be used to work and have online meetings. The pods are self-contained with comfortable accessories to work such as a table, a chair, power supply, and speakers with sound proofing. Petti guarantees hygiene with its automated disinfection, ventilation and cleaning system, ensuring the pods are sanitized after every use. The pods can be booked by the minute through our app, with prices ranging between 0,10-0,20 Euros/minute.

"AUTOMATION IS KEY TO WORKPLACES OF THE FUTURE AND WE ARE STARTING WITH PODS TO HELP THE GROWING REMOTE WORKERS COMMUNITY" - KISHHANTH RENGANATHAN, CEO PETTI POD.



Country of origin:
Spain



Headcount:
1-10



HQ:
Málaga



Funding:
> 100 K



Operating countries:
Spain



Omnichannel
Experience



pettipod.com



03/ Living



LIVING

Gestorial

Gestorial is a complete SaaS solution for the digital management of Real Estate transactions. It has created the G-Net network, where Real Estate professionals connect with all those involved in the buying and selling process; buyer and seller, real estate agency, notary, bank, valuation company, energy certifier, management agency, etc. Offering each of them the necessary tools to carry out their tasks in a simple and efficient way and speeding up the completion process.

Gestorial's portal allows all the different user roles that intervene in the home buying and selling process to access their data, tasks and documentation. It allows users to create multichannel reminders to communicate with the required party through Mail, SMS, and Chat.

All the documents and data uploaded to the portal, and all communications carried out through its chat are secured and encrypted in the cloud to guarantee maximum security.

“GESTORIAL MAKES DATA AND CHECK-UP'S FASTER AND SIMPLER FOR EVERYONE, ENHANCING THE OVERALL HOME BUYING AND SELLING PROCESS”



Country of origin:
Spain



Headcount:
3



HQ:
Lanzadera, Valencia



Funding:
< 50 K



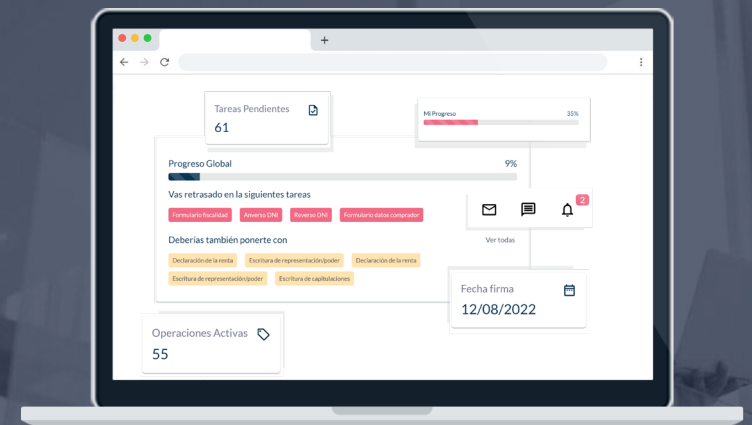
Operating countries:
Spain



Omnichannel
Experience



gestorial.es



LIVING



Lintil was born out of a need to simplify and modernise the residential home purchase journey. Home-buying is a complex and expensive undertaking for the home-buyer and many of the steps in the journey are still conducted offline. This has led to a generation of home-buyers who are used to buying everything online to be disillusioned with how the process is currently conducted. Lintil set out to change that and provide the home-buyer with the smooth digital experience they can expect in all other aspects of their lives.

Lintil is a virtual home-buying assistant that acts as concierge for home-buyers from the start of their home-buying journey to the end. Lintil provides advice and information about the process and connects home-buyers with all the services they need to buy their home. Lintil employs AI decision making chatbots that will provide bespoke answers and connections to each home-buyer. By providing each user with its own personal home-buying assistant, Lintil simplifies the home-buying process and saves home-buyers time and money.



Country of origin:
Ireland



Headcount:
8



HQ:
Dublin



Funding:
> 1 M



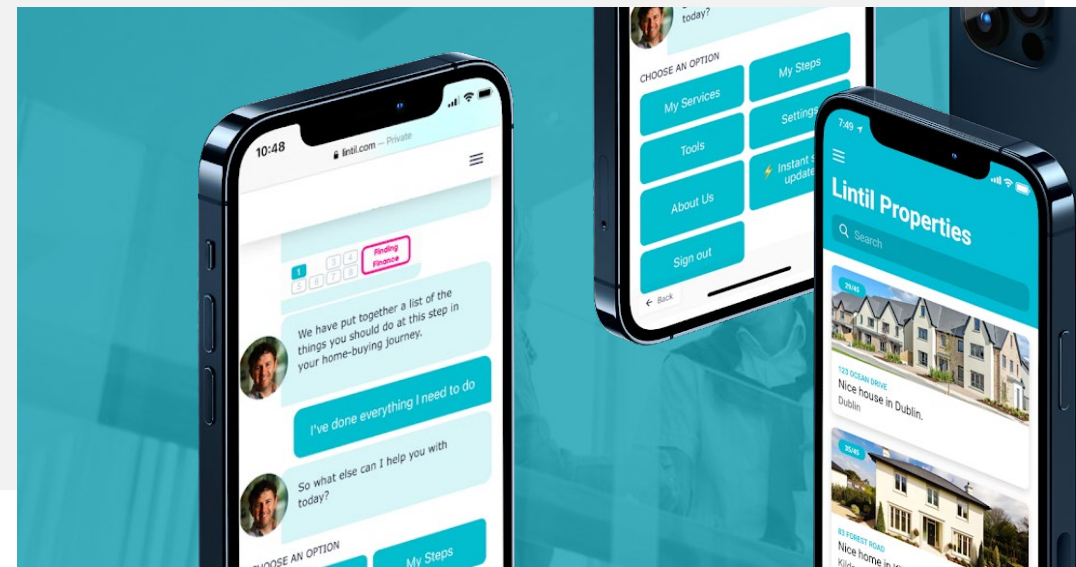
Operating countries:
Ireland and UK



Omnichannel
Experience



lintil.com



CBRE PROPTech ECOSYSTEM
GATHERS MORE THAN **800**
STARTUPS AND INNOVATION
PLAYERS EMEA WIDE IN ITS
DATABASE.

THROUGH CO-CREATION, IT IS
FOCUSED ON PROVIDING
INVESTORS, OWNERS AND
TENANTS WITH THE MOST
DISRUPTIVE TECH-BASED
SOLUTIONS TOWARDS
BRINGING ADDED VALUE
AND INNOVATION TO THEIR
BUSINESS.

PROPTech
CBRE

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