



## OPEN CALL FOR PROPTech STARTUPS

**Date:** Nov 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup>, 2022

**Location:** Simed INNOVA, Mediterranean Real Estate Exhibition. FYCMA – Trade Fair & Congress Center of Malaga

**Format:** On-site

**Language:** English

**Registration:** Before September 25<sup>th</sup>, 2022 – included ([Call for Startup Registration - Simed \(servicioapps.com\)](#))

*Presentation will be requested beforehand*

### PARTICIPATION REQUIREMENTS

1. Profile\*:

- 1.1 National and/or international startup companies related to real estate sector with PropTech projects and initiatives
- 1.2 National and/or international technology-based startups with disruptive solutions to the main digitization challenges in this sector.

*\* max. 42 months old*

2. Registration

- 2.1. Pre-register for the call to access the platform
- 2.2. Fill in the specific form available in the private area of the platform after pre-registration

### PARTICIPATION ADVANTAGES

- For **all startups registered** to the call: access pass to the event.
- For the **5 selected startups**:
  - Presence in the exhibition area: information point at Simed INNOVA area\*\*
  - Networking agenda: a tool that allows you to request more than 30 B2B meetings with other visitors and potential partners during the event
  - Institutional agenda: access to the event's institutional activities
  - 5+5-minute pitch: brief presentation to investors, experts and heads of innovation areas in the real estate sector
  - Meet&Greet: short networking activity between the selected startups and the jury
  - Branding: promotional actions package valued at 4.000€
    - Visibility on the event's website and social media
    - Access invitations to collaborators, partners, customers, or suppliers
  - Visit to specific spaces dedicated to the promotion of technological entrepreneurship in the city of Malaga

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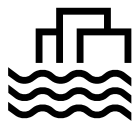
- For the **winning startup**:
  - 2.000€ cash prize
  - Branding: promotional actions package valued at €4,000.
    - Visibility on the event's website and social media as the winning startup of Simed 2022.
    - Mention in press release

\*\* information point for each company with 1 table, 3 chairs and a power socket. WiFi connection

## PRESELECTION STAGE

- The expert committee of the call will select 5 startups from among those registered, assessing the information provided based on the following evaluation criteria:
  - Innovation level:
    - PropTech application
    - Technological application and use cases
  - Impact of the project in the field of sustainability
  - Team with management capacity
- The selected candidates will be contacted from October 10<sup>th</sup> and will have the right to participate up to **October 21<sup>st</sup>**. If the organization do not receive a confirmation of the participation before that date, the startup will lose its participation right and the next one in the ranking will be contacted.
- The expert committee includes representation from the following entities:
  - AEDAS HOMES
  - Association of Quantity Surveyors and Technical Architects of Malaga
  - EBAN – European Trade Association for BA's, Seed Funds and Early-Stage Market Players
  - EEN – Enterprise Europe Network
  - Finnova
  - Finnovating
  - Idealista
  - Madrid World Construction Capital
  - Metrovacesa
  - Neinor Homes
  - Promalaga
  - PTEC – Spanish Construction Technology Platform
  - UMA – University of Malaga
    - Andalusian Institute of Home Automation and Energy Efficiency
    - Higher Technical School of Architecture

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18º SALÓN INMOBILIARIO  
DEL MEDITERRÁNEO

MÁLAGA  
10 / 12  
NOV 2022

**Negocio**  
y futuro inmobiliario

FYCMA  
Palacio de Ferias y  
Congresos de Málaga



## FINAL VOTE

At the end of the presentation session, the specialized audience (panel of experts, investors, and innovation managers from the real estate sector) will vote for the best PropTech startup of Simed 2022.

### About Simed

**Simed, Mediterranean Real Estate Exhibition** has positioned itself as the main meeting of the sector in the South of Spain. One of the keys to its success lies in the combination of 3 fundamental sectoral pillars: real estate supply, sustainable construction and PropTech.

**SIMED INNOVA** is the specific Simed space where companies related to innovation and technology applied to the real estate sector meet.

**2022 Edition:** November 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup>

**Web:** <https://simed.fycma.com>

**Video:** <https://www.youtube.com/watch?v=7DnPhuYrcPg>

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