

## V OPEN CALL FOR STARTUPS

**SIMED - The Mediterranean Real Estate Exhibition** is launching this international call aimed at innovative startups for the real estate, construction and property-financing sectors. This initiative is part of **SIMED INNOVA**, the area of the event dedicated to innovation, technology, and the transformation of the industry.

**Date:** November 12, 13 and 14, 2026

**Location:** SIMED, Mediterranean Real Estate Exhibition. FYCMA – Palacio de Ferias y Congresos de Málaga (Spain)

**Organised by:** City of Málaga and FYCMA

**Promoted by:** University of Málaga - Promálaga

**Format:** in person

**Language:** The official language of the call will be English, including the application form, all attached documentation, and the presentations during the event.

**Registration deadline:** August 31, 2026 at 23:59 h. [Call for Startups - Simed](#)

### ABOUT SIMED

SIMED is the leading meeting point for the real estate sector in southern Spain, bringing together developers, investors, public administrations, technology companies, and industry professionals every year. It has established itself as a key platform for business development, investment, and innovation within the real estate field.

**Website:** [Simed - Mediterranean Real Estate Exhibition](#)

### STARTUP DEFINITION

An independent, newly created or early-stage organization with strong growth potential, aimed at creating, improving, and scaling an innovative, technology-based product with rapid and significant expansion.

### OBJECTIVE

The 5th Open Call for Startups aims to identify and give visibility to startups that are developing technological solutions applied to the real estate value chain.

The call is aimed at startups working in areas such as:

- PropTech
- ConTech
- FinTech applied to Real Estate
- AI and data applied to the Real Estate and construction sectors

- Smart buildings and asset management
- Industrialized construction
- Sustainability and Energy Efficiency
- Digitalization of Real Estate processes
- New Real Estate investment models

The goal is to **accelerate the adoption of innovation in the sector** and facilitate connections between startups and the main players in the market.

## EVALUATION COMMITTEE

The **evaluation committee** is composed of one representative from each of the following entities:

- ACP Málaga, Málaga Province Association of Builders and Property Developers
- Agency for Business Transformation and Economic Development (TRADE)
- Bic Euronova - European Business and Innovation Centre
- Finnova Foundation
- HNA – Mutual Insurance Fund for Architects, Engineers, and Chemists
- Metrovacesa
- NEINOR Homes
- Official Association of Quantity Surveyors and Technical Architects of Málaga (COAT)
- Official Association of Telecommunications Engineers of Eastern Andalusia and Melilla (COIT-AORM)
- Official Association of Telecommunications Engineers of Western Andalusia and Ceuta (COITAOC)
- Spanish Construction Technology Platform (PTEC)
- Solvere Capital
- Unicaja Foundation
- University of Málaga (UMA)

## PARTICIPATION REQUIREMENTS

1. Have a maximum age of 7 years from the date of registration in the Commercial Registry (7 years for biotechnology, energy, industrial or strategic sectors) as of 1 January 2026, in accordance with the [BOE \(Ley 28/2022\)](#) (content not available in English)
2. Correctly complete the registration form and provide the information required for the evaluation of the Application
3. Not have been a beneficiary of this award in previous editions.
4. If selected as a finalist, it will be an essential requirement to attend SIMED in person.

## SELECTION CRITERIA

Each member of the Evaluation Committee shall assess the submitted applications individually, applying the following indicative criteria to determine their quality and relevance. These criteria are **not** exclusionary or limiting:

- **Degree in innovation and technology applied to the sector:** The novelty of the proposal and how technology is used to improve the real estate sector will be evaluated.
- **Scalability and implementation capacity:** The committee will consider whether the solution can grow and be realistically deployed across different areas of the sector.
- **Potential impact on the sector:** The startup's ability to create value and generate meaningful improvements in the real estate industry will be assessed.
- **Team quality and impact:** The team's expertise, experience, and capacity to scale the project will be considered.
- **Cleantech: environmental impact:** The evaluation will consider whether the proposal helps reduce environmental impact and promotes a more sustainable model.

## SELECTION PROCESS

REGISTRATION (May 5 till AUGUST 31, 2026 at 23.59h.)

Applicants must complete the **pre-registration** form on the official SIMED website. They will then receive login credentials by email to access the **private area**, where they must fill out the specific application form and submit a presentation video of their project, product or service **within the deadline**.

EVALUATION AND SELECTION PHASE (September 02 – 23, 2026)

The evaluating committee will review all proposals that meet the participation requirements and have correctly completed the form. Based on this assessment, the following will be selected.

- **10 shortlisted startups** will have a presence in the event's exhibition area.
- From these, **5 finalist startups** will participate with an individual pitch in the Startup Pitch Competition.

COMMUNICATION PHASE (starting September 23, 2026)

The organisation will announce the results **starting on September 23, 2026**.

To retain the right to the benefits granted, selected startups **must confirm or decline their participation by September 30, 2026.**

If any selected startup is unable to participate or does not confirm before the deadline, it will forfeit its place. The organization reserves the right to contact the next highest rated startup(s).

## FINAL EVALUATION PHASE AND SELECTION OF THE WINNING STARTUP (November 13, 2026)

The 5 selected startups will deliver their presentations within the framework of SIMED on **November 13, 2026.** The pitches will take place before a specialised audience composed of the Evaluation Committee, who will vote on site for the best startup of SIMED 2026. The winner will be announced after the Meet & Greet.

## PARTICIPATION BENEFITS

### REGISTERED STARTUP

All startups registered in the call and meeting the eligibility requirements will receive an **“AGENDA” pass** to attend SIMED. This includes access to the networking agenda: an online tool that allows participants to request B2B meetings with other attendees, potential partners, and investors during the event.

### SELECTED STARTUP (TOP 10)

- The 10 selected startups will receive:
- **Presence in the SIMED INNOVA exhibition area** with a dedicated attention point.
- **4 “AGENDA” passes** for access to SIMED 2026. These include the use of the networking agenda: an online tool that enables requesting B2B meetings with other attendees, potential partners, and investors during the event.
- **Visibility package and promotional actions:**
  - **Inclusion of startup’s logo** in the list of participants on the SIMED website
  - **Visibility** across SIMED’s communication channels
- **Invitation to the Meet & Greet**, a networking activity held during the event with industry experts.

### FINAL STARTUP (TOP 5)

- The 5 finalist startups, in addition to the benefits listed above, will deliver an individual pitch during the **Startup Pitch Competition** on November 13. **Pitch format:** 6 minutes before investors and industry experts (3-minute pitch + 3-minute Q&A).
- **Visibility package and promotional actions:**

- Mention in the event's official **press release** as a finalist
- Inclusion on the SIMED website as a finalist startup

## WINNING STARTUP

- **Cash prize of €2,000** <sup>1</sup>
- **Visibility and promotional package:**
  - **Inclusion of the startup's logo** in the list of participants on the SIMED website
  - **Visibility** across SIMED's communication channels
  - Mention in the event's official **press release** as the winning startup
  - Inclusion on the SIMED website as the winning startup
- **Participation in SIMED 2027:**
  - **Presence in the exhibition area** with a dedicated attention point in the SIMED INNOVA zone
  - **4 "AGENDA" passes** for access to SIMED 2027, including use of the networking agenda: an online tool that enables requesting B2B meetings with other attendees, potential partners, and investors during the event
  - A **5-minute presentation** to share the experience and the project's progress

## KEY DATES

The execution of this call will follow the schedule below:

- **Submission of applications:** from May 5 to August 31, 2026 at 23:59 h.
- **Online evaluation:** from September 02 to 23, 2026
- **Notification of the 10 selected proposals:** starting on September 23, 2026
- **Deadline to confirm participation at the event:** before September 30, 2026
- **Selection of the winning startup:** November 13, 2026 during SIMED <sup>1</sup>

## VERIFICATION OF INFORMATION AND EXCLUSION OF APPLICATIONS

The organisation may verify, at any stage of the process, the accuracy of the data and information provided by participating entities, as well as their compliance with the requirements established in these terms. Additional supporting documentation may be requested whenever deemed necessary.

Any essential inaccuracy, falsification, or omission in the data or information included in the application or submitted documentation — as well as failure to provide required documents within the indicated deadline, the failure to meet the established requirements, or the inability to duly substantiate the declared information, may result in the rejection, exclusion,

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<sup>1</sup> Subject to applicable with holding taxes

or loss of the status of selected, finalist, or winning candidate—depending on the stage of the process in which it is detected—without prejudice to any other actions that may apply.

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<sup>i</sup> *Participation in this call implies full acceptance of the official terms and conditions.*