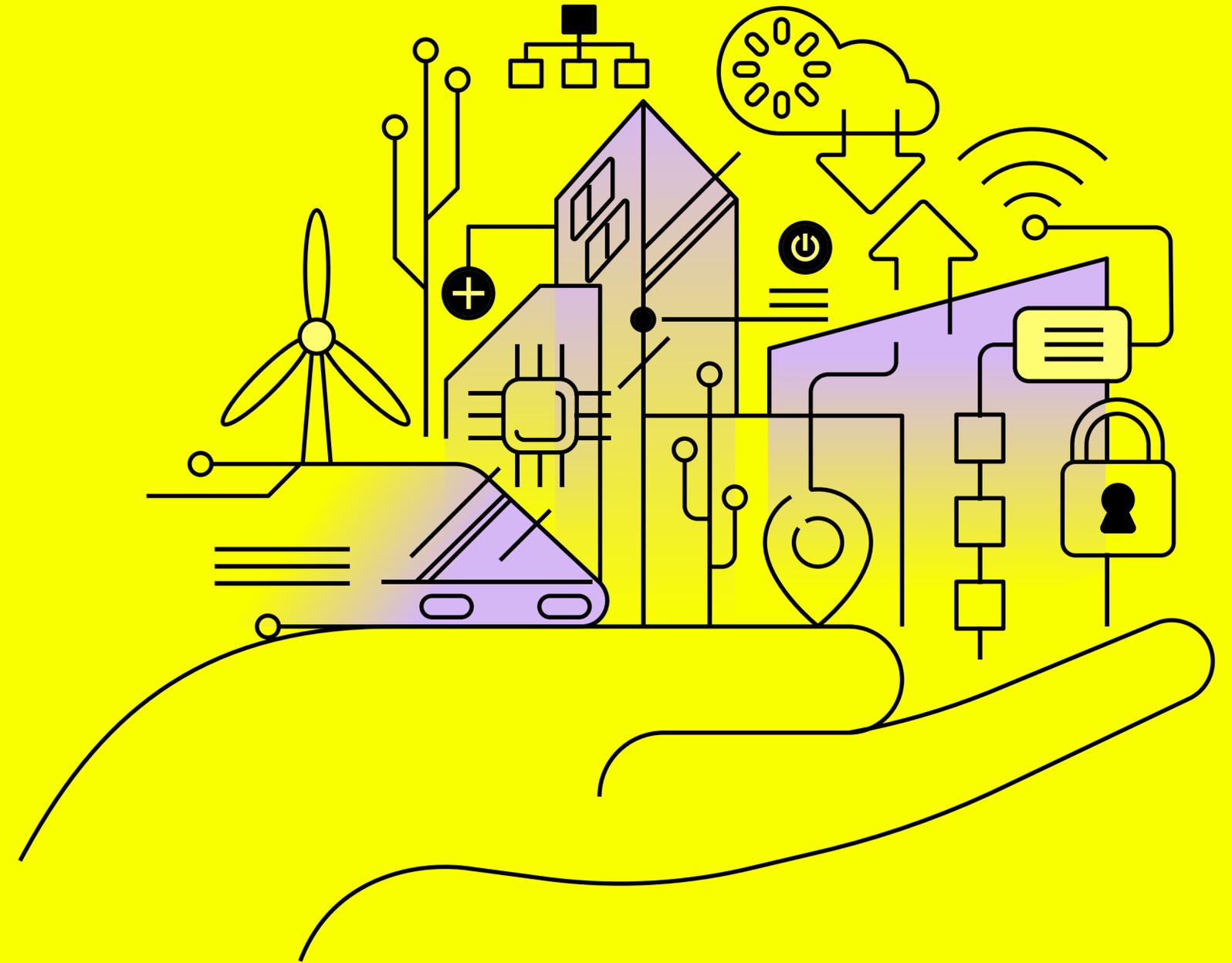




DECEMBER 7-8, 2021

RETHINKING CITIES.

FOR PEOPLE. FOR THE PLANET. FOR GOOD.



500+

Attendees

7

Conference tracks

100+

Speakers

2

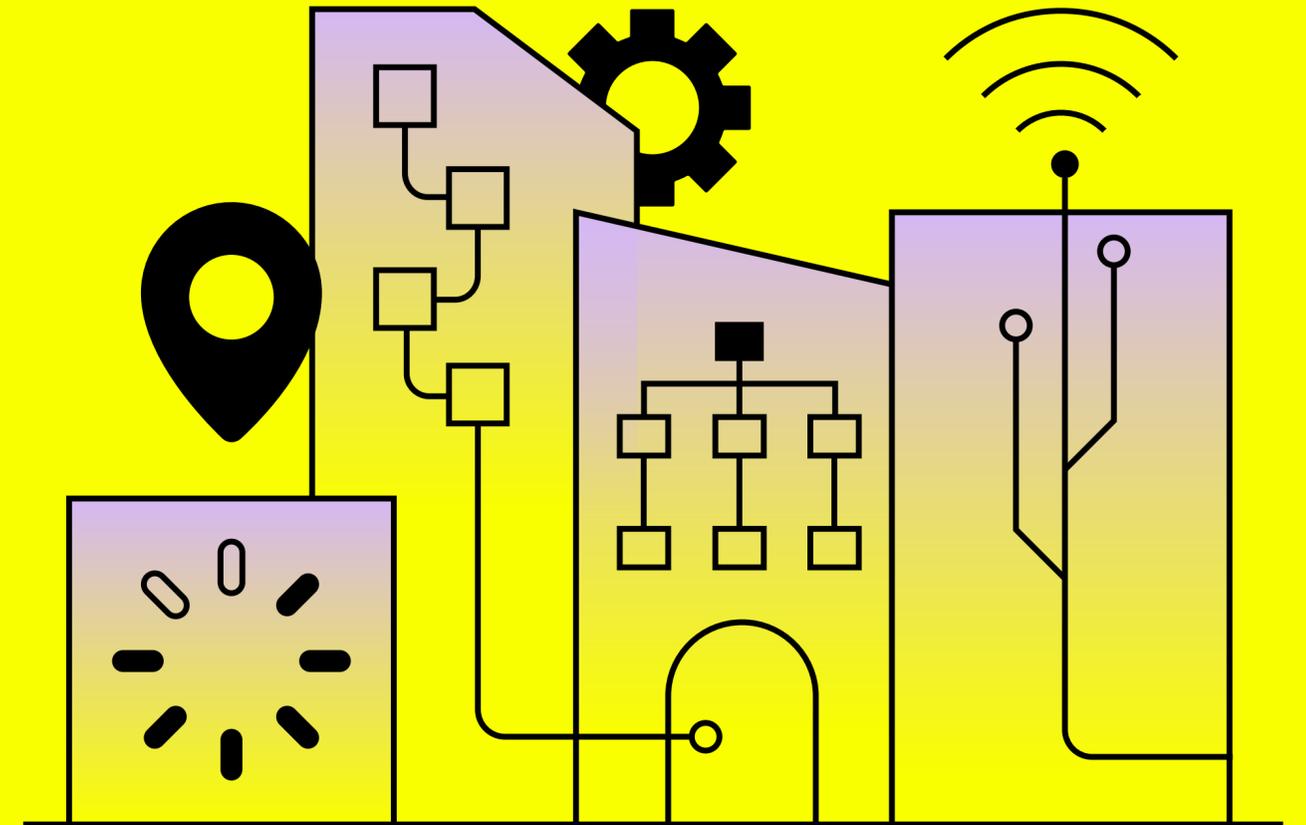
Networking days

JOIN THE URBAN CHANGE IN THE MAKING

We all need better cities – more efficient, future-proof and safer to live in.

With two out of three people predicted to be town-dwellers by 2050, urban stakeholders need to do a lot of planning upfront to keep up with the unprecedented rate of urbanisation. The demand for innovation in the sector is high as ever. The time for urban transformation is now.

Urban Tech Forward is a revolutionary hybrid event that aims to radicalise urban sustainability using powerful tech solutions. Designed to rethink spaces where people live and work – through the prism of efficiency, resilience and technology – the forum brings leading PropTech innovators, investors, real estate developers, global authorities and industry's most prominent entrepreneurs to collaborate, shift the way we build and, ultimately, to make an impact that matters.



500+
Attendees

150+
Startups

70+
VCs & CVCs

50+
Corporates

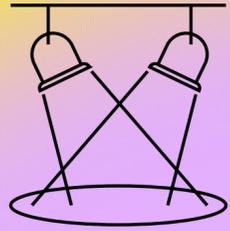
100+
Speakers

7
Conference
tracks

20+
Hours of
Networking

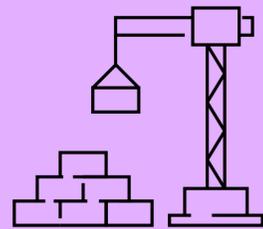
200,000+
Global Market
Reach

7 TRACKS – 1 CONFERENCE

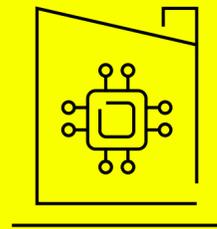


Main stage

Forget what you know about tech conferences – Urban Tech Forward focuses on quality content, and in-depth discussions accompanied by vast opportunities to network in a group of peers. Get ready for ground-breaking keynotes, engaging panels and interactive fireside chats exploring the industry's insights.



Construction Tech



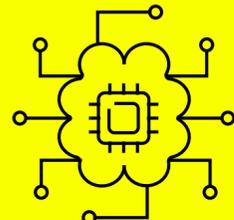
Smart Buildings & IoT



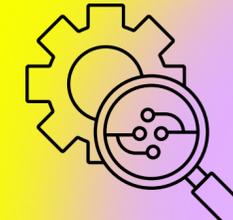
Real Estate Fintech



Shared Economy



Digitalisation & AI



Deep Tech

Day 1 Agenda: Main stage

The real estate industry is accelerated by innovation, investment, and booming entrepreneurial activity. And though real estate might have been slow to modernise, the arrival of the next generation PropTech companies is shaking things up for good. From new AI-powered 3D property tours to cloud-based management software to technology-backed investment platforms, PropTech tools permeate all facets of real estate, bringing efficient and resilient urban infrastructure solutions.

Meet the professionals, entrepreneurs and investors standing behind the urban revolution. Connect with people who build things – your journey starts here.

| START | FINISH | TYPE | TOPICS |
|----------|----------|--------------------|--|
| 10:00 AM | 10:10 AM | Remarks | Opening by the Host |
| 10:10 AM | 10:20 AM | Remarks | Opening by the Government |
| 10:20 AM | 10:50 AM | Fireside chat | Five-year outlook. Accelerating sustainable urban transformation |
| 10:50 AM | 11:20 AM | Keynote | Future-proof cities. How to boost lifecycle management of urban infrastructure? |
| 11:20 AM | 12:05 PM | Panel | Towards post-carbon society. Sustainability and the future of industrial cities |
| 12:05 PM | 12:15 PM | Keynote | Building for reuse: how to benefit from an environment-friendly approach to industrialised construction |
| 12:15 PM | 12:35 PM | Keynote | Elevating jobsite processes: Electronic Proof of Delivery and other tech to avoid supply chain disruptions |
| 12:35 PM | 1:20 PM | Panel | Green buildings & construction performance optimisation. New standards, rating tools, improving lifecycle |
| 1:20 PM | 1:30 PM | Keynote by Sponsor | From smart building to smart cities: building infrastructure for sustainable development |
| 1:30 PM | 2:00 PM | Networking break | |
| 2:00 PM | 2:20 PM | Keynote | What is the IoT footprint in 2021 and beyond when it comes to real estate? |
| 2:20 PM | 3:05 PM | Panel | Beyond implementing: effective oversight and governance of new urban tech |
| 3:05 PM | 3:15 PM | Keynote by Sponsor | Creating smart buildings from existing ones: challenges and opportunities |
| 3:15 PM | 3:45 PM | Networking break | |
| 3:45 PM | 4:05 PM | Keynote | How the pandemic shifted smart real estate values |
| 4:05 PM | 4:50 PM | Panel | Outlook for the future: where smart real estate is headed over the long term |
| 4:50 PM | 5:00 PM | Keynote | RE as a service: generating revenues with a business model based on improved experience |
| 5:00 PM | 5:20 PM | Fireside chat | Building for people: what trends will be influencing the future of our cities |
| 5:20 PM | 5:30 PM | Day Closing | Day 1 Closing |

Day 1 Agenda: Real Estate Fintech

The FinTech industry provides the foundation for a large part of the PropTech 2.0 revolution. By cutting out the middleman in a wide variety of real estate transactions, FinTech is causing traditional buyers, lenders and investment groups to take notice and act.

From online payment systems to crowdfunding equity and debt platforms, startups are inventing new ways to simplify financial transactions, loans and banking processes, significantly changing real estate financial services. With the help of new technologies, we can reshape the experience of buying, selling and owning property.

| START | FINISH | TYPE | TOPICS |
|---------|---------|------------------|--|
| 2:00 PM | 2:20 PM | Keynote | The role of Fintech in developing well-integrated smart cities |
| 2:20 PM | 3:00 PM | Panel | One-click property purchases: a myth or the upcoming future? |
| 3:00 PM | 3:15 PM | Keynote | Crowdfunding revolution – tomorrow of real estate? |
| 3:15 PM | 3:45 PM | Networking break | |
| 3:45 PM | 4:00 PM | Keynote | Simplifying the real estate market: allowing mortgage in just a few clicks |
| 4:00 PM | 4:45 PM | Investor panel | Why should venture capitalists focus on real estate FinTech startups? |
| 4:45 PM | 5:30 PM | Roundtable | Non-cash living spaces: how FinTech brings more inclusive urban settings |

Day 1 Agenda: Shared Economy

"Sharing is caring", and now, more than ever, sharing property means saving space and driving sustainability. The so-called sharing economy is one of the most important real estate trends of our times: it enables cost savings, brings convenience and benefits the environment.

Digital tools facilitate the use of real estate assets and improve the automation of business processes. What's next? Airbnb and WeWork are just the tip of the iceberg in terms of the profound shift that is coming to change the sharing economy.

| START | FINISH | TYPE | TOPICS |
|---------|---------|------------------|---|
| 2:00 PM | 2:20 PM | Keynote | Gig economy, sharing economy and remote work: how are they impacting RE? |
| 2:20 PM | 3:00 PM | Panel | Profit + Purpose. Is sharing economy replaced by "good" economy? |
| 3:00 PM | 3:15 PM | Keynote | Traditional meets new: emerging business models in sharing economy responding to Covid-19 |
| 3:15 PM | 3:45 PM | Networking break | |
| 3:45 PM | 4:00 PM | Keynote | Safer future: how AI and other new-age tech improves sharing economy security |
| 4:00 PM | 4:45 PM | Investor Panel | Pre-pandemic vs now: are sharing economy startups becoming riskier investments? |
| 4:45 PM | 5:30 PM | Roundtable | What is the long-term impact of the pandemic on sharing economy's resilience? |

Day 1 Agenda: Deep Tech

The demand for deep technologies that can help reduce carbon emissions and halt the ecological crisis is ever-growing. With the real estate market consuming around 40% of the world's energy, the sector must harness deep tech to reduce its carbon footprint and allow for smarter urban planning and development.

Beyond that, deep tech can transform our existing stock of buildings into more intelligent assets – by bringing VR/AR technologies, deep learning algorithms and computer vision into the everyday of engineering, construction and property management. The opportunities are endless, so where do we start?

| START | FINISH | TYPE | TOPICS |
|---------|---------|------------------|---|
| 2:00 PM | 2:20 PM | Keynote | From PropTech 2.0 to PropTech 3.0: what is Deep Tech's role in the revolution? |
| 2:20 PM | 3:00 PM | Panel | From high-risk to safe immersive experience: will VR/AR call off traditional urban planning & construction? |
| 3:00 PM | 3:15 PM | Keynote | How can machine learning tools help optimise carbon footprint of buildings? |
| 3:15 PM | 3:45 PM | Networking break | |
| 3:45 PM | 4:00 PM | Keynote | How can deep tech help create more sustainable industrial spaces? |
| 4:00 PM | 4:45 PM | Investor Panel | Problem-oriented, not tech-driven: what defines a successful deep tech venture? |
| 4:45 PM | 5:30 PM | Roundtable | Complexity involved in building a successful Deep Tech company |

Day 2 Agenda: Main stage

| START | FINISH | TYPE | TOPICS |
|----------|----------|------------------|---|
| 10:00 AM | 10:10 AM | Remarks | Opening by the Host |
| 10:10 AM | 10:40 AM | Keynote | Green finance and Fintech in designing sustainable cities |
| 10:40 AM | 11:00 AM | Keynote | Fintech has already made RE simple & more transparent. What's next? |
| 11:00 AM | 11:45 AM | Panel | What is the Fintech's role in the industry's recovery from the pandemic slump? |
| 11:45 AM | 12:15 PM | Networking break | |
| 12:15 PM | 12:30 PM | Keynote | Trends in the making: values shared economy unlocks for B2B businesses |
| 12:30 PM | 1:00 PM | Panel | Can shared economy bring a profound shift to asset-heavy industries? |
| 1:00 PM | 1:30 PM | Panel | Successful shared economy venture tips: engaging suppliers, providers and regulators |
| 1:30 PM | 2:00 PM | Networking break | |
| 2:00 PM | 2:15 PM | Keynote | Accelerating digital shift: the impact of Covid-19 on real estate |
| 2:15 PM | 2:45 PM | Panel | Housing market is on the rise, commercial RE values decline: addressing Covid-induced changes |
| 2:45 PM | 3:15 PM | Panel | Defining post-pandemic cities. How the pandemic change the way we do urban planning? |
| 3:15 PM | 3:45 PM | Networking break | |
| 3:45 PM | 4:00 PM | Keynote | Why so many cities struggle to implement holistic climate adaptation? |
| 4:00 PM | 4:30 PM | Panel | From the local city to urban region level: climate change adaptation strategies |
| 4:30 PM | 5:00 PM | Panel | Building a sustainable urban future through collaboration of stakeholders |
| 5:00 PM | 5:10 PM | Remarks | Conference closing |

Day 2 Agenda: Digitalisation & AI

Digitalisation knows no boundaries. New age applications of AI and Machine Learning unlock unlimited opportunities in real estate: with the help of new technologies, businesses are now able to analyse customer behaviour, optimise processes, reduce human error and cut costs.

From the process automation in commercial real estate to the implementation of big data, AI & Digitalisation will allow the real estate businesses to improve operational efficiency and decision-making processes.

| START | FINISH | TYPE | TOPICS |
|---------|---------|------------------|--|
| 2:00 PM | 2:20 PM | Keynote | AI for urban planning, management and environment |
| 2:20 PM | 3:00 PM | Panel | Urban AI: how to switch from automation to autonomy? |
| 3:00 PM | 3:15 PM | Keynote | The role of assistive AI in improving public safety in smart cities |
| 3:15 PM | 3:45 PM | Networking break | |
| 3:45 PM | 4:00 PM | Keynote | Going greener: geospatial AI to help plan healthy urban ecosystems |
| 4:00 PM | 4:45 PM | Investor Panel | Investing in AI services for smart urban infrastructure: is it the best time to tap the opportunity? |
| 4:45 PM | 5:30 PM | Roundtable | AI in smart cities vs legal issues: dealing with compliance and risk mitigation |

Day 2 Agenda: Construction Tech

ConTech may not be the loudest buzzword in real estate, but it is one of the key sectors reshaping the industry. With over 50% of PropTech seeking to solve leasing and sales problems, only 16% focus on construction. So, there is an extensive gap to be filled and big gains to be made by bringing innovation to the sector.

ConTech has the potential to optimise the way we plan, design, manufacture and build. Focusing on innovations in project management, land use, construction, safety, workforce optimisation and building analysis, we will delve into the technologies defining the future of construction.

| START | FINISH | TYPE | TOPICS |
|---------|---------|------------------|--|
| 2:00 PM | 2:20 PM | Keynote | From traditional industry to disruptors: how ConTech brings revolution to construction |
| 2:20 PM | 3:00 PM | Panel | How to rethink land use to prevent climate crisis through ConTech? |
| 3:00 PM | 3:15 PM | Keynote | ConTech during Covid-19 vs post-pandemic: enhancing collaboration, reducing human interaction? |
| 3:15 PM | 3:45 PM | Networking break | |
| 3:45 PM | 4:00 PM | Keynote | Wearable technology: a way to increase safety in the construction site |
| 4:00 PM | 4:45 PM | Investor Panel | The gap in investment: why is ConTech only picking up now and what to expect? |
| 4:45 PM | 5:30 PM | Roundtable | What are the next future-proof IT ConTech solutions for planning, modeling and building? |

Day 2 Agenda: Smart Buildings & IoT

For years, the most fundamental values of real estate were centred around the location. While it still matters, information-based applications have the potential to add new benefits for customers, help businesses differentiate from competitors and find new sources of revenue. The Internet of Things (IoT) helps companies move beyond cost reduction and connect people with technology.

From HVAC management to air quality monitoring, lighting management and smart parking, IoT applications assist facility management efforts and provide valuable insights into building spaces. IoT can solve real, everyday problems and deliver practical results, so when if not now is the best time to harness its potential?

| START | FINISH | TYPE | TOPICS |
|---------|---------|------------------|---|
| 2:00 PM | 2:20 PM | Keynote | IoT for smart buildings: new post-pandemic trends to put on your radar |
| 2:20 PM | 3:00 PM | Panel | IoT 2.0: how space-efficient IoT services are creating new customer value? |
| 3:00 PM | 3:15 PM | Keynote | Effective implementation: how to connect urban environments with IoT |
| 3:15 PM | 3:45 PM | Networking break | |
| 3:45 PM | 4:00 PM | Keynote | Sustainable urban space management: how IoT solutions can drive tangible results? |
| 4:00 PM | 4:45 PM | Investor Panel | Investing in IoT urban solutions: sustainability always pays off? |
| 4:45 PM | 5:30 PM | Roundtable | Growing opportunities: ways to profit off the urban IoT in the upcoming years |

Sponsorship packages

STARTUP

- **Speaking slot (10 minutes) during the selected track**
- **2 Virtual Tickets (access to video content and presentations all year round)**
- **Sponsor logo broadcast (selected track live stream)**
- **Sponsor promo video broadcast (selected track live stream)**
- **Virtual booth**
- **Sponsor logo in online promo materials**
- **1 social media post**

1 000 €

VC

- **Speaking opportunity or participation in panel**
- **4 Virtual Tickets (access to video content and presentations all year round)**
- **Sponsor logo broadcast (selected track live stream)**
- **Sponsor promo video broadcast (selected track live stream)**
- **Virtual booth**
- **Sponsor logo in online promo materials**
- **2 social media posts**

3 000 €

Sponsorship packages, cont.

VC/CORPORATE

- **Hosting keynote session**
- **8 Virtual Tickets (access to video content and presentations all year round)**
- **Sponsor logo broadcast (main stage and selected track live stream)**
- **Sponsor promo video broadcast (main stage and selected track live stream)**
- **Virtual booth (with sponsored content and sponsored ad)**
- **Sponsor logo in online promo materials**
- **3 social media posts**
- **2 newsletter blasts (200,000+ global market reach)**
- **Part of the jury at Urban Tech Challengers 2021 (selected track)**

5 000 €

CORPORATE

- **Chair of the Track, hosting a keynote and/or panel discussion**
- **15 Virtual Tickets (access to video content and presentations all year round)**
- **Sponsor logo broadcast (main stage and all tracks live stream)**
- **Sponsor promo video broadcast (main stage and all tracks)**
- **Virtual booth (with sponsored content and sponsored ad, sponsored push notifications)**
- **Sponsor logo in online promo materials**
- **5 social media posts**
- **5 newsletter blasts (200,000+ global market reach)**
- **Part of the jury at Urban Tech Challengers 2021 (selected track(s) and finals)**
- **Pre-event live broadcast session via social media channels (LinkedIn, Facebook, YouTube, Vimeo)**
- **Other marketing entry positions, subject to discussion**

10 000 €

Tickets

VIRTUAL TICKET

- **Access to the conference networking app**
- **On-demand access to the presentations and videos all year round**
- **Full access to the event virtually**

499 €

REGULAR TICKET

- **Two-day pass to the Conference and Deal area**
- **Access to the conference networking app**
- **On-demand access to the presentations and videos all year round**
- **Full access to our online event**
- **All inclusive catering**
- **Entrance to networking drinks reception**

749 €

VIP PASS

- **Two-day pass to the Conference and Deal area**
- **Access to the conference networking app**
- **On-demand access to the presentations and videos all year round**
- **Full access to our online event**
- **All inclusive catering**
- **VIP seating**
- **Access to VIP lounge**
- **Entrance to networking drinks reception**
- **VIP invitation to Gala Dinner**
- **VIP invitation to exclusive Afterparty**
- **VIP city tours with guides**

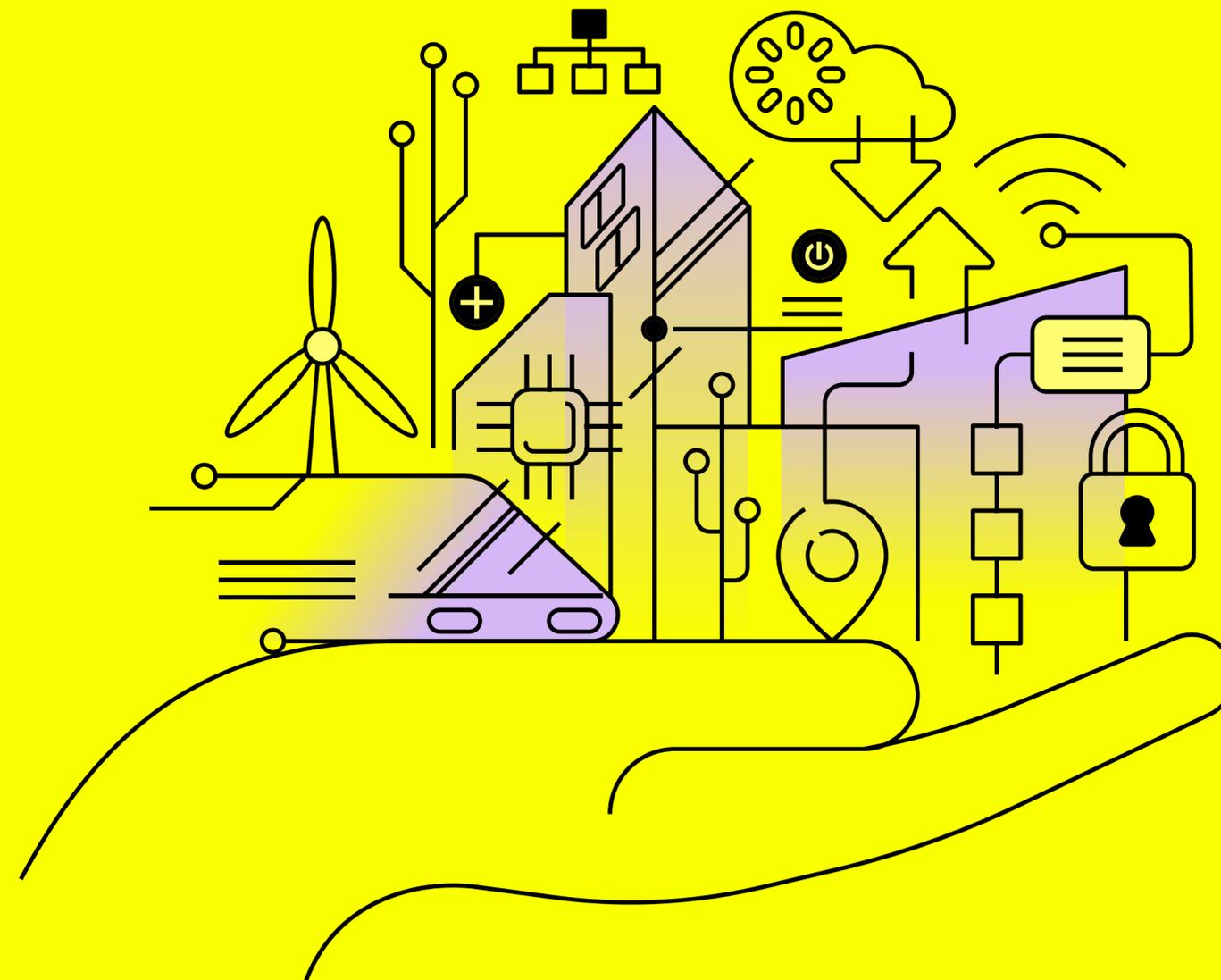
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