PROPTECH
AWARDS 2022

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Welcome to our second annual Proptech Awards!

After the success of the inaugural Proptech Awards in 2021, we're delighted to celebrate the extraordinary innovation occuring across the proptech universe with our second annual awards.

TheProptech Awards offer 24 awards across three main categories – Start-Ups, Scale-Ups and Established Suppliers. This means you'll be judged against your peers in terms of company size and maturity by our panel of expert judges from across the real estate, property and construction industry.

Inside each category are seven awards designed to cover off innovation across the gamut of proptech functionality. They are:

- Efficiency & Optimisation
- Sales & Marketing
- Property & Facilities Management
- Ownership, Affordability & Finance
- Consumer Proptech
- Design, Build & Development
- Smart Buildings & Cities

An additional four awards are designed to recognise key trends and specialisation emerging across the sector.

- Proptech Leader of the Year
- Proptech to Watch
- Proptech for Good
- Data Accelerator Award

If you have a pitch deck or product presentation, you'll find it straightforward to answer key questions that will put you in the running to win.

In this document, you'll find tips for creating your entry. This document can be used to give you an overview of the awards and the information you'll need to make filling in the entry form quick and simple.

A gala dinner to announce the winners and highly commended entries will be held in Sydney on Wednesday June 8.

Entry to the awards closes on March 18. Entry is free to Proptech Association of Australia members. Join Proptech Association Australia here.

If you have any questions, please check the Awards FAQ on our website or email awards@proptechassociation.com.au

KYLIE DAVIS

Founder & President
Proptech Association Australia

HOW TO ENTER

Accepting entries until

March 18 2022

HOW TO ENTER:

01 **Work out the Category that fits your business.**

Are you a start-up, scale-up or established supplier?

02 **Work out the Award that best suits your tech solution.**

There's seven to choose from:
- Efficiency & Optimisation
- Sales & Marketing
- Property & Facilities Management
- Ownership, Affordability & Finance
- Consumer Proptech
- Design, Build & Development
- Smart Buildings & Cities

Alternatively, submit your entry for the Proptech Leader of the Year Award.

03 **Check out the specific criteria and write up your answers.**

04 **Register**

Register at https://proptech.awardsplatform.com/ Copy your answers across and hit 'enter'.

Register here ➜

proptech.awardsplatform.com

ELIGIBILITY

WHO IS ELIGIBLE TO ENTER?

Start-Ups

These businesses will be up to three years old and may be working on an MVP or have developed a product that is in the process of winning its first customers or starting to attract clients.

Scale-Ups

These companies will have been operating continuously in the Proptech sector for a minimum of three years but less than 10 years. They have a viable product and are rapidly growing their business and technology.

Established Suppliers

These are companies which have been continuously operating in the property or real estate technology sector for ten years or more. The technology you enter may reflect your entire platform or be a new product you've launched this year.

IMPORTANT NOTICE
ABOUT MULTIPLE ENTRIES

If you have more than one product or service, you can enter more than once. But if you have just one product or service, you should enter it only once in the award that is the best fit. A single product or service is defined as having its own unique functionality, customer and/or business model.

What this means is that if you are a Start-Up, it is likely that you have just one product – let's say it is a rental solution – and that one rental solution is your entire business with revenue coming from property managers, even if tenants benefit from improve service. As such, you'd enter once under the Property & Facilities Award in the category of Start-Up.

But if you are an Established Supplier, you may have multiple products, each with their own business model. As an example, let's say one is a sales & marketing solution, one is a back office solution while a third is a direct-to-consumer research site. As such, you could submit three separate entries – one for a Sales & Marketing Award in the Established Supplier category, the second for the Efficiency & Optimisation Award in the Established Supplier category and the third for the Consumer Proptech Award in the Established Supplier category.

What the guidelines do not permit is that the Start-Up with its rental solution enter three separate awards – ie Property & Facilities Management, Efficiency & Optimisation and Consumer Proptech with the same product and entry in the hope that one of them will be successful.

Note: if the Awards organisers deem an entry to be a duplicate, it may be removed from judging without notice.

CATEGORIES & AWARDS

CATEGORIES & AWARDS

There are three key categories in the Proptech Awards which are based on the eligibility of entrants. The three categories are: Start-Ups, Scale-Ups and Established Supplier, as outlined above. We've set up these three categories to ensure that proptechs are compared 'like to like' in terms of business and product maturity.

Inside each of these categories, there are seven awards:

Efficiency & Optimisation

These awards are designed for proptechs that support back end office operations, process and efficiency improvements and deliver automation and optimisation in property, construction and real estate businesses. **Examples include** but are not limited to CRM systems, back end office management systems, new process enablement, end to end transaction management and document management.

Sales & Marketing

These awards are designed for proptechs that improve the sales and marketing functions and lead generation of the property, construction and real estate businesses, support sales growth or raise the level of property presentation with a view of achieving better sales outcomes. **Examples include**, but are not limited to, lead generation systems, marketing automation, marketing nurture systems, social and email marketing systems, or proptechs which improve how properties are presented, marketed and advertised, including floorplans, photography or virtual options.

CATEGORIES & AWARDS

Property & Facilities Management
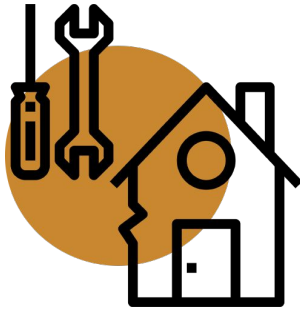
These awards are designed for proptechs that improve property management and/or facilities management through process and efficiency enhancements that make life easier for property and building managers, unlock unrealised asset value, or improve the end experiences of renters of either residential or commercial property. **Examples include**, but are not limited to, PM systems, BMS systems, trust accounting, facility management systems, or platforms support engagement with tenants and occupants.

Ownership, Affordability & Finance

These awards are designed for proptechs that tackle issues around property ownership, financing and affordability by expanding property purchasing options, creating new ownership categories, new property investment products, or which deliver better or more transparent and efficient solutions that make it easier for buyers, sellers, builders and investors to transact. **Examples include**, but are not limited to, new ownership model proptechs, property investment platforms, valuation platforms, fragmented property ownership, build-to-rent or proptech hybrids that work across mortgages or insurance.

CATEGORIES & AWARDS

New category!
Consumer Proptech

These awards are designed for proptechs that deliver primarily to a B2C market and empower property buyers, sellers, renters, investors or owners to make more confident property decisions, provide greater choice, or which deliver better or faster ownership or rental outcomes with less friction. Examples include but are not limited to agent selection apps, property research, landlord direct platforms, owner builder solutions, tenant apps.

Design, Build & Development

These awards are designed for proptechs that improve traditional design, build and development processes whether residential or commercial and which improves outcomes for architects, developers, builders and the construction industry or their clients. Examples include, but are not limited to, site assessment technology, design and CAD, technology that supports development applications, virtual design tech, end-to-end design and build solutions, on or off site building or construction solutions.

CATEGORIES & AWARDS

Smart Buildings & Cities

These awards are designed for proptechs that support IoT within buildings and cities to support built spaces that have better environmental, health and community experiences.

PROPTECH OF THE YEAR

Inside each category, there is a 'best of the best' award, called the Proptech of the Year. The winners of each of the previous six awards within each category will go into the running for this award. There are three Proptech of the Year awards, namely:

Start-Up Proptech of the Year

Scale-Up Proptech of the Year

Established Supplier Proptech of the Year

AWARDS CRITERIA

START-UPS

For the 2022 Proptech Awards, a Start-Up is an enterprise that has been delivering goods and services continuously to the property sector in any of its forms – residential and commercial – for a maximum three years.

For these 2022 awards, the three-year period runs from March 18, 2019, to March 18, 2022. These dates have been selected to coincide with the closing date for all entries into these awards (March 18, 2022).

A Start-Up may make an unlimited number of entries to one or more of the awards for different technologies.. Each entry must stand on its own merits.

If an entrant wishes to combine two technology solutions in one entry, this submission must also stand on its merit, and only one award will be available. Any subsequent promotion of a winning entry must include both technologies. Entrants must not represent each technology as a standalone winner.

Entry is free to members of Proptech Association Australia. Non members can enter by joining Proptech Association Australia or paying a $350 entry fee via invoice. An entry will not be deemed complete until the fee is paid and membership confirmed.

Separate panels of three judges will consider entries for each award. They will mark entries aligned to the criteria established for each award (set out below).

Once marking is complete, they will meet to ensure they are satisfied with their joint decision. (This avoids unintentional bias or outcomes created by "high" and "low" markers.)

A chairman of judges will oversee the process. Their decision will be final. No correspondence will be entered into.

The following awards are open to Start-Ups:

Most Innovative Proptech

Six awards are available under the category Start-Ups. They are for "Most Innovative Proptech" in the following areas of business.

- Efficiency & Optimisation
- Sales & Marketing
- Property & Facilities Management
- Ownership, Affordability & Finance
- Consumer Proptech
- Design, Build & Development
- Smart Buildings & Cities
- Proptech Innovator of the Year

The following criteria have been established for the following awards:

START-UPS

Most Innovative Proptech by a Start-up
Efficiency & Optimisation

Entries for this award should focus on delivering business improvement through your proptech. Entrants should show how their technology has created value and/or delivers efficiency to customers.

Demonstration of the technology through the use of case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of business operations and general administration that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer? Do you operate in B2B, B2C or both?
- Provide an example of market adoption of your technology.

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

START-UPS

Most Innovative Proptech by a Start-up
Efficiency & Optimisation

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

START-UPS

Most Innovative Proptech by a Start-up
Sales & Marketing

Entries for this award should focus on software innovation that improves the effectiveness of sales, transactions and/or marketing. Entrants should address how their technology or implementation has had a beneficial impact for clients on one or more of the following facets:

➔ Increased sales and/or transactions
➔ Improved sales and/or lead generation processes
➔ Delivered greater transparency of the sales process to buyers and sellers
➔ Retained and strengthened customer relationships
➔ Delivered digital marketing
➔ Improved marketing of properties
➔ Enhanced brand value, recognition and effectiveness

Demonstration of the technology through case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of sales and/or marketing operations that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

● What is your elevator pitch?
● What problem do you solve and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your ideal client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

START-UPS

Most Innovative Proptech by a Start-up
Sales & Marketing

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

START-UPS

Most Innovative Proptech by a Start-up
Property & Facilities Management

Entries for this award should focus on software innovation that improves the effectiveness and efficiency of the management of property and/or facilities. This award is open to enterprises that operate in both the commercial and residential sectors.

Entrants should address how their technology and implementation has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Streamlining operations
➔ Reducing costs and increasing efficiency
➔ Improving services and experiences to landlords and/or tenants
➔ Adding value to properties under management
➔ Delivering competitive advantage (e.g. a building might be more attractive to potential renters/leaseholders)
➔ Creating new business models

Demonstration of the technology through the use of case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of property or facilities management that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

● What is your elevator pitch?
● What problem do you solve and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your ideal client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

START-UPS

Most Innovative Proptech by a Start-up
Property & Facilities Management

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

START-UPS

Most Innovative Proptech by a Start-up
Ownership, Affordability & Finance

Entries for this award should focus on software innovation that delivers new ownership models, improves the affordability of property or which supports innovative financing for purchasing or mortgages. This award is open to enterprises that operate in both the commercial and residential sectors as well as proptech/fintech hybrids.

Entrants should address how their technology has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Allowing more people to be able to access the property market
➔ Reducing costs of property ownership
➔ Improving services and experiences to property buyers or financers
➔ Creating new business models

Demonstration of the technology through the use of case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of ownership, affordability or finance that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer? Do you operate in B2B, B2C or both?
- Provide an example of market adoption of your technology.

START-UPS

Most Innovative Proptech by a Start-up
Ownership, Affordability & Finance

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

START-UPS

Most Innovative Proptech by a Start-Up
Consumer Proptech

Entries for this award should focus on platforms or software innovation that removes pain points for consumers - buyers, sellers, renters, investors or property owners (residential or commercial) - in the real estate transaction, rental or property ownership space. Entrants should clearly articulate the problem experienced by their users and address how their technology has had a beneficial impact on one or more of the following facets:

➔ Improved affordability or reduced costs to transact, rent, purchase or manage a property
➔ Improved confidence in decision making for consumers through empowering research, property selection, build options or property valuation.
➔ Delivered greater transparency of the selling, buying or rental process
➔ Removed bureaucracy or streamlined processes that have traditionally limited choice, created delays or added cost and risks to the transaction.
➔ Increase options or services for consumers in ways that have traditionally been unavailable or prohibitively expensive.

Demonstration of the technology through case studies, adoption data and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits of your technology but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and the problem it solves, and the relevant areas of the consumer experience that it seeks to enhance. You should also outline market uptake of the solution.

- What is your elevator pitch?
- What problem do you solve and why is it an issue for customers?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer?
- Provide an example of adoption of your technology.

START-UPS

Most Innovative Proptech by a Start-Up
Consumer Proptech

40% – Explain specific elements of innovation in the software that create benefit to the consumer and the resulting outcomes. Outline the value these add.

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your customers enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your marketing, business model and uptake strategy and how you are attracting consumers to your platform.

- What is your business model? How do you earn revenue?
- Overview of your marketing plan to drive adoption - and its success to date.

15% – Overview of the continued development of the software and benchmarks for commercial success.

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success and uptake?

START-UPS

Most Innovative Proptech by a Start-up
Design, Build & Development

Entries for this award should focus on software innovation that enhances the process of architectural design and/or physical development of a building. This award is designed for both those operating in the residential and commercial sectors of real estate.

Entrants should address how their technology and its implementation has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Site assessment and evaluation
➔ Reducing costs and increasing efficiency of the design process
➔ Design iteration & delivering better design outcomes
➔ Improving services and experiences to buyers of off-the-plan property
➔ Delivering better construction outcomes

Please note: Entries can but do not need to combine both elements of this category. You may focus on either design or development.

Given the wide and varied nature of this area of the Proptech sector, it is important to be specific about the benefits and outcomes that your software solution delivers. Client testimonials and/or references of projects will be highly regarded.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of design and/or development that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer? Do you operate in B2B, B2C or both?
- Provide an example of market adoption of your technology.

START-UPS

Most Innovative Proptech by a Start-up
Design, Build & Development

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

START-UPS

Most Innovative Proptech by a Start-up
Smart Buildings & Cities

Entries for this award should focus on software innovation that creates smart buildings and cities. This award is designed for both those operating in the residential and commercial sectors of real estate.

Given the wide and varied nature of this facet of the Proptech sector, it is important to be specific about the benefits and outcomes that your software solution delivers. We encourage entry from providers of smart home solutions, as well as those who offer building management and building automation systems.

To avoid confusion, attributes of a "smart building" might include but is not be restricted to:

➔ Centralised control of all facets of a building that delivers environmental or public health outcomes
➔ Technology that supports smart building executions through centralised data or data integrations
➔ Optimised energy use – e.g. real-time temperature control - or economical use of natural resources
➔ Building automation and access control

Please note: Entries can but do not need to combine both elements of this category. You may focus on either buildings or cities.

Client testimonials and/or references of projects will be highly regarded.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of smart buildings and/or cities that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer? Do you operate in B2B, B2C or both?
- Provide an example of market adoption of your technology.

START-UPS

Most Innovative Proptech by a Start-up
Smart Buildings & Cities

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

START-UPS

Proptech Innovator of the Year
Start-Up

This is a Best-in-Show award that will be chosen from each winner of the above awards.

There will be three "Innovator of the Year" winners to reflect the different sizes and maturity of participating enterprises. This award will be given to the Best-in-Show in the categories of "Established Suppliers", "Scale-Ups" and "Start-Ups".

A separate panel of judges will be convened for these awards, and they will use the above criteria as a guide for their decision.

SCALE-UPS

For the 2022 Proptech Awards, a Scale-Up is an enterprise that has been delivering goods and services continuously to the property sector in any of its forms – residential and commercial – for between a minimum 3 years and a maximum, full-calendar 9 years.

For these 2022 awards, this period runs from March 18, 2014, to March 12, 2019. These dates have been selected to coincide with the closing date for these awards (March 18, 2022).

A Scale-Up may make an unlimited number of entries to one or more of the awards for different technologies. Each entry must stand on its own merits.

If an entrant wishes to combine two technology solutions in one entry, this submission must also stand on its merit, and only one award will be available. Any subsequent promotion of a winning entry must include both technologies. Entrants must not represent each technology as a standalone winner.

Entry is free to members of Proptech Association Australia. Non-members can enter by joining Proptech Association Australia or paying an entry fee via invoice. An entry will not be deemed complete until the fee is paid and membership confirmed.

Separate panels of three judges will consider entries for each award. They will mark entries aligned to the criteria established for each award (set out below).

Once marking is complete, they will meet to ensure they are satisfied with their joint decision. (This avoids unintentional bias or outcomes created by "high" and "low" markers.)

A chairman of judges oversees the process. Their decision will be final. No correspondence will be entered into.

The following awards are open to Scale-Ups::

Most Innovative Proptech
Six awards are available under the category Scale-Up. They are for "Most Innovative Proptech" in the following areas of business.

- Efficiency & Optimisation
- Sales & Marketing
- Property & Facilities Management
- Ownership, Affordability & Finance
- Consumer Proptech
- Design, Build & Development
- Smart Buildings & Cities
- Proptech Innovator of the Year

The following criteria have been established for the following awards:

SCALE UPS

Most Innovative Proptech by a Scale-up
Efficiency & Optimisation

Entries for this award should focus on delivering business improvement through your proptech. Entrants should show how their technology has created value and/or delivers efficiency to clients.
Demonstration of the technology through the use of case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of business operations and general administration that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer? Do you operate in B2B, B2C or both?
- Provide an example of market adoption of your technology.

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

SCALE-UPS

Most Innovative Proptech by a Scale-up
Efficiency & Optimisation

15% –Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

SCALE-UPS

Most Innovative Proptech by a Scale-up
Sales & Marketing

Entries for this award should focus on software innovation that improves the effectiveness of sales, transactions and/or marketing. Entrants should address how their technology has had a beneficial impact for clients on one or more of the following facets:

➔ Increased sales and/or transactions
➔ Improved sales and/or lead generation processes
➔ Delivered greater transparency of the sales process to buyers and sellers
➔ Retained and strengthened customer relationships
➔ Delivered digital marketing
➔ Improved the marketing of properties
➔ Enhanced brand value, recognition and effectiveness

Demonstration of the technology through case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of sales and/or marketing operations that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

● What is your elevator pitch?
● What problem do you solve and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your ideal client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

SCALE-UPS

Most Innovative Proptech by a Scale-up
Sales & Marketing

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

SCALE-UPS

Most Innovative Proptech by a Scale-up
Property & Facilities Management

Entries for this award should focus on software innovation that improves the effectiveness and efficiency of the management of property and/or facilities. This award is open to enterprises that operate in both the commercial and residential sectors.

Entrants should address how their technology and implementation has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Streamlining operations
➔ Reducing costs and increasing efficiency
➔ Improving services and experiences to landlords and/or tenants
➔ Adding value to properties under management
➔ Delivering competitive advantage (e.g. a building might be more attractive to potential renters/leaseholders)
➔ Creating new business models

Demonstration of the technology through the use of case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of property or facilities management that it seeks to enhance. You should also outline market uptake of the solution and, if an implementer, acquisition of clients. Questions to answer include:

● Overview of the technology solution and implementation, and the relevant areas of property or facilities management that it seeks to enhance. You should also outline market uptake of the solution and, if an implementer, acquisition of clients. Questions to answer include:

SCALE-UPS

Most Innovative Proptech by a Scale-up
Property & Facilities Management

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

SCALE-UPS

Most Innovative Proptech by a Scale-up
Ownership, Affordability & Finance

Entries for this award should focus on software innovation that delivers new ownership models, improves the affordability of property or which supports innovative financing for purchasing or mortgages. This award is open to enterprises that operate in both the commercial and residential sectors as well as proptech/fintech hybrids.

Entrants should address how their technology has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Allowing more people to be able to access the property market
➔ Reducing costs of property ownership
➔ Improving services and experiences to property buyers or financers
➔ Creating new business models

Demonstration of the technology through the use of case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of ownership, affordability or finance that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

● What is your elevator pitch?
● What problem do you solve and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your ideal client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

SCALE-UPS

Most Innovative Proptech by a Scale-up
Ownership, Affordability & Finance

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

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- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

SCALE-UPS

Most Innovative Proptech by a Scale-up
Consumer Proptech

Entries for this award should focus on platforms or software innovation that removes pain points for consumers - buyers, sellers, renters, investors or property owners (residential or commercial) - in the real estate transaction, rental or property ownership space. Entrants should clearly articulate the problem experienced by their users and address how their technology has had a beneficial impact on one or more of the following facets:

➔ Improved affordability or reduced costs to transact, rent, purchase or manage a property
➔ Improved confidence in decision making for consumers through empowering research, property selection, build options or property valuation.
➔ Delivered greater transparency of the selling, buying or rental process
➔ Removed bureaucracy or streamlined processes that have traditionally limited choice, created delays or added cost and risks to the transaction.
➔ Increase options or services for consumers in ways that have traditionally been unavailable or prohibitively expensive.

Demonstration of the technology through case studies, adoption data and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits of your technology but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and the problem it solves, and the relevant areas of the consumer experience that it seeks to enhance. You should also outline market uptake of the solution.

- What is your elevator pitch?
- What problem do you solve and why is it an issue for customers?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer?
- Provide an example of adoption of your technology.

SCALE-UPS

Most Innovative Proptech by a Scale-up
Consumer Proptech

40% – Explain specific elements of innovation in the software that create benefit to the consumer and the resulting outcomes. Outline the value these add.

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your customers enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your marketing, business model and uptake strategy and how you are attracting consumers to your platform.

- What is your business model? How do you earn revenue?
- Overview of your marketing plan to drive adoption - and its success to date.

15% – Overview of the continued development of the software and benchmarks for commercial success.

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success and uptake?

SCALE-UPS

Most Innovative Proptech by a Scale-up
Design, Build & Development

Entries for this award should focus on software innovation that enhances the process of architectural design and/or physical development of a building. This award is designed for both those operating in the residential and commercial sectors of real estate.

Entrants should address how their technology and implementation has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Site assessment and evaluation
➔ Reducing costs and increasing efficiency of the design process
➔ Design iteration & delivering better design outcomes
➔ Improving services and experiences to buyers of off-the-plan property
➔ Delivering better construction outcomes

Please note: Entries can but do not need to combine both elements of this category. You may focus on either design or development.

Given the wide and varied nature of this facet of the Proptech sector, it is important to be specific about the benefits and outcomes that your software solution delivers. Client testimonials and/or references of projects will be highly regarded.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of design and/or development that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

● What is your elevator pitch?
● What problem do you solve and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your ideal client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

SCALE-UPS

Most Innovative Proptech by a Scale-up
Design, Build & Development

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

SCALE-UPS

Most Innovative Proptech by a Scale-up
Smart Buildings & Cities

Entries for this award should focus on software innovation that creates smart buildings and/or cities. This award is designed for both those operating in the residential and commercial sectors of real estate.

Given the wide and varied nature of this facet of the Proptech sector, it is important to be specific about the benefits and outcomes that your software solution delivers. We encourage entry from providers of smart home solutions, as well as those who offer building management and building automation systems.

To avoid confusion, attributes of a "smart building" might include but is not be restricted to:

➔ Centralised control of all facets of a building that delivers environmental or public health outcomes
➔ Technology that supports smart building executions through centralised data or data integrations
➔ Optimised energy use – e.g. real-time temperature control – or economical use of natural resources
➔ Building automation and access control

Please note: Entries can but do not need to combine both elements of this category. You may focus on either buildings or cities.

Client testimonials and/or references of projects will be highly regarded.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of smart building or city design and/or performance that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

● What is your elevator pitch?
● What problem do you solve and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your ideal client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

SCALE-UPS

Most Innovative Proptech by a Scale-up
Smart Buildings & Cities

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

SCALE-UPS

Proptech Innovator of the Year
Scale-up

This is a Best-in-Show award that will be chosen from the winner of each category.

There will be three "Innovator of the Year" winners to reflect the different sizes and maturity of participating enterprises. These awards will be given to the Best-in-Show in the categories of "Established Suppliers", "Scale-Ups" and "Start-Ups".

A separate panel of judges will be convened for these awards, and they will use the above criteria as a guide for their decision.

ESTABLISHED SUPPLIERS

For the 2022 Proptech Awards, an Established Supplier is an enterprise that has been delivering goods and services continuously to the property sector in all its forms – residential and commercial – for a minimum of 10 years.

For these 2022 awards, the relevant period runs from March 18, 2014 or earlier. These dates have been selected to coincide with the closing date for all entries into these awards (March 18, 2022).

An Established Supplier may make an unlimited number of entries to one or more of the awards for different technologies. Each entry must stand on its own merits.

If an entrant wishes to combine two technology solutions in one entry, this submission must also stand on its merit, and only one award will be available. Any subsequent promotion of a winning entry must include both technologies. Entrants must not represent each technology as standalone winners.

Entry is free to members of Proptech Association Australia. Non-members can enter by joining Proptech Association Australia or paying a $350 entry fee via invoice. An entry will not be deemed complete until the fee is paid and/or membership confirmed.

Separate panels of three judges will consider entries for each award. They will mark entries aligned to the criteria established for each award (set out below).

Once marking is complete, they will meet to ensure they are satisfied with their joint decision. (This avoids unintentional bias or outcomes created by "high" and "low" markers.)

A chairman of judges oversees the process. Their decision will be final. No correspondence will be entered into.

The following awards are open to Established Suppliers:

Most Innovative Proptech
Six awards are available under the category Established Suppliers. They are for "Most Innovative Proptech" in the following areas of business.

- Efficiency & Optimisation
- Sales & Marketing
- Property & Facilities Management
- Ownership, Affordability & Finance
- Consumer Proptech
- Design, Build & Development
- Smart Buildings & Cities
- Proptech Innovator of the Year

The following criteria have been established for the following awards:

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Efficiency & Optimisation

Entries for this award should focus on delivering business improvement through your proptech. Entrants should show how their technology has created value and/or delivers efficiency to clients.

Demonstration of the technology through the use of case studies and/or testimonials of clients will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of business operations and general administration that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Address issues such as:

- Your elevator pitch
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost or market sizing?
- Who is your target client/customer? Do you operate in B2B, B2C or both?
- Provide an example of market adoption of your technology.

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Efficiency & Optimisation

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Sales & Marketing

Entries for this award should focus on software innovation that improves the effectiveness of sales, transactions and/or marketing. Entrants should address how their technology or implementation has had a beneficial impact for clients on one or more of the following facets:

➔ Increased sales and/or transactions
➔ Improved sales and/or lead generation processes
➔ Delivered greater transparency of the sales process to buyers and sellers
➔ Retained and strengthened customer relationships
➔ Delivered digital marketing
➔ Improved the marketing of properties
➔ Enhanced brand value, recognition and effectiveness

Demonstration of the technology through case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits of your technology but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of sales and/or marketing operations that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Address issues such as:

● What is your elevator pitch?
● What problem do you solve, and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your target client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Sales & Marketing

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Address issue such as:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Property & Facilities Management

Entries for this award should focus on software innovation that improves the effectiveness and efficiency of the management of property and/or facilities. This award is open to enterprises that operate in both the commercial and residential sectors.

Entrants should address how their technology has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Streamlining property management operations
➔ Reducing costs and increasing efficiency
➔ Improving services and experiences to landlords and/or tenants
➔ Adding value to properties under management
➔ Delivering competitive advantage (e.g. a building might be more attractive to potential renters/leaseholders)
➔ Creating new business models

Demonstration of the technology through the use of case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of property or facilities management that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

● What is your elevator pitch?
● What problem do you solve and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your ideal client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Property & Facilities Management

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Ownership, Affordability & Finance

Entries for this award should focus on software innovation that delivers new ownership models, improves the affordability of property, or which supports innovative financing for purchasing or mortgages. This award is open to enterprises that operate in both the commercial and residential sectors as well as proptech/fintech hybrids.

Entrants should address how their technology has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Allowing more people to be able to access the property market
➔ Reducing costs of property ownership
➔ Improving services and experiences to property buyers or financers
➔ Creating new business models

Demonstration of the technology through the use of case studies and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of ownership, affordability or finance that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer? Do you operate in B2B, B2C or both?
- Provide an example of market adoption of your technology.

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Ownership, Affordability & Finance

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Consumer Proptech

Entries for this award should focus on platforms or software innovation that removes pain points for consumers - buyers, sellers, renters, investors or property owners (residential or commercial) - in the real estate transaction, rental or property ownership space. Entrants should clearly articulate the problem experienced by their users and address how their technology has had a beneficial impact on one or more of the following facets:

➔ Improved affordability or reduced costs to transact, rent, purchase or manage a property
➔ Improved confidence in decision making for consumers through empowering research, property selection, build options or property valuation.
➔ Delivered greater transparency of the selling, buying or rental process
➔ Removed bureaucracy or streamlined processes that have traditionally limited choice, created delays or added cost and risks to the transaction.
➔ Increase options or services for consumers in ways that have traditionally been unavailable or prohibitively expensive.

Demonstration of the technology through case studies, adoption data and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just benefits of your technology but the innovative features that created those benefits.

Criteria

30% – Overview of the technology solution and the problem it solves, and the relevant areas of the consumer experience that it seeks to enhance. You should also outline market uptake of the solution.

- What is your elevator pitch?
- What problem do you solve and why is it an issue for customers?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer?
- Provide an example of adoption of your technology.

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Consumer Proptech

40% – Explain specific elements of innovation in the software that create benefit to the consumer and the resulting outcomes. Outline the value these add.

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your customers enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your marketing, business model and uptake strategy and how you are attracting consumers to your platform.

- What is your business model? How do you earn revenue?
- Overview of your marketing plan to drive adoption - and its success to date.

15% – Overview of the continued development of the software and benchmarks for commercial success.

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success and uptake?

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Design, Build & Development

Entries for this award should focus on software innovation that enhances the process of architectural design and/or physical development of a building. This award is designed for those operating in the residential and/or commercial sectors of real estate.

Entrants should address how their technology has had a beneficial impact for clients in areas that might include but should not be restricted to:

➔ Site assessment and evaluation
➔ Reducing costs and increasing efficiency of the design process
➔ Design iteration, and delivering better design outcomes
➔ Improving services and experiences to buyers of off-the-plan property
➔ Delivering better construction outcomes

Please note: Entries can but do not need to combine both elements of this category. You may focus on either design or development.

Given the wide and varied nature of this area of the Proptech sector, it is important to be specific about the benefits and outcomes that your software solution delivers. Client testimonials and/or references of projects will be highly regarded.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of design and/or development that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

● What is your elevator pitch?
● What problem do you solve and why is it an issue for clients?
● How big is the problem in terms of the cost or market sizing?
● Who is your ideal client/customer? Do you operate in B2B, B2C or both?
● Provide an example of market adoption of your technology.

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Design, Build & Development

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Smart Buildings & Cities

Entries for this award should focus on software innovation that creates smart buildings and/or cities. This award is designed for those operating in the residential and/or commercial sectors of real estate.

Given the wide and varied nature of this area of the Proptech sector, it is important to be specific about the benefits and outcomes that your software solution delivers. We encourage entry from providers of smart home solutions, as well as those who offer building management and building automation systems.

Please note: Entries can but do not need to combine both elements of this category. You may focus on either buildings or cities.
To avoid confusion, attributes of a "smart building" might include but not be restricted to:

➔ Centralised control of all facets of a building that delivers environmental or public health outcomes
➔ Technology that supports smart building executions through centralised data or data integrations
➔ Optimised energy use – e.g. real-time temperature control – or economical use of natural resources
➔ Building automation and access control

Client testimonials and/or references of projects will be highly regarded.

Criteria

30% – Overview of the technology solution and implementation, and the relevant areas of smart buildings or cities that it seeks to enhance. You should also outline market uptake of the solution and acquisition of key clients. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost or market sizing?
- Who is your ideal client/customer? Do you operate in B2B, B2C or both?
- Provide an example of market adoption of your technology.

ESTABLISHED SUPPLIERS

Most Innovative Proptech by an Established Supplier
Smart Buildings & Cities

40% – Outline specific elements of innovation in the software that create benefit to the client(s) and the resulting quality outcomes. Questions to answer include:

- How do you solve the problem outlined above?
- How does your technology work? (General overview. Please do not reveal any IP that you would not want generally discussed or known)
- What results do your clients enjoy when using your technology?
- Does your technology provide any other ancillary benefits or assist other parts of the market? (ie: does it solve other problems that were not part of the initial intended scope?)

15% – Describe your change management process and implementation methodology, and how adoption challenges are overcome. Questions to answer include:

- How do you encourage adoption?
- What are the key objections you have to your technology and how do you overcome them?

15% – Overview of the continued development of software/implementation methodology and future commercial success. Questions to answer include:

- What additional features/development will you undertake across the short to long term?
- What are your goals for commercial success?

ESTABLISHED SUPPLIERS

Proptech Innovator of the Year
Established Suppliers

This is a Best-in-Show award that will be chosen from the winner of each category. There is no requirement for you to enter.

There will be three "Innovator of the Year" winners to reflect the different sizes and maturity of participating enterprises. These awards will be given to the Best-in-Show in the categories of "Established Suppliers", "Scale-Ups" and "Start-Ups".

A separate panel of judges will be convened for these awards, and they will use the above criteria as a guide for their decision.

Proptech Leader of the Year

This award is open to founders or executive team members within proptechs of all levels. Entrants for this award should be able to articulate their personal philosophy about leadership, the values they hold and the work they do to embody those values across their organisation and more broadly.

Entrants should address how their leadership attributes have supported their personal and business achievements through one or more of the following facets:

➔ Strategy and vision for their proptech and/or the broader industry they serve.
➔ Financial goals or growth for their business
➔ How they support the development and wellness of their team/s or colleagues
➔ Engagement with customers
➔ How they have overcome specific challenges within the business
➔
➔ Work/Life balance
➔ Broader community and stakeholder engagement
➔ Commitment to personal and professional growth and development

Demonstration of these values through examples and/or testimonials will be regarded favourably by judges. It is recommended entries should specify not just general statements but evidence and tangible outcomes from their approach.

Each entry must be accompanied with a "head and shoulders" photograph of the entrant and (if applicable) their company logo. These must be attached with your entry in our online awards system.

Proptech Leader of the Year

Criteria

30% – Overview of the values they hold important as a leader and how they embody those values within the organisation.

40% – Explain specific aspects of their leadership and how they have achieved quality outcomes for their proptech and/or challenges they have faced and how their leadership skills supported great outcomes.

15% – Describe the structures and processes they have put in place within the business, department or area of influence to lock in positive outcomes longer term and how they mirror their values.

15% – Outline 'what comes next' including any future challenges or opportunities they perceive, and how they intend to continue their development personally or for their team.

All Proptech Award entries will be assessed for The Proptech to Watch, Proptech for Good and Data Accelerator Awards which are decided by our judging panel.

Got any questions? Check out our

Frequently Asked Awards Questions →

proptechassociation.com.au/proptech-awards/frequently-asked-questions/

Ready to enter?

Click Here To Register →

proptech.awardsplatform.com