THE PROPTECH FORUM

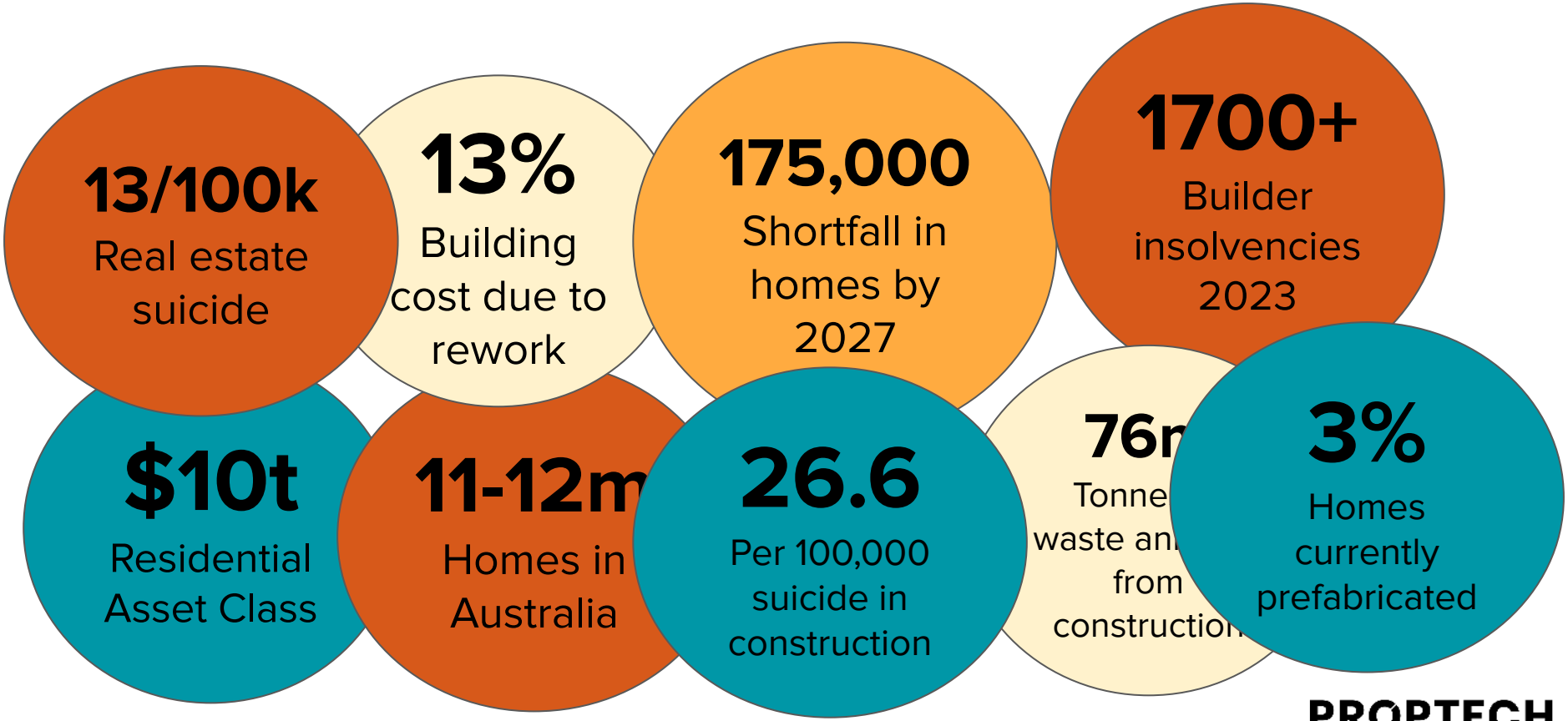
THINK BIGGER TOGETHER

OCTOBER 19 2023 | SYDNEY

THINK BIGGER TOGETHER

Kylie Davis

State of the industries we serve



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The climate challenge is no longer niche

Net Zero by 2050
Australian global commitment

78%
housing stock rated 2 stars out of 7

24% Electricity Use
10% carbon emissions created by residential buildings

55%
Homes electrified by 2027

Banks & Insurers
assessing climate risk in portfolios

Carrot & Stick
Cheap $$ for efficiency upgrades. Higher rates for inefficiency

New Valuation Models
Energy efficient homes worth more

Supply crisis
Not just green proptech but build, manage and assess value

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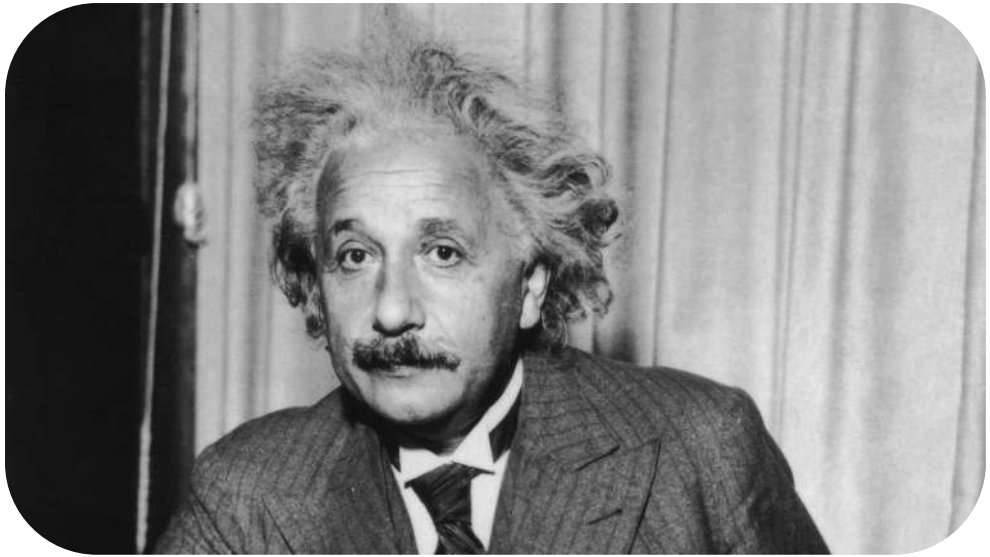
The definition of insanity is doing the same thing over and over and expecting different results.

- **Albert Einstein**



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Why is adoption so challenging?

480+

Proptechs feels overwhelming

Choice

What does an ideal tech stack look like? What's really needed?

Cost

Time - not just $ - of connecting and making it all work

Language

We talk in features not benefits, tech not pain, cost not value

Psychology

Human brain is hardwired to avoid risk which it defines as safe. Safe not always logical

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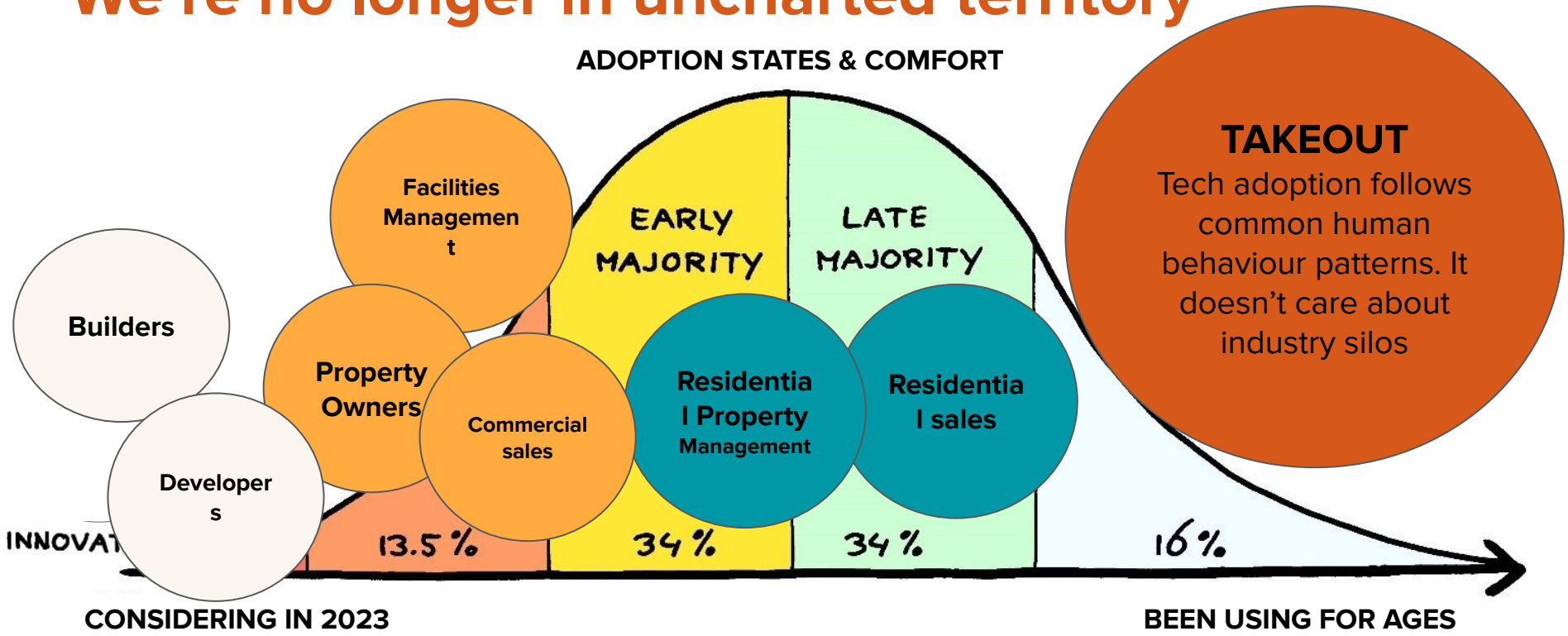
And we've got our own stuff going on, right?

We’re no longer in uncharted territory



TAKEOUT

Tech adoption follows common human behaviour patterns. It doesn’t care about industry silos

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Big data - passed the tipping point

November 2022
The moment
everything changed

Big Data + AI + Natural Language
The world had an ‘aha! Wow! I get it!’
experience

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How do we respond?

Be more human

Make clients feel safe
Our tech needs to feel like a nudge not a le

Excel at change
Guide clients through. Normalise learning stages

Collaborate
Share what's working across silos

Support & drive industry standards

Identify pain & cost of status quo

Run better businesses
Challenge the startup burnout or bust mentality

Join dots. Remove barriers
Seamless integrations

Think bigger. Together

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