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REED MIDEM AND METAPROP NYC ANNOUNCE START-UP COMPETITION PARTICIPANTS FOR MIPIM PROPTech NYC

NEW YORK – October 25, 2018 – **Reed MIDEM**, organizer of global real estate conferences, networking and business events, together with **MetaProp NYC**, the premier real estate technology nexus and early stage PropTech accelerator, is pleased to announce the start-up competition participants for the second annual **MIPIM PropTech NYC**. The conference, which is the flagship event of NYC Real Estate Tech Week, will take place on **Tuesday, November 6, 2018**, at **The Metropolitan Pavilion at 125 W 18th Street**. Last year, the conference hosted over 800 attendees from more than 500 real estate, tech and investment firms representing 33 countries, to discuss the current state and potential of the real estate technology industry.

Selecting Innovative Start-Ups from the PropTech Industry

The goal of the start-up competition is to identify the most innovative companies that address modern challenges to the real estate industry. A prestigious committee reviews all online applications and selects six start-ups to pitch their concept in front of an audience comprised of real estate and PropTech professionals at the conference. The two selected finalists will then advance to the final round of the competition at MIPIM 2019 in Cannes, France. The following start-ups have been selected to compete at MIPIM PropTech NYC on November 6:

- **[Archilyse AG](#)**: Archilyse provides a 1-click DNA test for the built environment. The holistic numeric architecture analysis is offered as an easy to use software-as-a-service solution. The service allows users to comprehensively evaluate architecture and building qualities based on scientific algorithms. Its results can be used to improve planning, valuating or any other architecture related decision making.
- **[District Technologies](#)**: District helps landlords move from “rent” to “relationship” through a best-in-class, artificial intelligence platform and mobile app that connects users to the things they love in and around buildings.
- **[Estate Intel Limited](#)**: Estate Intel Limited is an independent provider of commercial property research and data in Sub-Saharan Africa. The company’s web application allows users to gain instant and centralized access to relevant structured data.
- **[igloohome](#)**: igloohome helps users manage their homes and properties through innovative technologies. The company has created smart-locks and key boxes which

allow owners to control access to their property remotely. The company is a preferred partner of Airbnb.

- **onTarget:** onTarget is a construction-oriented cloud-based application that allows property investors, managers, contractors and other vendors to connect through an online dashboard.
- **Uprella:** Uprella is an advantageous alternative to conventional construction methods. It offers the installation of the roof as soon as possible followed by a lift system featuring modern and safe handling tools.

“We look forward to hosting these six incredible industry start-ups at MIPIM PropTech NYC in November,” said Nicolas Kozubek, MIPIM PropTech director. “Each company is developing innovative solutions to traditional obstacles in the real estate industry. We are excited to listen to their presentations at the start-up competition and wish them all the best of luck.”

About Reed MIDEM

Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York and in Paris for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy and MAPIC Food & Beverage in Milan, MAPIC China Summit in Shanghai and MAPIC India in Mumbai for the retail real estate sector.

About Reed Exhibitions

Reed Exhibitions is the world’s leading events organiser, with over 500 events in 30 countries. In 2017 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. www.reedexpo.com

About MetaProp NYC

[MetaProp](#) is the world’s premier real estate technology nexus. Based in the heart of Manhattan’s Silicon Alley, the 22-week MetaProp Accelerator @ Columbia University, the 20-week international MetaProp Bridge @ Columbia University and 8-week MetaProp Pre-Accelerator at Columbia University are the leading programs for high growth PropTech startups. Each year, up to 25 of the best technology driven real estate industry ideas are selected to participate in intensive education, mentorship and growth hacking programs, culminating in exclusive Graduation Defense panels and Road Show Demo Days for partners, investors, VCs and media. Founded in 2015, the accelerator boasts 100+ mentors, 10 renowned corporate partners and widespread media coverage from the *Wall Street Journal*, *The New York Times*, *Forbes*, *TechCrunch*, *Inman*, *EG*, *Nikkei*, and more. MetaProp's team and strategic seed stage funds have invested in 80+ technology companies across the real estate value chain. The companies have raised more than \$2 billion and employ 1,500+ people globally. MetaProp Advisors

provides strategic advisory services, corporate development support, communications, event management and market research for real estate companies that are serious about innovation. In addition, MetaProp Advisors produces New York City Real Estate Tech Week and the MIPIM PropTech New York Summit; *The MetaPropCast* podcasts, and also publishes the *Global PropTech Confidence Index*.

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