



October 11, 2017 – Convene, NYC

**FOR IMMEDIATE RELEASE**

Contact: Sarah S. Berman  
The Berman Group, Inc.  
(212) 450-7300  
[sberman@bermangrp.com](mailto:sberman@bermangrp.com)

**Mipim Opens Submissions For Third Annual Startup Competition**

\*\*\*

***NYC to Host First Leg of Multi-City MIPIM Startup Competition 2018 During MIPIM PropTech Summit in October***

**NEW YORK, NY – July 24, 2017 – Reed MIDEM**, the leading global real estate conference organizer, announced today that submissions have opened for the North American leg of the second annual **MIPIM Startup Competition**, which recognizes the most dynamic international startups offering real estate and urban management solutions, providing those competing with an opportunity to meet and pitch business to relevant investors, developers, financial companies, media analysts and other key influencers.

The Startup Competition will be hosted in three major real estate technology hubs, including New York, London and Hong Kong, culminating in the final competition at the MIPIM 2018 conference in Cannes, France, on March 14. For each city, a committee will review submissions and pre-select nine candidates to pitch their projects in front of a jury, who will select three finalists to compete in the finals at MIPIM 2018 on March 14. Of the nine finalists selected to compete in Cannes, three winners will be named.

“It is a thrilling time for the proptech industry, and we’re only beginning to see the incredible ways that real estate and technology can combine to make our buildings and cities smarter and more efficient,” said Filippo Rean, Head of the Real Estate Division at Reed MIDEM.

In New York, submissions open on July 24. Nine entrants will be chosen to present their projects at the MIPIM PropTech Summit on October 11. The selection committee for this year’s competition includes **Aaron Block**, co-founder and managing director of MetaProp NYC; **Sandy Jacolow**, chief investment officer of Silverstein Properties; **Brendan Wallace**, co-founder of Fifth Wall; **Matthew Abeles**, co-founder of BuiltWorlds; **Dan Hughes**, director of RICS; **Maria Seredina**, senior manager of corporate development at Zillow Group; and **Dave Eisenberg**, senior vice president of digital and technology at CBRE. **The application deadline for startups to pitch at the MIPIM PropTech Summit is September 19, 2017.**

For London, submissions will open on July 31, with selected projects presenting at MIPIM UK on October 19. Submissions in Hong Kong will open on September 11, and the selected projects will be presented at MIPIM Asia on November 28.

To be considered for the MIPIM Startup Competition, companies should be independent and offer an original and innovative solution, with international viability. For more information on the competition, or to complete your submission, please visit <http://www.mipim.com/en/startup-competition/>.

For more information on the PropTech Summit, visit [www.mipim-proptech.com](http://www.mipim-proptech.com).

#### **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 for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the retail real estate sector.

#### **About Reed Exhibitions**

Reed MIDEM is a division of Reed Exhibitions, the world leader in event organisation, with over 500 events in 30 countries. In 2016 Reed brought together over seven million active professionals 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 40 offices and agents located. Reed Exhibitions 43 key industrial sectors, through events for professionals and the general public, and is part of Reed Elsevier Group plc, a world leader in the publishing and dissemination of information. [www.reedexpo.com](http://www.reedexpo.com)

###