STARTUP COMPETITION p

Propel by MIPIM Startup Competition Cannes Winners

mipim

DATA

CentralF
Country: Israel / USA
Funding stage: seed
Money raised: 450K€
Year of creation: 2020
More information: https://centralf.com/

Analyzing non-connectable data inputs to Optimize Critical Workplace and Workforce Strategies and Decisions CentralF is an analytical tool providing multi-scenarios analytics based on true data, boosted with 3d party data sets, and benchmarks created on industry/client type bases, all in seconds! We are able to help both brokers and workspace strategists to work simultaneously on X10 deals and clients. We help companies leadership to make data-reliable decisions on optimization of their facilities and workforce management strategies

Problem solved: The great resignation is shuttering businesses. Companies miss management tools and relevant data to redesign workforce and facilities today and make better long-term decisions for employees' flexibility and inclusivity. Brokers are acting reactively to the situation. Workspace strategy departments are trying to help clients to reevaluate their needs in facilities, when struggling with a high demand - they are missing a lot of opportunities.

INVESTMENT

Apricot
Country: UK
Funding stage: Pre-seed
Money raised: 100K€
Year of creation: 2021
More information: https://joinapricot.co.uk

Enabling anyone to become a homeowner. We enable someone who is not yet mortgage to find their dream home, which we will purchase on their behalf and rent back to them. Every month, we will take a portion of their market-level rent and put it towards them building up a deposit. Finally, at the point at which they are mortgage ready, they can purchase the home back from us at a pre-agreed price. On the other side of our platform, we give investors access to a diversified portfolio of single family assets with a planned exit.

Customers / Problem solved: self-employed individuals who are part of the growing freelance/creator/entrepreneur community. These individuals are currently unable to access traditional home finance products in the UK without several years of tax returns from their business. We require a small deposit of 1-2% (instead of 5%) and will put our customers on the path to mortgage readiness by helping them increase their attractiveness to lenders during their lease term.

SUSTAINABILITY

Oaktree Power

Country: UK
Funding stage: 1st external funding round
Money raised: 3 Mio €
Year of creation: 2020
More information: www.oaktreepower.com

Reduce carbon & energy & be financially rewarded to do so. We are a new Green Demand Side Response (DSR) aggregator who monetises the ability of commercial buildings to reduce electricity use at certain times, effectively 'selling' the reduction into various flexibility markets using our novel digital technology. We reduce carbon emissions & electricity costs and generate a new income stream. We take a % fee to provide this. In addition our DSR solution increases the BREEAM rating of the building. And all without the need for capital investment.

Customers / Problem solved: Owners, managers & tenants of large commercial buildings / Enabling them to lower their building's carbon footprint to help them achieve their net zero goals, reduce electricity costs & gain higher rental rates from the increased BREEAM rating of their building, all at no investment.

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Meet Propel by MIPIM Startup Competition Winners

Parametric Solutions AB
Country: Sweden
Funding stage: Pre-seed
Money raised: n/a
Year of creation: 2020
More information: www.parametric.se

Parametric solutions provides a platform for automated architecture . We generate buildings in minutes rather than weeks. Parametric Solutions is a Swedish startup within the proptech field, providing a SaaS platform for automated architecture. Founded in august 2020, the company helps architects and property developers to make informed decisions in early stages of the design process. With smart algorithms and AI we generate a multitude of building options in minutes rather than weeks. All options are evaluated on cost and sustainability KPI:s and presented in a digital catalogue.

Problem solved: Normally architecture and urban planning is a complex process. There are several parameters to take into consideration and the planning processes take weeks and requires a lot of resources. In our SaaS platform options/scenarios can be generated in minutes. This saves time, reduces cost and increases efficiency.