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# SUSBCC – PEHK: PROPTech ENTREPRENEURSHIP HACKATHON

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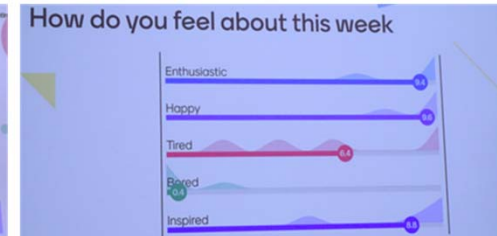
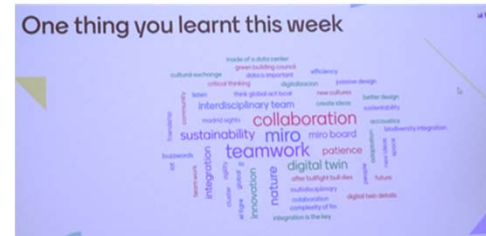
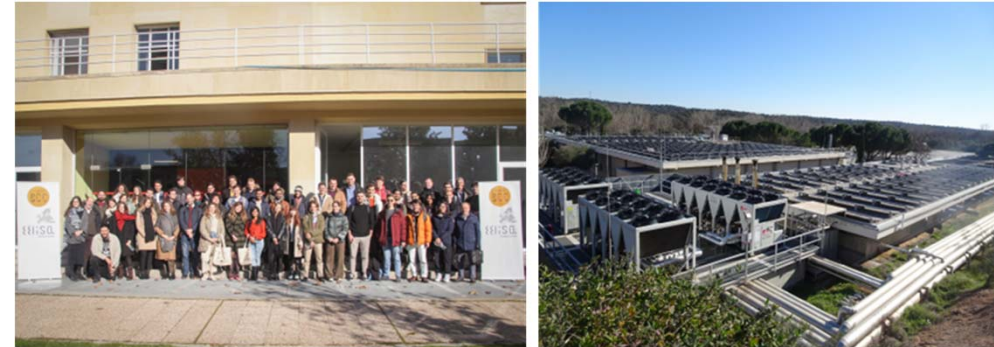


# After the successful Think Tank on Sustainable Buildings ESA — ESAC - SUSTAINABLE BCC EELISA COMMUNITY

Attendees: 78 students + 7 grantees = 86 students  
 117 professors, researchers and professionals

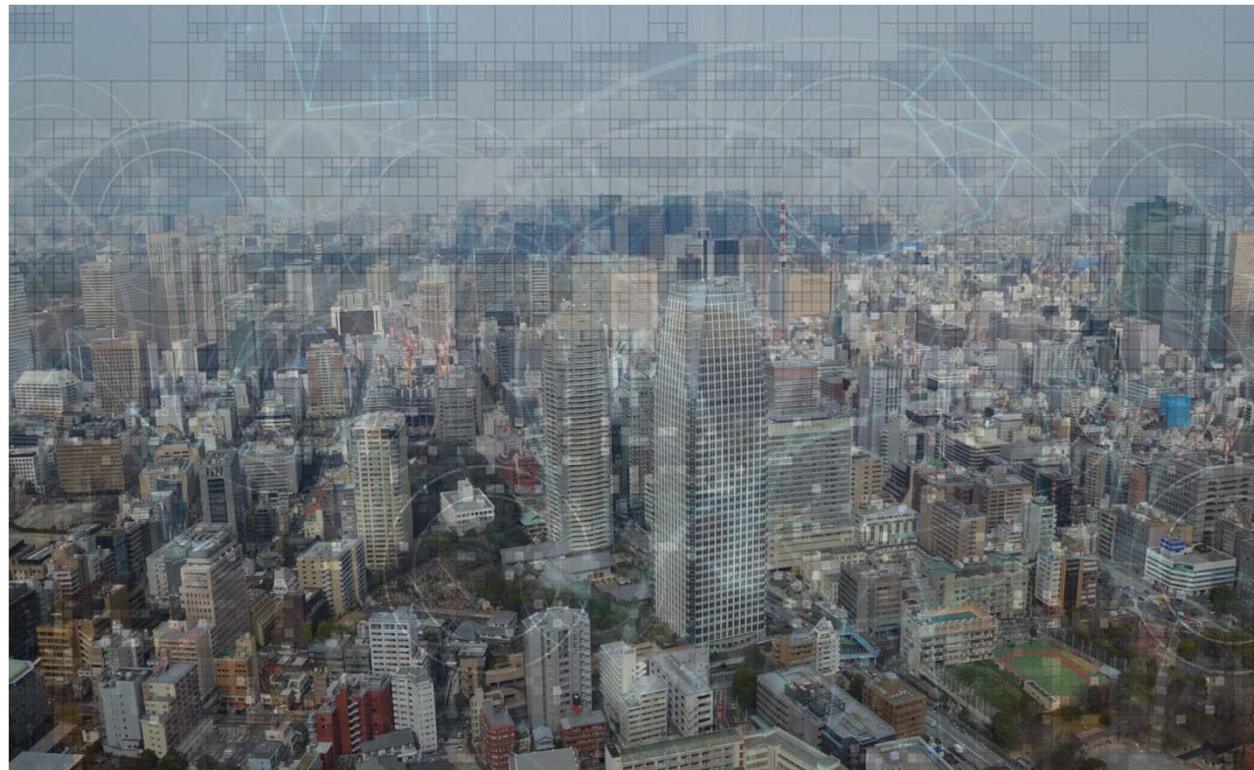
Badges: 212 Badges (SUSBCC, CRC, Circular EELisa, Discovery)

4 Sustainable Think Tanks  
 + 1 transversal Digital Think Tank  
 + 1 New European Bauhaus Integration Think Tank  
 30 Different Thematic Workshops



We´ll keep moving towards the environment in which We all will be operating in the coming years :

## SUSTAINABLE, EFFICIENT, DIGITAL BUILDINGS & CITIES



5<sup>th</sup> to 8<sup>th</sup> June 2023

Welcome to the

## SUSBCC – PEHK: PROPTech ENTREPRENEURSHIP HACKATHON



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SUSBCC – PEHK: PROPTech ENTREPRENEURSHIP HACKATHON. Madrid 5<sup>th</sup>-8<sup>th</sup> June 2023

## The Activity:

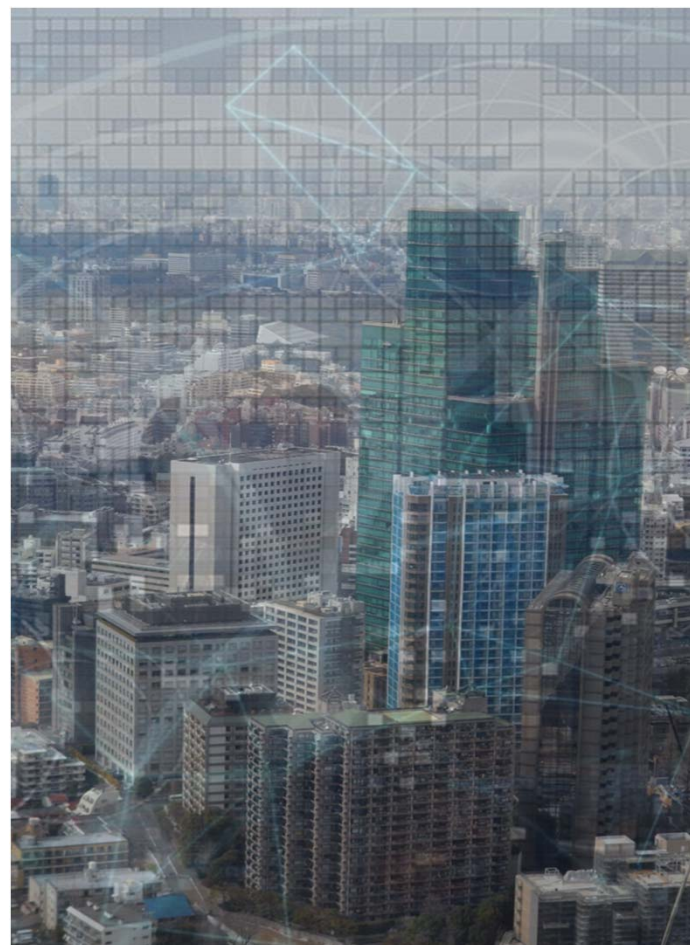
The aim is to face one of the challenges associated with the improvement of the efficiency and sustainability of our buildings and cities, which involves raising awareness among European and Eelisa students and interested professionals about the Industry 4.0 and digital potential while promoting entrepreneurship for the necessary developments of new applications.

This activity is a very good opportunity for participating students to acquire a global and **comprehensive vision to generate new entrepreneurial and business ideas** to support the improvement of the efficiency and sustainability of our buildings, cities and communities from the double perspective demanded by today's European society:

**DIGITAL&EFFICIENT** with **PROPTech** (Industry 4.0) development taking advantage from the synergies and potential offered by digital trends.

**SUSTAINABILITY** through the perspective of **responsible and sustainable investments (RSI)** as a criterion of a new business philosophy for the selection of investments integrating **ESG (Environmental, Social and Governance) criteria**.

This activity **fosters the awareness and commitment of tomorrow's European professionals**. This activity will take place in a creative and collaborative international environment with the participation of students, professors, researchers and professionals.



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SUSBCC – PEHK: PROPTech ENTREPRENEURSHIP HACKATHON. Madrid 5<sup>th</sup>-8<sup>th</sup> June 2023

# The SUSBCC Proptech Entrepreneurship Hackathon:



The development of this SUSTAINABLE BCC - Proptech Entrepreneurship Hackathon will take place in a face-to-face format in the first week of June 2023 (5<sup>th</sup> to 8<sup>th</sup> June 2023) at the UPM's School of Architecture, in Madrid.

The activity is structured as a large **Role Play - Hackathon** in which the students, organised in **team work (future start-ups)** participate in an condensed **Proptech entrepreneurship programme** to identify **digital trends and technologies** with innovative applications, workshops to develop a business idea, receive information on **key instrumental issues, training in transversal skills**, and formulate a business proposal that will compete in an **Mock Investors' Forum** that will simulate the process of seeking funding as if it were in front of investors, rewarding the **most suggestive start-ups** with the **greatest potential for impact on the market from the PROPTech and ESG perspectives** to promote more efficient and sustainable buildings, cities and communities.

## The structure

<p>Monday 5<sup>th</sup></p> <p>ACTIVITIES &amp; DIGITAL EXPLORATION + WORKSHOP ON BUSINESS IDEA DEFINITION</p>	<p>Tuesday 6<sup>th</sup></p> <p>WORKSHOPS ON INSTRUMENTAL TOPICS</p>	<p>Wednesday 7<sup>th</sup></p> <p>WORKSHOPS TO TRAIN TRANSVERSAL SKILLS</p>	<p>Thursday 8<sup>th</sup></p> <p>THE HACKATHON + INVESTORS FORUM</p>
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## The digital technologies

<p>DT1 - BUILDING MANAGEMENT &amp; OPERATION: BMS, BEMS, CAFM, IWMS...</p> <p>DT2 - GEO-COMPUTING: Scanners, drones, SLAM Systems, BIM...</p> <p>DT3 - DIGITAL TWINS &amp; VIRTUAL REALITY</p> <p>DT4 - MONITORING &amp; IOT for smart buildings and cities</p> <p>DT5 - ARTIFICIAL INTELLIGENCE for buildings, cities and communities</p>
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## The workshops & topics

<p>WD1 - BRAINSTORMING &amp; RANKING</p> <p>WT2 - BUSINESS IDEA DEFINITION</p> <p>WT3 - BUSINESS IDEA DEVELOPMENT</p> <p>WT4 - BUSINESS PLAN</p> <p>WT5 - PROJECT MANAGEMENT PLAN</p> <p>WT6 - MARKETING STRATEGIES</p> <p>WT7 - COMMUNICATION STRATEGIES</p>
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SUSBCC – PEHK: PROPTech ENTREPRENEURSHIP HACKATHON. Madrid 5<sup>th</sup>-8<sup>th</sup> June 2023

# The Agenda:



The agenda scheduled for The SUSBCC Proptech Entrepreneurship Hackathon is:

SUSBCC PROPTech HACKATHON PLANNING	Monday 5					Tuesday 6					Wednesday 7					Thursday 8				
	DT1	DT2	DT3	DT4	DT5	DT1	DT2	DT3	DT4	DT5	DT1	DT2	DT3	DT4	DT5	DT1	DT2	DT3	DT4	DT5
8h30'	Welcome & Organization					Workshop WT3					Workshop WT6					Hackathon Introduction				
9h00'	Introduction to Entrepreneurship, Proptech, ESG					BUSINESS IDEA DEVELOPMENT					MARKETING STRATEGIES					THE HACKATHON				
10h00'	Coffee break					Coffee break					Coffee break					Coffee break				
11h00'	Visits DT1 & Activities Digital Exploration	Visits DT2 & Activities Digital Exploration	Visits DT3 & Activities Digital Exploration	Visits DT4 & Activities Digital Exploration	Visits DT5 & Activities Digital Exploration	Workshop WT4					Workshop WT7					THE HACKATHON				
12h00'						BUSINESS PLAN					COMMUNICATION STRATEGIES					THE HACKATHON				
13h00'	Lunch time					Lunch time					Lunch time					Lunch time				
14h00'	Lunch time					Workshop WT5					Time to enjoy Madrid					INVESTORS FORUM				
15h00'	PROJECT MANAGEMENT PLAN					Wrap up SUSBCC – PEHK Conclusions														
16h00'	Workshop WD1 - DT1	Workshop WD1 - DT2	Workshop WD1 - DT3	Workshop WD1 - DT4	Workshop WD1 - DT5	Time to enjoy Madrid					SUSBCC – PEHK: Closing Networking									
17h00'	Brainstorming & Ranking	Brainstorming & Ranking	Brainstorming & Ranking	Brainstorming & Ranking	Brainstorming & Ranking						Time to enjoy Madrid									
18h00'	Workshop WT2					Time to enjoy Madrid					Time to enjoy Madrid									
19h00'	BUSINESS IDEA DEFINITION PER START-UPS WORKING GROUPS																			
20h00'	SUSBCC – PEHK: Team Building & Welcome Networking					Time to enjoy Madrid					Time to enjoy Madrid									
21h00'																				





SUSBCC – PEHK: PROPTech ENTREPRENEURSHIP HACKATHON. Madrid 5<sup>th</sup>-8<sup>th</sup> June 2023

## The standard methodology:



### GENERAL APPROACH FOR EVERY WORKSHOP SESSION. The Repository

- Collection of videos, MOOCs, articles, various teaching materials on the general knowledge that the participants in the different workshops should learn previously as a type of **flipped classroom**

<https://susbcc.dcta.upm.es/to be defined>

### 2H STUDENTS & PROFS COLLABORATIVE WORKSHOPS

#### General:

- First 20'-30' a general approach with an inspiring masterclass to introduce the topic and their key drivers
- Challenge or task definition

#### Team work:

- Collaborative tool MIRO
- Discussion and task development
- Task delivery – Workshops' outputs





<https://forms.gle/gFtB7fmKHHrRq2vy7>

<https://blogs.upm.es/eelisasustainablebcc/wp-content/uploads/sites/927/2023/04/Partner-Form.pdf>

Join Sustainable BCC Eelisa Community

Join SUSBCC – PEHK ACTIVITY

# ENJOY SUSBCC – PEHK: PROPTech ENTREPRENEURSHIP HACKATHON

Updated information at <https://blogs.upm.es/eelisasustainablebcc/>

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