

PRESS RELEASE

PropTech Innovation Award: „Made of Air“ Honored As 2022’s Most Promising Real Estate Start-up

- „Made Of Air“ came out top among 15 finalists at the PropTech Innovation Summit
- Potential investments of up to 100,000 euros per company
- 200 applicants from 33 countries took part in the PropTech Innovation Award

Berlin, September 28, 2022: This year’s PropTech Innovation Award has been awarded to „Made of Air“ from Berlin. The company produces a new carbon-negative material that stores carbon from the air to reduce the CO2 footprint of buildings. The company won over the jury’s 9 experts. NorNorm from Denmark and Lumoview from Germany placed second and third, respectively. For the PropTech Innovation Award’s 6th edition, around 200 guests from the worlds of start-up, real estate and finance joined a live event in Berlin. Initiators of the global competition are GERMANTECH, Union Investment, and, for the first time, Berlin project developer Townscape.

Allison Dring, Made of Air’s Co-Founder and CEO: “ We are thrilled to win this renowned award. The investment will help us to initiate the production in Brandenburg and to create carbon-value in buildings.”

Aim of the competition was to once more find and honor the leading digital solutions and business models in real estate management. This year’s motto “Smart Solutions for a sustainable value chain” invited PropTech companies to apply with their innovative approaches to a sustainable value chain in the building and real estate sectors.

“Transforming real estate holdings sustainably is a Herculean task for which our industry requires concrete, actionable solutions created by innovative founders,” says Christoph Holzmann, Chief Operation Officer and Member of the Management Board at Union Investment Real Estate GmbH. “The PropTech Innovation Award has given these multi-layered approaches to sustainability an important platform. I am certain that this will result in several exciting collaborations.”

“Real estate management still offers plenty of opportunity for innovation, and at the same time its commercial relevance requires the sector’s leadership as we strive towards sustainability goals. Since this is our first time taking part in the PropTech Innovation Award, we were very curious to explore the applications sent in from around the globe. The width and depth of the submitted solutions and business models impresses us. We are looking forward to discussions with the PropTechs and the collaborations that will grow out of these discussions,” remarks Philipp Janssen, Managing Director at Townscape.

Maria Gross, Managing Director at GERMANTECH: “Since 2017, when we organized the first PropTech Innovation Award, attention has steadily increased. We receive more applications every year and to date have been able to honor more than 70 start-ups. I want to thank our partners at Union Investment and Townscape, with whom we have created and consistently develop the initiative. And, of course, the members of our jury who have used their extensive market expertise and technical know-how to choose great honorees. We will continue to accompany our winners and support them in their development.”

During the PropTech Innovation Summit, winners were chosen in three categories: “Smart Planning”, “Sustainable (Re)Construction & Building”, and “Responsible Use & Management.” The categories span a wide range of topics, from the circular economy to AI to efficiency gains in data collection and usage.

In addition to the award, this year for the first time, companies will receive up to 100,000 euros each in long-term investments. To this end, the GERMANTECH Innovation Fund will provide up to 900,000 euros in total. After 2021’s edition took place as a hybrid online event, this year’s summit was once again on site in Berlin at the Holzmarkt campus in Friedrichshain.

TOWNSCAPE

Townscape creates space for ideas. We are a Germany-wide, Berlin-based project developer specialized in modern office spaces with intelligent layouts, high-tech facilities, and an overarching architectural concept that is inspired by tomorrow’s world of work. In addition, the owner-operated Townscape Group offers long-standing experience in developing residential properties and neighborhoods. The company covers the full project development process, from property purchase to concept development, financing, project coordination, and sales.

www.townscape.de

Union Investment

For over 50 years, Union Investment has stood for pro-active property investment and active asset management around the globe. With a total value of managed assets of about 54 billion euros, Union Investment is one of Europe’s leading property investment managers. Globally, Union Investment currently actively manages about 500 properties in 26 countries. Investments focus on office, retail, hotel, logistics, and residential properties.

www.union-investment.de/realestate

GERMANTECH

GERMANTECH brings innovative projects to life, develops digital projects, and creates new jobs. In this, the company gives advice and supports clients from the private, public, and social sectors through the full innovation cycle, creating bespoke solutions, which connect technologies, innovation, and entrepreneurship. The services offered cover education, ventures, and ecosystem, and, depending on the partner’s needs, range from issue-specific individual workshops to developing and implementing entire new businesses.



T O W N S C A P E

Media contact Townscape:

Ummen Communications GmbH

Dr. Tilman Pradt

T. +49 (0)160 90330098

pradt@ummen.com

Media contact Union Investment:

Union Investment Real Estate GmbH

Fabian Hellbusch

Head of Property Marketing, Communications

T. +49 (0)40 34919 4160

fabian.hellbusch@union-investment.de

Media contact GERMANTECH:

GERMANTECH Operations GmbH

Maria Gross

Managing Director

T. +49 (0) 174 4146780

maria@german.tech