



PropTech in Canada 2021 Report

February 2021

About Proptech Collective

Who we are

We are a collective of real estate professionals, technologists, city builders, and entrepreneurs who believe technological innovation can change the built world for the better.

Coming from startups, large enterprises and everything in between, we know how hard it can be to create meaningful change. We also recognize silos exist across the real estate, technology, and public sectors, and important voices are being left out of the conversations.

That's why we founded Proptech Collective. We see these challenges as an opportunity to come together to find better solutions and build more inclusive, resilient, and sustainable communities in Canada and beyond.

What we do

Collaboration is at the heart of what we do. Our events, educational content, and community initiatives focus on identifying tangible steps to advance technology and innovation in the real estate and construction industries. We provide an authentic forum for candid conversations, knowledge sharing, and community building.



Join us!

**Subscribe and
become a member
today**

To learn more, visit
proptechcollective.com

Foreword

We are thrilled to share this inaugural PropTech in Canada report with you.

Canada has a rapidly growing tech ecosystem and strong support for innovation, with access to high quality talent, friendly immigration policies, and a thriving venture capital and accelerator community. In recent years, we have seen the rise and growth of local PropTech startups. However, there is little data on the state of the market and achievements of innovative Canadian companies in the real estate and construction industries.

This comprehensive report examines the Canadian PropTech landscape, including the key players, emerging trends, and insights into how the Canadian real estate industry is transforming and building resilience.

After interviewing 20+ leading Canadian real estate companies and startups, one of our biggest takeaways for the real estate community is **dream big, start small, and act now**. There is no single right answer. Leading companies are taking different approaches to technology, innovation, and data to create and enable their competitive advantage. Differences recognized, all have ambitious long-term visions which they are actively pursuing.

We hope you enjoy this report and would love to hear what you think.

Sincerely,
Courtney, Alice & Stephanie

Join us! [Subscribe and become a member today](#)

Meet the Authors



Courtney Cooper

Co-Founder at PropTech Collective

Principal at Alate Partners



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Marketing at PropTech Collective

Real Estate Professional

Special thanks to PropTech Collective Co-Founder and Head of Membership, Julia Chelaru, for her leadership and support!

Sponsors

Founding Sponsors

Our founding sponsors share our vision to create a space for real estate professionals, technologists, entrepreneurs, and city builders to collaborate, learn, and craft a better future, together. Thanks to their financial support and contributions of time and expertise, we've been able to launch the most comprehensive report on PropTech in Canada and continue to grow this community.



Acknowledgements

Thank you to the founders, real estate companies, investors, PropTech Collective committee members, and many others who have contributed to this report.

A special thanks to Alate Partners, Avison Young, CBRE, Toronto Global, PwC Canada, REALPAC, and Unissu for providing their data, insights, and support.

Media Partner

CANADIAN
REAL ESTATE FORUMS



Frank Magliocco

Real Estate Leader
PwC Canada



Canada is home to real estate companies that punch above their weight on the world stage, has a thriving technology ecosystem and is emerging as a significant PropTech hub.

While the focus of real estate tech investment shifted in 2020, the last year has highlighted the importance of solutions that bolster resilience, improve efficiencies and open up new business opportunities.

PwC is thrilled to support PropTech Collective and the PropTech community in Canada, and beyond.



Why Canada?

Canada is becoming a key hub for real estate innovation. With a growing tech ecosystem and thriving real estate and construction industry, Canada is creating an incredible home for the next generation of PropTech startups.

HOME TO LEADING GLOBAL REAL ESTATE COMPANIES

10 of 2020's top 50 global institutional real estate investors are Canadian



Other Canadians you might know:



FRIENDLY IMMIGRATION POLICIES

3 of the top 10 most diverse city in North America, including Toronto (#1), Montreal (#7), and Vancouver (#9)

400K immigrants a year; friendly policies announced immigration target for 2021-2023

ACCESS TO TALENT

1st most educated country in the OECD; +55% of the population have a post-secondary degree or diploma

~500K students enrolled in STEM programs at any time

SUPPORT FOR INNOVATION

175+ incubators & accelerators throughout the country

\$3B in national tax incentives annually via the SR&ED program

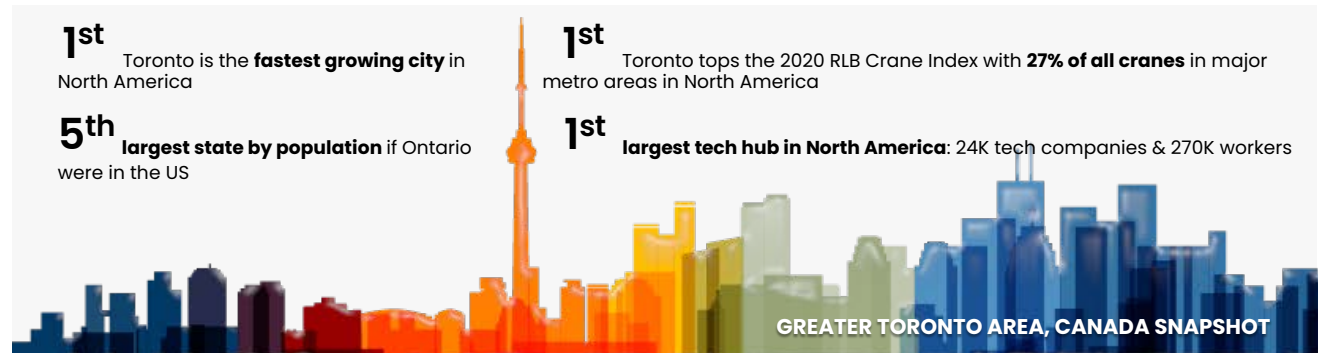


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01

**The Status of PropTech
in Canada**

Section 1: The Status of PropTech in Canada

After analyzing **300 PropTech Startups in Canada** in commercial real estate, residential real estate, and construction tech, we have found the following:

80%

Located in top 5 hubs, including Toronto, Vancouver, Montreal, Calgary, Kitchener – Waterloo

67%

Founded after 2014

60%+




In early-stage, raised pre-Series A financing

Top 5 Startups

SONDER ecobee BuildDirect™

breather PROPERLY

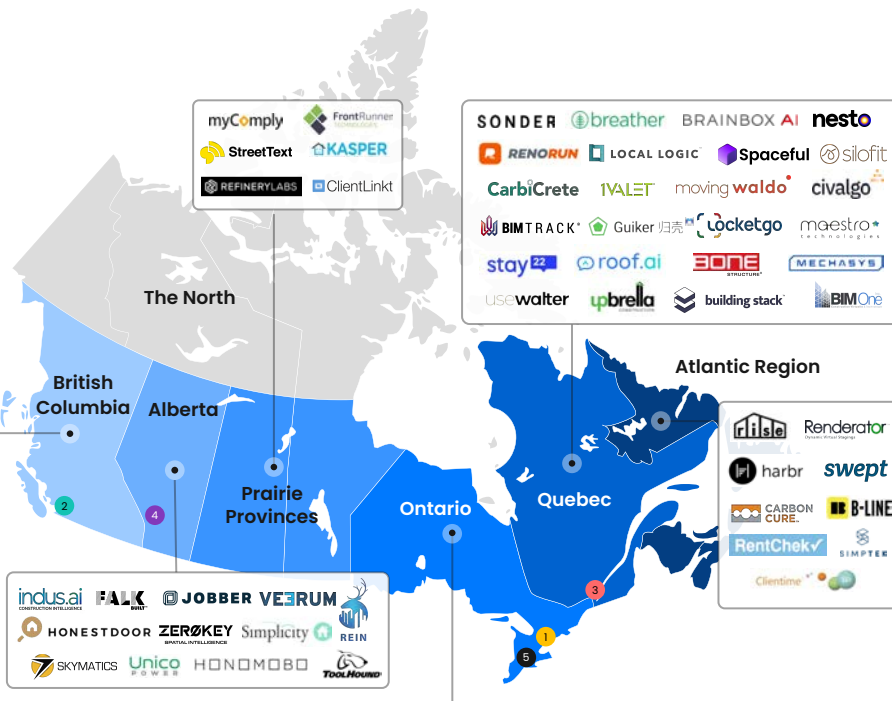
Top 3 Categories

-  Viewing & Imagery
-  Building Automation & IoTs
-  Digital Construction Collaboration

Where Canadian PropTech Startups are Located

~46%

of PropTech startups in Canada are located in the **Greater Toronto Area.**



DISTRIBUTION BY REGION

Province	Count	%
Ontario	166	55%
British Columbia	49	16%
Quebec	39	13%
Alberta	23	8%
Atlantic Region	9	3%
Prairies	9	3%
Outside Canada*	5	2%
Grand Total	300	100%

TOP 5 PROPTECH HUBS

- 1 Greater Toronto Area
- 2 Greater Vancouver Area
- 3 Greater Montreal Area
- 4 Calgary
- 5 Kitchener – Waterloo

*Startups founded by Canadians with HQs outside Canada.



Top PropTech Categories by Number of Companies

The categories with the most startups include **Viewing & Imagery**, **Building Automation & IoTs**, and **Digital Construction Collaboration** platforms.

TOP 10 CATEGORY – COMMERCIAL

Category	Select Companies
Viewing & Imagery	18 REALVISION, roomvU, e:GUIDE®
Building Automation & IoTs	17 ThoughtVire, BRAINBOX AI, LumiCon (powered by 8085)
Digital Construction Collaboration	17 b bridgit, indus.ai (CONSTRUCTION INTELLIGENCE), VEVRUM
Energy Management	16 ecobee, parity, SWTCH
Co-working & Office Space	14 breather, iQ OFFICE SPACES, flexday
Property Management	11 vendorpm, Refined Data, ANGUS SYSTEMS
Storage & Logistics	11 SECONDCLOSET, LOCOMOBI, ShuffleSpace
Planning & Design	11 Constellation HOMEWORKFLOW SYSTEMS, RATIO CITY, BIMTRACK*
Retail & Industrial Utilization	10 FrontRunner TECHNOLOGIES, Kitchen hub, silofit
Property Data & Appraisal	8 Altus Group, ORBISEED, Ecopia

TOP 10 CATEGORY – RESIDENTIAL

Category	Select Companies
Rental Management	15 yuhu, SuiteSpot, operto
Agent Tools	14 RESAAS, BROKERBAY, Avenue
Home Improvement & Maintenance	9 BuildDirect™, Setter, eSolutions
Property Data & Appraisal	9 GeoWarehouse®, LOCAL LOGIC, solidifi
Alternative Financing	8 PROPERLY, Neighbourhood Capital, Key™
Digital Broker & Lender Lead Gen	8 ratehub.ca, nesto, HOMEWISE
Listing & Marketplace	8 buzz home, HONESTDOOR, KASALDYA
CRM & Marketing	7 SPARK, AVESDO, open house.ai
Rental Listing	6 Guiker, RENT PANDA, niki (to your home)
Tech-enabled Broker	6 ZOOCASA, justo (BROKERAGE), KONFIDIS (REAL ESTATE COMPANY)

Find Property

Viewing & Imagery



Listings & Marketplace



Evaluate & Finance

Equity Financing Platforms



Property Data & Appraisal



Digital Brokers & Lender Lead Gen



Lending Technology



Transaction Management



Manage Property

Building Automation & IoTs



Property Management



Energy Management



Tenant Engagement



Asset Utilization

Co-working & Office Space



Storage & Logistics



Retail & Industrial Utilization



Hospitality

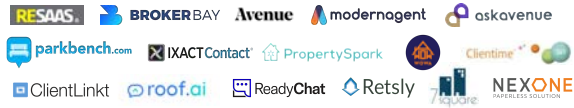


Indoor Navigation & Occupancy Analytics



Find Property

Agent Tools



Rental Listings



Listings & Marketplace



CRM & Marketing



Tech-Enabled broker



Agent-Matching



Evaluate & Finance Property

Alternative Financing



Property Data & Appraisal



Digital Brokers & Lender Lead Generation



Lending Technology



Close on Property

Transaction Management



Home & Rental Insurance



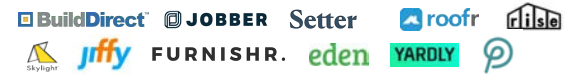
Title & Escrow

Manage Property

Rental Management



Home Improvement & Maintenance



Tenant Screening & Payment



Asset Utilization

Co-living



Created by
Proptech Collective

To learn more, visit
proptechcollective.com

Build Property

Digital Collaboration



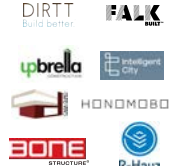
Planning & Design



Construction Marketplace



Pre-Fabrication



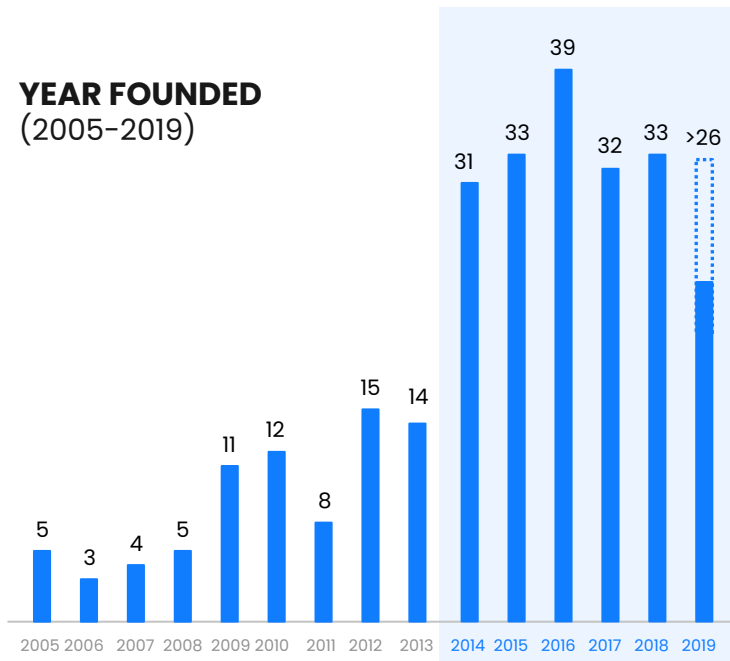
New Materials



When Canadian PropTech Startups were Founded







~67% of Canadian PropTech startups were founded **after 2014**.

YEAR FOUNDED (2005-2019)













FASTEST-GROWING CATEGORIES

Of the 67% founded since 2014, the categories with the most number of startups are:

-  Rental Management
-  Building Automation & IoT
-  Property Data & Appraisal
-  Storage & Logistics
-  Energy Management
-  Digital Construction Collaboration

TOP-FUNDED YOUNG STARTUPS

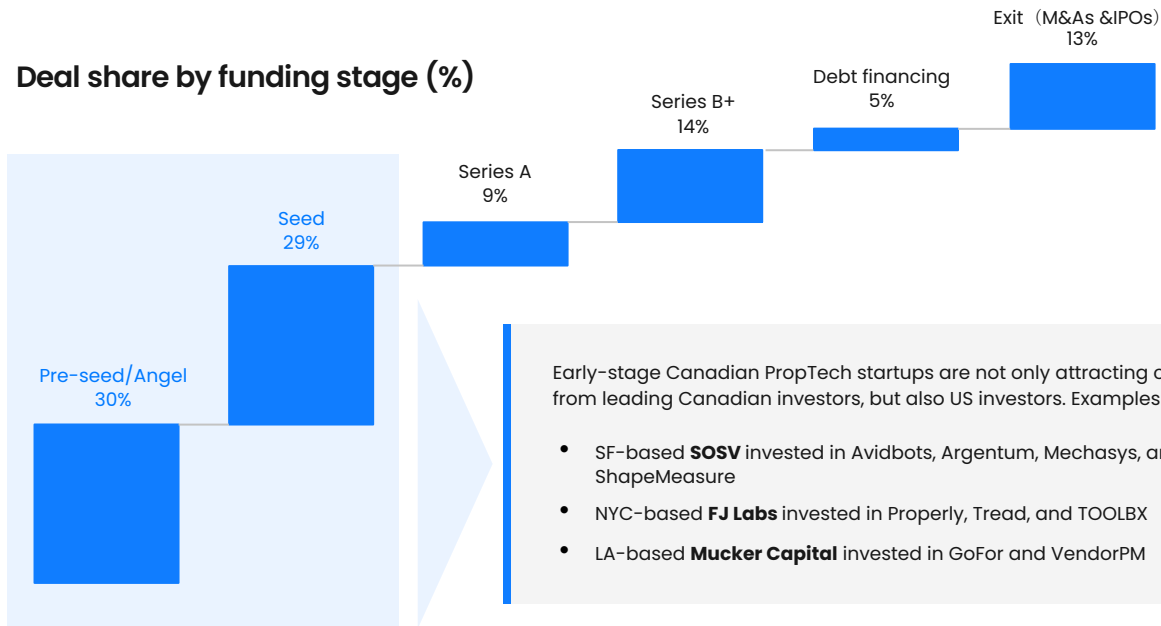
Startups founded after 2014 with the highest amount of funding

	Startup	Year Founded
1	 PROPERLY	2018
2	 Borrowell	2014
3	 Avidbots	2014
4	 FALK BUILT	2018
5	 GoFor	2016
6	 RENORUN	2017
7	 BRAINBOX AI	2017
8	 TRACON Guest	2015
9	 Skylight	2016
10	 ZOZR	2015

Key PropTech Funding Trends in Canada

60%+ of Canadian PropTech startups are **early-stage** (pre-Seed, Seed).

Deal share by funding stage (%)



FLOW OF FUNDING

Categories that raised the highest funding

Commercial Real Estate



Hospitality



Energy management



Co-working & office space

Residential Real Estate



Property data & appraisals



Home improvement & maintenance



Alternative financing








Construction Tech



Digital Collaboration

Notable PropTech Transactions in Canada

SELECT M&A ACTIVITY (2019 – 2020)

Acquirer	Target	Date	Target's Segment
 Dye & Durham	 DoProcess	2020-Dec	Title & Conveyance
 Thumbtack	Setter	2020-Dec	Home improvement & maintenance
 filigix	 doorr	2020-Oct	Mortgage SaaS
 STONE POINT CAPITAL	 LONE WOLF TECHNOLOGIES	2020-Oct	Digital brokerage tools
 AVISON YOUNG	 truss	2020-Sep	Commercial leasing marketplace
 lone	 eservus	2020-Sep	Online concierge service
GOLO	walter	2020-Jul	Property management SaaS
 Evercommerce	JOIST	2019-Aug	Construction contractor management

MAJOR CANADIAN ACQUIRERS



Consolidated in 2005, Altus is one of the largest global providers of CRE software and data solution. Over the years, it has built its leadership position through strategic M&A.

Representative acquisitions:



2019



2018



2017



2016



2014



2011



Founded in 2004, Constellation is one of the largest global providers of software and services in the home building industry. It has expanded its offerings through strategic M&A.

Representative acquisitions:



2020



2019



2016



2014



2012

Top Investors in Canadian PropTech Startups

PROPTECH FOCUSED



GENERALISTS WHO INVEST IN PROPTECH

Investors with 2+ PropTech investments in Canada



TOP INVESTORS

PropTech focused VCs

Alate Partners, Greensoil, GroundBreak Ventures, and Venturon are Canadian VCs that focus on PropTech and invest in early-stage startups.

Canadian investors

Inovia Capital, MaRS IAF, Panache Ventures, and Real Ventures are the most active generalist investors in PropTech. Institutional investors, such as **CDPQ** and **OMERS Ventures**, have also participated in late-stage financings.

US investors

SOSV, FJ Labs, and Second Century Ventures are the most active US investors.

Accelerators & Programs Supporting PropTech Startups

PROPTech FOCUSED



GENERALISTS

Accelerators who have supported 3+ PropTech startups in Canada



GOVERNMENT SUPPORTED PROGRAMS

National Programs



Regional Programs



TOP ACCELERATORS

PropTech focused

Canada has a strong **PropTech ecosystem** with several industry-specific accelerators. The **Colliers PropTech Accelerator** and **REACH Canada** are two of the most notable, investing in ~10 global PropTech startups annually.

Generalists

World-leading accelerators, such as Y Combinator and 500 Startups, attract Canadian startups to their programs. **Local accelerators** provide world-class programs, especially in **AI** and **energy**.

Government Programs

In addition to **national programs**, many cities have **dedicated accelerators** to support local entrepreneurs with **funding, mentorship** and **incubation facilities**.

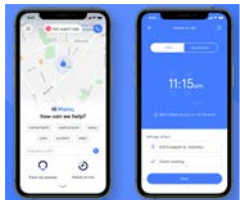
The 25 Top-Funded PropTech Startups in Canada

No.	Name	Segment	Year Founded	Total Raised (CAD \$M)	Last Deal Type
1	SONDER	Short-term rental	2012	\$ 698	Series E
2	ecobee	Smart thermostats	2007	\$ 203	Series C
3	BuildDirect	Home improvement	1999	\$ 183	Series D
4	breather	Flex space	2012	\$ 162	Series D
5	PROPERLY	Residential brokerage & financing	2018	\$ 118	Series A
6	Borrowell	Online lending platform	2014	\$ 92	Series B
7	JOBBER	Home service software	2010	\$ 87	Series C
8	Avidbots	Cleaning robots	2014	\$ 40	Series B
9	FALK BUILT	Pre-fab interior construction	2018	\$ 35	Series A
10	GoFor	Construction material delivery	2016	\$ 29	Series A
11	ThoughtWire	Digital twin & smart building	2009	\$ 26	Debt Financing
12	RENORUN	Construction material delivery	2017	\$ 26	Series A
13	RENTMOOLA	Rent payment	2013	\$ 24	Venture

No.	Name	Segment	Year Founded	Total Raised (CAD \$M)	Last Deal Type
14	LOGMOBI	Parking & transit	2010	\$ 22	Debt Financing
15	bridgit	Construction resource mgmt	2012	\$ 21	Venture
16	BRAINBOX AI	Autonomous HVAC	2017	\$ 18	Series A
17	quest.	Visitor mgmt system	2015	\$ 17	Series A
18	Skylight	Home renovation platform	2016	\$ 16	Series A
19	ZOZR	Heavy equipment rental	2015	\$ 16	Series A
20	SECOND CLOSET	Storage & fulfilment	2016	\$ 15	Series A
21	indus.ai	Construction intelligence	2017	\$ 15	Series A
22	lane	Tenant experience	2014	\$ 14	Series A
23	CARBONCURE.	New construction material	2007	\$ 14	Series A
24	ratehub.ca	Finance comparison	2010	\$ 13	Series A
25	nesto	Digital mortgage	2018	\$ 12	Series A

1

SONDER



Short-term rental platform

Founded in 2012 / Montreal, QC

Raised **C\$698M** from Fidelity Investments, WestCap Group, Inovia Capital, Valor Equity Partners, Tao Capital, Greylock Partners, Spark Capital, Real Ventures, Alate Partners

2

ecobee



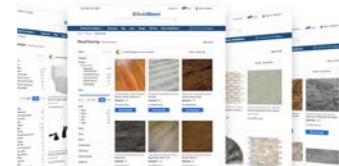
Smart thermostats

Founded in 2007 / Toronto, ON

Raised **C\$203M** from Relay Ventures, CDPQ, Energy Impact Partners, BDC, Amazon Alexa Fund, AGL Energy, Thomvest Ventures, OCGC, Tech Capital Partners, Evergy Ventures

3

BuildDirect™



Home improvement marketplace

Founded in 1999 / Vancouver, BC

Raised **C\$183M** from Lyra Growth, Beedie Capital, Fidelity, Pelecanus, Mohr Davidow Ventures, GrowthWorks Capital, OMERS Ventures, BDC, BMO

Top-Funded PropTech Startups in Canada

4

breather



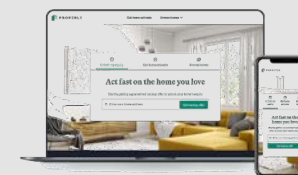
Flex space marketplace

Founded in 2012 / Montreal, QC

Raised **C\$162M** from CDPQ, GV, TriplePoint Capital, Menlo Ventures, Real Ventures, RRE Ventures, Slow Ventures, SOSV, Temasek, Valar Ventures, 500 Startups

5

PROPERLY

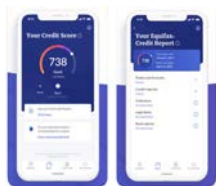


Residential brokerage & financing platform

Founded in 2011 / Toronto, ON

Raised **C\$118M** in debt and equity from Golden Ventures, SVB, FJ Labs, Prudence Holdings, AlleyCorp, Inovia Capital, Loric Ventures, 1984 Ventures, i80 Group

6

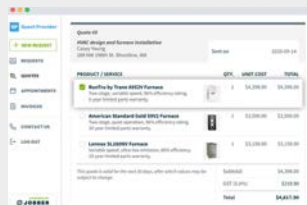


Online lending platform

Founded in 2014 / Toronto, ON

Raised **C\$92M** in debt and equity from Portag3, Clocktower Technology Ventures, White Star Capital, Argo Ventures, SVB, National Bank of Canada, Concentra Financial

7



Home service software

Founded in 2010 / Toronto, ON

Raised **C\$87M** in equity from OMERS Ventures, Summit Partners, Version One Ventures, Point Nine Capital, CI100 Association, Claridge, OneEleven

8



Cleaning robotics

Founded in 2014 / Kitchener, ON

Raised **C\$40M** from True Ventures, GGV Capital, SOSV, BDC, Golden Ventures, Next47, Real Ventures, 500 Startups

Top-Funded PropTech Startups in Canada

9



Pre-fab interior construction

Founded in 2019 / Calgary, AB

Raised **C\$35M** in equity from RET Ventures, Jerry Howells

10



Construction material delivery

Founded in 2016 / Ottawa, ON

Raised **C\$29M** from Builders VC, Panache Ventures, CEMEX Ventures, I2BF Global Ventures, Mucker Capital, OCE, Capital Angel Network

11

ThoughtWire

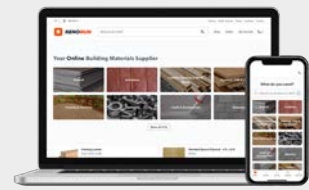


Smart building & digital twin

Founded in 2009 / Toronto, ON

Raised **CS\$26M** in debt and equity from Yaletown Partners, Greensoil, BDC, EDC, Round13 Capital, Canadian Business Growth Fund, Comerica Bank, Epic Capital, Venturon

12



Construction material delivery

Founded in 2017 / Montreal, QC

Raised **CS\$26M** from Inovia Capital, Obvious Ventures, Real Ventures, ScaleUP Ventures, Maple VC, SVB, C100

13

RENTMOOLA™



Rent payment platform

Founded in 2013 / Vancouver, BC

Raised **CS\$24M** from Ayrshire Group, TriView Capital, Conservice, Praveen Varshney, Tony Harris, C100, Canadian Technology Accelerator, REACH Canada

Top-Funded PropTech Startups in Canada

14

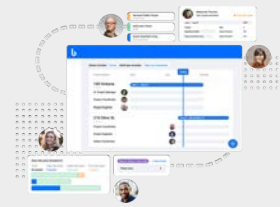


Parking & transit technology

Founded in 2010 / Toronto, ON

Raised **CS\$22M** in debt and equity from WindSail Capital, Lauder Partners, Ecomobility Ventures, IncWell, QueensBridge Venture Partners, Fontinalis Partners, Advanced Technology Ventures

15



Construction resource management

Founded in 2012 / Kitchener, ON

Raised **CS\$21M** from Autodesk, Vanedge Capital, Hyde Park Venture Partners, StandUp Ventures, Salesforce Ventures, Sands Capital Ventures, BDC, EDC, CIBC, MaRS

Source: Pitchbook, PropTech Collective analysis. Exchange rate of 1.27 USD:CAD, as applicable.

16

BRAINBOX AI



Autonomous HVAC

Founded in 2017 / Montreal, QC

Raised **CS\$18M** from Desjardins Capital, Esplanade Ventures, RealTerm Energy

17



Visitor management system

Founded in 2015 / Burnaby, BC

Raised **CS\$17M** from Bessemer Venture Partners, Salesforce Ventures

18



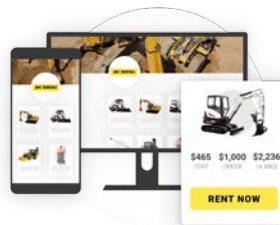
Home renovation platform

Founded in 2016 / San Francisco, CA

Raised **CS\$16M** from Bow Capital, Burst Capital, CSC UpShot Ventures, Resolute Ventures, Quiet Capital, Gaingels Syndicate, Upside Partnership

Top-Funded PropTech Startups in Canada

19



Heavy equipment rental marketplace

Founded in 2015 / Kitchener, ON

Raised **CS\$16M** from BaseCamp Equity Partners, Fair Ventures, VentureClash, Stanley Black & Decker, OCE, C100

20



Storage and fulfillment solution

Founded in 2016 / Toronto, ON

Raised **CS\$15M** from Whitecap Venture Partners, The MIG Group, Dream Maker Ventures, Venturon, Cowie Capital, Michael Hyatt

21

indus.ai
CONSTRUCTION INTELLIGENCE



Construction intelligence platform

Founded in 2017 / Calgary, AB

Raised **C\$15M** from Millennium Technology Value Partners, BootstrapLabs, Fundamental, GroundBreak Ventures, Spero Ventures, UP2398, Creative Destruction Lab

22

lane



Tenant experience platform

Founded in 2014 / Toronto, ON

Raised **C\$14M** from Alate Partners, Round13 Capital, Panache Ventures, Colliers PropTech Accelerator, Techstars, Convenc

23

CARBONCURE™



New construction materials

Founded in 2007 / Halifax, NS

Raised **C\$14M** from Pangaea Ventures, Amazon Climate Pledge Fund, Breakthrough Energy Ventures, Microsoft, Greensoil, BDC, Taronga Ventures, Jeffrey Bezos, Marc Benioff, Reid Hoffman and Jack Ma

Top-Funded PropTech Startups in Canada

24

ratehub.ca



Finance comparison platform

Founded in 2010 / Toronto, ON

Raised **C\$13M** from Elephant Partners, National Research Council Canada

25

nesto



Digital mortgage platform

Founded in 2018 / Montreal, QC

Raised **C\$12M** from Diagram Ventures, Investissement Québec



02

**Canadian Real Estate & PropTech
Spotlights**

Section 2: Canadian Real Estate & PropTech Spotlight

REAL ESTATE LEADERS

Leading Canadian real estate companies are innovating to create a competitive advantage.

Canadian real estate leaders are building internal innovation teams, expanding strategic partnerships, and indirectly or directly investing in PropTech to gain a competitive edge.

PROPTech STARTUPS

Startups are thriving and reimagining real estate in a digital-first world.

COVID-19 accelerated the adoption of technology in the real estate and construction industries. PropTech firms are playing a key role in shaping the future of physical space.

VENTURE CAPITAL

Venture capital funds are combining deep industry knowledge with strong tech skills.

Real estate needs unique tech solutions. Venture capital funds are recognizing that having industry expertise adds immense value to investing in PropTech.



Canadian Real Estate Leaders' Innovation Strategies

Leading Canadian real estate players are adopting different approaches to innovation. These strategies aim to drive additional value and create a competitive advantage.

Internal Innovation

Expanding internal capacity to build innovation strategies and tech competencies



Strategic Partnership

Establishing strategic partnerships with tech companies to add a competitive edge or improve existing processes



Third-Party Investment

Investing in venture capital funds that participate in the PropTech sector to gain access to emerging technologies



Direct Investment

Investing directly in tech startups who provide further offerings or synergies to their core business



Real Estate Spotlights

About

- Oxford Properties, established in 1960, manages **~\$60B** of office, retail, industrial, life sciences, hotels and multifamily assets; **~100MSF** across four continents.
- Headquartered in Toronto, Oxford is owned by OMERS, one of Canada's largest pension funds and **one of the top 50 institutional investors** in global real estate.
- Oxford is building a **digital-first strategy**, known as **Oxford 4.0**. Oxford is focused on enhancing **operational scalability** as it continues its global growth trajectory.
- In 2020, **Oxford ranked #9 in the World's Most Innovative Companies** by Fast Company for its approach to carbon reduction.

Recent Initiatives

Tech Partnerships



Projects



St. John's Terminal, New York City

Reimagined the former freight terminal to a 1.3 MSF future workplace with real time smart operations



The Stack, Vancouver

AAA class office development; one of the first zero carbon skyscrapers in North America

Key Insights



DEAN HOPKINS
EVP & COO

“

At Oxford, we don't talk about what we are doing as innovation. We are focused on Oxford 4.0 and we believe that is all about the highest and best use of our peoples' time. We are envisioning the future state of our global processes, including Investments, Development & Construction, Asset Management, Property Management, and Sales.

”

Working with Global SaaS companies

Rather than building technology themselves, **Dean believes Oxford can partner with cloud-based SaaS platforms to achieve their future state vision.** Oxford is open to working with startups that have the potential to serve their global portfolio and are willing to work collaboratively with Oxford to shape their product roadmap. **Oxford is also looking at solutions in adjacent industries that can be applied to real estate.** For example, generative design in manufacturing.

Building Advanced Analytics and Data Science Capabilities

Oxford believes their competitive advantage will come from developing internal capabilities in advanced analytics, machine learning, and data science. In addition to hiring specialized roles and building small centres of excellence, Oxford wants to put the best tools in the hands of their people and enable “civilian data scientists”.

The infrastructure for autonomous buildings

Today's buildings, even the “smart” ones, have disparate systems which make it time consuming to monitor and benchmark building health across the portfolio. Dean's team is working with companies like Microsoft and Willow to create digital twins and building networks. **These technologies allow for more autonomous operations and increase the value of the asset** while creating an opportunity to innovate further for customers, asset managers and operators.

Real Estate Spotlights

About

- Founded in 1978, **Avison Young is a global real estate advisor** that provides a full suite of services including transaction, management, financial and advisory services to occupiers, owners and investors.
- Headquartered in Toronto, Avison Young has more than **5,000** real estate professionals **across 15 countries**, and manages **400MSF** of properties.
- Avison Young is **fully embracing PropTech** as a core part of its strategy and actively **investing in data-based innovation** that fuels technology for its clients and people.

Recent Initiatives



Global intelligence platform

In 2019, Avison Young **created AVANT by Avison Young**, its proprietary ecosystem that seeks to **make cities more transparent** and thus it clients more efficient, productive and successful in their real estate decision-making. AVANT combines substantial data assets around the real estate and real estate-adjacent universe across North America, the UK and the EU.



Leasing technology platform

In 2020, Avison Young **acquired** select assets of **Truss**. Through this acquisition, they welcomed an experienced group of software engineers, data scientists, digital analysts and brokers to the team. Together with Truss, Avison Young's Technology and Innovation team has **grown 8X** since 2019.

Key Insights



JOHN SIKAITIS
CHIEF INNOVATION OFFICER



Technology just takes time, money, and a vision. The data is the hard part because it's constant and consistent. Your data can go awry within seconds or minutes. A constant focus on data is critical to any PropTech company being successful.



Always have a data strategy before implementing technology

John believes that a data strategy is integral to any technology strategy. In an industry that traditionally relies extensively on email, excel, and PDFs, Avison Young is building AVANT, a global intelligence platform that uses data, analytics, and technology to give their clients a competitive advantage. When they consider partnerships with PropTech companies, they look for a unique data set and strategy.

Integrating data-driven PropTech into their business

The Truss transaction was an important milestone and stepping stone for Avison Young. It was their first PropTech acquisition, and they hope it will be one of many to come. For Truss specifically, they saw **three areas that they believed would add value: the user interface and experience, strong alignment between their teams, and (of course) data.**

Test and learn before scaling up

Avison Young's innovation strategy is completely interconnected with their business development and go-to-market client strategy. **Instead of conceptualizing big ideas and spending years building them, they find ways to test out ideas early with their teams and clients.** If successful, they then scale the initiatives and integrate it into their platform.

Real Estate Spotlights



About

- Founded in 1978, Mattamy Homes is the **largest privately owned home builder in North America**. Mattamy has built more than **100,000 homes** and is represented in 11 markets in the US and 4 markets in Canada.
- Mattamy established a Ventures office in 2020, as part of Mattamy Asset Management, dedicated to achieving high-growth performance at the intersection of **sustainability, technology and infrastructure** in the home-building field.

Recent Initiatives

Smart Home 1.0:

Partnership with ecobee

Starting in 2018, all Mattamy homes included the ecobee smart thermostat. Mattamy continues to further advance the smart home space including the enhanced use of data.

Smart Home 2.0:

Integration with mechanical system



Mattamy Ventures designed an energy solution that bolts inline between smart thermostats and the home's mechanical equipment.

This is the first smart thermostat solution that optimizes carbon fuel consumption versus electricity and heat pumps, arbitraging energy use by time of day and price of electricity.

Key Insights



RUPERT DUCHESNE
CEO, MATTAMY VENTURES

“

Innovation isn't always about inventing something new. We see enormous value in integrating third-party innovations into technology that makes sense for consumers – one that is easier to use and makes a difference economically or environmentally.

”

Dedicate a team to innovation

Mattamy Ventures was created as a separate business unit with a newly hired team of 15 individuals. **They are tasked with building new business lines that are accretive to the core Mattamy business and can be commercialized for use by third party home builders.** All businesses launched by Mattamy Ventures will need to generate revenue and meet or exceed Mattamy's equity hurdles on a risk-adjusted basis. The four initial areas of focus are: a geothermal utility, carbon-reduction HVAC, integrated smart homes, and innovative financial products for homeowners.

Build long-term business value by growing loyalty

As the prior CEO of Aimia, Rupert has taken his experience in customer loyalty to the building industry. **By developing deeper customer relationships, Rupert believes Mattamy can capture more of the upstream and downstream value in the home building value chain.** For example, by providing products and services that can benefit homeowners, maintain the relationships beyond the initial sale, and create long-term subscription-based revenue streams.

Create a cultural shift internally

Mattamy Ventures fosters innovation within the core operating businesses. There will be opportunities for collaboration and cross-training, which Rupert believes makes a company more exciting to work for and elevates the employment brand.

Real Estate Spotlights

About

- Founded in 1996, Dream is a **leading Canadian developer**, owner, and asset manager, with **\$8B in** assets under management across three TSX listed trusts.
- Headquartered in Toronto, the Dream Group of companies manages over **27MSF** of industrial, **5MSF** of Office, and **1.2MSF** of retail. Dream also has **13K** residential units in the development pipeline and land in Western Canada for **~15K** housing units.
- Dream recently announced Dream Impact Trust, **Canada's first publicly traded impact vehicle**, focused on investments that generate strong financial returns and positive social and environmental impacts

Recent Initiatives

Investments



Alate Partners

In 2018, Dream launched Alate Partners with Relay Ventures to invest in real estate technology. To date, Alate has invested in 10 tech companies across North America.

Projects



Zibi, Ottawa

35 acre mixed-use development in Nation's capital. Zibi is Canada's first One Planet and most sustainable community.



Smart Building Pilot

In Toronto, 80 Richmond St W includes upgraded HVAC, BAS, LED lighting, air quality sensors, and more; insights will create a blueprint for integration of smart building tech across Dream's portfolio

Key Insights



MICHAEL COOPER
PRESIDENT & CRO

“

It's a huge responsibility to own real estate. I see it a bit like a pro sports team. Teams have owners, but the entire community feels that it's their team. I think the industry is changing and real estate owners and developers are going to have to think more about how they help make communities better and more inclusive through their real estate.

”

Impact is becoming a growing asset class and focus for Dream

Dream recently announced their focus on impact investing and became one of the 110 global signatories to the Operating Principles for Impact Management. These principals provide a framework and vocabulary for Dream to expand their focus on affordable, inclusive, and sustainable communities. **Michael believes that impact investing is a growing asset class that will generate good returns while doing good.** In addition to financial statements, the impact business will have audited impact statements. Dream will set impact goals for each asset, including pathways to achieve them, track and measure progress, and continually learn and improve.

The importance of creating inclusive communities

The pandemic accentuated some of the biggest issues in society and helped shape Dream's impact strategy. **Michael believes that all Canadians should have access to healthcare, education, and housing.** As a substantial real estate developer, Dream recognizes the unique opportunity they have through their developments and partnerships to help create more diverse, inclusive, and affordable communities.

Technology can help make buildings and communities better

Dream is eager to continue leveraging technology - whether it's by directly investing in PropTech through Alate Partners or in their buildings to drive efficiency and connectivity for tenants. **They expect technology will also become an important component to support their impact goals.**

Startup Spotlights

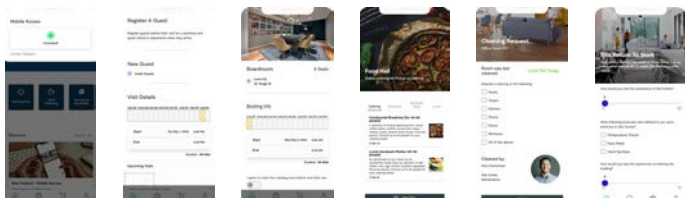


About

- Founded by Clint Robinson and Kofi Gyekye in 2014, Lane is a **workplace experience platform**.
- Headquartered in **Toronto**, Lane has offices in NYC and Denver and over **370MSF of property** using its software. Its clients include Brookfield, Nuveen, WashREIT, Colliers, and Dream.
- In 2020, Lane raised over \$10M, which helped the firm **double its headcount to over 50 people and acquire eServus**, a veteran Canadian building amenity and online concierge service.

Products

Lane has an all-in-one workplace platform.



Mobile access

Visitor management

Resource booking

Retail & payment

Building operations

Data & analytics

Key Insights



CLINTON ROBINSON
CO-FOUNDER & CEO

“

Traditionally, the commercial real estate industry has not had a direct connection with every occupant in the building — with the people who work there every day. Over the last few years, tenant engagement in the workplace has been a rapidly growing area. Through the pandemic, we have seen this need accelerate across the board. Now, it's becoming table stakes.

”

Tenant experience platforms are becoming “table stakes”

The pandemic accelerated the need for tenant engagement platforms. While some landlords delayed rollouts in 2020 when buildings had low occupancy, Lane has seen a huge increase in demand and rollouts planned for 2021. To attract occupants back to the workplace and increase safety, Lane has worked with landlords on new functionality including touchless access, visitor and occupant booking systems, and digital ordering and communication with building retailers.

The future workplace will be effortlessly connected

As companies return to the office, Clinton believes the work experience will go from being fragmented and disconnected, to **having a central platform where people can connect to everything on their phones** — whether it's office access, a monthly parking pass, or services and amenities in the building.

A workplace tool is a productivity tool

Most consumer apps make money by competing for your attention. Not Lane. As a workplace experience platform, Lane's goal is to save time for property managers and their tenants. As Lane integrates into more systems and amenities in buildings across the world, **Clinton envisions an intelligent, seamless workplace experience platform that drives productivity, automates key tasks, and helps people focus on doing their best work.**

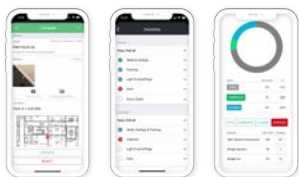
Startup Spotlights

About

- Founded by Lauren Lake and Mallorie Brodie in 2014, Bridgit focuses on **developing solutions for the construction industry.**
- In July 2020, the company raised US\$7M investment led by industry giant **Autodesk**. During COVID-19, the startup experienced exponential growth, making it **one of the fastest growing startups in Canada.**
- Headquartered in **Kitchener**, Bridgit employs **~50 staff** and their clients include **global construction companies** such as Ryan Companies, Skanska, Kattera, and Balfour Beatty.

Products

Field



Field, Bridgit's initial product, is a punch list and inspection management tool. It offers a better way to manage work on site.

Bench



Bench, Bridgit's flagship product, is a construction resource management software. It simplifies project forecasting and workforce allocation processes.

Key Insights



MALLORIE BRODIE
CO-FOUNDER & CEO

“

Construction has been painted as an industry that's slow-to-react to innovation and technology. People neglect to understand why that might be - from the project-based nature, time constraints, to the number of stakeholders. While there are structural challenges, there are innovative people in every industry.

”

Focus on solving a small problem in a big industry

As part of the 2013 Next 36 cohort, **the founders of Bridgit interviewed 500 people in the construction industry to understand potential issues they could tackle.** While there were many, Lauren and Mallorie ended up landing on one specific workflow: the punch list. This was often written by hand, and with potentially over 10,000 issues on any job site, the punch list could be dramatically improved with technology. This insight led to the creation of their first product: Bridgit Field.

Customers and industry professionals are core to product development

Bridgit doesn't believe in going in with a preconceived idea of what a solution should be. Instead, they frequently discuss new product research and development opportunities with their customers and industry professionals. This is a core part of Bridgit's DNA. It helps the company remain open and agile and build products that meet their customer's needs.

Now that we're digital, there's no going back

When COVID-19 hit, it accelerated companies desire and the need to go digital. Every process in construction was reviewed to ensure that they could do it remotely. **Bridgit believes that the pandemic propelled the industry forward with many construction companies jumping years ahead in digitizing existing processes.**

About

- Founded by Sam Molyneux, Daniela Bezdán, and Elizabeth Caley, Poppy is the world's first commercial **pathogen sensing and detection network**.
- The company raised **US\$4M in Seed** from Fuel Capital, Gen 1 Capital, Panache Ventures, and F7 Ventures.
- Prior to Poppy, the founding team led Meta, the machine learning company acquired by the **Chan Zuckerberg Initiative**.

Products



Hardware

Poppy, an air collector device, collects from your site's air and surfaces.



Software

Poppy detects 3,000+ viruses, bacteria, molds, and pests at your site.



Analytics

Poppy's dashboard provides monitoring of your spaces for COVID-19 by alerting you when a zone needs attention and recommending actions.

Key Insights



ELIZABETH CALEY
CO-FOUNDER & CO-CEO

“

We started Poppy because we believed there was a need for a smart device that could monitor the health of spaces by detecting viruses, bacteria, molds and pests in the air -- showing effectiveness of HVAC and cleaning to early insight into outbreaks, such as the seasonal flu or a global pandemic.

”

Advances in technology can keep people safe indoors

Poppy's service is designed to monitor all indoor spaces where people spend time together. It is used in long-term care and retirement facilities, food manufacturing, and other essential businesses. Poppy is also starting to see **demand from larger commercial real estate owners and property managers, workplaces, and retailers who are looking for solutions that will improve the wellbeing of employees, customers, and visitors.**

COVID-19 accelerated demand for air quality monitoring

The pandemic accelerated Poppy's business in a way the founders couldn't have imagined. The founders started Poppy in mid-2019 to help make the invisible visible — answering which viruses, bacteria, molds and pests are living in our spaces with us, and what we need to do about it. **Now the world has a new level of understanding of how indoor air quality is vital for health and productivity** — not just for particles and gases, but for microorganisms too.

Proactive approach to health & wellbeing in workplaces

Poppy is introducing a subscription emergency management service that would monitor indoor spaces, providing alerts and curated recommendations to help organizations understand the effectiveness of their health protocols. If the COVID-19 virus or any other harmful pathogen is detected in a space, Poppy's experts support customers live to help ensure business mitigate risk and can continue operating safely.

Venture Spotlights

About

- OMERS Ventures, the venture capital arm of one of Canada's largest pension funds, is a **multi-stage VC investor in growth-oriented, disruptive tech companies** across North America and Europe.
- Headquartered in Toronto, OMERS Ventures has offices in Silicon Valley and London and **focuses on Series A to C startups in healthcare, consumer, enterprise SaaS, and PropTech**; portfolio companies include Shopify, TouchBistro, HootSuite, Jobber, and League.

Portfolio Highlights



Down payment assistance for teachers and healthcare workers

- Founded in 2015; HQ in San Francisco, CA, US
- Raised US\$22.1M in total financing from OMERS Ventures, Initialized Capital, Ulu Ventures, Lower's Ventures.
- OMERS sees a big opportunity in democratizing home ownership and are excited about Landed's mission to help essential workers enter home ownership.



Architectural design platform

- Founded in 2016; HQ in London, UK
- Raised US\$6.3M in total financing from OMERS Ventures and JamJar Investments.
- Resi's team helps homeowners by providing advice and architectural drawings for them to plan and manage extensions, refurbishments or new development projects, and improving the experience of living in their homes.

Key Insights



MICHELLE KILLORAN
PRINCIPAL

“

An emerging area of focus for our team is the merging of climate tech and PropTech. We're in a climate crisis and the real estate industry is a major contributor to greenhouse gas emissions. On the horizon, we expect to see more solutions for homeowners, developers and property managers that help reduce their impact, increase sustainability and prove economically viable.

”

PropTech can have multiple “winners”

Real estate is a massive industry globally; OMERS sees the PropTech sector as unique, as there is the ability for it to have multiple winners. **There can be local and geo-specific leaders that make a difference in this space.**

Affordable Housing is growing in Canada

OMERS sees the strong focus and attention on affordable housing initiatives as a growing trend in Canada. Through government alignment and support, they believe there will be **many opportunities for companies looking to grow in this space - whether its increasing access to existing units or innovating in the construction of new supply.**

Domain and tech expertise create competitive advantage

Michelle believes that companies that truly embrace both the industry and technology side together will be successful. For example, in the PropTech construction space, founders that know the construction industry well, but also have the technology strength on their team has proven to be valuable.

Venture Spotlights

About

- Headquartered in Toronto, Alate Partners is **a leading North American investor in real estate technology**
- Alate was **founded in 2018** through a partnership between **Relay Ventures and Dream** to drive innovation and adoption of technology in the built world
- Alate has invested in **10 PropTech companies** across North America including Lane, Branch, Eden, PadSplit, Occupier, and Silofit

Portfolio Highlights



Private micro-fitness studios

- Founded in 2017; HQ in Montreal, Canada
- Raised CA\$4.6M in seed financing from Alate, Courtside VC, Whitecap.
- Silofit repurposes underutilized space in office buildings to create private fitness studios available by the hour for fitness professionals and their clients. Alate expects Silofit to benefit from the changing consumer behaviour and increasing adoption of digital fitness.



Office furniture solution

- Founded in 2019; HQ in New York & Toronto
- Raised CA\$4M in seed financing from Alate, Nine Four Ventures, RRE Ventures, Rough Draft Ventures.
- Branch provides landlords, tenants, and individuals with affordable and flexible office furniture solutions. This is a large and growing market; Branch is well positioned to support their customers as the way people work evolves.

Key Insights



JAKE CASSADAY
PARTNER

“

When we started feeling the gravity of the PropTech sector, we quickly recognized that to be successful, we needed to surround ourselves with industry expertise. Alate derives immense value from having both sides of the PropTech investing equation: Relay's venture background and Dream's real estate knowledge and access.”

”

The industry is embracing technology more than ever

Real estate companies are starting to roll-out technology strategies and hire innovation teams. Leaders today are viewing technology not only as a way to increase NOI (ie. energy savings), but also as a necessary means to remain competitive and deliver high quality product experiences. **COVID-19 has accelerated this embrace as tenants are searching for more flexible and differentiated solutions.**

Market dynamics are exciting, but it's not for the faint of heart

Startups and investors are attracted to the real estate market for the same reasons, by all measures it is a massive market and there are countless aspects of the value chain that can greatly benefit from technology driven improvement. It's easy to get distracted and to be pulled in multiple directions, trying to be everything to everyone. **Stay focused on a segment, lead with product, and create a ground swell.**

Canada is poised to become a leader in PropTech

Several market drivers such as the strength of universities, public sector funding, immigration policy, and big-tech have bolstered the growth of the Canadian venture ecosystem in recent years. Canada is headquarters for many global real estate companies and the industry has flourished here for decades. **The combination of technical talent and industry know-how in cities like Toronto rivals any major technology market.**

03

The Trends in the Canadian PropTech Ecosystem

Section 3: What to expect

Trend 1

Canada has a growing tech & PropTech ecosystem

There are strong foundations for launching a PropTech startup, including access to talent, generous funding and support programs, and a thriving real estate industry that provides opportunities for business growth.



techstars

Trend 2

Global PropTech startups are building a footprint in Canada

Canada isn't just a place to launch a homegrown startup, it's becoming one where international PropTech firms are expanding their operations and opening new offices.



Trend 3

Startups are bringing successful business models to Canada

The Canadian market has its own intricacies when contrasted to the US, but there are many startups that have capitalized on these differences to create successful business models.



Trend 1: Canada has a Growing Tech & PropTech Ecosystem

Canada provides a strong foundation for new and growing PropTech startups with a thriving technology ecosystem, including access to talent, capital, and customers.

TALENT

FUNDING & SUPPORT

CUSTOMERS



STEPHEN LUND
CEO, TORONTO GLOBAL

“The Toronto Region’s unparalleled talent pipeline, heralded for its diversity and innovation, is a critical part of the growing PropTech ecosystem. It’s no wonder that 46% of PropTech startups in Canada are located in the Toronto Region. These companies are fueled by a workforce of the most brilliant and creative minds converging to transform the real estate industry.”



FRED CASSANO
PARTNER, PWC CANADA

“It’s an exciting time for Canadian PropTech innovation with real estate companies seizing the moment to adopt new solutions. We see an opportunity to embrace a next wave of digitization with investments in predictive data analytics and upskilling of the real estate workforce.”

Case studies: Igniting the PropTech Ecosystem in Canada

VENTURE STUDIO

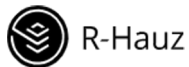


R-Labs is an **innovation and company building platform** striving to solve major challenges in the housing and real estate industry. R-Labs was founded in 2018 by George Carras, the former founder and CEO of RealNet, a leading real estate information services company acquired by Altus.

R-LABS COMPANIES



Interim occupancy solution for new condo buyers in Ontario



Prefabricated laneway suites and mass timber avenue townhomes

ACCELERATOR



Based in Toronto, the Colliers PropTech Accelerator Powered by Techstars **launched its first cohort in 2018**. Annually 10 firms are selected for the program, which provides access to a global mentor network, coaching and support, and ends with a demo day.

SELECT PROGRAM GRADUATES

BASKING

upsuite

fastoffice



lane



FINEO

Map Your Property

[Apply to join their 2021 cohort, starting Feb 22nd!](#)

GOVERNMENT



The Canadian Mortgage and Housing Corporation (CMHC) is on a mission to **make housing affordable for everyone in Canada by 2030**. To reach their ambitious goal, the CMHC partners with governments, non-profits, lenders, developers, social entrepreneurs and co-ops.

RECENT INITIATIVE

Housing Supply Challenge



Led by the CMHC, **\$300M** in funding will be distributed over 5 years to citizens, stakeholders, and experts to prototype and develop innovative solutions to reduce barriers to new housing supply.

Trend 2: Global PropTech startups are building footprint in Canada

WHY EXPAND TO CANADA?

Access to high quality talent and real estate, at a lower cost

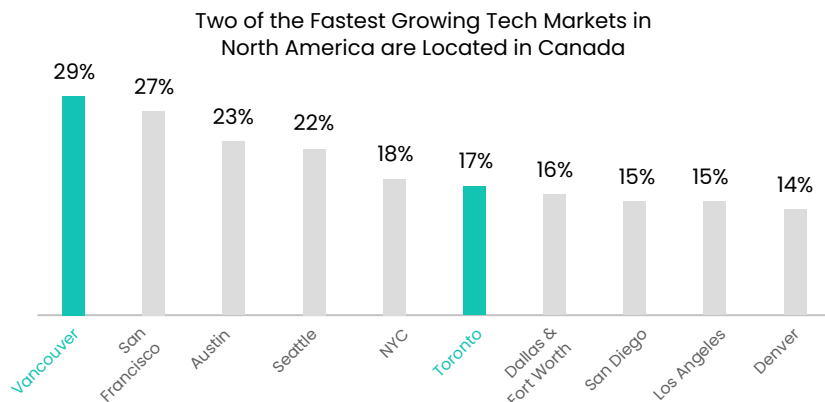
- Of the largest 50 tech markets in North America, four Canadian cities were in the top five when considering average annual cost of wages and rent

Canada has a favourable stance on immigration

- Annual target of 400,000 immigrants per year from 2021-2023

There is a thriving tech ecosystem

- Supported by hundreds of incubators, accelerators, and funding programs



CBRE, measured by YOY high-tech job growth (2018, 2019)

WHO EXPANDED TO CANADA?



OnSiteIQ

Visual construction platform

OnSiteIQ

Seed, US\$8M+ raised | HQ in NYC, US

Expanded to Canada in 2020

- Hired Principal AI scientist in Toronto
- Currently there are 5 employees in the Toronto office, continuing to expand AI and development team in Canada



Leasing & Asset Management Platform

VTS

Series D, US\$190M raised | HQ in NYC, US

Expanded to Canada in 2019

- Building new product development centre in Toronto; Made first hire in September 2019
- At end of 2020, office had grown to 25 people; plans to double in size in 2021



Skylight

Digital Home Renovation Platform

Skylight

Series A, US\$12.7M raised | HQ in SF, US

Expanded to Canada in 2019

- The three founders are all Canadians
- Currently have 60 employees in the Toronto office; only have 4 employees in San Francisco

Interview: What's one thing that gives Canada a competitive edge?



ARDALAN KHOSROWPOUR
CEO & CO-FOUNDER, ONSITEIQ

Access to great talent at a lower price

When comparing the two markets, on an absolute basis, there may be more of a workforce with prior startup experience in the US; however, there is also a very educated and experienced pool of talent in Canada.

In the US, searching for strong talent is extremely competitive with most salaries ranging 30-40% higher than in the Canadian market. For startups, **being able to reduce the cost of hiring a strong workforce is a huge advantage.**



NIALL SMART
CTO & CO-FOUNDER, VTS

A friendly environment for doing business

Canada is looking for big bets to be made with regards to business and investment, and is committed to its continued strategic role on the international stage.

Favorable immigration policies, continuous investment in the university system, and a highly-educated workforce all make Canada a more attractive market than many other developed markets.

The Government has also proven to be a good partner and understands how to compete against other western countries.



FIONA LAKE WASLANDER
COO & CO-FOUNDER, SKYLIGHT

Diversity that enriches collaboration and innovation

The diversity of talent is such a big thing. If you look at our team, 40% are born outside of Canada and the US. In Canada, that's the pool of people you're consistently working with. We have found that **the diverse ways of thinking and experience brings so much richness to business-building.**

When you have that kind of depth in your workforce, there are so many more perspectives to approach challenges. We believe this mosaic makes us more innovative and collaborative – this is critical to our success.



Interview: Why did you decide to expand in to Canada?



ARDALAN KHOSROWPOUR
CEO & CO-FOUNDER, ONSITEIQ

Growth, talent, and immigration

We were attracted to Canada for three major reasons:

- 1) Toronto and Vancouver are two incredibly fast-growing cities with **ample real estate and construction activity** – this creates countless prospects for growth.
- 2) There's a **great tech talent pool** with less aggressive competition than in the US.
- 3) **Immigration policy is friendly**, which allows for a diverse workforce and greater options for hiring.



NIALL SMART
CTO & CO-FOUNDER, VTS

Skilled workers close to our NYC HQ

Following our Series D funding, we placed an emphasis on scaling the business to build new project lines, with a significant focus on R&D. We felt a strong need to enter the Canadian market to help with this because it offers **deep and highly-skilled talent, specifically in data science and artificial intelligence**.

There's also the advantage of having **a peer presence to our New York HQ** in the same time zone, with relatively close geographic proximity.



FIONA LAKE WASLANDER
COO & CO-FOUNDER, SKYLIGHT

A high-quality workforce at a smaller price tag

I think business-wise, it's such a smart choice from a cost-talent perspective. The people are amazing here. I don't want to say it's cost-arbitrage, because that's the wrong way to look at it. Arbitrage implies it is lower quality; **whereas in Canada, it's the same or higher quality employees for a lower cost**.

Canadian loyalty and work ethic is also so strong. If you take the Bay Area as a comparison, there is crazy turnover. Here, **when you invest in the people, they invest back in you – it's a resilient workforce**.



Interview: What's your advice to others who will expand to Canada?



ARDALAN KHOSROWPOUR
CEO & CO-FOUNDER, ONSITEIQ

Plug into the local tech ecosystem ASAP

If you're considering entering Canada, **the sooner you can get plugged into the tech, startup and PropTech ecosystem, the better.** Building relationships early will allow for your company to have the right contacts to connect with business opportunities, learn valuable lessons, and work together to overcome any common or uncommon hurdles you may have.

There are also many resources and ways to connect with other entrepreneurs, startups, VCs, accelerators, and larger companies – it's important to remember that and take advantage of it.



NIALL SMART
CTO & CO-FOUNDER, VTS

Look outside PropTech – there's a huge startup scene

Start by building your network on the ground domestically, so that you can leverage them once you go live. When integrating in the ecosystem, **it's important to look beyond the PropTech space – there is a huge startup scene that can be tapped into.**

Canada presents a unique opportunity due to the common language, customs, and culture when compared with the US. As with any new market, **an understanding of the environment and values is fundamental**, as is an awareness of regulations to ensure you are successful in the new country.



FIONA LAKE WASLANDER
COO & CO-FOUNDER, SKYLIGHT

Don't be afraid to go "remote-first"

With the real estate and construction industry being tied to physical assets, the instinct is that you need to have a local team. However, **by building a hub in Toronto, we've proved that we don't need to be present in the city we are operating.** We only have four people in San Francisco, and that's where 100% of our revenue is generated... We have 60 in Toronto.

COVID-19 proved that you could work anywhere if you go digital. I would encourage PropTech companies to think about it – **our model of "remote-first" opens up markets and opportunities like crazy.**



Trend 3: Startups are bringing successful business models to Canada

The growing PropTech industry has created a number of unicorns, including WeWork, Katerra, Procore, Ten-X, VTS, Airbnb, and OpenDoor. Local PropTech startups are launching similar business models with a unique Canadian approach.

DIGITAL HOME TRANSACTION

OpenDoor

OpenDoor brings digital experience to buying and selling a home. The company went public through a SPAC in December 2020.

- Founded in 2014 | HQ in San Francisco, US
- Market Cap: US\$15.9B



PROPERLY

Properly is a real estate technology company that enables Canadian homeowners to buy their next home before selling their current home.

- Founded in 2018 | HQ in Toronto, Canada
- Series A, C\$118M raised

SELF-STORAGE & FULFILLMENT

Clutter

Clutter provides on-demand storage and moving services. It is backed by investors include SoftBank and Sequoia.

- Founded in 2014 | HQ in Los Angeles, US
- Valuation: US\$600M



SECOND CLOSET

Second Closet is reinventing storage, providing a seamless end-to-end solution for individuals and offering e-Commerce fulfillment for native brands.

- Founded in 2017 | HQ in Toronto, Canada
- Series A, C\$15M raised

TECH-ENABLED BROKER

Habito

Habito is a digital mortgage broker on a mission to make it easier to buy a home. It now offers mortgages beyond acting as a broker.

- Founded in 2014 | HQ in London, UK
- Valuation: US\$49.3M



HOMEWISER

Homewise is focused on providing Canadian homeowners with an easy, transparent and affordable home financing experience.

- Founded in 2018 | HQ in Toronto, Canada
- Seed, C\$3.8M raised



GLOBAL PLAYERS



CANADIAN PLAYER

Interview: What opportunity did you see in Canada?



ANSHUL RUPARELL
CEO & CO-FOUNDER, PROPERLY

Buying & selling homes

In Canadian real estate, most of the technological progress has been around helping people find homes. When it comes to the transaction itself, "innovation" has been limited to discount players that let you sell your home on your own. This approach has been around for decades but hasn't taken off because when you're buying or selling a home, **the stakes feel too high to not have any professional guidance.**

Properly is **the next generation of real estate.** We're a **tech-enabled real estate brokerage**, and our customers work with the top agents in the city and are able to buy first and sell later, without the pressure to line up purchase and sale dates or the stress of living through home showings.



MARK ANG
CEO & CO-FOUNDER, SECOND CLOSET

Personal storage & e-commerce fulfilment

My brother and I moved out when I was 17. He took the only room in our 500-square-foot condo in downtown Toronto and I took the couch. As a result, I found myself wishing I had a second closet to store things that we simply didn't have enough space for.

That's when the idea behind Second Closet was born! Since then, we've evolved to become **the largest valet-storage company in Canada** and **a trusted fulfillment partner** for many digitally native brands in Canada.

We **focus on the customer experience from start-to-finish** and have been maniacal about having a strong execution for every single customer we service.



JESSE ABRAMS
CEO & CO-FOUNDER, HOMEWISE

Rethinking the mortgage process

The mortgage market in Canada is actually quite large. In financial services, the market size of the US compared to Canada is 10:1, but **the mortgage market is 5:1** on an annualized basis.

Homewise has been able to grow quickly in Canada, driven by **a lower cost of capital and concentrated population centres.** By having more densely populated cities and less small markets to cover, we can **grow our business efficiently and focus on how to lower our customer acquisition cost.** We were able to expand early to serve Canadians in many regions of the country.



Interview: What is unique about your approach to the Canadian market?



ANSHUL RUPARELL
CEO & CO-FOUNDER, PROPERLY

Bespoke to the intricacies of Canadian market

While there are companies in the US that are working to give homeowners more control over real estate transactions, Properly's approach is **bespoke to the intricacies of the Canadian market and the unique needs of Canadian consumers**.

The Canadian market is also changing. **Governments** are reversing decades-old anti-consumer policies, **international investors** are recognizing the opportunity to modernize Canadian real estate, and **Canadian consumers** are attracted to smarter approaches to manage their most significant financial transaction.



MARK ANG
CEO & CO-FOUNDER, SECOND CLOSET

Focus on serving individual customers well

Compared to the US, Canada has a much lower population density outside of our largest cities. This presents challenges in growing a logistics company since **population density is a major demand driver** and helps cover our overhead costs.

We've figured out a way to operate and scale in this landscape, with density constraints that aren't present for some of the American valet-storage companies. We are extremely focused on going deeper in Canada right now, but we think the **attitude of cost efficiency** we've groomed will benefit us when do expand outside of Canada.



JESSE ABRAMS
CEO & CO-FOUNDER, HOMEWISE

Build an end-to-end, personalized solution

Most of the tech-enabled brokers in the US primarily act as "rate sites" that aggregate the rates from multiple lenders and present them to customers as a pass-off.

Homewise's goal was to **provide clients with personalized mortgage options and an end-to-end solution**. We provide a full overview of the mortgage and a Mortgage Advisor to guide our customers at each step.

Above all, we are a data business. Our number one focus is to shift from the "human opinion" to a new model of **"data intelligence"**. This provides the client with the best options.



Recap: What We Heard

FROM REAL ESTATE COMPANIES:

Location, location, and data: Location has always been a driver of asset value, but a building's digital infrastructure is increasingly important. For real estate companies, internal analytics capabilities are becoming a "competitive moat", and data is the foundation to their innovation strategies.

Platform-as-a-Service: There are lots of point solutions, but real estate companies are looking for a one-stop-shop or integrations between platforms.

Loyalty and tech-enabled revenue: Real estate firms are leveraging technology and data to build deeper relationships. By going beyond the transaction and providing additional products and services, they create ancillary revenue streams that capture more value from existing customers.

The return on doing good: ESG is a growing focus in real estate. Technology will play a critical role in measuring and enabling impact.

FROM STARTUPS:

Digital is here to stay: COVID-19 accelerated the pace of tech-adoption; what was previously good-to-have is now essential. PropTech firms have the opportunity to simplify and digitize existing processes, facilitate remote work, and help firms reimagine indoor space for tenants.

The king-making effect: The adoption of a tech solution by a top-tier real estate firm can significantly increase odds of success by sending positive signals to the industry and reducing risk.

Canada, a second home: Global PropTech firms are expanding to Canada to serve local customers better and take advantage of the high-quality talent pool.

A recipe for success: Bring real value through efficiency and productivity; solve one problem very well; aggregate data to drive insights; and, improve the user or tenant experience.

FROM VENTURE CAPITAL INVESTORS:

Industry expertise is invaluable: Combining industry expertise with venture backgrounds is key to success. There are a growing number of PropTech-focused funds, suggesting the importance of having both skill sets at the table.

Canada's building blocks for PropTech: With major real estate markets and leaders, as well as a deep tech talent pool, Canada has the foundations for unparalleled opportunities in PropTech.

Tech that makes a difference: Canada has strong demand for tech solutions that help address housing affordability, environmental sustainability, and operational efficiency in both existing buildings and new construction.

PropTech can have multiple winners: Real estate is the world's largest asset class. The sheer size of the industry leaves space for multiple winners in PropTech, whether it's geo-specific or solution-based.

Methodology

The PropTech in Canada 2021 report provides an overview of the Canadian PropTech landscape, including analysis of over 300 Canadian startups.

Source of data: This report relied on several sources including Pitchbook, Crunchbase, Toronto Global, Unissu, Alate Partners, CBRE, Avison Young, Thomvest Ventures, individual company websites, and other publicly available information. In addition, PropTech Collective conducted interviews with real estate and technology leaders and conducted a voluntary, anonymous online survey with 50+ responses. Analysis was completed by PropTech Collective.

Timing of data: The database includes information up to December 31, 2020. Startups founded or financed after this date may not be included as part of the analysis.

Categorization of startups: The report leveraged the categorization created by Thomvest Ventures in their 2020 Real Estate Technology Landscape. Each startup is categorized based on its core market (Residential, Commercial or Construction), its value chain (Find Property, Finance & Evaluate Property, Manage Property, Build Property, Close on Property, or Asset Utilization), and its product or service's main function.

The 25 top-funded PropTech startups: Startups are ranked based on the total financing received before December 31, 2020. If original figures were in USD, an exchange rate of 1.27 USD:CAD was applied. While total raised is not the best measure of a company's success, it is the most commonly available metric. If other metrics were used, a number of impressive companies would appear on the list or rank higher.

At PropTech Collective, we will always support and build awareness for the growing Canadian PropTech ecosystem. If we've missed a company that fits in one of our maps, please contact us at hello@proptechcollective.com.

Special Thanks

Our partners are dedicated to helping Canadian PropTech companies thrive. Read more below and reach out to find out how they can help you accelerate your growth.



PwC Canada has a proud 110-year history of helping Canadian organizations thrive.

With extensive industry experience, PwC Canada's 7,300+ partners and staff are located coast to coast, providing quality services and products. Working with both established and early-stage PropTech firms, their integrated approach offers solutions throughout the entire real estate lifecycle.

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