



# Tech Providers

## Executive Summary

ESG (Environmental, Social, and Governance) is by most real estate actors seen as the biggest strategic challenge for the sector in the years ahead. Add to that the fact that 81% of funding went to startups with ESG as central part of their business model. Yet only 35% of tech providers report having ESG issues as a central part of their business model.

There is steady demand - and it is also a complex and conservative industry. One of the key ways to drive change is through collaboration.

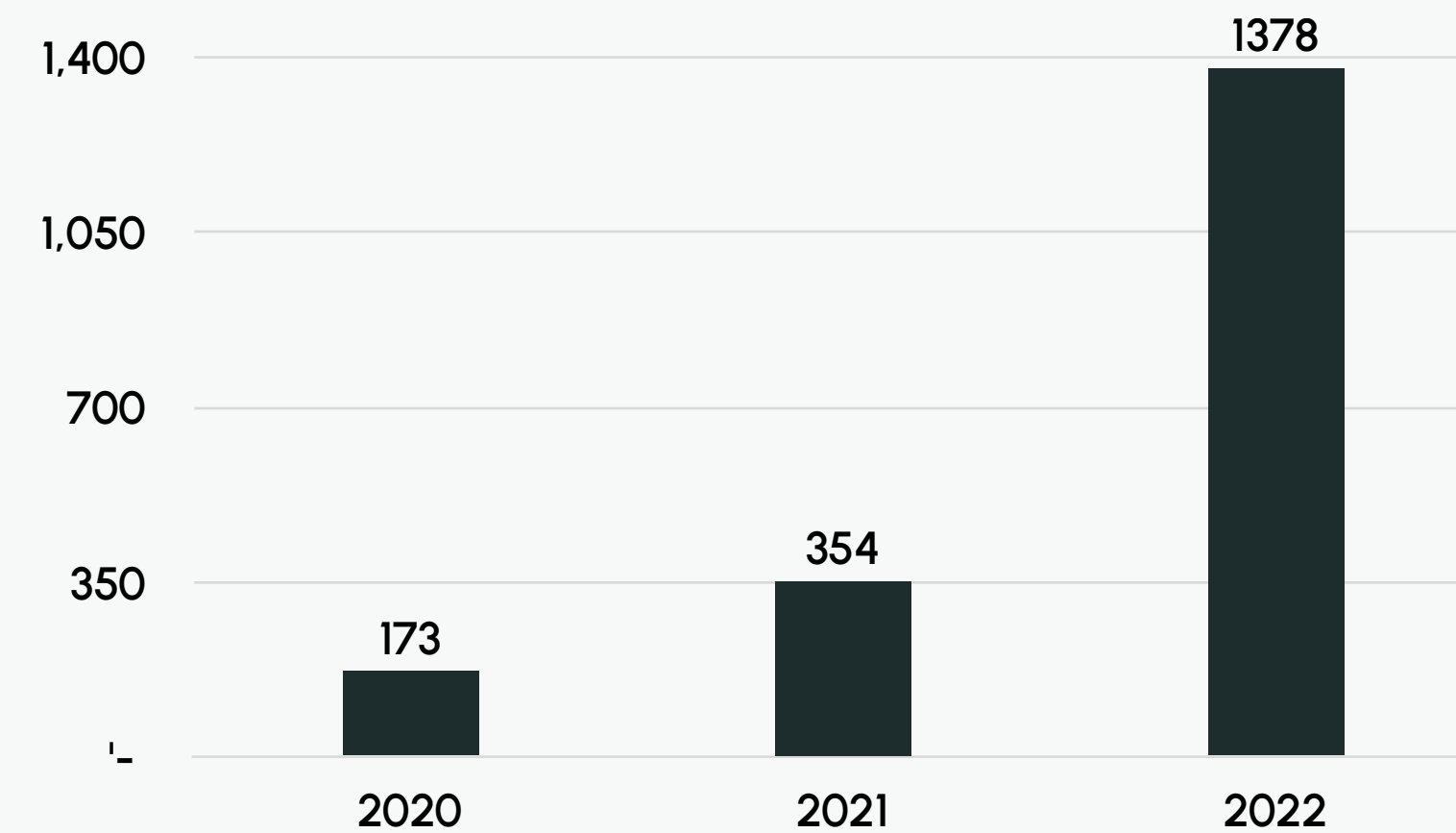
[Download full report](#)

## Key learnings

- 1. Green transition** tops the list of overall challenges for Real Estate players, followed by costs. Could you potentially address both at the same time?
- 2. Investors are looking for mission-driven startups** - 81% of funding went to startups with sustainability issues as central part of their business model - does yours?
- 3. Startup-Corporate Collaborations are here to stay** - And with almost half lacking a digital strategy, might you be positioned to help them shape one, and scale in the process?

## Key Graphs

### Investments in Danish proptech startups in million DKK



**Legacy**

DKK 15m

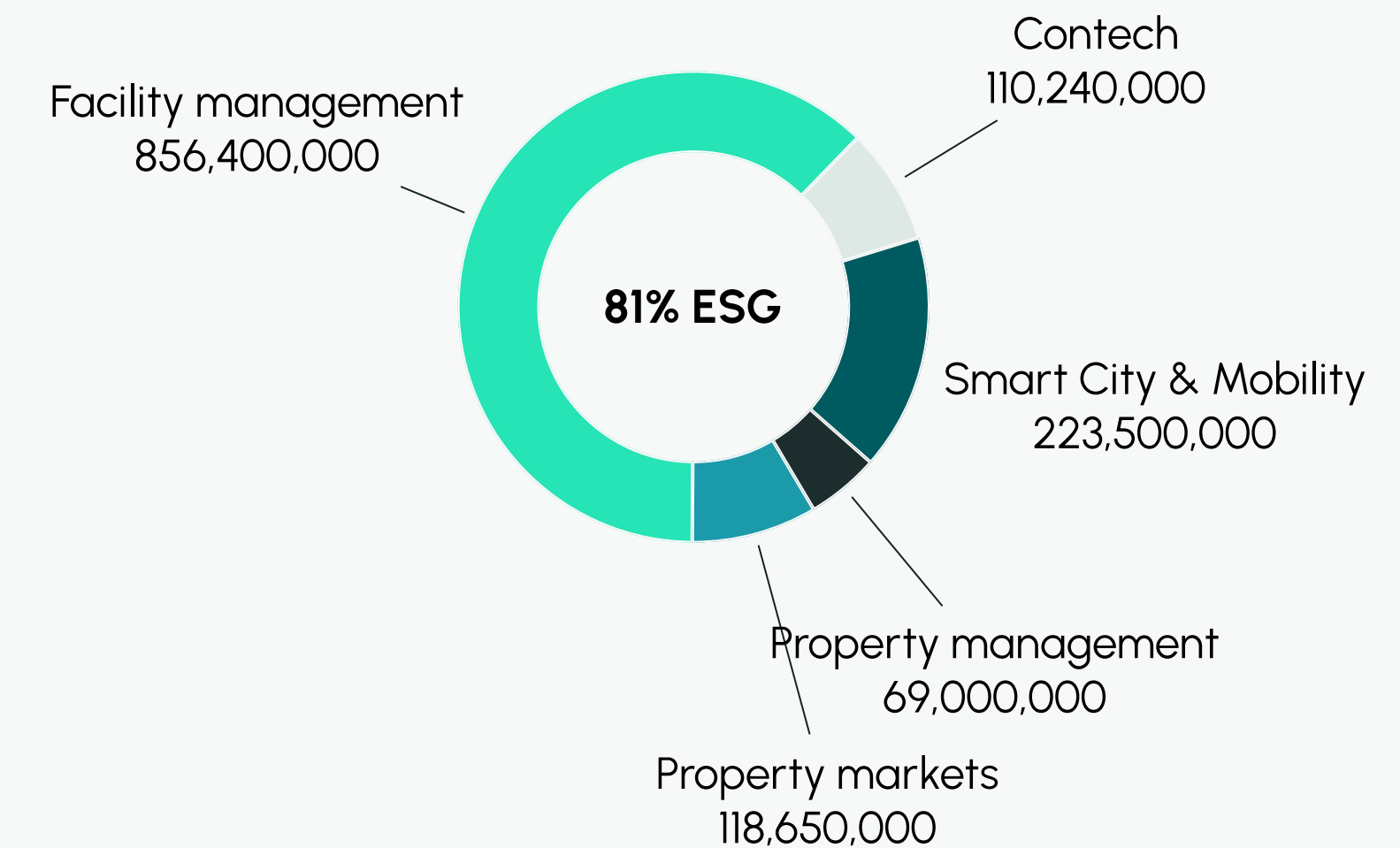
**proper**

DKK 22m

**NOR  
NORM**

DKK 818m

### Investments in Danish proptech startups by business vertical



## Get closer to investors & the PropTech community

What makes PropTech Denmark unique is that we bridge the gap between the new solutions emerging and the traditional real estate investors, asset managers and administrators. Join us to expand your network, gain market insight and kick off new collaborations.

Consider co-locating in our PropTech Lab and draw on our Startup Growth resources. And meet investors looking for startups solving real problems and ready to scale - from early-stage angels, VC-led seed rounds - to Series A onward.

## Contact



Michael Ambjørn  
CEO PropTech Denmark

- + 45 53 84 10 27
- + [ma@proptechdk.dk](mailto:ma@proptechdk.dk)
- + [proptechdk.dk](http://proptechdk.dk)