



# 2025 PROPTech AWARDS

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# Welcome to the annual Proptech Awards!

Imagine the excitement of you and your team standing on stage in front of a room full of your peers holding the trophy that confirms your status as an innovator and Proptech success!

Think of applause and cheers – and the photos on social media!

The Proptech Awards enter their fifth year this year, and we will present 36 awards to the most innovative, successful and transformational Proptechs, their leaders and their teams.

The 2025 Proptech of the Year awards are a pivotal part of Proptech Australia's commitment to supporting, celebrating, connecting and advocating for our industry.

Among our new categories:

- **Team of the Year**
- **Residential Proptech of the Year**
- **Commercial Proptech of the Year**

**Plus**, we continued to refine our Divisional Awards for Established Suppliers, Scale-Up and Start-Ups. This includes the renamed award **“Buying and Ownership”**, focusing on solutions for residential purchasers and owners.

We are here to ensure our industry, your company and your career receives the respect and recognition they so rightly deserve.

In the previous four years, Proptech Australia's awards have become recognised as a game-changer for both finalists and winners. They have thrown the brightest light on the quality and impact of Proptech solutions being offered today.

And they have created powerful proof-points for marketing and sales initiatives – not to mention an incredible morale boost for the teams named finalists and winners.

If you have a pitch deck or product presentation, you'll find it a fairly straightforward process to answer key questions that will put you in the running to win. We strongly encourage you to review the judging criteria closely and answer the questions accordingly, focus on your achievements over the past 12 months and write your answers first into a draft document before cutting and pasting into AwardForce.

## **Award entries close on April 17, 2025.**

Entry is free to members of Proptech Australia.

If you'd like to join the association, click [here](#). If you have any questions about membership, please email [members@proptechassociation.com.au](mailto:members@proptechassociation.com.au)

A gala dinner to announce the winners and highly commended entries will be held in Sydney on **July 3, 2025** at the Fullerton Hotel. Tickets will be strictly limited and we can't wait to see you there!

Yours in Proptech,



**KYLIE DAVIS**

Founder & President  
Proptech Australia

# 2025 PROPTech AWARDS

## DIVISIONAL AWARDS

These awards are broken into Start-Up, Scale-Up and Established Supplier and represent the major categories of Proptech.

- Administration and Efficiency
- Asset & Facilities Management
- Buying & Ownership
- Data Solutions
- Property Management & Maintenance
- Sales & Marketing
- Valuation & Financial Solutions

## OPEN AWARDS

Single awards will be presented across these specialty categories and are judged in an open category regardless of the age of the Proptech.

- Affordability & Social Solutions
- AI Empowered Solutions
- Construction
- Environment & Energy Efficiency
- Off The Plan
- Planning & Design

## MAJOR AWARDS

- Proptech to Watch
- Best of the Best – Start-Up
- Best of the Best – Scale-Up
- Best of the Best – Established Supplier
- Commercial Proptech of the Year
- Residential Proptech of the Year
- Proptech Team of the Year
- Proptech Leader of the Year

# KEY DATES

**February 25, 2025**

ENTRIES OPEN

**April 17, 2025**

ENTRIES CLOSE

**May 23, 2025**

FINALISTS ANNOUNCED

**July 3, 2025**

GALA PROPTech  
AWARDS DINNER

# HOW TO ENTER

# 1

## Work out which award fits your business

Identify which of the awards categories best fits your Proptech and gives your Proptech the best chance to shine. To do this, to consider your core purpose and ask yourself - “which award best reflects my solution”, and “which one would impress the customers I am trying to attract?”

Don't overthink this too much. For example, if you are a sales and marketing solution that specialises in the off-the-plan or the developer industry, you are best entering the Off The Plan award, not the broader Sales & Marketing award, where entries are likely to attract a bigger and more varied field.

Note, too, that in the Divisional Awards, three awards are presented for each category. This ensures you are competing against peers with the same level of experience and resourcing behind them as you. For definitions of a Start-Up, Scale-Up and Established Supplier, [see here](#).

# 2

## Make sure you have your Membership number

The Proptech Awards are free to enter for Proptech Australia members. To confirm your membership number, please email [members@proptechassociation.com.au](mailto:members@proptechassociation.com.au). Our Member Services Specialist, KC Rodriguez, will send you your number and/or provide you with the details to sign up.

**Note:** Your membership must be current and financial by the time judging starts. If your membership is not current, your entry may be forfeited and removed from judging. If you have any questions, please reach out to KC.

# 3

## Register your account and name your entry

Go to our awards site, Award Force: <https://proptech.awardsplatform.com/> Once you have registered an account started your entry, you will be asked to “name your entry”. Please ensure this name reflects either your Company or Product/Service that is being entered - NOT your own name.

# HOW TO ENTER

## 4 Identify whether you are a Residential or a Commercial Proptech

Make sure you select the box that identifies if you are a Residential or Commercial Proptech. This will make your entry eligible for the Major Awards in a second round of judging.

To decide if you are Residential or Commercial, go with the option that reflects the majority of your customers, as you cannot choose both categories. For example, if you are 75% residential and have 25% commercial customers, choose Residential. Note that multi-family housing and large-scale development solutions are considered Commercial Proptechs because they predominantly serve commercial end-of-town clients.

## 5 Read the criteria

Check out the specific criteria for each award and familiarise yourself with what the judges are looking for. Remember these are annual rewards so you should focus on your achievements over the past 12 months. **Note the word limitation for each question!**

We recommend you write your answers in a document **BEFOREHAND**. This will allow you to take your time and edit your answers before you cut and paste them into the awards site. It also protects you from any glitches or crashes. **ALWAYS** save your work in Award Force.

## 6 Register your account and name your entry

[Register here to get started →](#)

If you have any questions about entry, please check the **Terms and Conditions of Entry** before emailing [awards@proptechaustralia.com.au](mailto:awards@proptechaustralia.com.au)



# PROPTech CATEGORIES

2025 PROPTech AWARDS

# PROPTech CATEGORIES

There are six main entrant categories in the Proptech Awards 2025. These are designed to reflect the level of resources available to your Proptech in terms of funding, sales and people power, and/or recognise the specific needs of the sector that you serve.

## DIVISIONAL AWARDS

Divisional awards recognise the experience, resourcing and time in market of the solutions that enter to ensure that peers compete with peers.

Divisional awards are broken into Start-Up, Scale-Up and Established Supplier. Definitions below:

- **Start-Ups**

Start-Ups are defined as Proptechs that are up to 3 years old as of April 17, 2025 and based on the time from which the Proptech became a full-time concern for its founders. Start-Ups may be working on an MVP or have developed a product that is in the process of winning its first customers. As a Start-Up, you must be an independent Proptech. If you are part of a larger organisation, you are most likely to be part of an Established Supplier.

- **Scale-Ups**

These Proptechs have been operating continuously for a minimum of three years but less than 10 years as of April 17, 2025. You have a viable product and are rapidly growing your business and technology. As a Scale-Up, you must be an independent Proptech. If you are part of a larger organisation you are most likely to be part of an Established Supplier.

- **Established Suppliers**

These are Proptechs that have been continuously operating in the property, real estate or construction/commercial sectors for 10 years or more as of April 17, 2025. The technology you enter may reflect your entire platform, be a new product you've launched over the past 12 months or a product that you've recently acquired into your portfolio of businesses. Proptech businesses that have been acquired by a major supplier qualify under the Established Supplier category, regardless of how long their product has been in the market.

# PROPTech CATEGORIES

## OPEN AWARDS

These are single awards presented across a specific industry subsector and are open in as much as all entrants compete against each other regardless of the age or experience of the Proptech. In the Open Awards, you will still be asked to identify if you are a Start-Up, Scale-Up or Established Supplier so winners can be included in the final judging for the “Best of the Best” major awards.

## COMMERCIAL AWARDS DROPPED FOR THIS YEAR

## BEST OF THE BEST

The “Best of the Best” awards are presented to the best Start-Up, Scale-Up and Established Supplier. They are top-tier awards in which the winners of each divisional and open award are judged for a second time against their peers across all categories. Open Award entrants are asked to nominate their Proptech stage so that winners of these awards can also be included in the “Best of the Best” judging. Entrants do not need to do anything at the time of submission to enter these awards. Winning your category automatically enters you into the next round.

# PROPTech CATEGORIES

## RESIDENTIAL PROPTech OF THE YEAR & COMMERCIAL PROPTech OF THE YEAR

These are top-tier awards. Due to member feedback, you are able to enter the category rather than be nominated. Separate criteria has been established for both the Residential Proptech of the Year and the Commercial Proptech of the Year. You will enter either of these categories in the same way you would enter a Divisional Award category.

## PROPTech TO WATCH

Again, due to member feedback, you will be able to enter the “Proptech to Watch” category for the first time. A new criteria has been established for this award. However, it remains a President's Award in terms of judging. It will be presented to an early-stage Proptech that has shown significant promise and/or has transformative technology. All early-stage Start-Ups are considered for this award.

# PROPTech CATEGORIES

## PROPTech LEADER OF THE YEAR

This Award recognises excellence being demonstrated by Proptech founders and at C-suite level. To be eligible, founders and executives should focus on their initiatives and achievements in growing the business, culture and success of their Proptech over the past 12 months for the period until **April 17, 2025**.

## PROPTech TEAM OF THE YEAR

This award recognises the outstanding team that has demonstrated exceptional collaboration, innovation, and leadership in developing and implementing a groundbreaking proptech solution. We're seeking a detailed description of the team's composition, expertise, and roles; evidence of effective teamwork, communication, and collaboration; and metrics demonstrating the impact and results of the team's work. The focus should be on how the team contributed to the success of the proptech. The contribution of the team should be in context of the 12 months to **April 17, 2025**.

# TERMS AND CONDITIONS OF ENTRY

In submitting an entry to the 2025 Proptech Awards, entrants agree to abide by the terms and conditions of the awards.

## 1. Entrant Eligibility

Entry is free to Proptech Australia members, and you **MUST** be a financial member to qualify for an award. An entry will not be deemed complete until membership is confirmed, or the entrant pays the membership fee to join the association. Entries submitted without a valid membership will be removed from judging.

## 2. Entrant Authority

In submitting an entry to the awards, the entrant agrees they have the authority of the Proptech (or their employer) to enter the awards on behalf of the Proptech, and the entrant takes full responsibility for the accuracy of the entry and agrees to take responsibility for any fees or charges associated with that entry. This applies especially to third parties who enter on behalf of their clients, such as PR or marketing consultancies. If you enter on behalf of a client, it is your responsibility to ensure your client is a paid member **BEFORE** submitting an entry.

## 3. Achievements

The Proptech Awards are an annual awards program and entries must focus on achievements and the progress made over the past 12 months - to the period ending **April 17, 2025**. Preference will be given to entries that articulate their innovation over a 12-month period rather than a general overview.

## 4. Category selection

Entrants agree to make every effort to ensure they select the right category for their entry and to correctly identify if their Proptech is a Start-Up, Scale-Up or Established Supplier. All categories will be reviewed before judging, and it is a condition of entry to agree that in the event that an entrant is identified as being in the wrong category by the review panel, the entrant will be removed and placed into a category suitable for their Proptech. This may be done without reference to the entrant beforehand.

# TERMS AND CONDITIONS OF ENTRY

## 5. Judging

Separate panels of three judges will consider entries for each award with marking aligned to the established criteria. Judges may then be asked to meet to confirm a joint decision in the event of a very tight score.

Where a category features an extensive number of entries (greater than 20), entries may go through a preliminary judging process before going through to the full panel to ensure manageability and quality of final judging.

Judges are encouraged to judge entries based on the quality of the official answers and materials presented as part of the award submission when scoring. Efforts are made to find judges with knowledge or background in each category. Judges who are associated with an entrant – either as a client, investor, or advisor – will be recused from judging individual entries.

In entering the awards, entrants agree that the judges' decision is final and no correspondence will be entered into post announcement of finalists or winners. Entrants agree that Proptech Australia and/or its judges are under no obligation to justify or explain decision-making.

## 6. Access to entries post awards

Judges are requested but not obligated to provide comments about entries. Entrants may request a copy of their entry after the awards to see any judges' comments. We cannot guarantee this will be helpful, and you cannot request to see other entries. Every effort will be made to turn requests around within 10 working days.

# TERMS AND CONDITIONS OF ENTRY

## 7. **IMPORTANT: Multiple entries policy**

Each award entry must be unique and represent a single product or service. It is not acceptable to enter the same product or service into multiple categories – even if the entry is rewritten. Entries that are deemed to have breached this condition will be removed from judging without reference to the submitter.

A single product or service is defined as having its own unique functionality, customer and/or business model. If you have more than one product or service, you may enter each separately. But if you have just one product or service, you must enter it only once in the award category that is the best fit.

For example, if you are a Start-Up, it is likely that you have just one product. Let's say it is a rental solution - which is your entire business with revenue coming from property managers, even if tenants benefit from the improved service. As such, you'd enter once under the Property Management & Maintenance award in the Start-Up category.

You are NOT permitted to try to enter this product for multiple awards, such as Property Management & Maintenance or Administration & Efficiency, hoping that one of the three would be successful. In this event, awards organisers will remove duplicates from judging without notice.

However, if you are a Scale-Up or Established Supplier, you may have multiple products, each with its own business model. As an example, let's say one is a sales and marketing solution, one is a back-office solution and a third is a direct-to-consumer research site. As such, you could submit three separate entries - one for a Sales & Marketing award, the second for Administration & Efficiency and the third for the Buying & Ownership award. All would be submitted in the Established Supplier category.

The multiple-entry policy also stands for the Open Awards. You cannot submit the same entry into both an Open Award and a Divisional Award. As an example, if you are an off-the-plan sales solution, you would need to decide if you want to enter the Divisional Award for "Sales & Marketing", OR the Open Award for "Off The Plan". But if your solution was made up of two distinct products, such as a CRM component and a consumer app, you would be able to enter the two products into the two separate awards.

If you are unclear about whether your product/s qualify for their own award entry, please email [awards@proptechaustralia.com.au](mailto:awards@proptechaustralia.com.au).

# AWARDS & ELIGIBILITY

This section explains the different awards and who should enter.

## DIVISIONAL AWARDS

These awards are broken into Start-Up, Scale-Up and Established Supplier and represent the major categories of Proptech.

- **Administration & Efficiency**

These awards are designed for Proptechs that support back-end office operations, process and efficiency improvements, and deliver process automation and optimisation in property, construction and real estate businesses. *Examples include but are not limited to:* CRM systems, back-end office management and workflow systems, new process enablement, end-to-end transaction management, documentation, cyber security, compliance and governance management and automations that improve general efficiency or outcomes.

- **Asset & Facilities Management**

Proptechs that enter these awards provide property owners with the platforms and tools to better manage, improve or realise the value from property assets, predominantly in the commercial sector. They may also provide superior property experiences for occupants by supporting faster, more efficient or effective facilities management. *Examples include but are not limited to:* commercial property management systems, Proptechs that allow property owners to deliver value from previously unrealised or underperforming assets, such as car parks and common areas, facility management and maintenance platforms, digital twin technology, asset valuation systems, asset condition reporting systems, access management and security systems.

- **Buying & Ownership**

Formerly called Consumer Proptech, our Buying & Ownership category is designed for B2B solutions. They empower property buyers, sellers, renters, investors or owners to make more confident decisions around property, provide greater choice or have solutions that deliver better, faster, more manageable ownership or rental outcomes. They may also remove friction in the sales and rental processes for consumers. *Examples include but are not limited to:* agent selection apps, property research, investor-direct management systems, owner-builder solutions and renter apps.

# AWARDS & ELIGIBILITY

## DIVISIONAL AWARDS

- **Data Solutions**

These awards are designed for Proptechs that capture, analyse, aggregate, process and deliver products and solutions based on big data sets within the property, real estate and construction industries, or which deliver actionable insights from that data that is highly valued by end users. *Examples include but are not limited to:* Proptechs specialising in data capture or data architecture, Proptechs that provide reports and research, CMA providers, or Proptechs that are using new datasets to deliver products to end users, APIs and products that support better data management or exchange.

- **Property Management & Maintenance**

These awards are designed for Proptechs that improve property management and maintenance outcomes through process, efficiency or business enhancements that make life easier for property managers and/or renters, predominantly in the residential sector. *Examples include but are not limited to:* PM systems, trust accounting, strata management systems, maintenance management solutions or platforms that support better engagement and communication with renters and occupants.

- **Sales & Marketing**

Proptechs that enter these awards improve the sales and marketing functions and lead generation processes for residential, commercial and construction real estate businesses. They may also support sales growth, onboarding and client stickiness, advertising, promotion or provide their clients with a competitive advantage when it comes to winning sales. *Examples include but are not limited to:* Lead generation systems, marketing automation, marketing nurture systems, social and email marketing systems, presentation and sales sign-up platforms or Proptechs that improve how properties are presented, marketed and advertised, including floorplans, photography and virtual options.

- **Valuation & Financial Solutions**

These awards are designed for Proptechs that tackle issues and provide solutions around property valuations, financing, payment, insurance and property purchasing that make it easier for buyers, sellers, builders, renters and investors to understand the value of property and/or transact more easily. *Examples include but are not limited to:* mortgage and insurance solutions, valuation software, bridging loan alternatives, payment solutions for sellers or renters, or any other form of credit, payment or valuation service.

# AWARDS & ELIGIBILITY

## OPEN AWARDS

Single awards will be presented across these specialty categories and are judged in an open category regardless of the age of the Proptech.

- **Affordability & Social Solutions**

Proptechs entering this award deliver social and equality outcomes, or have solutions that support supply and affordability challenges. *Examples include but are not limited to:* fractional, shared and alternative ownership models, small home and social housing technology solutions, and Proptechs that can demonstrate they impact the affordability of housing.

- **AI Empowered Solutions**

Entrants will have successfully introduced an AI-activated product or service that delivers machine learning and automation to the real estate, construction and commercial property sectors, enabling systems and platforms to behave in similar ways to human intelligence. *Examples include but are not limited to:* products where AI is front and centre as the key product, or AI enhancements to existing products and services that enable them to achieve new and greater results.

- **Construction**

This award recognises excellence in the field of building and construction through the digitisation or transformation of traditional building practices, methods and standards. *Examples include but are not limited to:* new construction methods, solutions that manage building site efficiency, reduce build time, reduce rework or build costs or improve site safety.

- **Environment & Energy Efficiency**

Be recognised for excellence in the new field of delivering environmental and sustainability solutions for either residential or commercial properties, construction and real estate businesses. *Examples include but are not limited to:* Proptechs that reduce property energy consumption, support carbon reduction, deliver efficiency and cheaper running costs, support triple bottom line accounting, measure or manage environmental impact, support sustainable energy creation, deliver electrification outcomes and improve the health, safety and long-term value of property through environmental and energy initiatives.

# AWARDS & ELIGIBILITY

## OPEN AWARDS

- **Off The Plan**

Proptechs entering this award provide solutions to property developers and building companies by digitising and transforming how new homes and property are presented and sold. This may include house and land, multi-family residences or multi-use developments. *Examples include* but are not limited to developer-specific CRM or sales platforms, house and land or new apartment sale solutions and developer planning tools.

- **Planning & Design**

These awards are designed for Proptechs that improve and transform traditional town planning, design, and building approval processes. *Examples include* but are not limited to design, visualisation and CAD platforms, virtual and augmented reality platforms, technology that supports or provides superior outcomes in town planning processes and approvals,

- **Corporate Proptech**

The Corporate Proptech of the Year award recognises the achievements of 'intrapreneurs' within major real estate, property, developers and construction businesses in developing Proptech, either for their own use, for clients or the broader market. You qualify as a Corporate Proptech if you are an established property industry company, real estate business, large property owner, developer or major corporation. The Corporate Proptech award also covers tech developers who produce apps or platforms on behalf of a major client.



# CRITERIA

## 2025 PROPTech AWARDS

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Administration & Efficiency

Three industry awards will be handed out for this category, based on whether you are a **Start-Up, Scale-Up or an Established Supplier**.

Entries for this award should focus on software innovation that improves the back-office processes and administrative efficiency of their clients, including file and record keeping, compliance, governance, internal data management and maintenance, bookkeeping and accounting. Throughout the entry, should seek to address how technology or its implementation over the past 12 months has had a beneficial client impact on one or more of the following facets:

- Improved efficiency and decreased the amount of time it takes to complete tasks.
- Reduced the cost of administration or back-office processes.
- Automated or used AI to support better back-office processes.
- Improved administration outcomes.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practices, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (Do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?
- What is your elevator pitch?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative PropTech Administration & Efficiency

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Asset & Facilities Management

Three industry awards will be handed out for this category, based on whether you are a **Start-Up, Scale-Up or an Established Supplier**.

Entries for this award should focus on platforms and tools to better manage, improve or realise the value from property assets, predominantly in the commercial sector. They may also provide superior property experiences for occupants by supporting faster, more efficient or effective facilities management.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact for their clients on one or more of the following facets:

- Helped facility managers streamline repairs or maintenance processes.
- Delivered better, faster, or more efficient repair and maintenance outcomes.
- Improved occupant experiences of a building.
- Reduced friction within the commercial tenancy experience.
- Provided more accurate understanding of asset value or condition.
- Improved valuation or letting outcomes.
- Enhanced property value, quality or standards.
- Released new value from existing assets.
- Supported better project management of upgrades and renovations of commercial buildings.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practices, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?
- What is your elevator pitch?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Asset & Facilities Management

**40%** - Outline your Proptech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your Proptech in the past 12 months compared with the same time last year (e.g: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your Proptech?
- What are your future goals for the business – both in terms of technology and organisational progress -- and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Buying & Ownership

Three industry awards will be handed out for this category, based on whether you are a **Start-Up, Scale-Up or an Established Supplier**.

Entries for this award should focus on software innovation that delivers products and services directly to property buyers, sellers, renters, investors or owners (B2C).

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact for their clients on one or more of the following facets:

- Support more confident decisions around buying, selling, renting or investing.
- Provide greater choice and options for buyers, sellers, renters or investors.
- Make the property journey more transparent and/or supports a seamless end-to-end transaction.
- Removes friction from buying, selling, renting or investing processes.
- Delivers faster or more efficient property ownership experiences.
- Delivers better rental outcomes for tenants.
- Removes risk from buying, selling, renting or investing.
- Provides enhanced services or options for buyers, sellers, renters or investors.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practises, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (Do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Buying & Ownership

**40%** - Outline your Proptech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your Proptech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your Proptech?
- What are your future goals for the business – both in terms of technology and organisational progress – and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Data Solutions

Three industry awards will be handed out for this category, based on whether you are a **Start-Up, Scale-Up or an Established Supplier**.

Entries for this award should focus on software and/or innovation that improves how data is captured, analysed, aggregated and processed and/or delivers products that support actionable insights or integrations.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact on their clients on one or more of the following facets:

- Improved the volume, velocity, variety or veracity of data capture, analysis or insights.
- Created or delivered previously unavailable datasets that provide greater transparency and decision-making power.
- Delivered reports, tools, products or platforms for clients that reveal unique insights and analysis.
- Reduced friction in the data exchange process between parties or improved data integrations.
- Improved data generation processes.
- Delivered greater transparency of data capture.
- Improved decision making through data.
- Enhanced data value and effectiveness.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practices, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (Do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?
- What is your elevator pitch?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative PropTech Data Solutions

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Property Management & Maintenance

Three industry awards will be handed out for this category, based on whether you are a **Start-Up, Scale-Up or an Established Supplier**.

Entries for this award should focus on software, platforms and/or innovation that improve property management and maintenance outcomes in either single or multi-residential buildings through process, efficiency or business enhancements that make life easier for property managers and/or renters, predominantly in the residential sector.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact on their clients on one or more of the following facets:

- Helped property managers find suitable tenants and process applications.
- Improved renter experiences and how they engage with the property manager or landlord or live in their property.
- Helped property managers reduce friction within the renter and landlord experience.
- Streamlined repairs or maintenance processes for property managers and their clients.
- Delivered better, faster, or more efficient inspection, repair and maintenance outcomes.
- Automated and reduced friction in property management and strata management tasks.
- Delivered new revenue streams or products for property managers to offer clients.
- Helped investors better understand the value of their asset and how to maximise it.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practices, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (Do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative PropTech Property Management & Maintenance

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Sales & Marketing

Three industry awards will be handed out for this category, based on whether you are a **Start-Up, Scale-Up or an Established Supplier**.

Entries for this award should focus on software innovation that improves the effectiveness of sales, transactions and/or marketing outcomes.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact for their clients on one or more of the following facets:

- Increased sales or transactions.
- Improved sales or lead generation processes.
- Delivered greater transparency of the sales process to buyers and sellers.
- Reduced friction within the selling or buying process.
- Delivered new, retained or strengthened existing client relationships.
- Improved marketing outcomes.
- Enhanced brand value, recognition and effectiveness.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practices, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative PropTech Sales & Marketing

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

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**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

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- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative Proptech Valuation & Financial Solutions

Three industry awards will be handed out for this category, based on whether you are a **Start-Up, Scale-Up or an Established Supplier**.

Entries for this award should focus on software and/or innovation that tackle issues and provide solutions around property valuation, financing, payment, insurance and property purchasing to make it easier for buyers, sellers, builders, renters and investors to understand the value of property, afford to enter the property market and/or transact more easily.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact on their clients on one or more of the following facets:

- Improved the accuracy or sophistication of property valuation models or which expand their use.
- Make it possible for buyers to enter the property market or afford the property of their dreams.
- Deliver alternatives to traditional financing that support buying or selling a home.
- Reduce friction in the financing, insurance or valuation process.
- Provide greater insights into risk thereby supporting better outcomes, pricing or products for mortgage, finance, insurance or other property financial services.
- Improve transparency of the property financing or insurance process.
- Provide new models for property and/or property service payments.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practises, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?
- What is your elevator pitch?

*Maximum word count: 500 words*

# CRITERIA

## DIVISIONAL AWARDS | Most Innovative PropTech Valuation & Financial Solutions

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

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**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative Proptech Affordability & Social Solutions

A single award will be presented to the Proptech judged to deliver the best affordability or social solution in an open category **regardless of the age of the Proptech.**

Entries for this award should focus on software solutions or innovations that deliver social and equality outcomes, address property supply or solve affordability challenges.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact for their clients on one or more of the following facets:

- Increased the number of people who can afford to purchase or rent property who had previously been excluded.
- Improved housing supply - either for rent or purchase.
- Improved social housing access, quality or supply.
- Supported shared, fractional or alternative ownership or rental models.
- Delivered new types of housing that are more affordable to build, buy or rent.
- Delivered solutions that make property more accessible to disabled or disadvantaged communities.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practises, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- What is your elevator pitch?
- How much market share or adoption have you achieved?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative PropTech Affordability & Social Solutions

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative Proptech A.I. Empowered Solutions

A single award will be presented to the Proptech judged to deliver the best affordability or social solution in an open category **regardless of the age of the Proptech.**

Entries for this award should focus on software solutions or innovations that have successfully introduced an AI-activated product or service that delivers machine learning and automation to the real estate, construction or property sectors, enabling systems and platforms to behave in similar ways to human intelligence. This may be a standalone AI product or AI enhancement of an existing product.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact for their clients on one or more of the following facets:

- Successfully applied machine learning to new and previously uncharted areas.
- Delivered greater speed, accuracy or improved outcomes of previous software versions.
- Improved client performance by using the solution either through savings or new opportunities for growth.
- Supported greater understanding of the value of AI and its potential.
- Delivered greater transparency and trust through the deployment of AI.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practices, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?
- What is your elevator pitch?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative PropTech A.I. Empowered Solutions

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative Proptech Construction

A single award will be presented to the Proptech judged to deliver the best affordability or social solution in an open category **regardless of the age of the Proptech.**

Entries for this award should focus on software solutions, platforms or innovations that deliver new ways to build, renovate or upgrade property or manage construction, renovation and upgrades that are faster and more efficient, more affordable, less wasteful and transformational to traditional building models.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact for their clients on one or more of the following facets:

- Saved time and/or costs in the construction and building process.
- Made building sites more efficient.
- Improved quality outcomes in the construction and building process.
- Provided back-office solutions to pain points specific to the construction and building industries, including quoting, costing, material supply and logistics.
- Reduced waste in building and construction.
- Improved health and safety outcomes on construction sites.
- Delivered new ways to build and construct housing, industrial or commercial buildings.
- Reduced rework post build.
- Created new business models for builders and construction companies.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practices, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative PropTech Construction

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative Proptech Environment & Energy Efficiency

A single award will be presented to the Proptech judged to deliver the best affordability or social solution in an open category **regardless of the age of the Proptech.**

Entries for this award should focus on software solutions, platforms or innovations that deliver greater energy efficiency, or produce measurable environmental outcomes.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact for their clients on one or more of the following facets:

- Reduced property energy consumption and delivered greater building efficiency and cheaper running costs.
- Delivered sustainable energy generation options in the built environment, both new and existing.
- Delivered carbon reduction outcomes.
- Delivered electrification outcomes and reduced reliance on gas and coal.
- Supported triple bottom line accountability.
- Produced measurable environmental or energy consumption outcomes.
- Made it easier for property owners or property managers to upgrade to achieve environment and efficiency outcomes.
- Made it easier for property owners or property managers to account for, and be compliant with, new environmental and energy efficiency legislation and governance.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practises, or what is the size of the market with this problem?
- What is your elevator pitch?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative Proptech Environment & Energy Efficiency

**40%** - Outline your Proptech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your Proptech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your Proptech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative Proptech Off The Plan

A single award will be presented to the Proptech judged to deliver the best affordability or social solution in an open category **regardless of the age of the Proptech.**

Entries for this award should focus on software platforms or innovations that deliver solutions to property developers and real estate agents by digitising and transforming how new house-and-land packages and off-the-plan apartments are built, presented, purchased and sold.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact on their clients on one or more of the following facets:

- Developer research and site assessment tools.
- Access to new financial solutions for developers or builders.
- Increased sales or transactions for developers and builders through digitisation.
- Improved sales or lead-generation processes for developers or builders.
- Digitised or transformed the end-to-end off-the-plan purchasing process for buyers.
- Helped buyers make crucial new-build decisions with confidence.
- Given buyers of off-the-plan properties greater confidence and security when purchasing.
- Supported relationships-for-life between developers and their clients.
- Delivered improved marketing outcomes.
- Enhanced brand value, recognition and effectiveness.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What is your elevator pitch?
- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practises, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- How much market share or adoption have you achieved?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative PropTech Off The Plan

**40%** - Outline your PropTech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your PropTech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your PropTech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative Proptech Planning & Design

A single award will be presented to the Proptech judged to deliver the best affordability or social solution in an open category **regardless of the age of the Proptech.**

Entries for this award should focus on software solutions or innovations that deliver better town planning, design and building approval processes or outcomes for councils, governments, architects, designers or their clients.

Entrants should address how their technology or implementation over the past 12 months has had a beneficial impact for their clients on one or more of the following facets:

- Made the development and building approval process faster, more efficient and streamlined.
- Improved outcomes for all stakeholders through the development and building approvals process, including for property owners, neighbours, council workers etc.
- Delivered better quality planning and designs for communities.
- Reduced conflict at the planning and design stage.
- Made it easier for residents or stakeholders to understand designs or plans, their impact and subsequent decisions.
- Improved efficiency and reduced the cost of traditional planning and design methods.
- Improved the transparency and consistency of development and building approval processes.
- Supported best-practice design and liveability outcomes.
- Other benefits from digitising traditional processes.
- Demonstration of the technology through case studies or testimonials will be regarded favourably by judges. It is recommended entries should specify not just the benefits but the innovative features that created those benefits.

**25%** - In this section, provide an overview of your technology, explain the problem that it solves and provide an explanation for why it was a problem that required solving. Questions to answer include:

- What problem do you solve and why is it an issue for clients?
- How big is the problem in terms of the cost of current practises, or what is the size of the market with this problem?
- Who are your ideal clients/customers? Do you work in B2B, B2C or both?
- A brief overview of how your technology works. (All entries are confidential but do not reveal IP that you do not want generally discussed or known. Feel free to provide a diagram/visual if this is helpful.)
- What is your elevator pitch?
- How much market share or adoption have you achieved?

*Maximum word count: 500 words*

# CRITERIA

## OPEN AWARDS | Most Innovative Proptech Planning & Design

**40%** - Outline your Proptech's achievements over the past 12 months.

Questions to answer include:

- How has your technology changed or improved over the past 12 months?
- What additional functionality and features have you introduced?
- Why did you decide to introduce these features? What processes did you go through to determine that they were needed?
- How has adoption changed over the past 12 months?
- Share any KPIs around engagement with your Proptech in the past 12 months compared to the same time last year (ie: client numbers, sales revenue, stickiness etc).
- What feedback have you received from your clients over the past 12 months about your technology?
- What results or success stories have your clients achieved using your technology?
- How did you promote and drive awareness and sales of your product and its developments over the past 12 months to support these results?

*Maximum word count: 800 words*

**20%** - Provide insights into how your organisational structure, team and processes have scaled, changed or improved over the past 12 months.

Questions to answer include:

- How did your organisational structure or processes change over the past 12 months to support either new tech developments or your growth?
- Identify any new roles you've introduced.
- What steps are you taking to ensure organisational changes implemented over the past 12 months are embedded into your culture?
- How has your organisational culture matured, grown or changed over the past 12 months?

*Maximum word count: 500 words*

**15%** - How will your progress in the past 12 months support your future success? Questions to answer include:

- How did the changes you made or growth you achieved over the past 12 months impact what is now possible for your Proptech?
- What are your future goals for the business - both in terms of technology and organisational progress - and how will you know when you have achieved them?

*Maximum word count: 500 words*

# CRITERIA

## Residential Proptech of the Year

A single award will be presented to the Proptech judged to deliver the best affordability or social solution in an open category **regardless of the age of the Proptech.**

This award recognises promising early-stage proptech startups with the potential to significantly impact the future of the real estate or property industry. Judges will evaluate submissions based on the following criteria, weighted as indicated.

### Submission Requirements:

- Clear and concise explanation of the technology and its intended use.
- Evidence of market traction and measurable results (e.g., user growth, transaction volume, cost savings).
- Demonstration of the technology's functionality and user experience.
- Information about the company's business model and team.

### 30% - Innovation & Uniqueness

- Does the technology fundamentally change how residential real estate transactions, property management, or consumer interactions are conducted?
- Does it address a significant pain point in the market? Higher marks for solutions demonstrating true disruption and potential to reshape the industry.
- Novelty & Differentiation
- How unique is the solution compared to existing offerings?
- Does it offer a genuinely new approach or significantly improve upon current practices?
- Points awarded for originality and clear differentiation from competitors.

*Maximum word count: 800 words*

### 30% - Impact & Effectiveness

- Evidence of market acceptance, including user base growth, number of transactions facilitated, or partnerships established. Stronger consideration given to solutions with demonstrable traction and positive user feedback.
- Quantitative data is highly valued.
- Demonstrate impact on key metrics such as efficiency gains, cost savings, improved customer satisfaction, or increased sales.
- Submissions should provide concrete data and case studies to support claims of effectiveness.

*Maximum word count: 800 words*

### 25% - Functionality & User Experience

- Ease of use for both consumers and real estate professionals.
- Judges will consider the intuitiveness of the interface, clarity of navigation, and overall user experience.
- Bonus points for accessibility and inclusive design.
- Technical Performance & Reliability
- Stability, security, and scalability of the technology.
- Evidence of robust performance and minimal downtime. Consideration given to data privacy and security measures.

*Maximum word count: 500 words*

### 15% - Business Model & Scalability

- Articulate the sound business model with a clear path to profitability and long-term sustainability.
- Judges will assess the revenue model, financial projections, and overall business strategy.
- Scalability & Growth Potential
- Ability to expand and adapt to increasing demand and market changes. Consideration given to the potential for national or international expansion.

*Maximum word count: 500 words*

# CRITERIA

## Commercial PropTech of the Year

A single award will be presented to the PropTech judged to deliver the best affordability or social solution in an open category **regardless of the age of the PropTech.**

This award recognises the most innovative and impactful technology solution specifically designed for the commercial real estate market. Judges will evaluate submissions based on the following criteria, weighted as indicated.

### Submission Requirements:

- Clear and concise explanation of the technology and its intended use within the commercial real estate sector.
- Evidence of market traction and measurable results (e.g., user growth, property volume, cost savings, ROI improvements).
- Demonstration of the technology's functionality and user experience (e.g., screenshots, videos, demos).
- Information about the company's business model, team, and target market within commercial real estate.

### 30% - Innovation & Uniqueness

- Does the technology fundamentally change how commercial real estate transactions, property management, investment, or tenant interactions are conducted?
- Does it address a significant pain point or inefficiency in the market?
- Higher marks for solutions demonstrating true disruption and potential to reshape the industry. How unique is the solution compared to existing offerings?
- Does it offer a genuinely new approach or significantly improve upon current practices?
- Differentiate from competitors. Consideration will be given to how the technology addresses specific needs within the commercial sector.

*Maximum word count: 800 words*

### 30% - Impact & Effectiveness

- Evidence of market acceptance, including user base growth, number of properties managed/transacted, or partnerships established. Stronger consideration given to solutions with demonstrable traction and positive user feedback.
- Quantitative data is highly valued.
- Demonstrated impact on key metrics such as efficiency gains, cost savings, increased ROI, improved tenant satisfaction, or streamlined operations.
- Focus on metrics relevant to the commercial sector.

*Maximum word count: 800 words*

### 25% - Functionality & User Experience

- Ease of use for commercial real estate professionals (e.g., brokers, property managers, investors). Judges will consider the intuitiveness of the interface, clarity of navigation, and overall user experience.
- Bonus points for features tailored to the complexities of commercial real estate.
- Technical Performance & Reliability
- Stability, security, and scalability of the technology.
- Evidence of robust performance and minimal downtime.
- Consideration given to data privacy and security measures, especially concerning sensitive commercial data.

*Maximum word count: 500 words*

### 15% - Business Model & Scalability

- Sound business model with a clear path to profitability and long-term sustainability.
- Judges will assess the revenue model, financial projections, and overall business strategy.
- Consideration given to the specific challenges and opportunities within the commercial real estate market.
- Scalability & Growth Potential.
- Ability to expand and adapt to increasing demand and market changes.
- Consideration given to the potential for national or international expansion, and how the technology can scale to accommodate large portfolios and complex transactions

*Maximum word count: 500 words*

# CRITERIA

## Proptech To Watch

A single award will be presented to the Proptech judged to deliver the best affordability or social solution in an open category **regardless of the age of the Proptech.**

This award recognises promising early-stage proptech startups with the potential to significantly impact the future of the real estate or property industry. Judges will evaluate submissions based on the following criteria, weighted as indicated.

### Submission Requirements:

- This award is specifically for early-stage startups.
- Judges will prioritise innovation, potential, and team expertise.
- Emphasis will be placed on the startup's vision for the future of proptech. A concise overview of the startup's product or technology.
- Information about the team's background and expertise.
- Evidence of any early market traction or validation.
- A brief description of the startup's business model and growth potential.
- A short presentation or video is allowed, and encouraged.

### 30% - Novelty & Disruptive Potential

- How unique is the startup's solution?
- Does it address a clear market need or pain point in a novel way?
- Does it have the potential to disrupt traditional real estate practices?
- Emphasis will be placed on the originality of the idea.

*Maximum word count: 800 words*

### 30% - Vision & Future Outlook

- Does the startup have a clear and compelling vision for the future?
- Is there a strong understanding of market trends and future opportunities?
- How scalable is the potential of the technology?

*Maximum word count: 800 words*

### 20% - Early Market Traction & Validation

- Has the startup achieved any early milestones, such as pilot programs, partnerships, or initial customer acquisition?
- Is there evidence of market interest and validation?
- Even small amounts of user feedback, or early adopters are valuable.

*Maximum word count: 500 words*

### 20% - Team Expertise & Passion

- Describe the team's skills and experience to execute your company's vision?
- Describe your company's passion for Proptech
- What do you do to build confidence and spirit inside your Proptech?

*Maximum word count: 500 words*

# CRITERIA

## Proptech Team of the Year

This award recognises the outstanding team that has demonstrated exceptional collaboration, innovation, and leadership in developing and implementing a groundbreaking Proptech solution.

Entries should discuss diversity of skills and expertise. They should demonstrate a well-rounded team with diverse skill sets and relevant experience across technology, real estate, and business. Evidence of a collaborative environment where diverse perspectives are valued and contribute to success.

Teamwork & Communication is another important consideration. Entries should provide clear evidence of effective teamwork, communication, and collaboration within the team. Demonstrated ability to work together seamlessly to achieve common goals. Examples of how the team overcame challenges and achieved success through collaboration.

Innovation & Execution is a fundamental part of any team. Entries should clearly articulate the team's vision for the Proptech solution and the strategy for achieving it. How does the team demonstrate its understanding of the market needs and the solutions required to address them?

Successful execution of the team's plan, evidence of effective project management, adherence to timelines and ability to adapt to changing circumstances should be explained.

Entries should cite quantifiable results, such as user growth, market share gains, revenue generation, or cost savings. Submissions should provide concrete data and metrics to support claims of success.

Finally, discuss evidence of a strong team culture based on shared values, respect and a commitment to excellence. Demonstrated ability to attract and retain top talent.

### **30%** - Provide an overview of your team

- Detailed description of the team's composition, expertise, and roles.
- Evidence of effective teamwork, communication, and collaboration.
- Data and metrics demonstrating the impact and results of the team's work.
- Testimonials from team members, clients, or partners

*Maximum word count: 800 words*

### **30%** - Offer a clear articulation of the team's vision for the Proptech solution.

- Describe the team's strategy
- Demonstrate their understanding of the market needs and how the solution addresses them.
- Describe the successful execution of the team's plan, evidence of effective project management, adherence to timelines, and ability to adapt to changing circumstances.

*Maximum word count: 500 words*

### **20%** - Articulate the measurable achievements.

- Quantify the results achieved by the team, such as user growth.
- Also, outline market share gains, revenue generation, or cost savings.
- Submissions should provide concrete data and metrics to support claims of success.

*Maximum word count: 500 words*

### **20%** - What is the team culture?

- Provide evidence of a strong team culture based on shared values, respect, and a commitment to excellence.
- Demonstrate your ability to attract and retain top talent.

*Maximum word count: 500 words*

# CRITERIA

## Proptech Leader of the Year

This Award recognises excellence being demonstrated by Proptech founders or executive team members within Proptechs at all levels. Entrants for this award should be able to articulate their personal philosophy about leadership, the values they hold and both their own and their team's achievements.

Entrants should address how their leadership skills have supported their personal and business achievements through one or more of the following facets:

- Strategy and vision for their Proptech and/or the broader industry that they serve.
- Key achievements over the past 12 months.
- Financial goals and growth for their Proptech.
- How they support the professional development of their team members and colleagues.
- How they support the mental wellness of themselves, their team members and colleagues.
- How they have overcome specific challenges within the business.
- Broader community and stakeholder engagement.
- Commitment to personal and professional growth and development.

**25%** - In this section, provide an overview of the vision and values they hold important as a leader and how they have supported them to achieve quality outcomes for their Proptech. Describe how they have grown the business, department or area of influence across their career.

*Maximum word count: 500 words*

**40%** - Provide an example of a challenge they have faced as a leader over the past 12 months, how they surmounted that challenge and the lessons learned from it. How did it impact how they show up as a leader now?

*Maximum word count: 800 words*

**20%** - Provide insights into how your leader supports their people? What processes, structures or practices have they introduced with their team to help team members achieve their best both professionally and personally at work?

*Maximum word count: 500 words*

**15%** - Outline 'what comes next' including any future challenges or opportunities they perceive, and how they intend to continue their development personally, professionally or for their team.

*Maximum word count: 500 words*

# Got any questions?

[Check out our Proptech Awards  
Terms and Conditions of Entry →](#)

# Ready to enter?

[Click Here To Register →](#)

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A stylized, golden-yellow graphic of a city skyline, composed of numerous small rectangular blocks and lines, creating a sense of depth and perspective. The buildings are arranged in a way that suggests a dense urban environment, with some taller structures in the background and shorter ones in the foreground.

**2025  
PROPTech  
AWARDS**