SUSTAINABLE BCC -PROPTECH ENTREPRENEURSHIP HACKATHON

Co-funded by the
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After the successful **Think Tank on Sustainable Buildings** ESA – ESAC - SUSTAINABLE BCC EELISA COMMUNITY

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

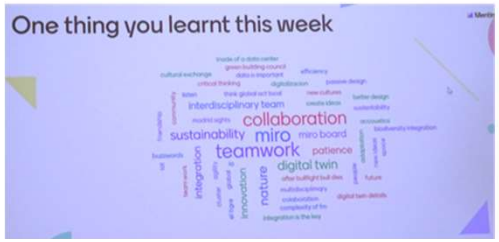
Badges: 212 Badges (SUSBCC, CRC, Circular EElisa, Discovery)

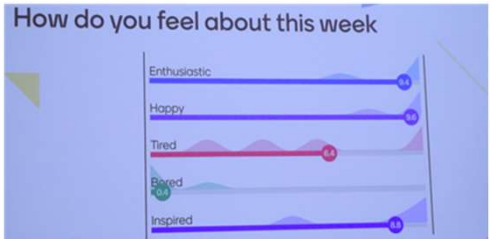
4 Sustainable Think Tanks

+ 1 transversal Digital Think Tank

+ 1 New European Bauhaus Integration Think Tank

30 Different Thematic Workshops





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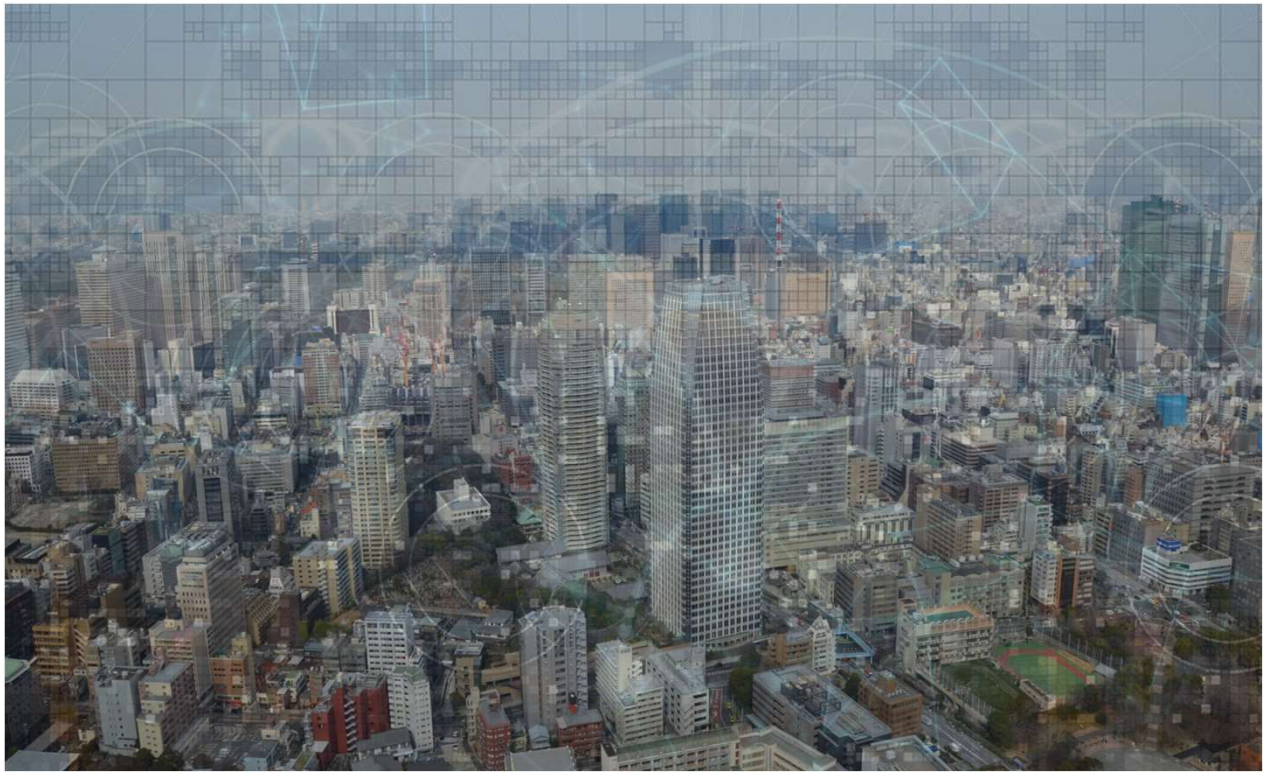
We´ll keep moving towards the environment in which We all will be operating in the coming years :

SUSTAINABLE, EFFICIENT, DIGITAL BUILDINGS & CITIES



5th to 8th June 2023

Welcome to the

SUSTAINABLE BCC -PROPTECH ENTREPRENEURSHIP HACKATHON

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The Activity:

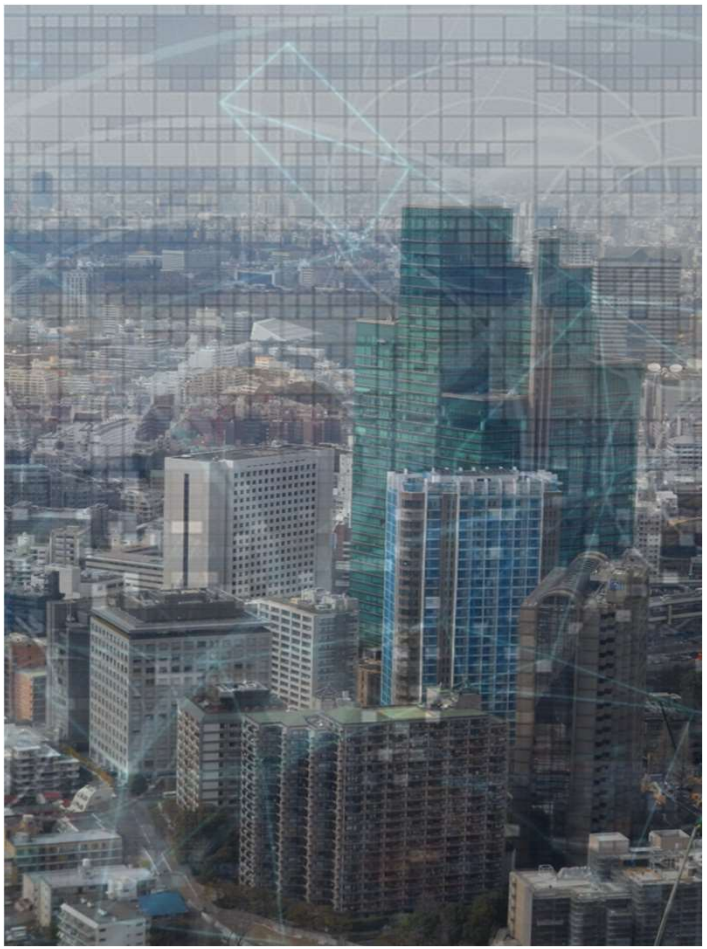
The aim is to face one of the challenges associated with the improvement of the efficiency and sustainability of our buildings and cities, which involves raising awareness among our students about the Industry 4.0 and digital potential while promoting entrepreneurship for the necessary developments of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

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

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

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

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



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SUSTAINABLE BCC -PROPTECH ENTREPRENEURSHIP HACKATHON. Madrid 5th-8th June 2023

The SUSBCC Proptech Entrepreneurship Hackathon:

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

The activity is structured as a big **Role Play - Hackathon** in which the students, organised in working teams (future start-ups) participate in an Entrepreneurship programme in order to **identify digital trends and technologies** with innovative applications, **workshops** to develop a business idea, receive **information on key instrumentals topics**, **training in transversal skills**, and formulate a business proposal that will compete in an **Investors Forum** in which investment funds, Business Angels & selected professionals **will finance the most suggestive start-ups** with the greatest potential to impact the market from **PROPTECH and ESG perspectives to foster more efficient and sustainable buildings, cities, and communities.**

The structure

Monday 5th	Tuesday 6th	Wednesday 7th	Thursday 8th
ACTIVITIES & DIGITAL EXPLORATION + WORKSHOP ON BUSINESS IDEA DEFINITION	WORKSHOPS ON INSTRUMENTAL TOPICS	WORKSHOPS TO TRAIN TRANSVERSAL SKILLS	THE HACKATHON + INVESTORS FORUM

The digital technologies

DT1 - BUILDING MANGEMENT:
BMS, BEMS, CAFM, IWMS…
DT2 - GEO-COMPUTING:
Scanners, drones, SLAM Systems, BIM…
DT3 - DIGITAL TWINS & VIRTUAL REALITY
DT4 - MONITORING & IOT
for smart buildings and cities
DT5 - ARTIFICIAL INTELLIGENT
for buildings, cities and communities

The workshops & topics

WD1 - BRAINSTORMING & RANKING
WT2 - BUSINESS IDEA DEFINITION
WT3 - BUSINESS IDEA DEVELOPMENT
WT4 - BUSINESS PLAN
WT5 - PROJECT MANAGEMENT PLAN
WT6 - MARKETING STRATEGIES
WT7 - COMMUNICATION STRATEGIES

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SUSTAINABLE BCC -PROPTECH ENTREPRENEURSHIP HACKATHON. Madrid 5th-8th June 2023

The Agenda:

The agenda scheduled for The SUSBCC Proptech Entrepreneurship Hackathon is:

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

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The standard methodology:

GENERAL APPROACH FOR EVERY WORKSHOP SESSION. The Repository

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

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

2H STUDENTS& PROFs COLLABORATIVE WORKSHOPS

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

Working Team:
- First 10'-15': Individual Brainstorming. Collaborative tool MIRO
- Discussion and task development
- Task delivery – Workshops' outputs

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