

Support in market analysis on key technologies in sustainability for buildings

CHALLENGE

Develop an **analysis** with a focus on the real estate world to understand in the main macro-environments of the industry (e.g., energy, operations management, new asset development, monitoring), which sustainable technologies are most disruptive, the potential of the target market, and the most relevant startups.

KEY ACTIVITIES/ACHIEVEMENTS

Once the main reference technologies were defined for each of the macro-environments into which the real estate sector was divided, an **estimate of the current market** and potential growth trends was developed, trying if possible to identify the most relevant **startups** for each technology in terms of revenues and growth trends.

We developed an analysis for about 30 benchmark technologies trying to identify based on market size and trends the most potentially interesting markets in which to evaluate possible investments or partnerships to better understand the potential for development.

