



StartUps & their Impact on Smart Buildings 2021

A COMPREHENSIVE BIENNIAL EVALUATION OF
STARTUP COMPANIES IN THE SMART BUILDING SPACE

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Startups & Their Impact on Smart Buildings 2021



meemoori Synopsis

This report will be of value to all companies engaged in managing, operating and investing in commercial real estate technology around the world.

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Research AB

Introduction

This Report is a New 2021 Definitive Resource for Evaluating Startup Companies in the Smart Building & PropTech Space.

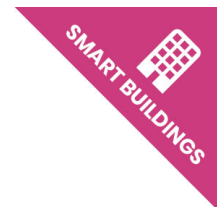
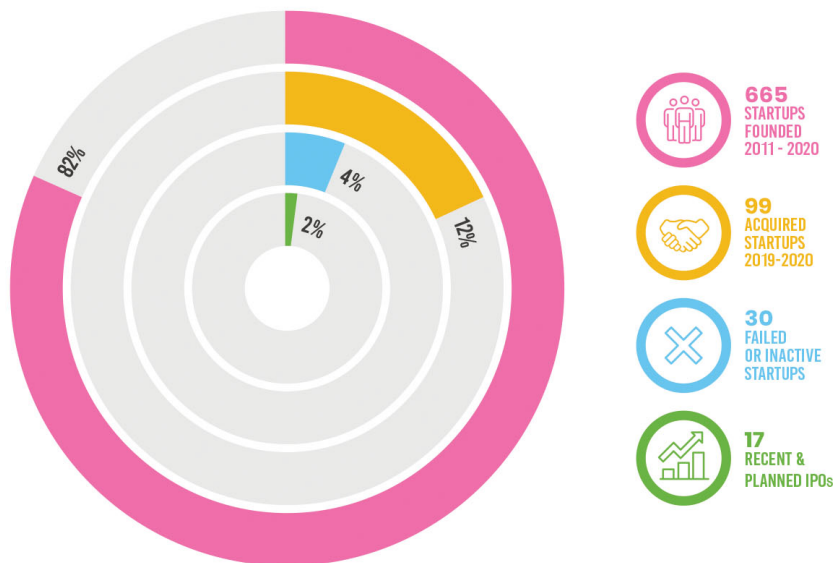
Memoori has identified 665 private companies founded between 2011 and 2020 in the smart buildings sector. This number has increased 38% since the 2nd edition of this report published two years ago. There was no slowdown in the number of Startups receiving investment last year despite the COVID-19 global pandemic and ensuing recession.

Our definition of a Startup is 'a private company formed no earlier than 2011 that is focused on the commercial and industrial buildings market, is not a subsidiary or an acquisition of a larger company and is often financed by venture capital or private equity funding.'

The report INCLUDES at no extra cost, a spreadsheet which lists all Startup acquisitions and investments in 2019 & 2020 AND a graphics pack with high resolution charts from the report

FIG 2.2

The Global Smart Building Startups Landscape



What Will This Report Tell You?

Our analysis of venture capital and private equity funding has recorded the highest level of investment in startups over the last four years. Total capital invested in the global smart building space since 2012 amounts to \$18.8 billion.

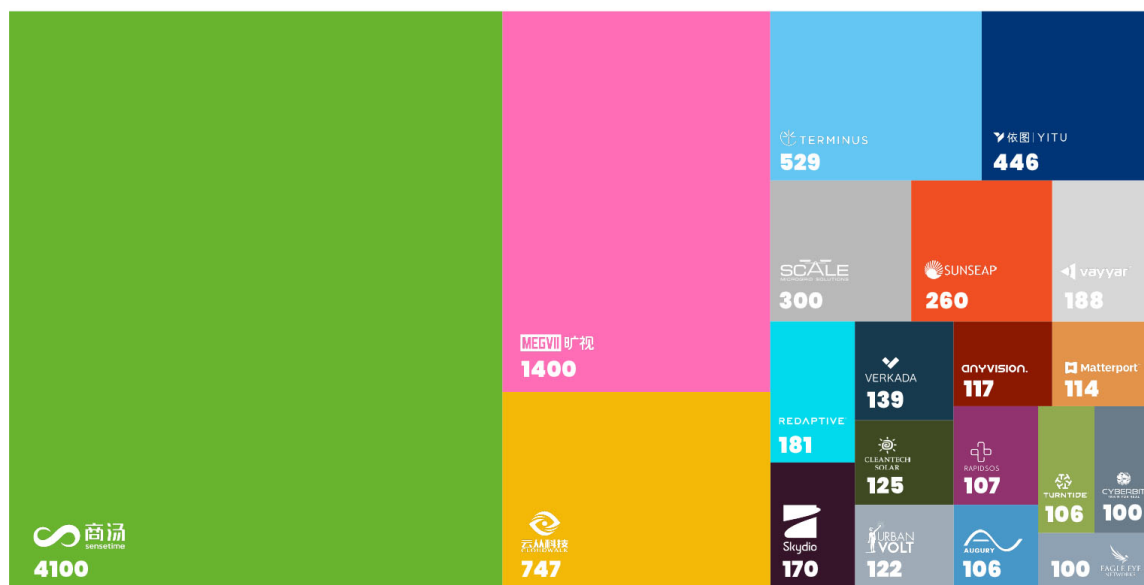
136 startups have been acquired in the last three years, which is the highest level of consolidation activity in the last nine years accounting for 72% of the total number of acquisitions over this period. Strategic buyers across the smart buildings landscape have continued their acquisitions strategy undeterred.

In this overcrowded marketplace of smart building Startups, new entrants will need to differentiate themselves, either through their business model, partnerships or innovative technologies, in order to succeed. The report analyzes the future for startups, recent and forthcoming IPOs and SPACs, disappearing and inactive startups as well as a summary of closed startups.

The information and analysis in this report is based on research and interviews with emerging players in the Smart Building Space. It benefits from Memoori's previous reports over the last 2 years on subjects such as the Building Internet of Things (BloT), M&A and Investments in Smart Buildings, Security and Occupancy Analytics.

FIG 6.2

Top 20 Startups by Total Disclosed Funding (\$m)



Within its 279 Pages and 64 Charts and Tables, The Report Sieves out all the Key Facts and Draws Conclusions, so you can Understand how Startup Companies are Shaping the Future of PropTech

The report identifies recent partnerships with established players including building systems vendors, IoT and IT vendors, lighting suppliers, facilities management service firms and security systems vendors. There is also a detailed assessment of the ecosystems of eight incumbent players in commercial real estate.

Starting at only USD \$2,250 for a Single User License; this report provides valuable information into how Startup companies are developing their businesses through Acquisitions, Partnerships and Alliances.

Who Should Buy This Report?

The information contained in this report will be of value to all those engaged in managing, operating and investing in smart building companies around the world. In particular, those wishing to invest in or acquire Startup companies will find it particularly useful.

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How to Order

The report is priced at \$2,250 USD for a Single User License, and ONLY \$2,500 USD for an Enterprise License. It is delivered as an electronic PDF download, via email.

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