



# The Smart Building Startup Landscape 2024

OVERVIEW OF THE STARTUP LANDSCAPE.  
WHO IS GAINING TRACTION?

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# The Smart Building Startup Landscape 2024



memoori

# Synopsis

This report helps all stakeholders and investors in the smart building industry to identify startups gaining traction in the market in 2024.

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Research AB

# Introduction

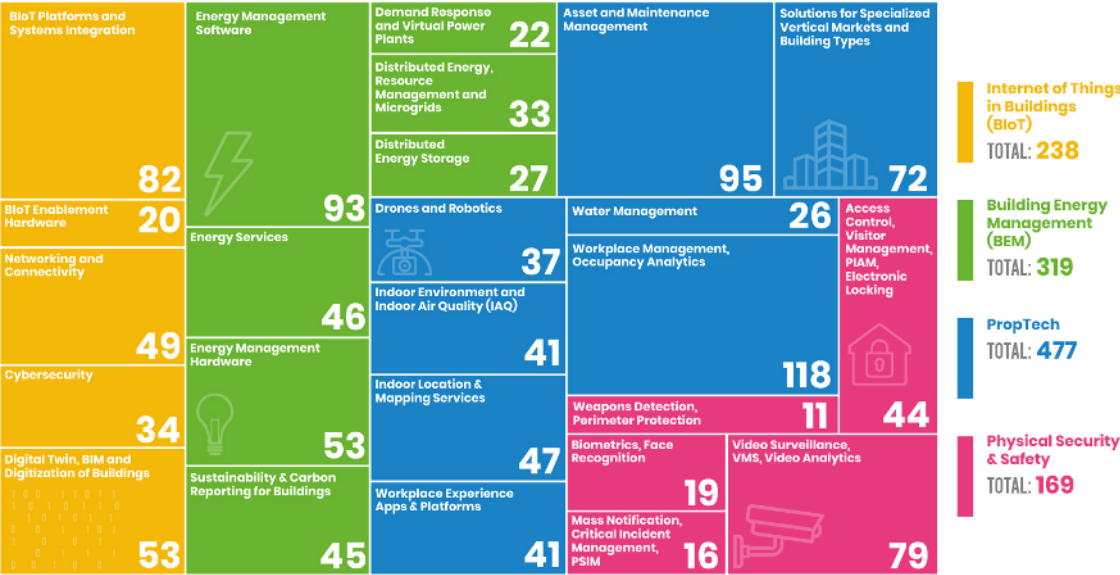
This Report is a New 2024 Definitive Resource for Evaluating the Smart Building Startup Landscape.

Of the 1,221 companies founded since 2013 in the management and operations phase of the global smart commercial buildings space, 691 are active and fit our definition of a Startup. This report selects 100 startups for further analysis that have gained traction in the last year across 16 major segments.

Our definition of a Startup is “a private company formed for no more than 10 years, 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 listing all the startups gaining traction, and a presentation file with high-resolution charts from the report. This report is also included in our 2024 Premium Subscription Service.

## Smart Building Startups Landscape by Technology Sector



## What does this Startups Report tell You?

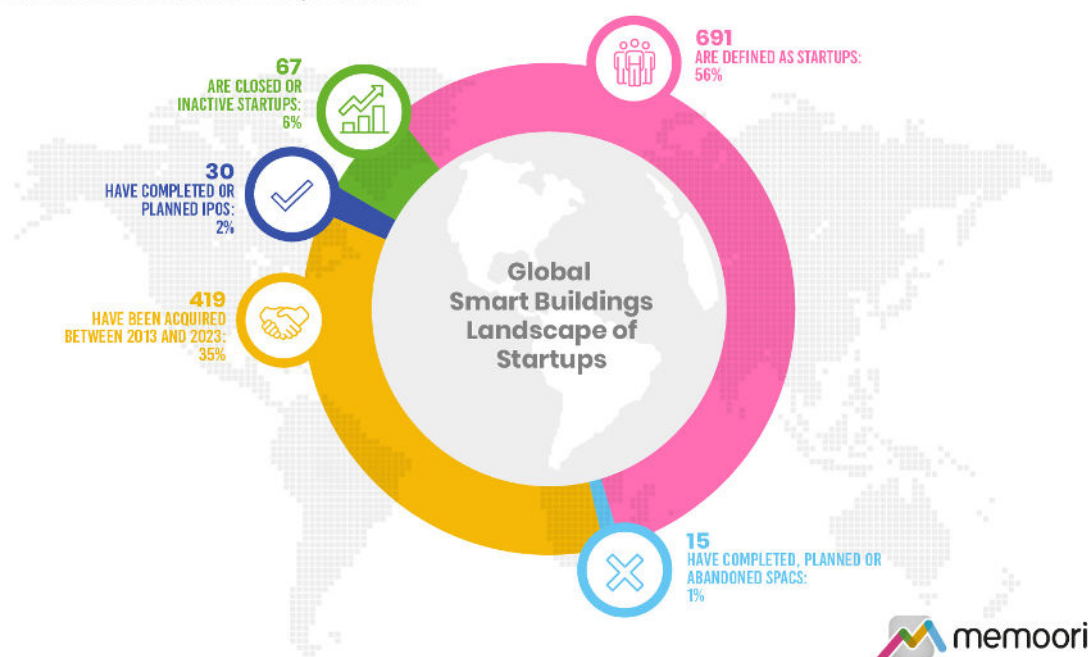
- It highlights 100 startups that have gained traction in the last two years across 16 major segments in the smart buildings space. 60% of these firms are new entrants, in the sense that they have not been listed before as gaining traction in our previous reports.
- These 100 companies account for around 14.5% of the startups founded since 2013 in the smart buildings space.
- It reviews non-operational or inactive startups and closures, which account for around 6% of the startup landscape. We also identify the major startups that have lost traction through headcount reduction in the last year.

The information in this report is based on a rigorous analysis of the smart building market and builds on our previous research into artificial intelligence, occupancy analytics, workplace experience apps, the Internet of Things, video surveillance, and access control.

This report will help all stakeholders and investors to assess the impact and range of startups in growth sectors. It also provides some analysis on why market disruption has been slower in the operation and maintenance phases of commercial buildings compared to other tech industries.

## The Global Smart Buildings Landscape of Startups

1,221 firms founded since 2013, of which:



Within its 121 Pages and 42 Presentation Slides, The Report Sieves out all the Key Facts and Draws Conclusions, so you can understand what the StartUp Landscape looks like in 2024 and how these Companies are Shaping the Future of PropTech.

The Internet of Things pervades the smart buildings space and is the major technology driver for many of the startups identified. While the BIoT category accounted for 238 or 19% of the total

number of companies, it should be noted that startups are using IoT technology in specialized use cases across all four segments to deliver improved operational performance of buildings and enhanced user experiences.

**For only USD \$3,000 this report provides valuable information for all stakeholders and investors to assess the impact and range of companies in all growth sectors of the smart buildings space.**

## 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 **\$3,000 USD (Enterprise License)**. It is delivered as an electronic file download, via email.

To order, or if you require further information please contact; **James McHale** - [jim@memoori.com](mailto:jim@memoori.com) / +46 8 501 64 177

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<https://memoori.com/portfolio/smart-building-startup-landscape-2024/>

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