



PropTech Innovation Challenge

Information Webinar – 16th May 2025



Background

Geovation, in collaboration with the Ministry of Housing, Communities and Local Government (MHCLG), has launched a £1.2 million PropTech Innovation Challenge to **accelerate the delivery of 1.5 million homes**

Up to **12**
Companies

£1.2m
Funding

Up to
Feb 26

Our aims:



Develop scalable
solutions



Accelerate
PropTech market
adoption



Support digital
planning objectives



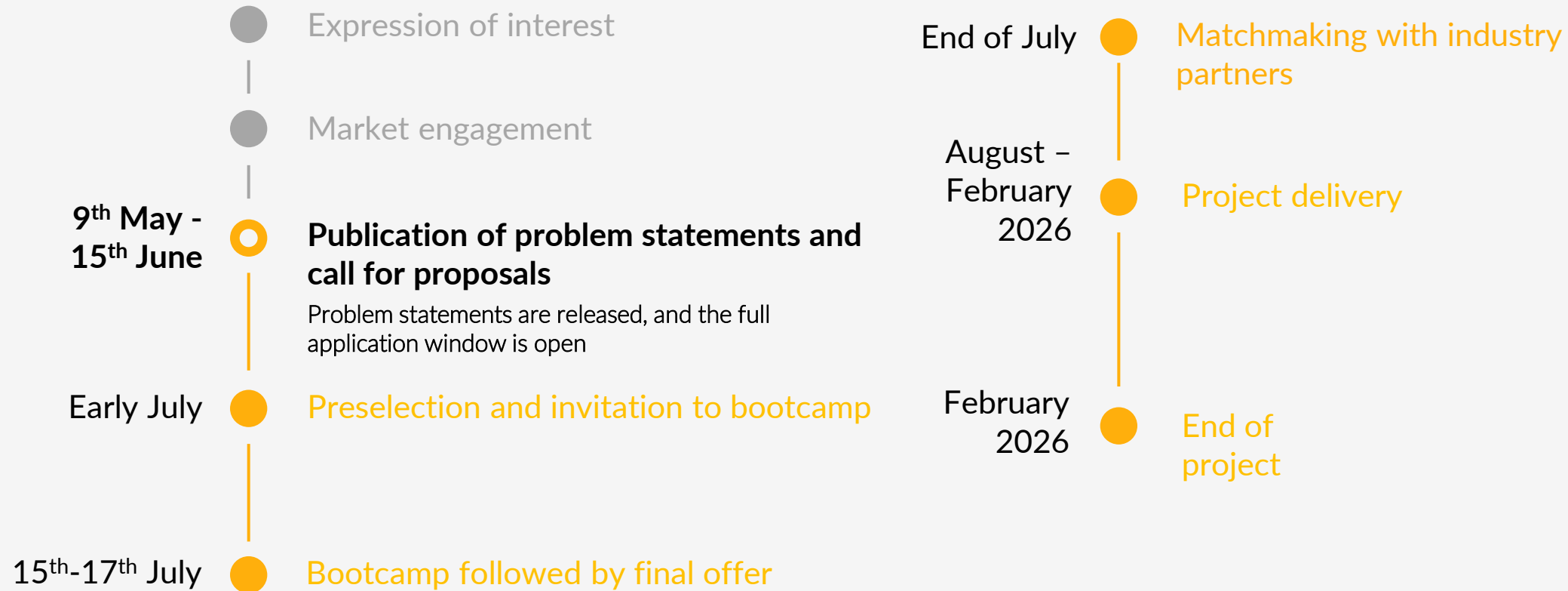
Encourage co-
design &
collaboration



Increase tech
market capacity



Where we are at



Deep Dive Research

Sources:



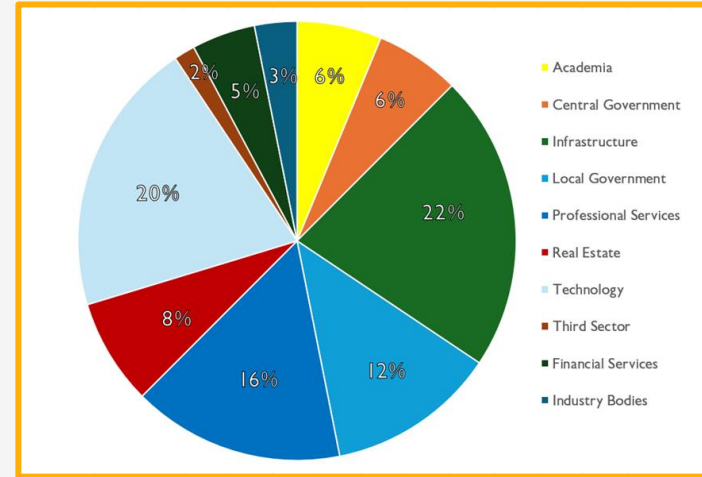
Literature
review



Workshops



Stakeholder
Interviews



Read the full report:



geovation.uk/wp-content/uploads/2025/05/Challenge-Deep-Dive-Report-V1-20250509.pdf

Findings:



Land Availability and Land Ownership

Developers face delays and missed opportunities due to fragmented, outdated, or inaccessible land ownership and suitability data.



Small Site Viability

Small sites are underutilised due to high planning costs, inconsistent local policies, and inherent complexities.



Infrastructure Insights

Lack of clear, early-stage data on infrastructure capacity increases uncertainty, inflates costs, and reduces the feasibility of housing schemes.



Problem Statements

1

How might we transform currently siloed and proprietary land ownership data into an open and interoperable resource that accelerates the conversion of potential development sites into tangible housing projects?

2

How might we increase the attractiveness of small sites for SME developers and other new market entrants through streamlining the processes involved in small site development?

3

How might we de-risk housing projects and unlock a surge in developer activity by giving developers and local planning authorities absolute certainty and radical transparency regarding existing and future infrastructure capacity?



What we are looking for



Innovative Solutions: Develop creative digital and data solutions that accelerate the delivery of new homes.



Speed and Scale: Rapidly build solutions that can be scaled easily and efficiently across a range of customers and contexts.



Collaboration: Commit to working closely with local government, industry and policy teams to co-design solutions informed by user needs.



Problem Solving: Clearly address one of the priority problem statements formulated for the challenge and remain focused on this.



Long term sustainability: Ensure solutions create legacy and can be sustained by their users in the long-term.



Market Awareness and Interoperability: Ensure solutions build on and link into existing market capability and data availability.



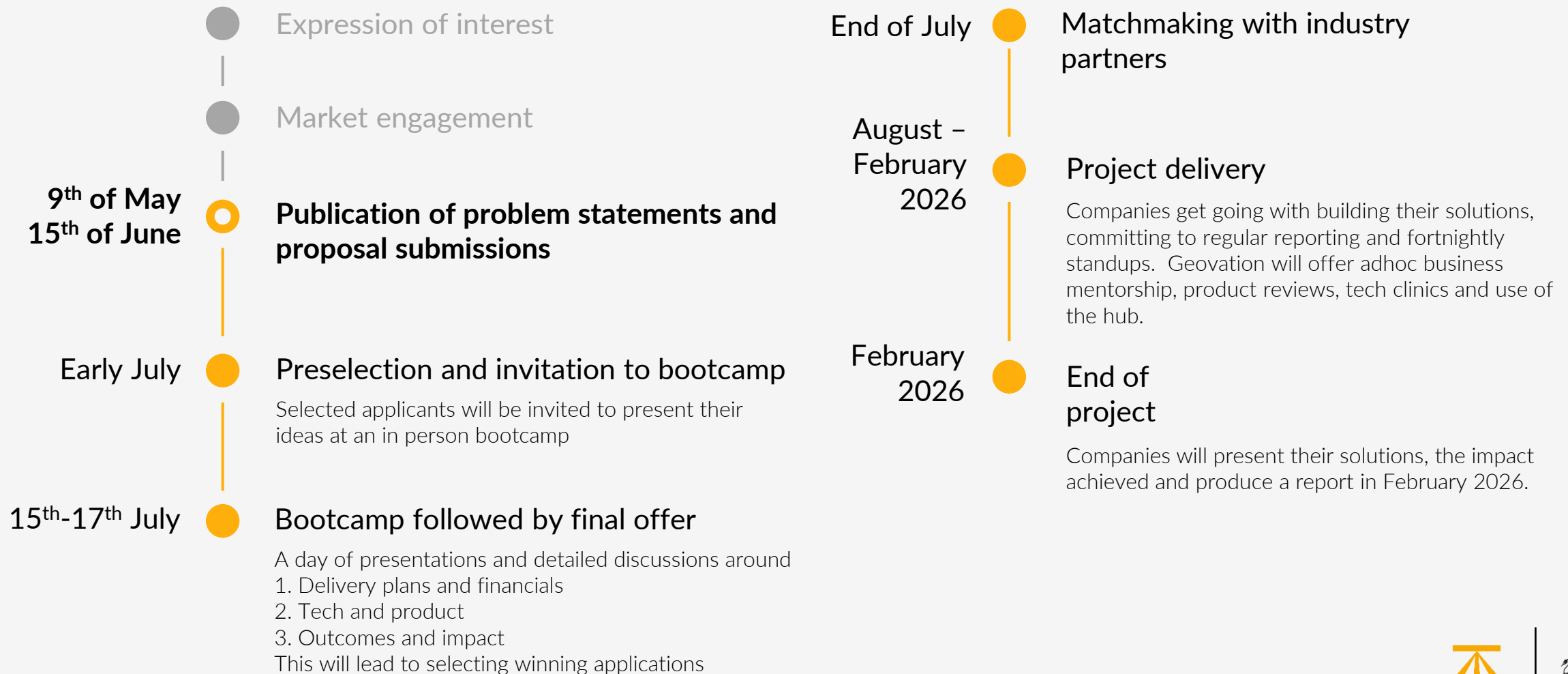
Efficiency: Find opportunities to streamline planning and housing processes to unblock and accelerate housing delivery.



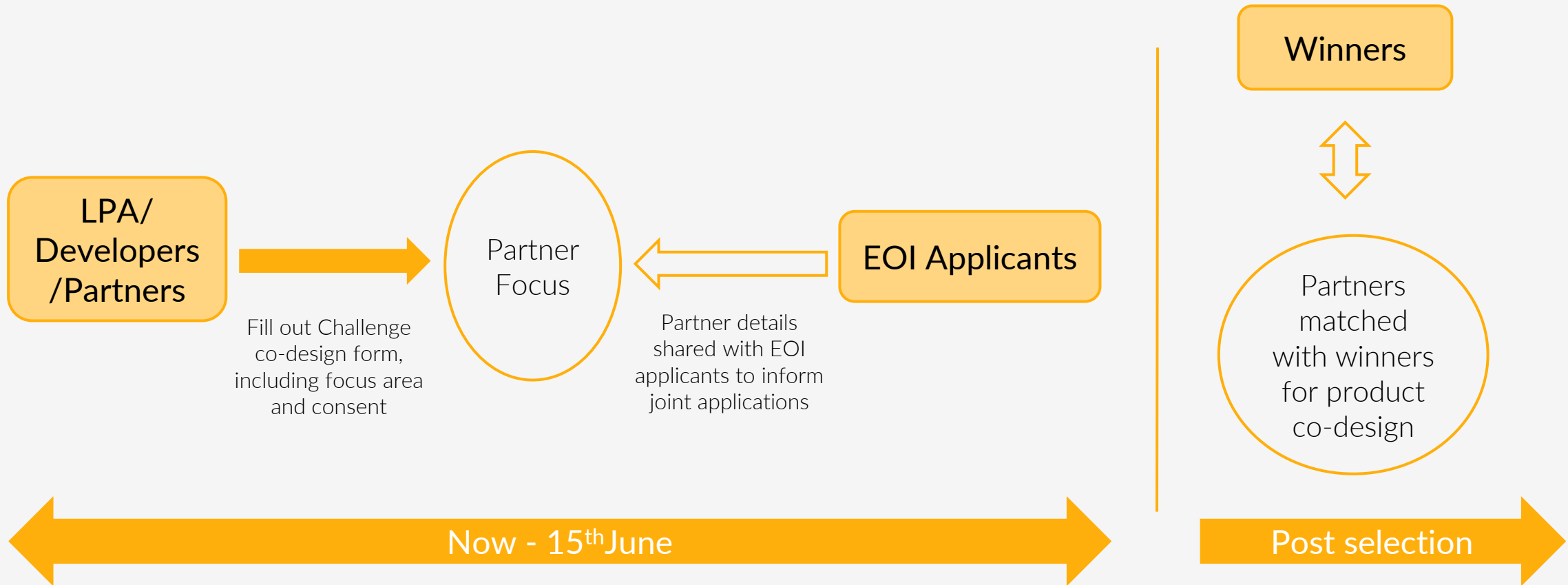
Quantifiable Evidence: Commit to working with us to measure and monitor the benefits of your solution, tested in live environments



Next Steps



Partnership and Co-Design with Industry



The small print...

Companies must:

- Only submit **one proposal per problem statement**
- Be UK-registered
- **Commit to delivering** a minimum viable product (MVP) or demonstrator and associated impact by the target date within February 2026
- **Review and agree to all legal terms** including Challenge Terms, Privacy Policy, Website Terms of Use, and Platform Terms (see website)



Evaluation

1. Preliminary Compliance

Applications are checked to ensure they are on time, complete and coherent

2. Pass/fail questions

Applications are checked to ensure they meet the minimum requirements for the pass/fail questions

3. Written submission evaluation

Applications are scored by independent judges across 8 weighted criteria (condensed):

- Proposal Description (15%)
- Innovation & Uniqueness (7.5%)
- Potential Impact (15%)
- Team & Partnerships (15%)
- Stakeholder Impact (15%)
- Delivery Approach (15%)
- Budget (10%)
- Legal & Regulatory Compliance (7.5%)

Scoring uses a 0–10 scale based on quality, detail, and evidence.

The top 20 scoring applicants' progress

4. Boot Camp Assessment

Combines revised previous score (50%) with in person Boot Camp performance (50%).

Boot Camp is judged on (condensed):

- Impact on Problem Statement Metrics (20%)
- Technological Deliverability (15%)
- Feasibility with Proposed Resources (15%)

5. Final Selection

Combined scores determine final ranking.

- Up to 12 applicants awarded grants of up to £100k each.

(See website for full, detailed methodology)



In a nutshell: Guidance for a compelling proposal

Show Innovation & Impact at Scale

Highlight what makes your idea **unique** and how it will **accelerate housing** delivery at scale — include **metrics**.

Ensure Compliance & Responsibility

Address **legal, ethical, and environmental considerations**, and show how you'll support users.

Define the Problem & Measure

Focus on a specific housing delivery challenge, explain **how** your digital solution addresses it and **show the data** you'll use to **measure impact** - inline with suggested metrics on the website.



Plan for Delivery & Sustainability

Outline your **delivery plan**, budget, risks, and how the project or product will be **sustained beyond the funding**.

Demonstrate Capability

Showcase your **team's** expertise, **partnerships**, and **readiness** to deliver, **co-design, apply** and scale your solution.



Apply now!



[www.geovation.uk
/challenges
/proptech-innovation-challenge](http://www.geovation.uk/challenges/proptech-innovation-challenge)



Any questions?

