SUSTAINABLE BCC - PROPTECH ENTREPRENEURSHIP HACKATHON
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
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
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.
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: Activities & Digital Exploration + Workshop on Business Idea Definition
- Tuesday 6th: Workshops on Instrumental Topics
- Wednesday 7th: Workshops to Train Transversal Skills
- Thursday 8th: 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
The agenda scheduled for The SUSBCC Proptech Entrepreneurship Hackathon:

### Monday 5
- **Welcome & Organization & Introduction to Entrepreneurship, Proptech, ESG**
- 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
- Lunch time
- Workshop WD1 - DT1: Brainstorming & Ranking
- Workshop WD2 - DT2: Brainstorming & Ranking
- Workshop WD3 - DT3: Brainstorming & Ranking
- Workshop WD4 - DT4: Brainstorming & Ranking
- Workshop WD5 - DT5: Brainstorming & Ranking
- Workshop WT2: Business Idea Definition Per Start-Ups Working Groups
- Team Building & Networking Welcome Catering

### Tuesday 6
- Workshop WT3: Business Idea Development
- Coffee break
- Workshop WT4: Business Plan
- Lunch time
- Workshop WT5: Project Management Plan
- Time to enjoy Madrid

### Wednesday 7
- Workshop WT6: Marketing Strategies
- Coffee break
- Workshop WT7: Communication Strategies
- Lunch time
- Time to enjoy Madrid

### Thursday 8
- Hackathon Introduction
- The Hackathon
- Investors Forum
- Wrap up SUSBCC PROPTECH BOOTCAMP Conclusions
- Time to enjoy Madrid
- Time to enjoy Madrid
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