

# HOW DOES THE CHANGING PROPTech LANDSCAPE AFFECT GLOBAL AFFORDABLE HOUSING MARKET AND ESG GOALS?

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Founder, Pison Housing Company and Cofounder Proptech 54 Accelerator





**WORLD BANK GROUP**  
Finance, Competitiveness & Innovation



**Global Affordable  
Housing Conference**  
**May 31 to June 2**  
Washington D.C.

**TOPIC**

**How does the changing proptech  
landscape affect the global affordable  
housing market and ESG goals**



**Dr Roland Igbinoba**  
CEO Pison Housing Company  
Moderator



**Sarah Liu**  
Partner, Real Estate Technology FifthWall  
Panelist



**Mostafa El-Beltagy**  
CEO Nawy, Egypt  
Panelist

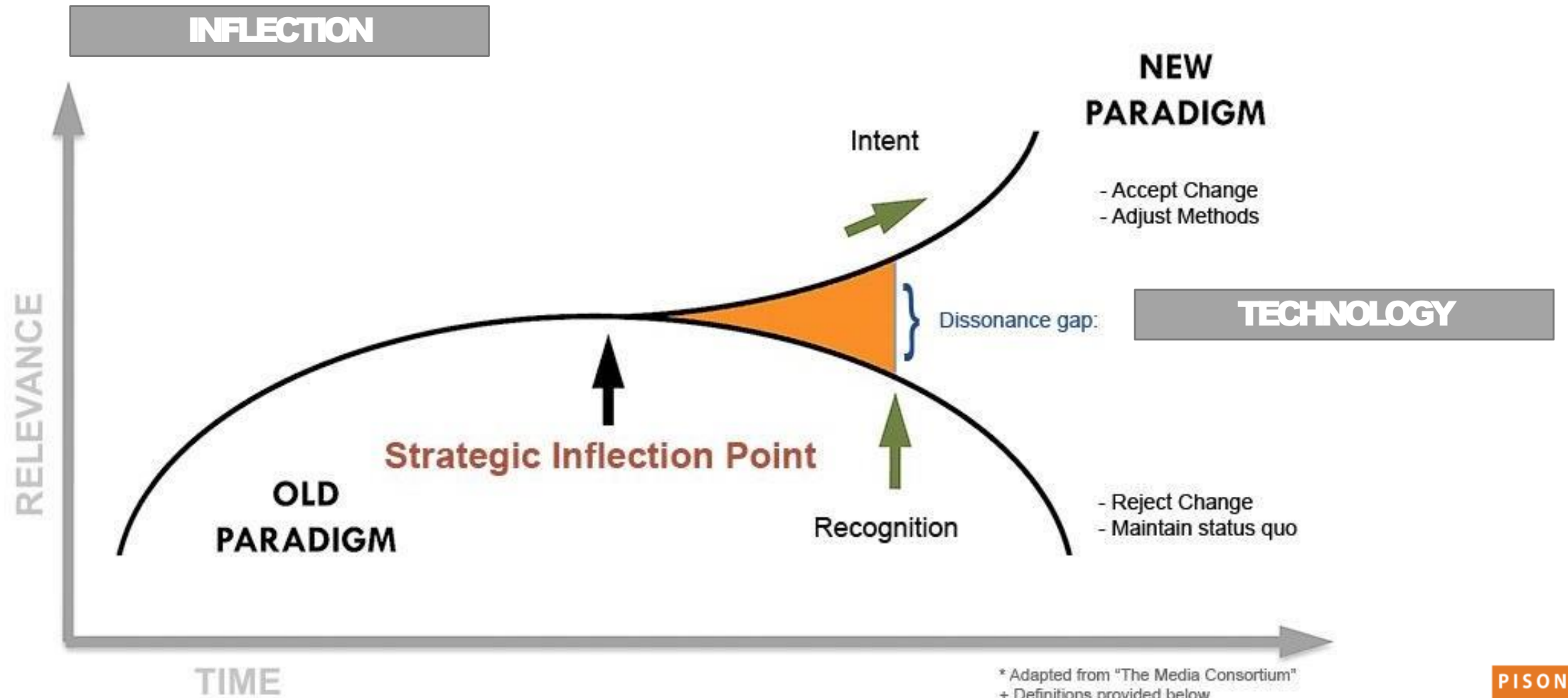


**Rhonda Wong**  
CEO Ohmyhome - Singapore  
Panelist

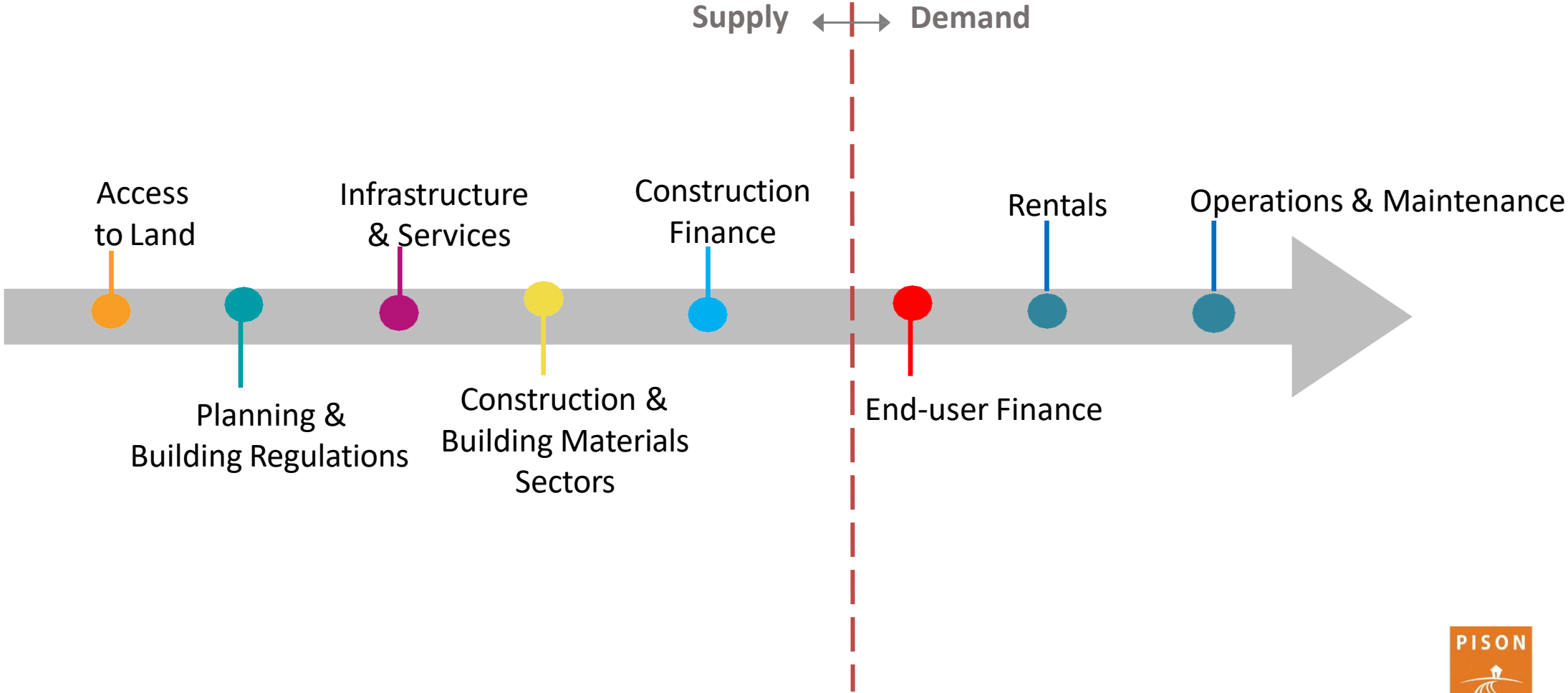


**Amit Kumar Agarwal**  
CEO Nobroker.com  
Panelist

# WE ARE AT A STRATEGIC INFLECTION POINT WITH PROPTECH!!!



# SO, WHAT IS PROPTech?



## PROPTech IS ENABLING THE WAY PROPERTY IS:

- Bought
- Sold
- Leased/Rent
- Financed
- Designed
- Built
- Managed/Maintained
- Marketed



# PROPTECH is IMPACTING SDGs & ESGs



# AND....



## Consumer behaviors and expectations are rapidly changing

Changing consumer demographics, behaviors, and expectations are driving businesses to become more customer-centric and to improve the overall customer experience.

# BECOME EARLY ADOPTERS OF PROPTECH



↑  
INNOVATORS



↑  
EARLY  
ADOPTERS



↑  
EARLY  
MAJORITY



↑  
LATE  
MAJORITY



↑  
LAGGARDS

Source: T. Viki



# THANK YOU



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