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

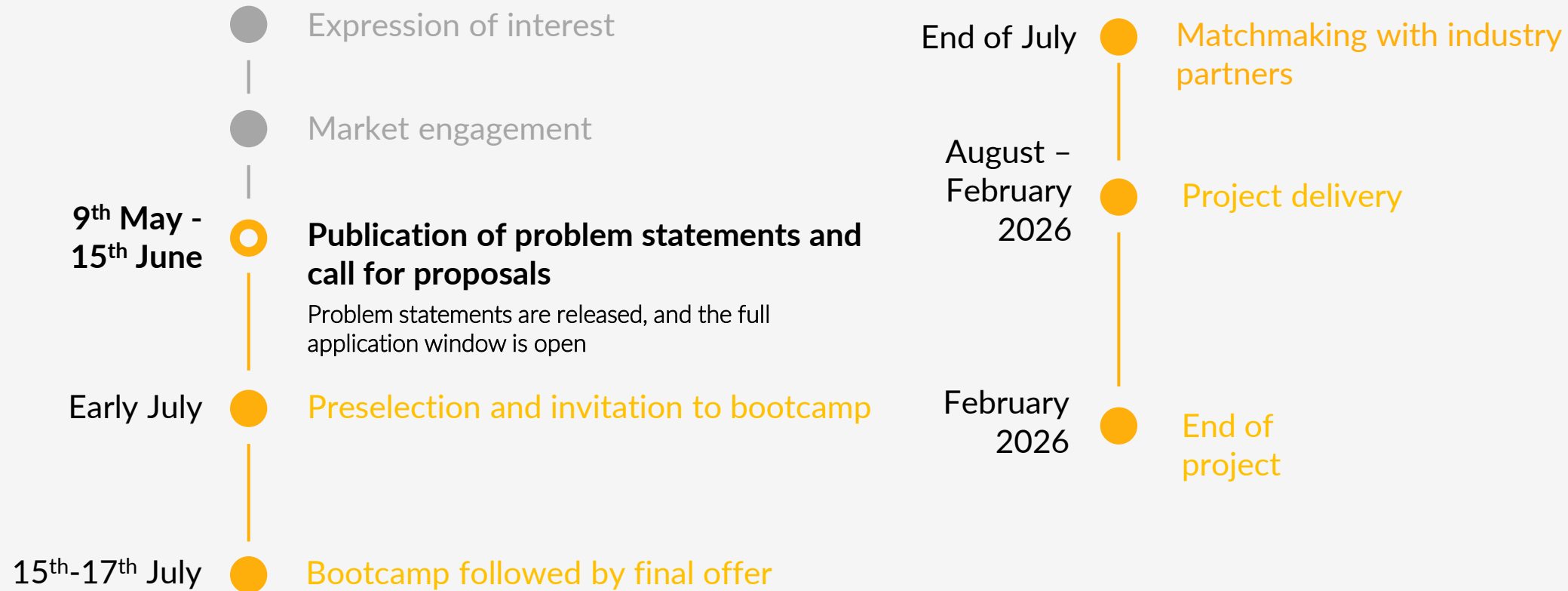Accelerate PropTech market adoption

Support digital planning objectives

Encourage co-design & collaboration

Increase tech market capacity

Where we are at

Expression of interest

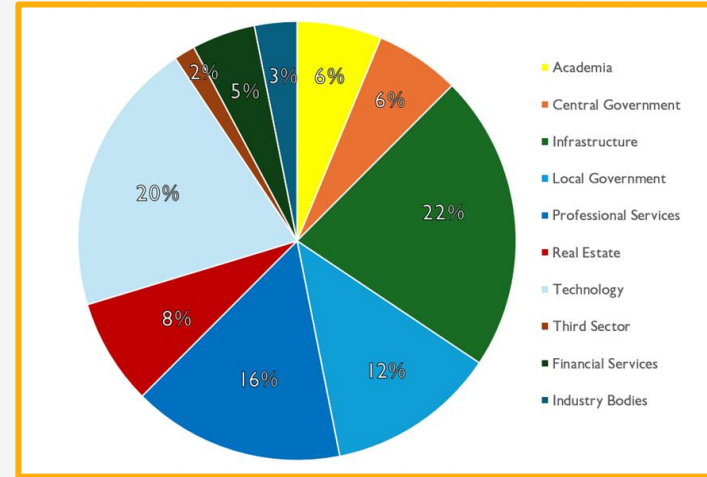Market engagement

9th May - 15th June — **Publication of problem statements and call for proposals**
Problem statements are released, and the full application window is open

Early July — Preselection and invitation to bootcamp

15th-17th July — Bootcamp followed by final offer

End of July — Matchmaking with industry partners

August – February 2026 — Project delivery

February 2026 — End of project

Deep Dive Research

Sources:

Literature review

Workshops

Stakeholder Interviews

Pie chart legend:
- Academia — 6%
- Central Government — 6%
- Infrastructure — 22%
- Local Government — 12%
- Professional Services — 16%
- Real Estate — 8%
- Technology — 20%
- Third Sector — 2%
- Financial Services — 5%
- Industry Bodies — 3%

Read the full report:
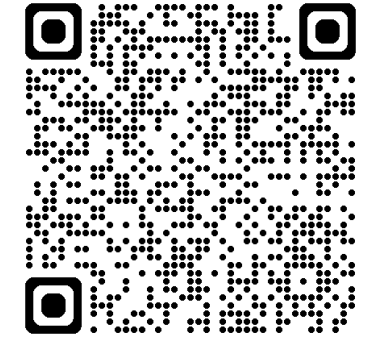
geovation.uk/wp-content/uploads/2025/05/Challenge-Deep-Dive-Report-V1-20250509.pdf

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Developers face delays and missed opportunities due to fragmented, outdated, or inaccessible land ownership and suitability data.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.
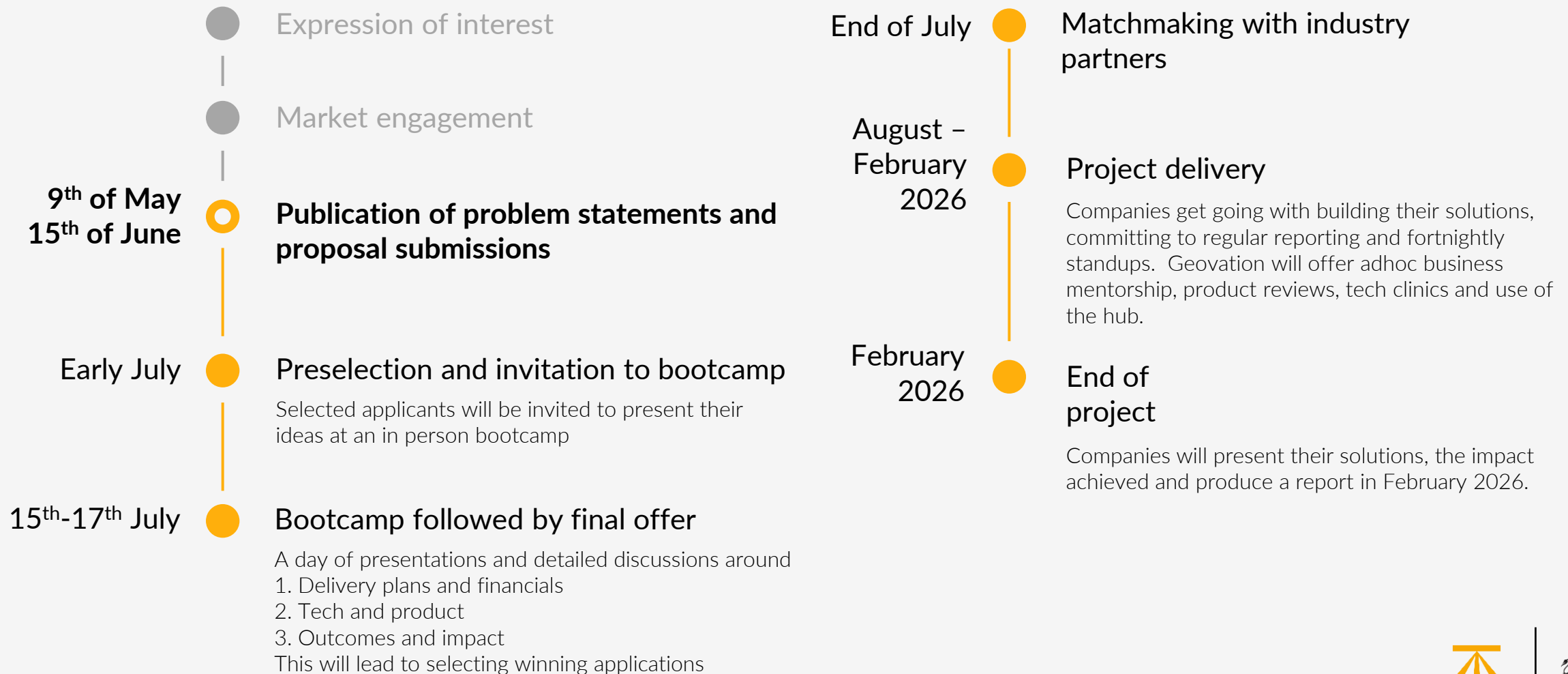
Efficiency: Find opportunities to streamline planning and housing processes to unblock and accelerate housing delivery.
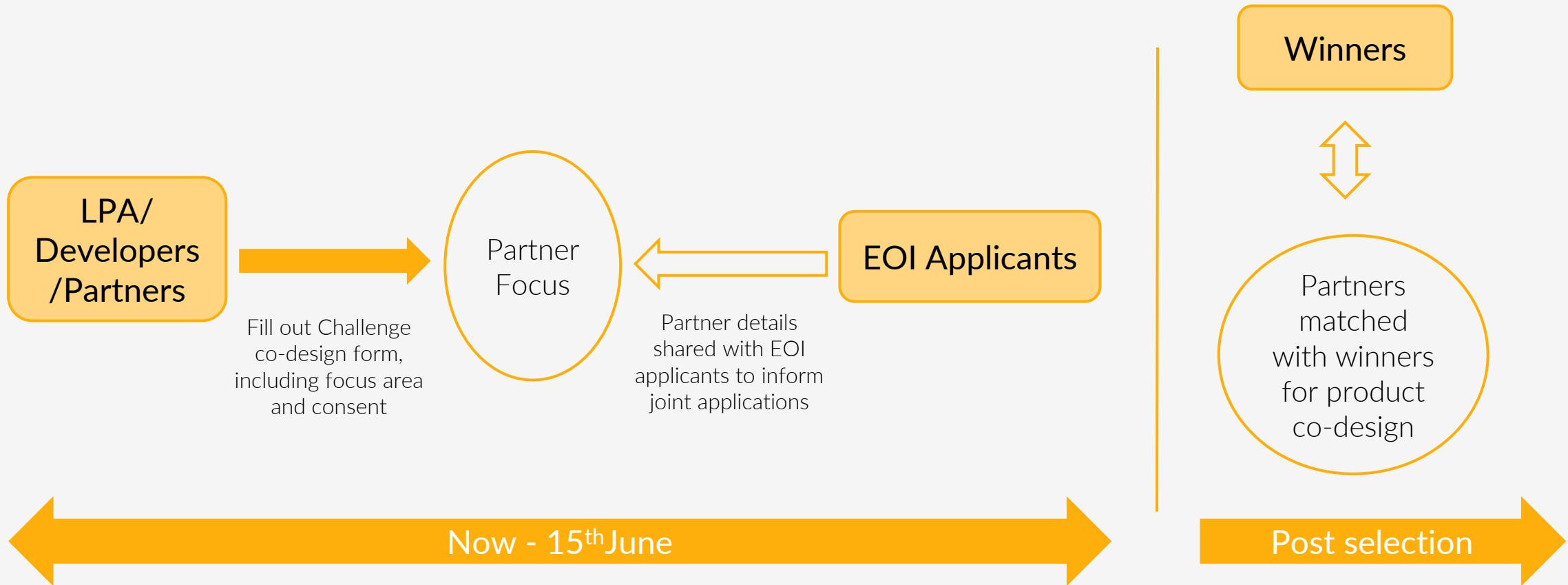
Quantifiable Evidence: Commit to working with us to measure and monitor the benefits of your solution, tested in live environments

Next Steps

Expression of interest

Market engagement

9th of May
15th of June

Publication of problem statements and proposal submissions

Early July

Preselection and invitation to bootcamp

Selected applicants will be invited to present their ideas at an in person bootcamp

15th-17th July

Bootcamp followed by final offer

A day of presentations and detailed discussions around
1. Delivery plans and financials
2. Tech and product
3. Outcomes and impact
This will lead to selecting winning applications

End of July

Matchmaking with industry partners

August – February 2026

Project delivery

Companies get going with building their solutions, committing to regular reporting and fortnightly standups. Geovation will offer adhoc business mentorship, product reviews, tech clinics and use of the hub.

February 2026

End of project

Companies will present their solutions, the impact achieved and produce a report in February 2026.

Partnership and Co-Design with Industry

LPA/ Developers /Partners

Fill out Challenge co-design form, including focus area and consent

Partner Focus

Partner details shared with EOI applicants to inform joint applications

EOI Applicants

Now - 15ᵗʰ June

Winners

Partners matched with winners for product co-design

Post selection

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.

Demonstrate Capability

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

Plan for Delivery & Sustainability

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

Apply now!

www.geovation.uk
/challenges
/proptech-innovation-challenge

Any questions?