LEVERAGING FINTECH AND PROPTECH FOR AFFORDABLE HOUSING

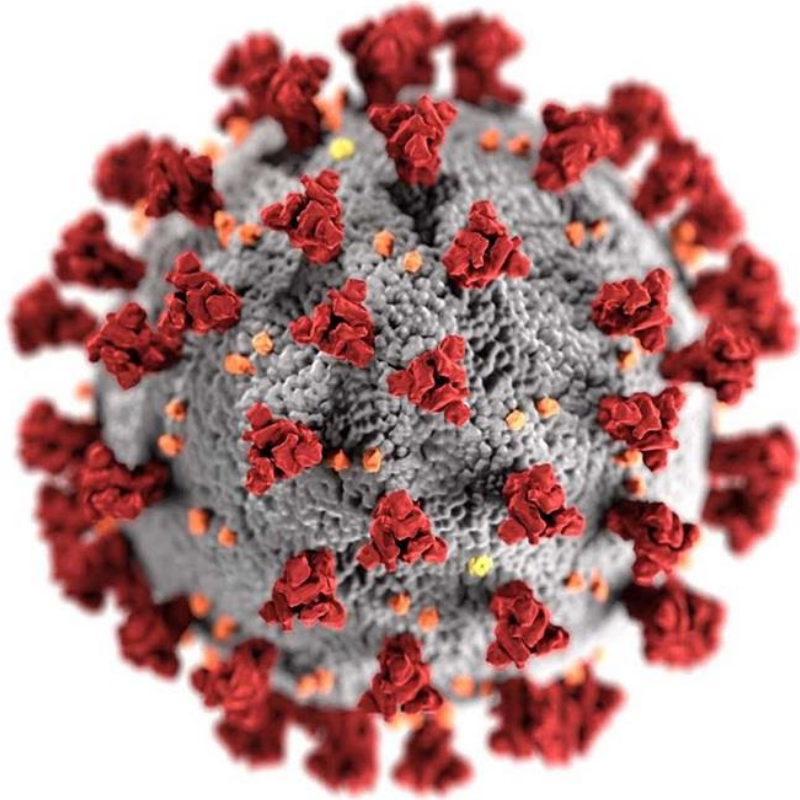**Dr Roland Igbinoba**

Founder, Pison Housing Company

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HOUSING
COMPANY

Discussion Points

- The changing Proptech landscape and its impact on the affordable housing market
- What Proptech means for ESG
- What Proptech is doing to address housing affordability
- Riding on new consumption patterns in an ever changing digital landscape
- Questions and Answers

THE CHANGING PROPTECH LANDSCAPE

WHAT IS PROPTECH?

PropTech

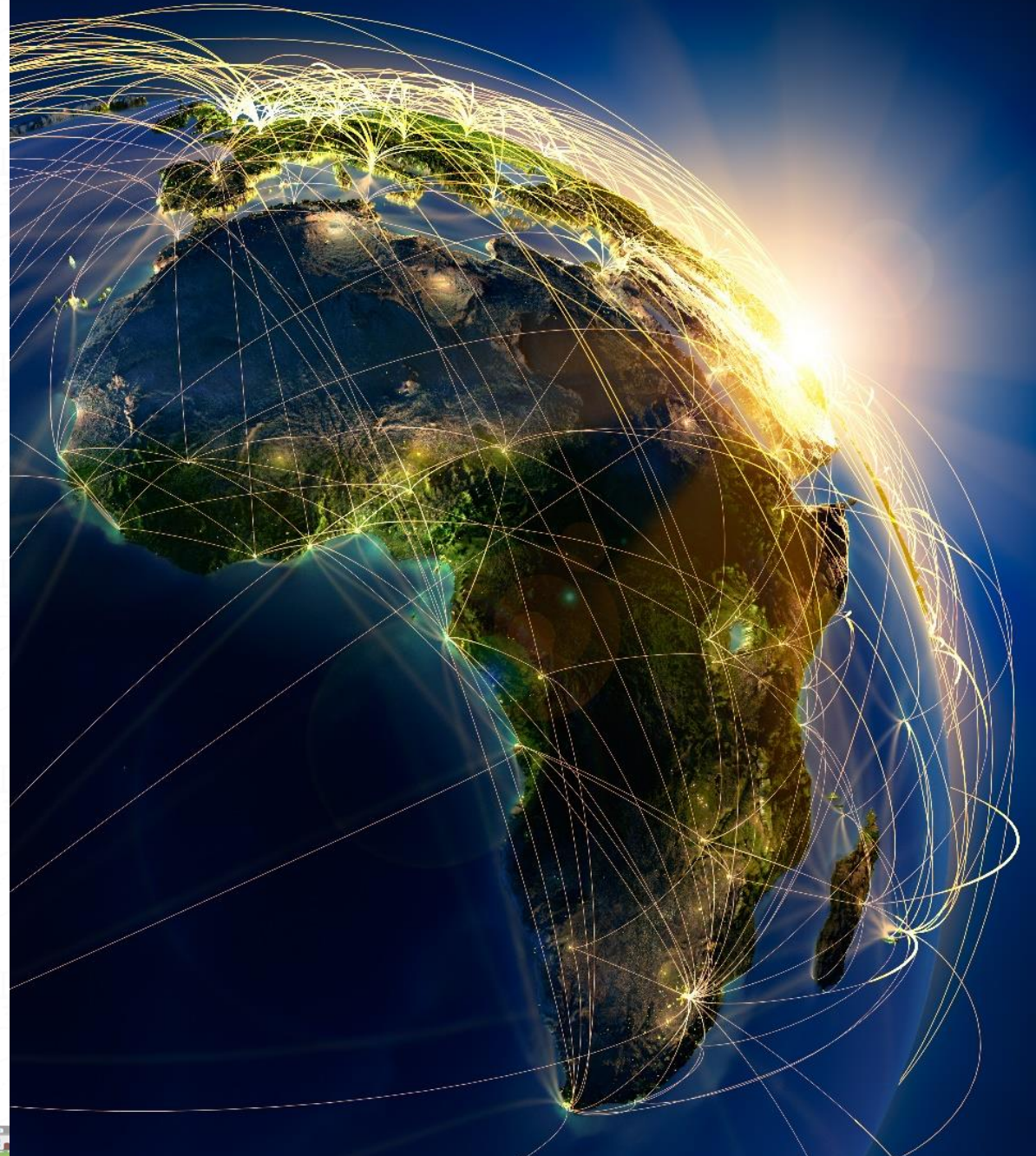Smart Real Estate

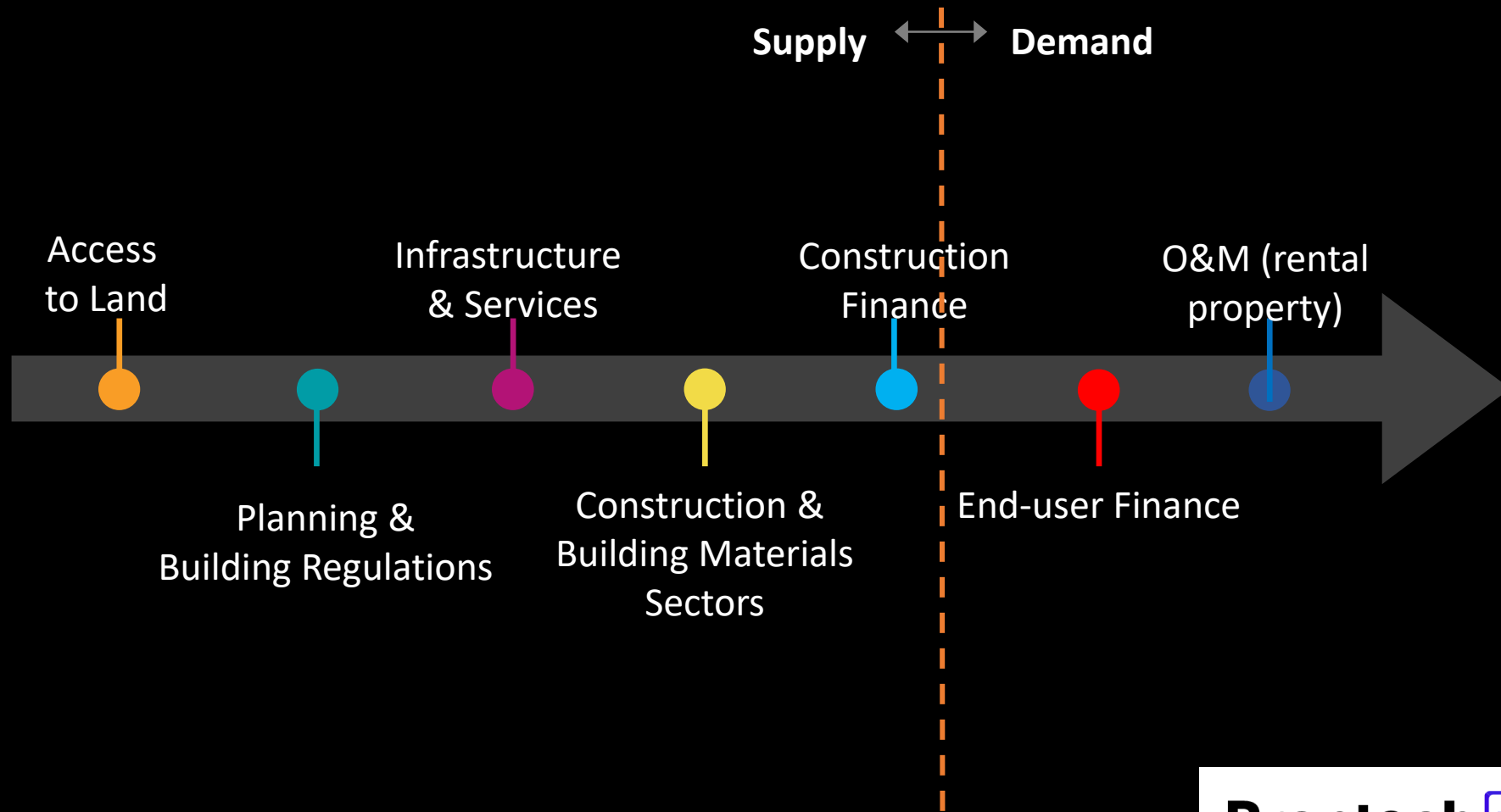PropTech

Shared Economy

Real Estate FinTech

FinTech

Image source: Google

....REIMAGINING
REAL ESTATE

…ACROSS THE VALUE CHAIN

Supply ←→ Demand

Access to Land

Infrastructure & Services

Construction Finance

O&M (rental property)

Planning & Building Regulations

Construction & Building Materials Sectors

End-user Finance

Source: CAHF/Nigeria Property Technology Association

PropTech: A Timeline

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Pre 2000s*	2000 - 2010	2010 - 2015	2015 - 2018	Post 2018

Print / Newspaper Advertising

- Tenant (L)*
- Agent (L)
- Landlord (L)

Property Listing

- Tenant (M)
- Agent (L)
- Landlord (L)

E.g. Zoopla, Rightmove, castles, Nigeria Property Centre

Lead Management

- Tenant (M)
- Agent (M)
- Landlord (L)

E.g. gnomen, Expertagent, hotels.ng

Digital Brokerage

- Tenant (M)
- Agent (M)
- Landlord (M)

E.g. Openrent, expertagent, upad

Marketplace 3.0

- Tenant (H)
- Agent (H)
- Landlord (H)

A 360° digitalisation of the ecosystem

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What are the Drivers?

Rising Mobile Phone Use

Development of Real Estate Start-ups

Big Data

Customer Experience

Emergence of New Technologies

PropTech Companies in Africa

PropTech Per Capita Total

Population | **Number of PropTechs** | **Number of PropTechs Per Million**

1.216 Billion

220 PropTechs

0.18 Per Million

5 Morocco

9 Egypt

95 Nigeria

11 Ghana

9 Rwanda

17 Kenya

3 Botswana

4 Zimbabwe

67 South Africa

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PROPTECH IS IMPACTING SDGs & ESGs

CIRCULAR ECONOMY

CAN THIS BE ADAPTED FOR OUR BUSINESS?
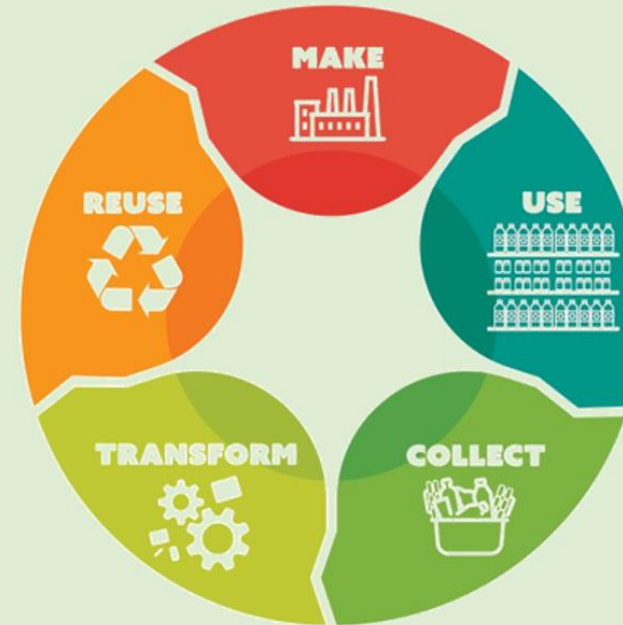
Source: Google

PROPTECH & AFFORDABILITY

Proptech and Affordable Housing

Monthly Rentals

Coliving/Sharing Economy

Property Data

KYC/Vetted Residents

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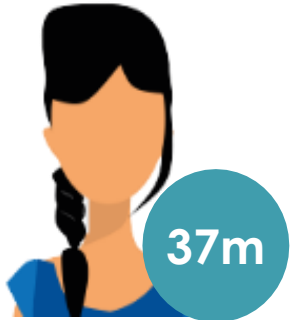
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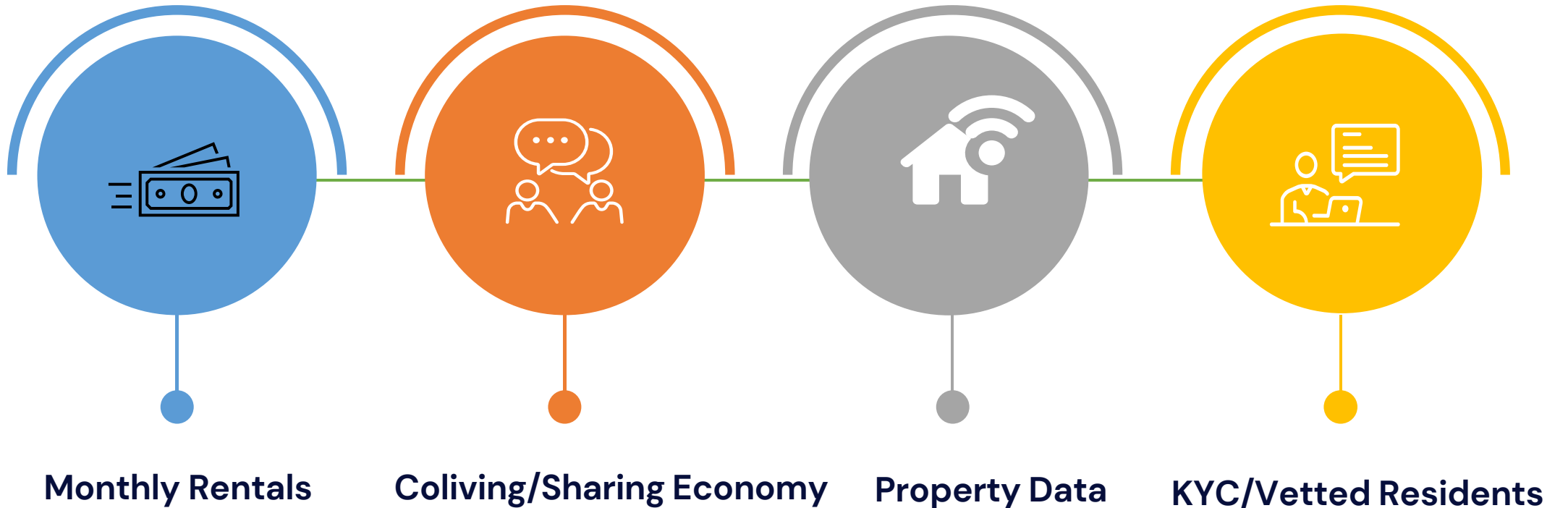
NEW CONSUMPTION PATTERNS

Citizen 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.

FOR EXAMPLE IN NIGERIA… there is a new generation of customers

Gen Z
1996 - 2003

37m

I am the change!

The generation reaching adulthood in the early 21st century. They are also hailed as "**the first tribe of true digital natives**" or "screenagers"
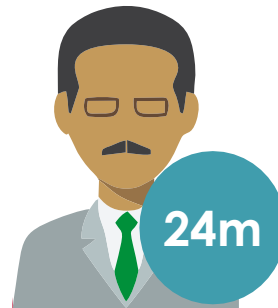
Millennials
1980 - 1995

36m

I will inspire change

Also know as Generation Y, they have been **shaped by the technology revolution** that saw computers, tablets and the web become central to work and life.

Gen X
1965 - 1979

24m

The voice of many will inspire change

Gen X are now becoming the "helicopter parents" of Gen Z.

Baby Boomers
1946 - 1964

9m

Work hard for the changes you want to see

Born in the post WW2 baby boom. Baby Boomers enjoyed free student grants, low house prices and they now **hold the reins of power and have the most economic clout**

Traditionalists
1920s - 1945

1m

Work hard today for a better tomorrow

Significant influences include WW2 and pre-independence social environment.

107m
As @ 2017

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SO WHAT?

You can't build a new world with old thinking

Brands of tomorrow need to embrace new ideas with the same passion that they embrace new tech. That's the key to creating new worlds of experience for your customers – and new possibilities for your business.
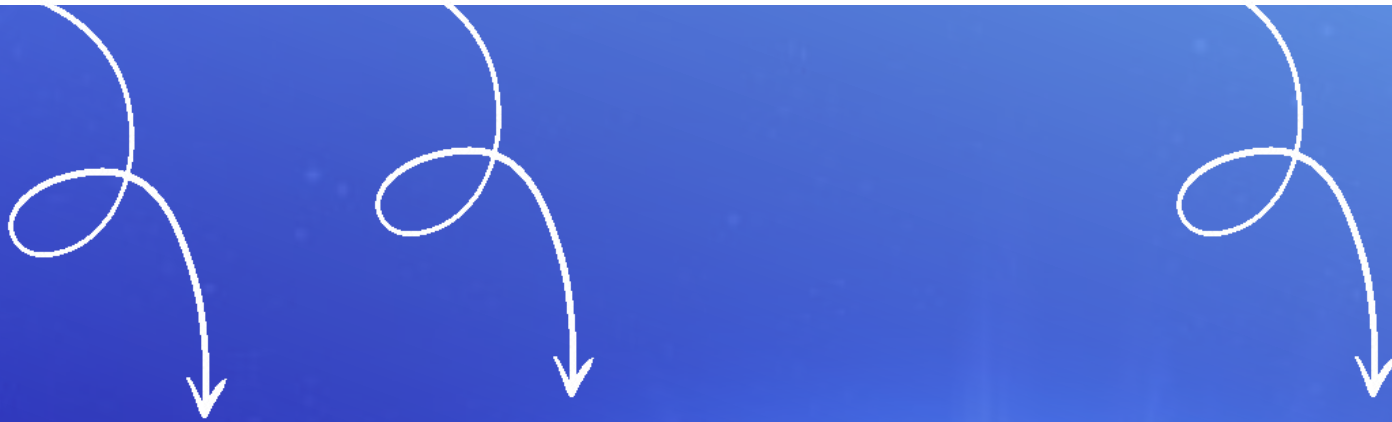
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Source: T. Viki

DON'T MISS OUT ON PROPTECH!!!

1. **CREATE**
2. **INCUBATE/ACCELERATE/SEEDFUND**
3. **COLLABORATE**

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Interest from Global Proptech VCs and Accelerator Programs Increased

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metaprop.

techstars_
Toronto
Accelerator

techstars_
ARM Labs
Lagos

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WHATEVER WE DO....

SUCCESS OF GLOBAL PROPTECH

REDFIN

$1.5B Mkt Cap

Launched 2004

trulia

$3.5B Acquisition

Launched 2005

Zillow

~$8B Mkt Cap

Launched 2006

eXp REALTY

~$1B Mkt Cap

Launched 2007

COMPASS

>$4B Valuation

Launched 2012

Opendoor

>$2B Valuation

Launched 2013

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8

JUST IN CASE YOU ARE STILL IN DOUBT

Old business models

Hilton
(founded 1919)

built in **93 years**:
610,000 rooms in 88 countries

old model: asset heavy
capital-intensive

Source: Lausberg 2016

New business models

airbnb
(founded 2008)

built in **four years**:
650,000 rooms in 192 countries
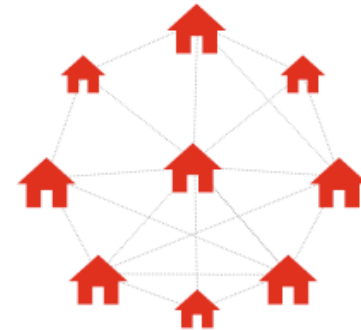
new model: asset light
information-intensive

Q&A

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