

Propely – serie A or growth

● Founders' Lounge | Høyden · 10th floor | 11:00–11:06 | 

Part of Pitch Showdown: The 100 Million Bet - Part 1



Kristoffer Moe Lundquist
CEO and Co-founder, Propely

Profitable Propely seeks partners to build an agent operating system

Kristoffer Moe Lundquist, CEO and Co-founder of Propely, pitched in the Pitch Showdown's Series A or growth round. Propely started in 2019, when two real estate companies asked its founders to build property software. It is now an AI-native, mobile-friendly operations hub for commercial property: a daily work tool, an integration hub and a compliance tool for fire safety and documentation. His slides showed 20x ARR growth since 2022, >50% ARR growth over the last 12 months and an 81% gross margin, with the company profitable on 15mNOK raised. Propely has 300+ customers, 15 000+ properties and a team of 23, and ranked #9 on Deloitte Fast 50 Norway. In 2024 it launched what it calls Norway's first AI-based service report system, and today agents act directly with Propely through MCP. Sweden is next, with a customer signed.

KEY TAKEAWAYS

- Propely is profitable, cash-flow and EBITDA positive, with an 81% gross margin and 15mNOK raised.
- ARR grew 20x since 2022 and more than 50% over the last 12 months.
- AI reads incoming documents and proposes agreements and deviations, and a human approves.
- Lundquist aims to build the agent operating system, where agents do the work and humans handle exceptions.
- Propely is looking for partners, not capital, to scale internationally, aiming for 3x growth with 30 people.

20x

ARR growth since 2022