

Proprty.ai – serie A or growth

● Founders' Lounge | Høyden · 10th floor | 11:18–11:24 | 

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



Anders Holm Jørgensen

Founder & CEO - Proprty.ai, OBOS Ventures

Proprty.ai uses AI on building images to make maintenance planned, not reactive

Anders Holm Jørgensen, founder and CEO of Proprty.ai, pitched a platform that aims to put building maintenance on autopilot. The deck argued that without structured property data, maintenance becomes reactive and costly: ~30% of budgets go to unplanned fixes, which deliver just 1/5 the value of planned maintenance. His notes said building data today lives and dies in spreadsheets and PDFs. Proprty.ai applies computer vision to satellite images, street view and orthophoto or drone images. The deck cited 12,000,000 m², 55,000 buildings and more than 100,000,000 data points, and the notes said its condition predictions matched on-site engineers 85% of the time across 6000 registrations in the app. The pitch showed €800k in ARR, 3X year-on-year growth and a forecast of 10.59 million € ARR in 2028, entering quick-win markets first while placing a strategic bet on Germany.

KEY TAKEAWAYS

- Unplanned fixes take ~30% of budgets and deliver just 1/5 the value of planned maintenance.
- Shifting just 5% from unplanned to planned maintenance unlocks €20M in annual value, according to the deck.
- Strategic upkeep cuts GHG emissions by ~37% compared with rebuilds, the deck said.
- AI condition predictions matched on-site engineers 85% of the time across 6000 app registrations.
- Growth plan: the existing product into new markets, quick wins first, with a strategic bet on Germany.

€800k

Annual recurring revenue shown in the pitch