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STOCKLAND GIVES STARTUPS A BOOST WITH SIX MONTH ACCELERATOR PROGRAM

Following a two-week intensive bootcamp, last night 12 startups were selected to take part in the six month Stockland Accelerator Program.

Powered by Australia's largest tech startup accelerator BlueChilli, the Stockland Accelerator program aims to identify and develop 'PropTech' (property technology) startup solutions that will help create better connected communities.

Selected from a group of 60 founders from 40 different startups, 16 entrepreneurs from 12 startups have now secured a place in the accelerator program. These founders will have the opportunity to work with Stockland and BlueChilli to refine their PropTech idea and develop it into a technology company, with \$38,000 in pre-seed investment and up to \$500,000 in follow-on funding.

Robyn Elliott, Chief Innovation, Marketing and Technology Officer at Stockland, said:

"We launched this program to find and develop new business ideas that could reshape the property industry and improve the lives of people in our communities."

"The founders were selected based on the strength of their problem space, their capability as founders, and their fit for Stockland's business and customer base. We're very excited to begin this next stage with BlueChilli and look forward to working with these new startup businesses to identify pilot opportunities across the Stockland Portfolio."

With more than 500 applications, 40 shortlisted PropTech businesses were invited to take part in a two-week intensive bootcamp with BlueChilli's Product, Engineering and Entrepreneur-in-Residence teams.

The objective of the bootcamp was to provide these founders with an opportunity to assess the viability and strength of their ideas, before the final 12 teams were selected to move forward into the formal Stockland Accelerator program.

During the six-month program, each of these 12 businesses will receive hands-on support to develop their idea with the help of expert product managers, technology developers, mentors and a co-working space with BlueChilli in Sydney, Melbourne or Brisbane.

Sebastien Eckersley-Maslin, CEO of BlueChilli, said:

"We have an incredibly diverse group of entrepreneurs and ideas, hardware, software, AI and data and I'm really looking forward to building strong companies with the support of"

Stockland. Innovation does not happen in a vacuum, and the collaboration between leading corporates, like Stockland, and startups is essential in creating success in our ecosystem.”

Matthew Werner, Stockland Accelerator Program Director, said:

“We are looking forward to welcoming these startups into the BlueChilli program and helping them develop their early stage ideas into viable businesses. Accelerator programs can be intense, but building tech products and launching a scalable business in just six months is an incredibly rewarding experience, and one that we can see these founders tackling with passion and commitment.”

The start-ups selected for the Accelerator program are:

- Early Match – Ewan Le Bourhis – using predictive models to simulate which properties should be back on the market in the future.
- Fair & Square – Anissa Farrell – allowing builders to pay their contractors on time, every time.
- Hey Neighbour – Julia Suh – bringing communities together to look after their shared spaces.
- Home:LIFE – Simon McPherson – providing personalised evaluations of the lifestyle, sustainability and cost of living for housing choices.
- IMBY – Chris Mury & Melanie Mury – increasing transparency around property development applications and approvals.
- Lotly – Ben Starkey – demystifying and de-risking development opportunities.
- Parachuute – Maggie Scott – connecting parents and communities to get things done.
- POD Farms – Christian Collison – providing passive solar greenhouses for microgreens.
- Rental Heroes – Benjamin Burton & Dominik Chmielewski – connecting landlords and tenants to better visibility of property management.
- Senior Care Solutions – Milind R Kulkarni & Geoff Lamperd – connecting with their elderly relatives living in their homes.
- Trajectory – Adam Young – making it easier to present, manage and analyse imagery from inspections.
- Yodel International – Simon Harris & Tyson Jennings – connecting your entire workforce through a business communication and workplace management platform.

About BlueChilli

BlueChilli's world-class accelerator programs bring together startup founders and industry partners to build impactful, investable global startups. With a portfolio exceeding \$250M, BlueChilli names its success as its biggest differentiator. BlueChilli's team of startup experts have invested in and built over 120 startups, achieved 3 exits and 1 IPO, and are close to achieving its target of graduating startups from the program with a 75% rate of commercial pilots in place.

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About Stockland

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of retail town centres, workplace and logistics assets, residential communities, and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency.

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