EL DESARROLLO DE LA CIUDAD A TRAVÉS DEL DATO

JORNADAS, 100 AÑOS DE VIVIENDA PÚBLICA EN SEVILLA
“Tecnología y Big Data en Vivienda”
Sevilla. 10 Abril 2018

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#propTech  #BigData  #ArtificialIntelligence  #openData
1 Contexto
of human behavior is predictable.
Why City Development is so opaqued and outdated
Disrupt context. A new world

Social forces
- Population density
- Sustainability
- Desire to community

Economic forces
- Monetizing excess
- Access vs property
- Service vs Work
- New Financing Models

Tech forces
- Social Network
- Open Source
- Payment systems
- Spontaneous generation data

Disrupt co
Vision of the sector

• The Real Estate Development market’s information is opaque, outdated and, in many cases, biased.

• Decision-making is done with little rigorous (users, companies, government)

• People demand new information in order to make a financial decision.

• Sociodemographic new trends.

• Governments reactions is very slow.
Urban development Value Chain

**PLAN DEVELOPMENT**
- Land Valuation
- Product & Target Fit

**FINANCIATION**
- Risk Asset Rating

**STRATEGY**
- Plan & Management

**USE / FACILITIES**
- Rehab, facilities

**RE Transaction**
- Primary sales, resales, rentals.

**Focus on fragments**
**Decision Making Process**
Disruption Technologies in RE

8 disrupt tech

- IoT
- Robots
- Drones
- 3D print
- AI
- Blockchain
- Virtual Reality
- Augmented Reality

Tech maturity

ref. UDA
Disrupt Co. Proptech maps

Spanish proptech map

UK
Crisis vs Opportunity
1. AirBnB density
The promise of Big Data: Amounts of data with great potential for analysing human patterns.

- OpenData
- PrivateData
- Web, RRSS, smartphones
We push the cloud down to the city.

Every Data we use is geolocated.
| Data applications |

Real Estate / Urban development & investment.

Public, Private Transport. Logistics.

Tourism

Events

Emergency management.
Data ethics

Stephen Hawking, Elon Musk, and Bill Gates Warn About AI
uDA Revenue Model
Revenue model

APIs in a monthly subscription SaaS with upselling with advanced Research Models.
We automatically assign **Value**, **Profitability**, and **Risk** to a Real Estate asset; in a unique and documented way. We allow millions of users to make instant decisions about the purchase / sale / rental / refinancing of a home (we also satisfy their curiosity).

RED pulse platform resolve:

- **Value asset portfolio just in Real Time.**
- **Define a medium-term asset portfolio strategy in Real Time.**
- **Asset management portfolio.**

“We funnel all RE information into an indicator to answer the question previous to action.”
Real Estate Data platform allows **management**, **analysis** and **prediction** for the **instant decision**.
B2B servicio al Sector Real Estate
Analytics Dashbord. Mun GY
Adapting resources & budget to each decision-making phase.

**Volume**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Action</th>
<th>Max Yield</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STRATEGY (ACTION)</strong></td>
<td>uDA RO</td>
<td>1,5 %</td>
<td>100K * 0,1 €/ud</td>
</tr>
<tr>
<td>100.000 Where, When &amp; What invest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LEAD (REACTION)</strong></td>
<td>uDA AVM &amp; Strategy + AVM experto</td>
<td>10 %</td>
<td>3K*(10+12*0,1) €/ud</td>
</tr>
<tr>
<td>3.000 Selecting assets to the best strategy.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OFFER</strong></td>
<td>ST Survey</td>
<td>17,5 %</td>
<td>150 * 150 €/60 ud</td>
</tr>
<tr>
<td>600 Maximize asset yield</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PURCHASE</strong></td>
<td>ST Tasacion</td>
<td>22,5 %</td>
<td>60 * 250 €/ 60 ud</td>
</tr>
<tr>
<td>60 Best price + Best Yield</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SALE</strong></td>
<td></td>
<td>30 %</td>
<td>1351 €/ud (2,25% del beneficio; 0,67 % de la compra)</td>
</tr>
<tr>
<td>50</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example: Investment/Return Calculation**

- **ST Survey**:
  - Max Yield: 17,5%
  - Cost: 150 * 150 €/60 ud
  - Total: 30K €

- **Purchase/St Tasacion**:
  - Best price + Best Yield: 22,5%
  - Cost: 60 * 250 €/ 60 ud
  - Total: 30K €

- **Sale**:
  - 30 K € / 60 ud
  - 1351 €/ud (2,25% del beneficio; 0,67 % de la compra)
  - Total: 81,1K € / 60 ud

**Additional Notes**

- **Volume**:
  - 100.000: Where, When & What invest
  - 3.000: Selecting assets to the best strategy.
  - 600: Maximize asset yield
  - 60: Best price + Best Yield
  - 50: Sale
<table>
<thead>
<tr>
<th>Área</th>
<th>Tipología</th>
<th>Tipo</th>
<th>Valor de la Inversión</th>
<th>Rentabilidad Bruta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palacio</td>
<td>Tipología + atractiva</td>
<td>T4</td>
<td>524.480 €</td>
<td>14,7 %</td>
</tr>
<tr>
<td>Universidad</td>
<td>Tipología + atractiva</td>
<td>T3</td>
<td>366.840 €</td>
<td>18,5 %</td>
</tr>
<tr>
<td>Argüelles</td>
<td>Tipología + atractiva</td>
<td>T2</td>
<td>272.935 €</td>
<td>24,4 %</td>
</tr>
</tbody>
</table>
3 uDA CORE.
Connections

Creativity is connecting things

ref. Steve Jobs
Cross-disciplinary approach

Computing | Mathematic | Statistics | Marketing | Real Estate

Data Science | Science City

Creativity is connecting things

ref. Steve Jobs
Real Estate & urbanData indicators

Segmentation and Micro Location

Compare & Serve
### Valor

<table>
<thead>
<tr>
<th>Net Yield Rental short term</th>
<th>barrio</th>
<th>Madrid</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,21%</td>
<td>3,04%</td>
<td>4,22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Yield Buy/Sell short term</th>
<th>barrio</th>
<th>Madrid</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,92%</td>
<td>6,87%</td>
<td>2,35%</td>
</tr>
<tr>
<td>160 urban Data indicators</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Axe
- Urban People
  - Population
  - Education
  - Employment
  - Quality of Life
  - Security
  - Participation
- Urban Economics
  - Economic Activities
  - Per Capita Income
  - Employment
  - Production
  - Entrepreneurship
  - Private Services
- Urban Move
  - Urban Infrastructure
  - Private Transport Network
  - Public Transport Network
  - Time Access
- Urban Shape
  - Compactness
  - Housing Density
  - mixed-use
  - Visibility
  - Urban Geometry
- Urban System
  - Parks and gardens
  - Sanitary Equipment
  - Educational Equipment
  - Road Network
- Urban Environment
  - Environmental Quality
  - Noise Levels
  - Meteorology
  - urban Footprint
  - Sun Exposure

ref. OCO uD
Urban Shape (morphology)

| 160 urban Data indicators |
| RE & urban framework |

Reachness, Gravity

Betweenness

Straightness

Visibility

City Size, Polycentricity, Expandability, Discontiguity, Accessibility
REDs asset portfolio

MKT y comunicación segmentado.
3 agents circle.

Users/citizens; companies; government.
Creativity is connecting things

ref. Steve Jobs
205M €/day

Bottom-up

7.4 years of salary
1. Where to live?

2. Buy or Rent?

€ save
Year stay?
Salary
3. Way of live?

Culture live.
Night live.
3. Way of live?
Culture live.
Night live.
Transport.
Schools.
4. Budget?

Tipology.
4. Budget?

Tipology.
2240M €/year

Would you like to invest in Spain?

We know, with a high accuracy, where are the best opportunities to invest in properties in Spain. Please select a street in a city and we'll show you the market trends.

Ej: Calle Sagasta, Madrid
Ej: 70 m2

New Home & Investment
1. Venta o alquiler?

**Yield Benchmarking**

- **Precio medio:** S/ 490,230 (U$S 154,090)
- **Renta media:** S/ 1,450 (U$S 474,090)

**Evaluación y pronóstico**

- **Variación:** -35%
- **Proyección:** +5%
2. New way of live
The Real Estate sector contributes 12% of Gross Domestic Product (GDP) of a country.
Fit

- Urban renewal
- New developments
Fit

- Urban amenities
- Economic urban activities taxes.
- Appreciation taxes
- Public buildings management.
Standard vs Identity

Hariri vs Han
A high degree of market transparency can result in **disintermediation** due to the buyer's increased knowledge of supply pricing.
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gracias
urbanData Analytics

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