

Co-Creation is the Future of PropTech

 Cloud



In the rapidly evolving world of real estate technology, one thing is clear: the industry doesn't need another app, platform, or dashboard in isolation. It needs alignment. It needs interoperability. And more than anything, it needs co-creation.

At Cloud, we believe the future of proptech won't be built by one vendor, one platform, or even one philosophy. It will be built together—by an ecosystem of partners, platforms, and forward-thinking real estate leaders who understand that the real opportunity lies in collaboration, not control.

From Vendors to Value-Aligned Partners

Real estate operators aren't looking for yet another siloed solution to bolt onto their building stack. They're looking for partners who understand their portfolio strategy, who can integrate into existing workflows, and who are willing to solve challenges together.

That's why Cloud—and our product Mindsett—was built from day one to support co-development and interoperability. Because the only way to scale smarter is to scale with others.

“The best innovation isn't built behind closed doors—it's built side-by-side with the people who use it.”

– Cloud Director of Product, [Stuart Ruthven]

Open Platforms Drive Real Innovation

Mindsett was designed to connect, not compete. Our framework means clients can integrate seamlessly with the systems they already use—whether that's their CMMS, ESG platform, or IoT provider.

This enables:

- Real-time asset updates across systems
- Predictive insights that flow into operational workflows
- Unified dashboards across global portfolios
- And for partners? It means you can build on Mindsett, extend its capabilities, or integrate your product into ours—without friction or lock-in.



Scaling Across Global Portfolios

As real estate portfolios become more global, the need for consistent data standards becomes critical. Operators managing buildings in London, New York, and Sydney don't want to reinvent the wheel three times.

With Mindsett, we help enable:

Asset hierarchies (aligned with ISO 14224 and industry best practices or as flat, flexible THINGS that leverages AI to do the heavy lifting and sorting)

Performance tracking

ESG reporting protocols (Scopes 1, 2, and 3)

Through ecosystem partnerships, we're delivering a repeatable, scalable infrastructure—one that allows data to flow, insights to scale, and decisions to unify across borders.

Collaboration in Action:

Our platinum sponsorship at PropTech 2025 reflects this vision, and so do our partnerships.

Together, we're connecting building performance data with user-centric features—bridging the gap between operational efficiency and occupant satisfaction. When systems speak the same language, you unlock:

- Energy efficiency that clients can feel
- Faster issue resolution with less noise
- ESG insights that align with user behaviour

This is what true PropTech co-creation looks like.



Breaking the Cycle of Fragmentation

Too often, the industry sees innovation as a solo sprint. A vendor builds a new feature, a landlord buys another system, and before long, the tech stack becomes a tangled mess of siloed tools and duplicated data.

We're calling time on that model.

Instead, we're embracing a platform Mindset: where systems are designed to work together, data is federated, and innovation is shared—not hoarded.. Because in a fragmented ecosystem, everyone loses. But in a federated, collaborative one, we all move faster, scale smarter, and solve bigger problems.

What's Next: Standardisation, Co-Development, and Ecosystem Growth

We're actively working on:

- Open standards for asset data and lifecycle tracking
- Joint implementations with real estate owners and tech providers
- A PropTech Data Roundtable at PropTech Connect to push collaboration even further

If you're a startup, an operator, or an enterprise vendor—we want to work with you. We want to build solutions that work beyond our own walls, because that's the only way real innovation reaches scale.

Let's Build the Future of Buildings—Together

“You don't scale with more apps. You scale with shared intelligence.”

Cloud is more than a technology provider—we're a platform for PropTech progress. One that's open, connected, and committed to building with others, not just for them.

So if you're at PropTech 2025, come find us. Talk to our team. See how we integrate. And let's figure out how we can create something greater—together.

Contact us at: proptech@cloudfmgroup.com





Thank you

Visit our team in the Peninsula Hall
or contact us at: proptech@cloudfmgroup.com

