

“Oxford Debate”

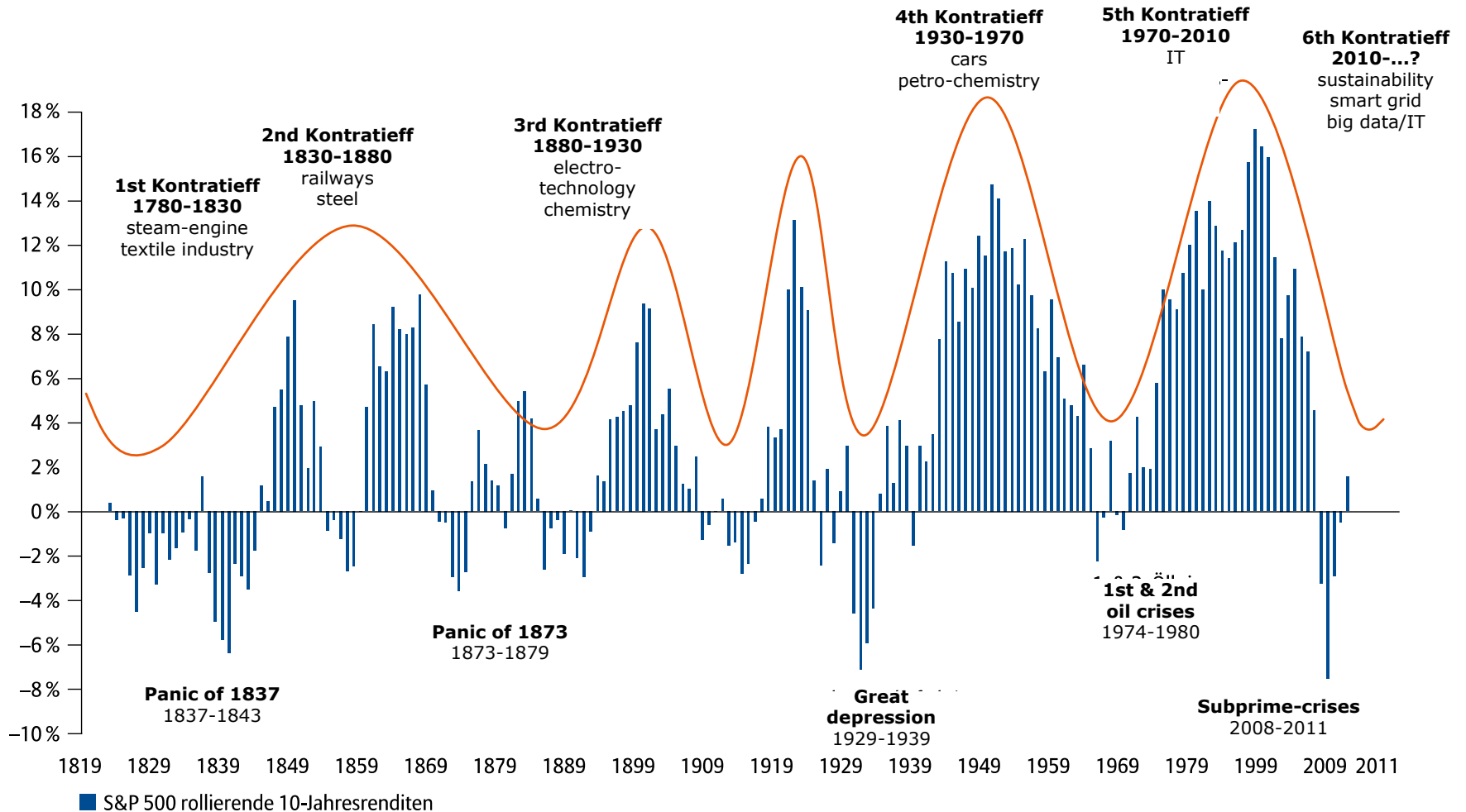
Prof. Dr. Michael Truebestein MRICS

PropTech Riga

Riga, September 27th 2019



Impact of basic innovations and economic cycles on markets and locations



Source: Robert J. Shiller, *Stock Market Data used in „Irrational Exuberance“*, Princeton University Press, 2005, Datastream; Allianz GI Kapitalmarktanalyse. further: Nefiodow, Leo und Nefiodow, Simone: *The 6th Kondratieff*, 2014
Up to 20 cycles can be derived – relations to the power of countries possible

Topic of the discussion

"“Do we need a further digitalization
in real estate?”

Digitalization is THE topic in the
real estate industry as it stands for an **efficient
management** process and leads to an optimized
investment behavior.

Nevertheless, **costs** and **tenants perceptions**
have to be taken into account. So, is low tech the
new high tech?!

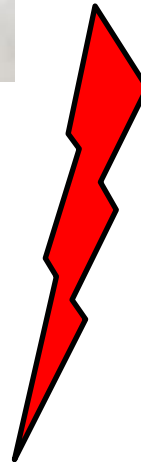
High Tech or Low Tech...?



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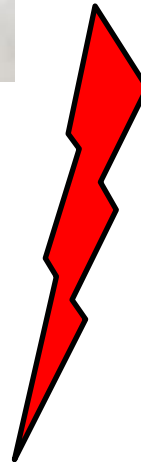
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PRO
Ardi Roosimaa
Restate



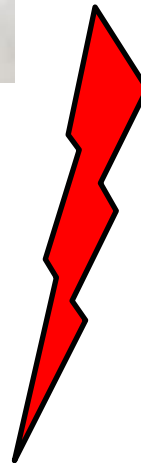
High Tech or Low Tech...?



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Ardi Roosimaa
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CONTRA
Aigars Smits
Head of Latvian
Brokerage Unit



Setup "Oxford Debate"

▶	Statement	Ardi Roosimaa	Aigars Smits	3 Minutes
▶	Questions Audience	Ardi Roosimaa	Aigars Smits	1 Minute
▶	Final statement	Ardi Roosimaa	Aigars Smits	1 Minute

Voting and Trophy

Topics and questions

Many important investors calculate on a single sheet of paper and include the market feeling.

Digitalization is cool, but what do I do in 10 years?
Can I read data?

Are tenants “ready” to pay an additional premium for technology?

Is technology still an issue in times of “Greta”, sustainability and direct contact?

Topics and questions

Loosing the personal contact with the tenants and investors is a no go!


20/80 Rule: Are we efficient or are we hiding ourselves behind the technology?

Timing? What is vision and what are real business ideas?

Freedom or Control? Can we still decide, who uses our data?

And the Winner is:





**Thank you
for your attention!**

Questions ?

Trends/Developments

Gartner Hype Cycle

