plaace

Insights & matching platform for retail property and tenants

Company description

Plaace is a high growth prop-tech startup, backed by Antler, Startuplab and several renowned angel investors. We make vibrant streets and cities with a data-driven platform matching retail properties and tenants.

We use data and analytics to help retail property owners, tenants and brokers to define strategies, match with candidates and collaborate. This unlocks the full potential of commercial properties and give tenants the best conditions for success.

Internship Challenges

1. Create a model for predicting branch revenue for a given retail or hospitality company across geographies utilizing a range of area data
2. Assess canibalization and synergy effects on establishment of new businesses using historic data

Available Data

- Public data sources (Proff, SSB, Kartverket)
- Footfall and movement data (Telia)
- Transaction data (Vipps / BankAxept)
- Revenue numbers and categorization for every retail and hospitality store in Norway (Prognosesenteret)

Team

Snorre J. Myhre – CEO
Strategy and business development expert with strong domain experience in retail and hospitality. LinkedIn

Peder Søholt – CTO
Tech and product expert with deep experience in digital services. LinkedIn

Tobias Martinsen – CMO
Marketing and growth expert with solid start-up and VC experience. LinkedIn

Company traction

- Partnered with 10 pilot customers inc. some of the biggest property companies in Norway (Heimstaden, Scala Eiendom, Nærsenter Utvikling), and the most forward leaning tenants (Askeladden & Co, Backstube)
- Secured 12.8m NOK in total funding - from Antler, Startuplab, Innovation Norway and renowned angel investors.
- Hired 8 top 1% tech, business and marketing students as interns to work on data optimization, product development and marketing

plaace.co   contact@plaace.co