

# Retail Innovation

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Workflow map

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# Team



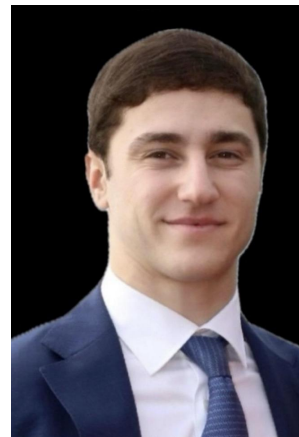
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# NYC - A Sector in Flux

- Traditional leasing models are breaking down
- Tenants expect more TI and personalization
- Landlords must shift from passive rent to active experience curation



# The Core Problem

- Vacancy & Turnover
- Tenant Experience Gaps
- Leasing Complexity
- Operating Costs
- Landlord Reputation
- Lack of Personalization and Co-Tenancy Strategy



# Workflow Fit



## 1. Pain Point Alignment

- ▶ Does the solution directly address identified pain points?
- ▶ What is the quantifiable impact on vacancy reduction or cost savings?
- ▶ How does it improve tenant experience and retention?



## 2. Integration Capability

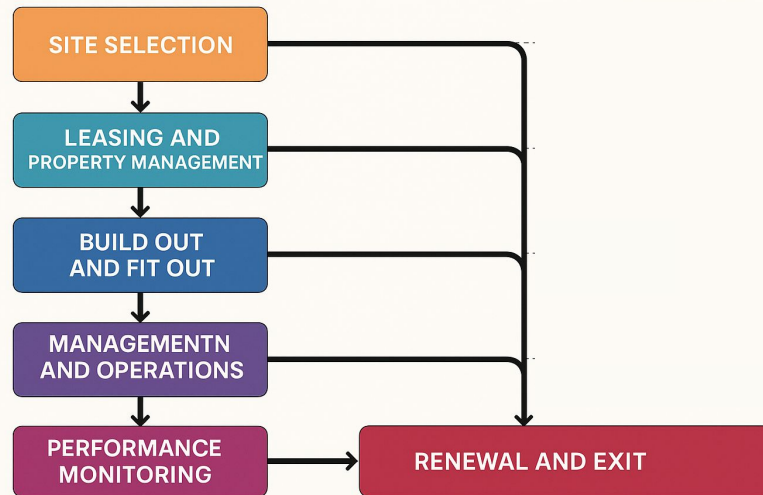
- ▶ API compatibility with existing property management systems
- ▶ Data standardization and workflow automation potential
- ▶ Scalability across multiple properties and tenant types



## 3. NYC-Specific Requirements

- ▶ Local Law 97 compliance and sustainability features
- ▶ NYC permitting and regulatory navigation
- ▶ Market-specific data sources and analytics

## TECHNOLOGY OVERVIEW – WORKFLOW STAGE ANALYSIS



## 4. ROI and Performance Metrics

- ▶ Implementation timeline and cost-benefit analysis
- ▶ User adoption rates and change management requirements
- ▶ Measurable KPIs: occupancy rates, lease velocity, tenant satisfaction

# Technology Overview

Workflow Stage	Pain Points Addressed	Description	PropTech Solutions
Site Selection	Vacancy/Turnover Co-tenancy Issues Lack of Personalization	Identifying optimal retail locations based on foot traffic analytics, zoning regulations, co-tenancy opportunities, and demographic data to maximize tenant success and reduce vacancy rates.	<div>Foot Traffic &amp; Demographics</div> <div>Placer.ai PinPoint Footfall.ai</div> <div>Property Data Aggregation</div> <div>Reonomy (Altus Group) Keyway</div> <div>Market Intelligence</div> <div>VTS Data Skyline AI</div>
Leasing/Property Management	Leasing Complexity Landlord Reputation Tenant Experience Co-tenancy	Comprehensive tenant prospecting, lease negotiation, underwriting, execution, and ongoing collaboration including tenant improvements and rent allocation management.	<div>Lease Management Platforms</div> <div>VTS Lease Yardi MRI Software</div> <div>AI Lease Processing</div> <div>LeasePilot LeaseLens Propaya</div> <div>Tenant Screening &amp; CRM</div> <div>AppFolio Buildium Findigs LeaseAccelerator</div>
Build Out and Fit Out	Tenant Experience Personalization Permitting Delays	Construction, permitting, and design processes tailored to tenant brands, emphasizing signage optimization and expedited permitting workflows for faster occupancy.	<div>Space Planning &amp; Visualization</div> <div>Occupier Matterport Buildout.ai</div> <div>Construction Management</div> <div>Procore Built Technologies OpenSpace</div> <div>Permitting &amp; Collaboration</div> <div>NBS</div>

Workflow Stage	Pain Points Addressed	Description	PropTech Solutions
Management and Operations	Operating Costs Tenant Experience Co-tenancy Personalization	Day-to-day operations including energy management, maintenance coordination, tenant services, and promotional activities to enhance tenant satisfaction and reduce operational costs.	<div>Smart Building Systems</div> <div>Enertiv ButterflyMX</div> <div>Property Management</div> <div>MRI Software Yardi Facilio</div> <div>Tenant Experience Apps</div> <div>VTS Activate Equim HqO</div>
Accounting and Billing	Leasing Complexity Operating Costs	Automated rent collection, expense tracking, CAM reconciliations, tax management, and percentage rent calculations to streamline financial operations and reduce administrative costs.	<div>Automated Accounting</div> <div>MRI Software LeaseAccelerator Nakisa</div> <div>Payment Automation</div> <div>AppFolio Entrata Yardi</div> <div>General Accounting</div> <div>Stessa QuickBooks</div>
Performance Monitoring	Vacancy Co-tenancy Personalization	Comprehensive traffic analysis, sales data tracking, and space utilization monitoring to optimize retail performance and inform strategic decision-making.	<div>Foot Traffic Analytics</div> <div>MRI OnLocation VTS Data</div> <div>IoT Sensors &amp; Monitoring</div> <div>Enertiv Keyway (Keyplot)</div> <div>ESG &amp; Analytics</div> <div>Measurabl Hatch Data Energy Star Trulia</div>

# Technology Overview

Workflow Stage	Pain Points Addressed	Description	PropTech Solutions
Renewal/Exit	<div>Vacancy</div> <div>Turnover</div> <div>Landlord Reputation</div>	Strategic tenant rollover management, lease re-negotiation processes, and re-tenanting strategies to maximize occupancy and minimize vacancy periods.	<div>Lease Management</div> <div>VTLS Lease</div> <div>MRI Software</div> <div>End-of-Term Automation</div> <div>LeaseAccelerator</div> <div>Retention Analytics</div> <div>LeaseHawk</div> <div>FlexDesk</div>
Experiential Retail	<div>Tenant Experience</div> <div>Co-tenancy</div>	<b>Innovation Opportunity:</b> Tools to plan and manage interactive events and promotions to drive foot traffic are currently lacking in the market.	<b>Market Gap Identified</b> <i>No comprehensive platforms exist for experiential retail event management integrated with foot traffic analytics and tenant collaboration tools.</i>
Local Law 97 Compliance	<div>Operating Costs</div> <div>Compliance</div>	<b>Innovation Opportunity:</b> NYC's carbon emissions regulations require integrated sustainability solutions, but few platforms address this comprehensively.	<b>Market Gap Identified</b> <i>Limited integrated solutions for NYC Local Law 97 carbon emissions compliance and automated sustainability reporting.</i>

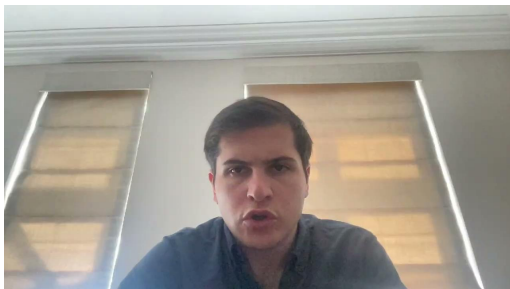
# Vetting and Due Diligence Framework

Why retail PropTech needs vetting

NYC-specific operational complexity

Real-world outcomes (NOI, turnover, downtime)

Criteria	Why It Matters in Retail
Implementation Risk	Complex workflows → clean integration is critical
Usability	Must work for brokers, tenants, landlords
ROI Clarity	Evidence of NOI impact or cost reduction
Product Reliability	No room for bugs/outages in daily retail ops
Vendor Financial Stability	Avoid VC-backed instability/disruption
Data Ownership	Tenant + performance data = competitive edge
Scalability	Must scale from Soho to Queens
Support/Warranty	Responsive onboarding + support is key in NYC

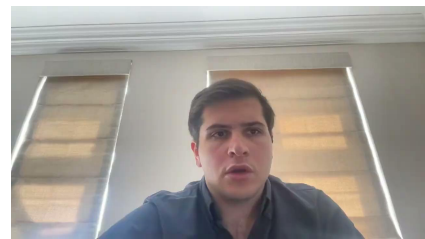


# Vetting and Due Diligence Framework

## Proptech Vetting Matrix

Tool	Impl. Risk	ROI Clarity	Reliability	Scalability	Support
VTS Lease	⚠️	✅	✅	✅	✅
Placer.ai	✅	✅	✅	⚠️	⚠️
MRI Software	✅	✅	✅	✅	✅
Enertiv	⚠️	✅	✅	✅	⚠️
ButterflyMX	✅	⚠️	✅	⚠️	⚠️

✅=Strong, ⚠️= Mixed



# Final Recommendation: Adopt, Pilot, or Reject?

**DECISION:** Pilot the most promising PropTech tools stage-by-stage, while withholding full-stack adoption.

## **JUSTIFICATION:**

- **ROI Clarity:** Tools like MRI and VTS show clear potential to increase NOI and reduce downtime.
- **Implementation Risk:** Many tools still have integration challenges — especially across stages.
- **Scalability:** Top vendors (e.g., MRI, VTS) are scalable; others (ButterflyMX, Enertiv) are limited in portfolio-wide deployment.
- **Vendor Risk:** Market leaders are stable; smaller providers risk acquisition/failure.
- **Support:** Most solutions lack robust support SLAs — not ideal for NYC's operational pace.
- **Data Ownership:** Remains unclear across many tools — a major long-term concern.
- **Usability:** High for individual tools, but no seamless multi-tool user experience.
- **Reliability:** Strong across most key tools (few performance issues reported).

# Why We Recommend This Solution

This recommendation supports real operator needs across leasing, operations, and accounting, while minimizing exposure to workflow gaps or vendor risk.

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- 1** ROI: MRI and VTS show strong leasing and ops automation → increased NOI, reduced downtime.
  - 2** RISK: Integration and vendor risk exist — especially with niche startups (e.g., Buildout.ai, LeaseLens).
  - 3** SCALABILITY: TS, MRI, Placer.ai all tested in NYC portfolios; easily scalable from flagship to secondary locations
  - 4** FIT IN WORKFLOW: Each tool maps directly to one workflow stage (e.g., Buildout.ai → Fit-Out; Placer.ai → Site Selection), even if stack-wide compatibility is lacking.

# Risks, Concerns, & Why We Are Still Confident

## POTENTIAL CONCERNS

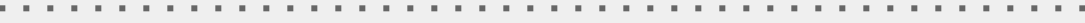
- No integrated end-to-end platform
- No tenant feedback or reputation systems exist
- NYC-specific permitting, pop-up, or LL97 compliance tools remain underdeveloped

## MITIGATION RATIONALE

- Pilot each solution *by workflow stage*, integrate over time as APIs mature
- Custom survey layers or plug-in to Equiem/HqO to capture sentiment
- Future opportunity for custom development or acquisition-focused tech roadmap

# Q&A

Any questions?



Thank You!