

## FROM HARVARD TO A STARTUP: BUILTMIND HELPS TO VALUE REAL ESTATE



When you think of prestigious institutions that produce pioneering thinkers, Harvard, Massachusetts Institute of Technology (MIT), and CTU come to mind. It's no surprise that Martin Decky and Peter Kanos, met through these educational pillars and co-founded the groundbreaking prop-tech startup, BuiltMind.

In the rapidly evolving world of real estate, accurately pricing properties, especially in the residential sector, has remained a pressing challenge. Outdated data, lack of real-time

market insights, and inaccurate estimations have limited developers. BuiltMind is a platform that harnesses publicly available data, including market trends, media information, and even competitor data. With this rich data stream, BuiltMind offers a solution that determines the most objective price points for real estate projects.

### UNDERSTANDING VALUE IN REAL-TIME

Martin Decky, CEO of BuiltMind, points out, "In the past, real estate pricing

was often a manual, error-prone process. This not only consumed time but also led to significant monetary losses." With BuiltMind, developers now have daily access to dynamic pricing, informed by real-time metrics ranging from CRM data, Google Analytics, to competitor insights.

What sets BuiltMind apart is its transparency. "We don't just provide a number. We break down and explain the valuation, helping clients understand the various factors influencing a property's price," Decky elaborates.

Since its inception in January 2021, the startup has garnered a clientele including prominent developers like Cresco. Interest has also been shown by various cities.

### BEYOND EXCEL

Today, many real estate developers rely on traditional tools like Excel or bespoke solutions for pricing. However, Decky emphasizes BuiltMind's unique position, "We're not just data providers; we're problem solvers."

Though their current primary market is Central and Western Europe, the idea for BuiltMind originated during the founders' time overseas. Decky reflects, "Our experiences at Harvard and MIT were instrumental. Without them, BuiltMind might never have been realized." Interestingly, statistics indicate that startups achieving billion-dollar valuations are predominantly started by university graduates of American universities.

### A TALE OF TWO UNIVERSITIES AND ONE STARTUP DREAM

BuiltMind's journey traces back to Harvard, where Decky, initially an architecture student, felt a stronger pull towards real estate. Harvard became his chosen path, opening up unparalleled opportunities, including a valuable stint at the MIT Entrepreneurship Bootcamp.

During this transformative phase, Decky teamed up with Peter Kanos, a fellow student from CTU, who had also discerned his true calling in the startup ecosystem. "We brainstormed numerous ideas, but BuiltMind resonated the most, especially when customers began expressing interest," recounts Kanos, the startup's CTO.

### INVESTORS' CONFIDENCE AND THE ROAD AHEAD

Their innovative approach, combined with a blend of European and American entrepreneurial mindsets, caught the attention of investors. After an initial investment from the venture capital fund, Nation 1, the duo is currently in the midst of another funding round.

With the ambition to set a global industry standard, Decky sees a bright future. "While real estate has traditionally been a bastion of the wealthy, startups are democratizing this domain. It's a new era where opportunities aren't just inherited but earned by those making impactful changes," concludes the BuiltMind co-founder.