

Planet Smart City presents 'smart CORE Hub', the co-innovation platform designed to support the growth and development of ideas, start-ups and company networks in the area of smart building and smart city promotion

Turin, 11 July 2023 - To promote the creation of an ecosystem of companies, start-ups and ideas capable of offering the market a complete and innovative range of solutions dedicated to the world of smart cities. This is the objective of smart CORE Hub, the initiative curated by Planet Smart City, which, through a digital platform, aims to define a pool of solutions capable of redesigning the future of real estate. An innovative model based on the synergic sharing of experience, skills, information and resources, generating a value multiplier effect.

The new platform was presented today in Turin during the event "smartCORE Hub: accelerating Open Innovation for real estate", moderated by Alex Marchesini, CEO of Planet Smart City's Digital Business Unit. The day's proceedings, which opened with a speech by Planet Smart City CEO Gianni Savio, provided an opportunity to present some of the issues felt by the business and institutional world regarding digitalisation through the testimony of managers and experts in the sector. These included Luca Giacosa, CEO of Politecna Europa, Stefano Corgnati, Vice Rector of the Politecnico di Torino, and Gianluca Serale, Head of Open Innovation of the IREN Group. The proceedings closed with an interview with Daniele Alberti, Head of Global Open Innovation at Planet Smart City, on the opportunities offered by the new platform presented by Planet.

But how does **smart CORE Hub** work? It is a genuine co-innovation platform that enables talent, start-ups and established companies to exploit the know-how present among partner companies to support their growth and development. An essential tool for scouting and supporting innovation that, from the outset, will also be made available to entities belonging to a promoter group that wants to change real estate launched by Planet at the end of May alongside the Turin Polytechnic University, Liftt, NexTo and Digital Magics, which will soon have its own launch. A hub for the design and construction of Smart Buildings and Smart Districts that aims to promote the creation of an ecosystem of companies capable of offering the market a complete and innovative range of Propetch and ESG solutions dedicated to the world of real estate.

The **smart CORE Hub** project is divided into three macro areas for different subjects. The first concerns the "**Academy**", an initiative aimed at creating value through high-level entrepreneurial training entirely free of charge. The second, called "**Accelerator**", is

aimed at existing start-ups that aim to transform themselves into solid entrepreneurial realities, supporting them in market positioning and assessing the scalability of their business models. Finally, the third one, called **"Ecosystem"**, will select companies already active in the real estate supply chain (construction companies, suppliers of smart and sustainable products and services) to nurture an independent ecosystem directly connected with that of the Smart Cities Steering Committee to offer their products or services to real estate developers.

Gianni Savio, CEO of Planet Smart City, said: *"The real estate world is going through a phase of great change linked to the digital revolution and the need to realise sustainable and inclusive projects. It is, therefore, necessary to structure an ecosystem of companies, start-ups and professionals capable of pooling their respective excellences and presenting themselves to the market with an innovative offer compared to what the market offers today, if not with a huge effort in terms of time and money. In this context, **smart CORE Hub** was created, a digital co-innovation platform curated by Planet that will offer training and provide information and support to professionals and companies active in the real estate supply chain. A necessary tool to support the development of ideas, projects or growth paths by making our respective excellences available to developers"*.

You can learn more about the different areas of the **smart CORE Hub** at this link: smartcorehub.com/ or contact the organisers by writing to openinnovation@planetsmartcity.com.

Planet Smart City

Founded in 2015 by real estate entrepreneurs Giovanni Savio and Susanna Marchionni and chaired by physicist and entrepreneur Stefano Buono, Planet Smart City is a leading proptech company in smart, affordable housing that designs and builds neighbourhoods in countries with high housing deficits and collaborates with real estate developers around the world to improve people's quality of life. Planet Smart City aims to design and build smart neighbourhoods that host smart, inclusive and sustainable communities by integrating innovative economic, ecological and social solutions. The research and development of innovations are entrusted to Planet Idea, Planet Smart City's business unit, which is also in charge of integrating solutions into projects. Planet Idea has a multidisciplinary competence centre based in Turin that, among other things, develops the Planet App, a digital platform of services that facilitates communication and relations between residents in the Planet Smart City neighbourhoods. The Planet Smart City format is successfully applied in Brazil, where four projects are currently being implemented: Smart City Laguna, Smart City Natal, Smart City Aquiraz and Viva!Smart. In 2020, work will begin in India and 2023 in Colombia. In Italy, Planet Smart City collaborates with leading real estate developers in several smart social housing projects. Planet Smart City, which since its establishment in 2015 has raised more than €190 million from more than 400 institutional and private investors, closed 2022 with revenues of \$114 million, employing more than 1,700 people worldwide. The company, headquartered in London, has direct offices in 4 countries (UK, Italy, India and Brazil) and currently has 12 projects in the pipeline. Planet Smart City aims, in the medium term, at world leadership in smart, affordable housing with 45,000 homes sold per year in its target countries (Brazil, Colombia, Mexico, United States, India, Indonesia, Vietnam and Thailand).

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