When Real Estate and VC Meet - a Journey in Real Estate Innovation

The two founders of Vectr Ventures described their start-up journey and how companies like theirs are changing the industry at a ULI Conference in Hong Kong on March 17. The company, which is based in Hong Kong, works with entrepreneurs to create game-changing enterprises.

The conference was held at their unique office space and co-founders Alan Chan and Arthur Law talked of the vision and philosophy behind the design of their unique office space. “This place used to be a typical office with two floors, and with papers stacked literally up to the ceiling. When it came to designing ours, we got inspiration from travelling to offices in the New York City and Silicon Valley,” said Arthur, the firm’s general partner. “We did not want to just emulate the design of those offices; we wanted to copy that energy as well. I feel that our team has more energy and motivation thanks to this office design,” he added. Alan, the firm’s managing partner envisioned that Vectr probably won’t expand in Hong Kong or the United States in the next 2-5 years due to space limitations.

Their talk was then followed by thought-provoking presentations from five innovative technology start-ups, which are all Vectr’s current portfolio companies.

**VNTANA** was founded by two entrepreneurs in Los Angeles who wanted to take advantage of hologram technology to reach and engage people in a whole new way. They have built the world’s only scalable, affordable and interactive hologram systems: their Interactive Celebrity Hologram allow fans to interact with life-size holographic images of their favourite celebrity, while Hologram Telepresence allows people to be in multiple places at the same time, providing an alternative to face-to-face meetings and speaking engagements.

**GoMoment** is an Artificial Intelligence Software program which is widely used in the retail and hospitality industries. Ivy, its automated guest engagement platform, interacts with hotel guests and answers questions which frees up hotel staff, reducing call volume and wait times.

“Consumers want to use their smart phones to transact in the physical world to make purchases easier. This is one of the compelling reasons for founding PassKit,” said Paul Tomes, Co-founder & CEO of PassKit. The platform links your phone to connects many different technologies including mobile wallet applications and more in a simple online interface, creating compelling online-to-offline marketing engagement campaigns.

Social media channels monitoring and web searches are often done manually by employees or agencies. **Lamplight** wants to lighten that load. “We gather your voice, your competitor’s voice and your customer’s voice and pull them together into key insights to assist the business decision making process,” said Hubert Tose, Head of Business Development.

E-commerce is going global. No matter where consumers are in the world, they want to go straight to the retailer’s website to purchase goods. Some retailers and logistics partners can’t keep up, so what **FloShip** does is to consolidate shipping from Hong Kong and send it worldwide, straight to the end-user. “We do all the work for them in a smart way”, said Eric Pong, Director of Engineering.

To learn more about what each of these innovative start-ups do and the services and products they offer, check out their websites.