REALtech Villanova 2019

REALtech is a competition for currently enrolled Villanova University undergraduate and graduate students. The competition, which spans one semester, gives students an opportunity to use technology in order to solve a current real estate issue. Participants will develop and design their innovations and ideas, which will be presented to a panel of industry professionals on April 30th, 2019.   Register at www.villanova.edu/realestate

The Student Housing Dilemma

You work for the development company that is developing Academy at Reno, an 800 bed property, servicing students who attend University of Nevada, Reno. Your team will develop a solution to your choice of ONE of the following four issues.

1. The company wants to reduce their carbon footprint through targeting design, construction, property management and resident lifestyle. The company has created an initiative to attack this on the front end of the development process for Academy at Reno and on its future projects nationwide, and they are looking to solicit concepts on how to best focus their efforts. Your task is to create a technology that targets one of these areas to reduce this property's and any other properties they may develop in the future's carbon footprint.

2. While demand has remained particularly strong, the market has seen an influx of development recently. The market has not seen rates drop or occupancies suffer, but students are often choosing between 3-6 new, well located, highly amenitized properties (high-speed internet included, Butterfly security, resort-style pools, study rooms, fitness centers, etc.) when deciding where to live. Your goal is to create a new technology amenity that will separate the development as the premier student housing complex in the market and justify the top-of-the-market rents budgeted for this property.

3. With buildings constantly changing to accommodate new and adapting uses and technologies, the company would like to know what buildings will feature in the future and what they can do now to design and build a building that is either prepared for or easily adaptable to projected future conditions and technology.

4. In recent years, the company has seen a large increase in marketing expenses as more and more services/platforms become popular. Your role is to recommend how the company best uses technology to market effectively, reach their intended customers, track results and control cost moving forward.

PRIZES

1st Place - $5,000
2nd Place - $3,000
3rd Place - $2,000

KEY DATES

February 5th
REALtech Kickoff
PwC - Bartley 1011 @ 6PM - 8PM

February 25th
Team Selections
& Loose Concept Due

March 18th
Concept Executive Summary Due

March 25th
Finalist Teams Announced

April 15th
Posters Due

April 25th
Presentation Slides Due

April 30th
Pitch Day!

2019 Sponsors