

BeEngaged brings together startups that are destined to redefine the commercial real estate space with industry players (including corporate partners, capital providers, and Berkadia) committed to innovation and strong values.

The **BeEngaged Network** is the catalyst for developing an ecosystem of synergistic partners with the **BeEngaged Lab** as a forum for startups to collaborate with industry players on longer-term initiatives.

## What is BeEngaged all about:

- Networking and events
- Business & technical consulting for startups
- Real estate technology advisory for partners
- Startup / business support and incubation
- Support with pilots
- Innovative idea and technology development
- Space and equipment sourcing for startups
- Synergistic partnerships and capital (venture, development, private equity)

## Why startups engage:

MENTORSHIP	NETWORK	POCs	PITCH ANALYSIS
Interactive meetings with BeEngaged Team, rotational mentors, and other invited guest contributors	Social/Networking events including program participants, mentors, partners, etc.	Opportunities to explore collaborative / synergistic hypothesis with Berkadia and Network participants	Feedback of investment or sales pitches by BeEngaged leadership and mentors
DESIGN ASSESSMENT	BUSINESS REVIEW	TECHNICAL DISCOVERY	MARKET ANALYSIS
Design assessment on existing or mock product features and workflow	Business development review from industry professionals	High-level engineering and architectural expertise from technical experts	Share in Berkadia's market-level research on industry trends and technological advancements

## What startups are good candidates:

If what you do is relevant to investment sales, mortgage banking, loan servicing, real estate investing, or CRE data and you are a pre-seed, seed, or growth stage company, we are interested.

## Why partners (industry players and capital providers) engage:

Access	• Enable first-mover relationships with technology products
Expertise	• Tap our expertise earned through thousands of hours gathering the best research • Reap the benefits of the incubation resources provided to the startups
Resources	• Leverage our dedicated team for vetting the intensifying number of startups working on commercial real estate • Share in our mentorship competencies in software development, data science, business development, investment sales, mortgage banking, and servicing
Pilots	• Develops path to pilots--our team connects the most relevant participants with the right partners

## What industry players should join:

If you work or invest in the commercial real estate industry and view innovation as an integral part of your business, join the likes of real estate investors / operators, startup investors, Freddie Mac, Fannie Mae, and Berkadia in growing BeEngaged.

## How to Engage:

To gain access to BeEngaged, its resources, and network benefits, including innovation partners from across the industry, reach out to your contact at Berkadia or the BeEngaged Director, Bryce.Nyberg@berkadia.com, to learn more.