Case Study: Proptech Peer Group Innovation Days

Monmouthshire Housing Association (MHA)

Exploring new ideas : Finding new partners : Building confidence in innovation

Organisation overview

Monmouthshire Housing Association (MHA) is a forward-thinking landlord with a new strategic direction centred on becoming an organisation that can truly demonstrate its commitment to innovation. To support this ambition, they wanted to explore fresh ideas, new technology and smarter ways of working, but needed help finding credible partners beyond their usual supplier network.

The challenge

MHA knew innovation was essential, but the landscape felt crowded and unclear.
They wanted to:

- Discover new businesses with genuinely fresh ideas
- Explore technology they wouldn't normally encounter
- Align budgets and piloting processes with new, tangible opportunities
- Find partners who could help them work smarter and free up staff to focus on human-centred work.

Cheryl Tracy, Assistant Director of Innovation and Business Change, at MHA approached the Proptech Peer Group to curate innovators who could speak directly to their current and future challenges – from service charge management and tenant engagement to HR, recruitment and broader productivity.

Objectives for the day

MHA wanted to:

- Launch a new way of working at MHA that embraces innovation from strategy to operations
- Hear from new voices with credible, relevant ideas
- Be inspired by solutions they wouldn't have found alone
- Identify partners for pilots and future collaboration
- Spark fresh thinking across teams
- Understand how innovation could support their "best in class" approach to partnering and digital infrastructure.

What PPG delivered

With MHA leading the internal morning session, PPG curated and delivered the full innovation experience that followed. All supplier engagement was managed by PPG, with MHA providing the space and rooms, as well as lunch for the day.









On the day, colleagues from MHA and neighbouring organisations explored a marketplace-style exhibition, meeting innovators and asking questions in an informal, open setting. This flowed naturally into a fast-paced lightning pitch session, where each PPG member had five minutes to showcase their idea and explain how it could support MHA's priorities.

The afternoon continued with networking and deeper conversations, giving colleagues the space to explore solutions, compare approaches and understand how each innovation could fit into their work. An evaluation and wrap-up meeting followed between MHA and PPG, reflecting on impact and discussing next steps.

The innovators who pitched

A curated group of nine innovators aligned to MHA's strategic priorities and opportunities:

To modernise and streamline core processes:

Exactly

Exactly helps modernise operational foundations by improving repairs mobilisation, optimising Dynamics 365 and building integrated data pipelines. Their work creates opportunities to reduce friction and deliver more reliable services.

BRX Technology

Service Charge Pro gives landlords the opportunity to transform service-charge management from a manual, error-prone process into a fully automated, transparent and compliant workflow. This unlocks trust, accuracy and smoother resident communication.

Lashan Digital

Lashan Digital enables organisations to build modern, sustainable digital architecture. They integrate systems, help govern data properly and establish the digital foundations needed for long-term transformation.

Tribepad

Tribepad gives organisations the opportunity to modernise recruitment, reducing admin and improving fairness. Their platform streamlines hiring end-to-end, enabling faster decisions and a better candidate experience.

To create capacity through AI and automation

Wyser

Wyser gives organisations the opportunity to increase capacity by automating admin. Their AI tools help teams work smarter and with greater consistency.

Project Alix

Project Alix modernise inspections, triage and compliance through AI-powered tools. Their platform enables faster reporting and clearer communication

To strengthen use of insight and data-driven decision making

Housing Data Lab

Housing Data Lab transforms raw data into clear, executive-ready insight. Their analytics platform supports stronger benchmarking, better performance understanding and more confident strategic decisions.

To build stronger resident communications and engagement

Confurrr

Confurr offers organisations the opportunity to enhance customer interactions through instant video escalation. This creates faster resolution, clearer communication and a more responsive service experience.

Gaffa

Gaffa boosts resident engagement through gamification and rewards. Their platform encourages participation, improves feedback loops and strengthens relationships between landlords and residents.

The Innovation Day format allowed each business to tailor conversations to clear pain points and problems – bringing a distinct perspective on improving services, boosting productivity, enhancing or modernising internal processes.

The experience

The atmosphere throughout the afternoon was open, curious and energised. The marketplace format encouraged colleagues to move freely between innovators, sparking conversations about challenges, opportunities and smarter ways of working – all without the pressure of sales pitch, or the overwhelming nature of a conference exhibition.
As the pitches began, the room shifted into a focused rhythm - each innovator offering a sharp snapshot of how their solution could help MHA work more efficiently, add value, or create new ways of working.

Those ideas carried naturally into networking, where discussions deepened and colleagues began to imagine how new technology and data-driven approaches could support their ambition. The mix of perspectives created a sense of possibility and momentum, with colleagues openly reflecting on how innovation has the potential to strengthen outcomes for tenants.

Outcomes and impact

The Innovation Day delivered immediate value:

- Access to new businesses and ideas MHA wouldn't have found alone
- Budgets and investment allocated, informed by solutions they saw on the day
- Trusted recommendations from an independent, sector-rooted community
- Clear alignment between business needs and potential solutions
- Fresh strategic thinking around technology, data and productivity
- Momentum for MHA's future strategy

MHA is now incorporating several solutions into new strategies and plans .

> ***We were genuinely impressed by the quality and variety of businesses PPG brought to us. Every innovator was relevant, credible and aligned to our challenges. The day opened our eyes to solutions we wouldn't have found alone and gave us real confidence to explore new ideas and pilot new approaches***
>
> Cheryl Tracy, Assistant Director of Innovation and Business Change
> Monmouthshire Housing Association

This Innovation Day showed how PPG gives housing organisations a trusted, independent route into innovation - curating credible businesses, shaping meaningful conversations and opening doors to ideas that spark real change. For MHA, it created clarity, confidence and a practical starting point for piloting new solutions - without the need to research and explore new businesses themselves.

By partnering with PPG we created a relaxed, people-centred experience, where honest conversations, open questions and exploration were easy to achieve. No pitches, no procurement processes, no pressure – just the art of the possible.

If you want to explore new ideas, meet credible, curated innovators and build confidence in your innovation journey, book a PPG Innovation Day. We'll curate the right businesses, shape the right conversations and help you discover solutions you wouldn't find alone.

Interested in your own Innovation Day? Get in touch!



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