

New proptech startup Proxima HQ launches with \$1.35M pre-seed round and acceptance in accelerator program REACH

Vancouver, B.C. – November 1, 2023 – [Proxima HQ](#), a new proptech startup revolutionizing the way real estate developers sell and market their products has officially launched. Over the past year, the company has been working on their technology while raising a pre-seed round of \$1.35M.

Additionally, they have been accepted into the prominent prop tech accelerator program REACH Canada, a scale up program created by Second Century Ventures, the most active global fund in real estate technology.

Proxima HQ is a digital sales platform that automates each touchpoint of the conventional presale programs that are costly and time consuming. Its proprietary backend technology leverages Generative AI to provide a one-stop solution for websites, agent portals, 3D interactive touchscreens and digital brochures. Developers benefit by consolidating their time, effort and money into a single turnkey solution. Since their inception earlier in 2023, Proxima HQ has been working closely with a group of industry early adopters on 20+ pilot programs to gain first hand input to build, and finetune their offering.

Proxima HQ is led by a pair of real estate veterans, Leon Ng and Zhong-Yan Chen in Vancouver, B.C. Together, the pair has touched over 1,500 real estate presale projects through their time at [LNG Studios](#), as well as holding key roles at major real estate development firms and other proptech companies. These roles exposed the co-founders to the complete real estate marketing process from start to finish, giving them a unique perspective on how needlessly complex these programs were being managed. This frustration led to the idea for Proxima HQ, which sets out to make this process simple through the use of tech.

“Proxima HQ is the product of our two decades of work in the real estate sales and marketing industry. From the inside, we’ve seen our clients needing faster, smarter solutions that are inherently digital,” says Leon Ng, CEO, and Founder of Proxima HQ. “After quietly building over the last year, we’re excited to fully launch this to market with the help of REACH Canada, to fully propel market adoption”.

“The vision and idea for Proxima was incubated way before the company’s inception. It truly is a cumulation of our ideas, our client’s pain, our own pain, our experience, our work, and the deep learnings from the titans of our industry, which we are forever grateful for.” says Zhong-Yan Chen, Co-Founder of Proxima HQ.

Proxima HQ is one of seven companies selected for REACH Canada 2024. “Each year, the REACH Canada program showcases the powerful blend of technology and innovation that is transforming the real estate market,” says Dave Garland, Managing Partner of Second Century Ventures. “The 2024 class emphasizes the role of technology and collaboration in addressing some of real estate’s core challenges in Canada and across the globe. We’re thrilled about the transformative potential these companies bring, and we’re proud to be supporting their efforts to shape this industry’s future.”

Proxima HQ is named after the closest habitable planet to Earth, Proxima Centauri B, nodding to the aspirations the company has to revolutionize the buying and leasing experience from start to finish.

For more information on Proxima HQ, visit: <https://proximahq.io/>.

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