

Property Awards 2025	
Property Technology of the Year	
ENTRANT`S DETAILS	
Full Name	Richard Samuel
Job Title	CEO
Business Name	August
Business Telephone	07717495653
Email	richard@augustapp.com
Web Address	www.augustapp.com
Twitter handle	
Date of Birth	
PLEASE ANSWER ALL THE FOLLOWING QUESTIONS	
Please outline why the nominated individual/organisation should be considered for the award?	<p>August is redefining what's possible in the PropTech space by putting a smart, user-first, AI-powered rental platform into the hands of everyday landlords and tenants. While most PropTech solutions cater to enterprise clients or solve for narrow use cases, August was designed from the ground up to serve the 2.8 million self-managing landlords in the UK who have long been underserved and sometimes overcharged. August automates up to 75% of a landlord's workload, delivers a 90% cost saving over traditional letting agents, and provides a seamless digital experience for tenants, all through a mobile-first app. Our standout innovation, August Intelligence, acts as a property expert in your pocket, automatically setting up tenancies, answering complex legal questions, and offering instant portfolio insights. With a cloud-native, zero-trust infrastructure and Infrastructure-as-Code deployment model, August is innovative in user experience it's a technical leader. In just over 18 months, we've launched, scaled, and proven demand with over 500 landlords, hundreds of tenants, and early enterprise interest from small agents and larger portfolios. That's why we believe August is a leading candidate for Property Technology of the Year.</p>
Provide relevant information on the nominee?	<p>Company name: Augur Technologies Limited (trading as August) Registered: September 2021 (UK, Companies House) HQ: 1 Mark Square, Shoreditch, London Team size: 11 (as of April 2025) Product: August is an all-in-one rental management app for landlords and tenants. Core features include: August Intelligence – AI assistant for tenancy setup, compliance, and portfolio insights Rent collection and tracking Maintenance reporting Tenant communications Secure document storage End-to-end lifecycle support (from onboarding to move-out) Pricing: Subscription-based from £14.99/month for landlords. Free for tenants. Infrastructure: Enterprise-grade, cloud-agnostic, Infrastructure-as-Code, Zero Trust design</p>

	<p>Recognition: Winner – Most Innovative Mobile App at the 2024 Pay360 Awards Finalist – Pitch Live at Pay360 (2nd place) Shortlisted – LEAP Saudi Arabia (Feb 2025) Nominated – Most Innovative Fintech Solution (Pay360)</p>
List, all qualifications and institutions where the nominee studied	<p>1. We're solving for the underserved majority. August targets the vast market of small landlords and accidental landlords—owners of 1–4 properties who have been overlooked by legacy platforms. We've built a mobile-first, AI-powered app that automates up to 75% of a landlord's workload. From contract creation and rent collection to maintenance management and compliance tracking, August makes rental admin effortless. With August Intelligence, our AI assistant, landlords get contextual support for their specific portfolio—turning fragmented property tasks into guided workflows.</p> <p>2. We offer 90% cost savings with no compromise. Letting agents charge up to 20% of rent. August provides an intuitive, guided alternative starting at just £14.99/month—saving landlords up to £1,581 per property annually. We're not a "lite" version of agency software; August is a full-stack rental platform that handles onboarding, payments, communication, documents, and even exit procedures. Our automation and affordability directly increase landlord profitability and unlock wider adoption potential.</p> <p>3. We're architected to scale, fast and securely. Our tech stack is rare in early-stage PropTech. August is built using cloud-agnostic Infrastructure-as-Code, with zero-trust architecture from day one. This makes us secure, fast, and flexible—ready to scale without legacy overheads. Unlike competitors who patch solutions together, August was built from the ground up to be a unified platform with embedded monetisation opportunities via partnerships across the tenant journey—from ID checks to insurance. Early traction proves our approach is working. Within months of soft-launching, we onboarded over 500 landlords and 300 tenants. Feedback is strong, with users praising our intuitive UI, helpful features, and vision. We've already attracted professional landlords and small agents, and won "Most Innovative Mobile Solution" at the 2024 Pay360 Awards.</p>
Provide a brief biography of the nominated individual/organisation	<p>August began life in January 2022 when founder Sam Cope started working on the concept from a co-working space in Shoreditch. Driven by personal landlord frustrations and a lack of usable tech for everyday rental management, Sam envisioned a platform that would simplify renting for landlords and tenants alike. In January 2023, August made its first hire, and by August 2024 the team launched its beta product. Early traction was validated when August came 2nd in the Pitch Live competition at the Pay360 Fintech event and later won Most Innovative Mobile App at the Pay360 Awards in October 2024. In 2025, the team surpassed 10 employees, secured a bridge funding round, and welcomed Rich Samuel as CEO. With the product due relaunched in May 2025 alongside a multi-channel marketing campaign, August is poised to scale rapidly and</p>

become a leading rental management platform in the UK. Our mission is to revolutionise the rental experience. At our best, we don't just help with rental property compliance and admin, we create stronger landlord-tenant relationships, which lead to happier tenants, more profitable tenancies for landlords.

Photos and Files