

Denkpeter is Peter de Groot. Peter is a creative entrepreneur who strongly believes in co-creating better outcomes for all of us. All-inclusive concepts lead to better sustainable communities all over the world is Pete's experience. With roots in The Netherlands and Australia, business experience in the UK and connections all over Europe, Peter is always inspired to crossover continents and match challenges and solutions.

Peter is experienced in different industries, but his heart is at creating sustainable, happy and healthy communities. Trampoline parks, urban farms, food and beverage industry, start up and scale ups, it is all part of Pete's wider experience and represents nowadays complex multifocal skillset to be successful today's complex world of urban development.



Pete's wide interest is reflected in his interest in different topics of studies and cultures. He is an Executive Master in Business in a combined studies at the University of Western Australia and the University of Maastricht in The Netherlands. Additionally, Peter studied Urban Planning at the Technical University of Berlin and Urban Design at the Rotterdam Academy of Architecture and Design. He is also an engineer in construction (University of Applied Science The Hague). It shows Peter's broad interest in different subject and cultures, he is also fluent in Dutch, German and English.

His lifestyle has come with a wide variety of experiences in different countries and industries. Following is a very brief overview of this broad experience:

- 8 years of experience in various construction and property development companies in The Netherlands (1997-2004).
- 6 years of experience in acquisition and development management in Western Australia (as well employed as self employed).
- Imported, built and owned (2013-2015) the first indoor trampoline park in The Netherlands (<https://www.trixs.nl/english/>). → Placemaking, start-up, scale up and ongoing SME now.
- Started (concept developer) the New Farm in The Hague (2015-2018). The first urban farm in a 7 floor former industrial building (Phillips) full with urban farming start ups and companies making a social impact (<https://thenewfarm.com>)
- Started and owned Restaurant Glaswerk (<https://glaswerk.nl>) in brownfield former industrial development area in The Hague (2017-2021) → Placemaking, start-up and ongoing SME now.

- Started UK property development company on behalf of Steenvlinder in The Netherlands (mother company). Steenvlinder UK is a self-built social community focused property developer active in the area's: Kent, Greater London and Birmingham (2019-2023).
- Attempted to start Steenvlinder Australia by starting the first 'Fixer Upper' strata self built development at the TAFE site in Beaconsfield (Fremantle, 2022)
- Sole owner of consultancy Denkpeter (Netherlands). Denkpeter consults to National and Local governments on business models and innovative new concepts to find solutions solving the housing crisis (2019-now).

Peter is driving the Flex City team in the Netherlands bringing housing solutions to thousands of Dutch families, refugees, couples and singles that otherwise would miss out on a home by creating Flex Cities. Peter and his team are having a significant contribution to solving the housing crisis in The Netherlands.

- Denkpeter is also partner to several residential developers seeking expertise in business models supporting innovative housing solutions in the Netherlands (2014-now).

As you can see in the above overview Pete's experience is widespread, however, the focus is around the development and building industry. At present the housing crisis we are experiencing is the main focus. We need speed, affordability, quality and predominantly homes! This is an intrinsic drive for him to bring his experience to Perth. At the moment we need more innovative ideas to get production up to meet demand for these homes. All my European experience is at your disposal.

