

STONE HOUSE

From Historic Site to
Immersive Game Center

Do



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01

Background Information



Stone Houses

Location

No. 31-35 Hau Wong Temple New Village,
Junction Road, Kowloon

Typology

Chinese traditional village house

Construction

Around 1937-1957

Form

a five-unit, two-storey Chinese village house with
pyramidal roof

Significance:

The only Chinese style tenement buildings
remained in Hau Wong Temple New Village



Historical photo of Stone house
Source: Stone house HIA



Site Location of Stone house family garden
Source: Google

Background information



Historical Context

When was the stone house built, what style of the building and what was its original function.

Heritage Value

Architectural Value

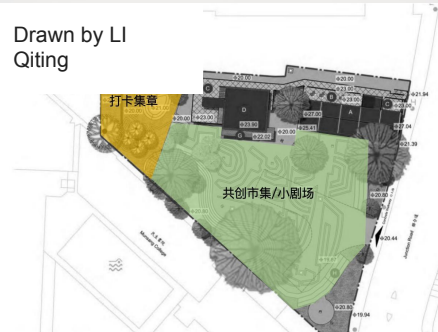
Social Value

Cultural Value

...



Drawn by LI
Qiting



Heritage Proposal

Retaining Authenticity

Historical Narratives

Adaptive Reuse

Background information

Source: Stone House HIA



Historical Context

When was the stone house built, what style of the building and what was its original function.

Origins & Evolution

1940s Construction: The Stone Houses (Nos. 31-35 Hau Wong Temple New Village) were built in the late 1940s as part of a post-war squatter settlement to accommodate refugees fleeing the Chinese Civil War.

Japanese Occupation Legacy: The area was initially developed during the Japanese Occupation (1941–1945) as part of the “Model Village” near Kai Tak Airport, reflecting wartime urban planning strategies.

Film Industry Hub: In the 1950s–60s, the vicinity became a hub for film studios (e.g., Great Wall Film Studio), attracting iconic actors like Chan Po Chu, embedding the site in Hong Kong’s cinematic history.

Background information

Source: Stone House HIA



Historical Context

When was the stone house built, what style of the building and what was its original function.

Origins & Evolution

1960s to 1990s: Replaced by several factories and industrial workshops, such as the Chiu Kam Metal-ware Factory, Wah Fa Electroplating Factory, Yu Yan Toothpaste and Soap Company etc. The Stone Houses was leased to Nam Yan Kee Grave and Tombstone Construction Company and Wing Shing Decoration Construction Company.

Since 2000: The Stone Houses were the only structure remained in Hau Wong Temple new vilage. Now it known as the Stone Houses Family Garden. As one of the many measures to enhance heritage conservation, the Development Bureau of the HKSAR Government launched the “Revitalising Historic Buildings Through Partnership Scheme”.

Background information

Source: Stone House HIA



Architectural Value

Architectural Value

Design & Materials

The Stone Houses were considered as **Chinese-styled building**. A row of **five granite masonry units with pitched tiled roofs, timber floors, and Chinese-style doors/windows**.

- **Granite Walls:** Load-bearing stone masonry with traditional mortar techniques.
- **Timber Roof Structure:** Original purlins, battens, and clay tiles preserved despite weathering.
- **Authentic Interiors:** Timber staircases, kitchens with original stoves, and spatial layouts reflecting 1940s living conditions.

One of the most interesting features is the stone tablets inscribing the name of shop called “藍恩記”.

Background information

Source: Stone House HIA



Architectural Value

Architectural Value

Preservation Status

- **Grade III Historic Building:** Designated in 2010 for its structural integrity and representation of post-war vernacular architecture.
- **Threats:** Weathering, outdated facilities, and underutilization pose risks to long-term preservation.

Background information

Photographed by CHEN Keyu



Social-Historical
Value

Social-Historical Value

- **Symbol of Refugee Resettlement:** As temporary shelters for refugees in the late 1940s, the Stone Houses bear witness to Hong Kong's resilience and inclusiveness during the Chinese Civil War and the post-war population surge.
- **Grassroots Community Memory:** Once part of Hau Wong Temple New Village, they embody collective memories of mixed residential-industrial activities, serving as a living fossil of Hong Kong's working-class history.

Background information

Source: Stone House exhibition



Industrial-cultural
Value

Industrial-cultural Value

- **Connection to Film Industry:** The vicinity hosted 1950s film studios (e.g., Great Wall Film Company), indirectly reflecting the cultural context of Hong Kong's Golden Age of Cinema.
- **Industrial Transition Witness:** The Stone Houses were repurposed into factories, showcasing their spatial adaptability.

Heritage Proposal

Photographed by CHEN Keyu



Retaining Authenticity

Restoration of original brick walls, woodwork, door and window details to maintain the historical authenticity of the building.

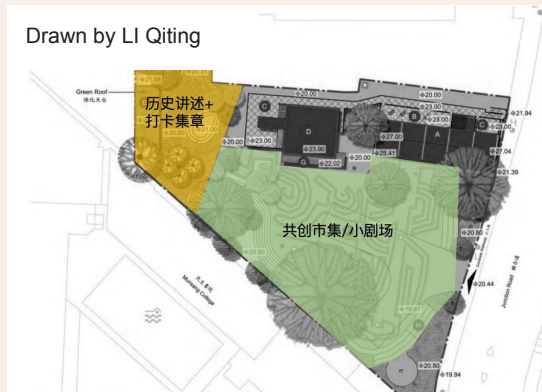
Photographed by CHEN Keyu



Historical Narratives

Themed Exhibitions with
Collaborate with local historians to
offer tours

Drawn by LI Qiting



Adaptive Reuse

Re-planning and integrating with
historical elements, showing a
schematic diagram of the functional
zoning

02

Innovative Business Model



Core business concepts

Immersive script game experience

The historical value of the stone house itself, the historical memory of its former use as a movie set.

community co-creation bazaar

Enhancing Community Vitality, Sense of Belonging and Identity.

Through **light intervention design**, **dynamic narrative** and **community co-creation**, the Stone House will be transformed into **a living heritage space** that can be played with, learned from and participated in, realizing the deep integration of cultural heritage preservation, commercial sustainability and community empowerment.



Taken by LI Qiting



Taken by LI Qiting



Source: Google



Source: Google

Business Model Introduction

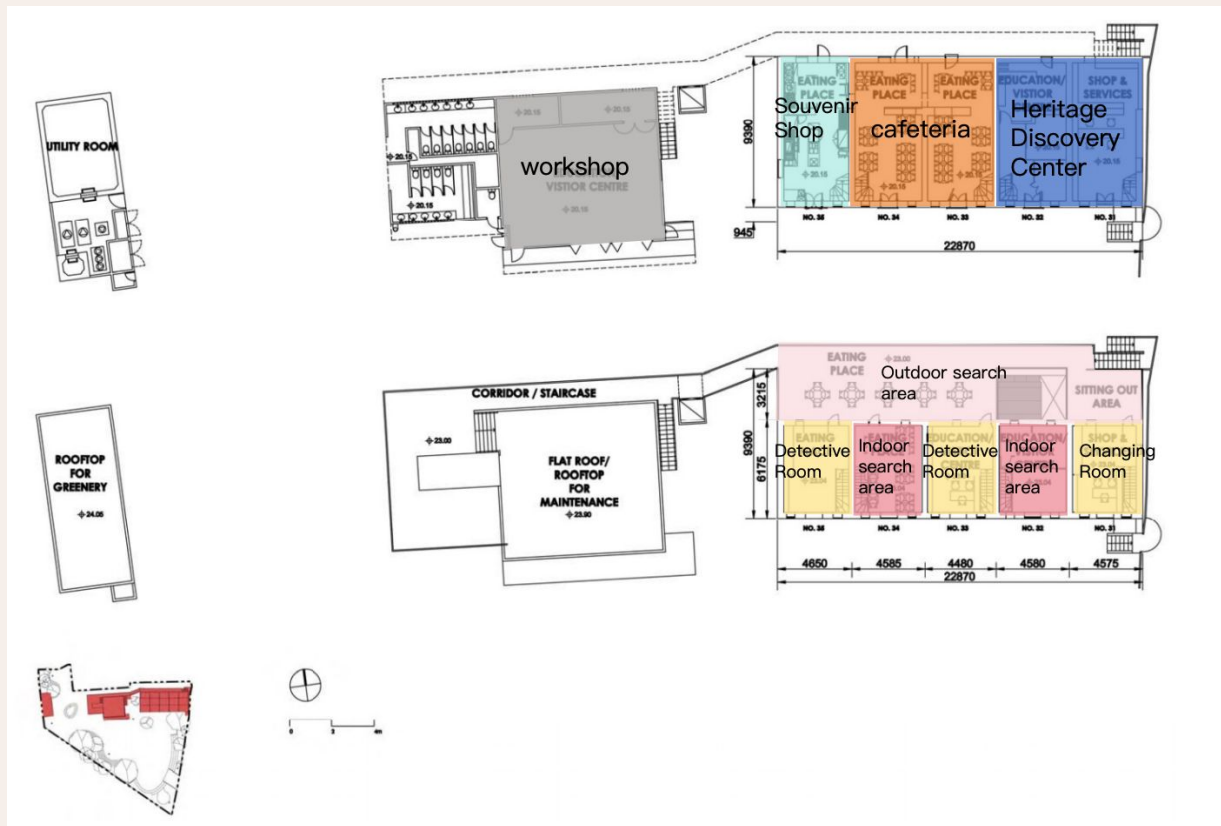
Immersive script game

-Historical event narratives embedded:
Designing decoding tasks in the context of the real history of the Stone House.

-Immersive technology integration:
AR Clue System: Scanning architectural details (e.g. brick wall indentations, old mailboxes) triggers virtual clues to enhance the sense of exploration.
Soundscape simulation: historical ambient sounds (e.g. air-raid sirens, film projection sounds) are played in specific areas through directional sound.

-Architectural symbolization clues:
Use historical architectural scenes as the set for the search area, preserving the original furnishings, layout, etc., within the building.

Mode of operation:
Economy Package
Luxury Package



Drawn by LI Qiting

Business Model Introduction

Outdoor Co-creation Market and Mini Theater

- **Dynamic bazaar area:** historical themed bazaar during the day (NPCs can disguise themselves as vendors to exchange information), converting to a small theater stage at night.
- The venue can be opened to community residents as a second-hand exchange market by appointment, and to students as a flea market.
- The outdoor garden can be used as an area for old photos and AR history narration, and an area for collecting stamps, which can be exchanged for gifts.



Drawn by LI Qiting

Business Model Introduction

Creative Workshop

-Handicraft Workshop: Regular handicraft workshops are held to make miniature models of stone houses, etc., and the finished products can be sold at the bazaar.

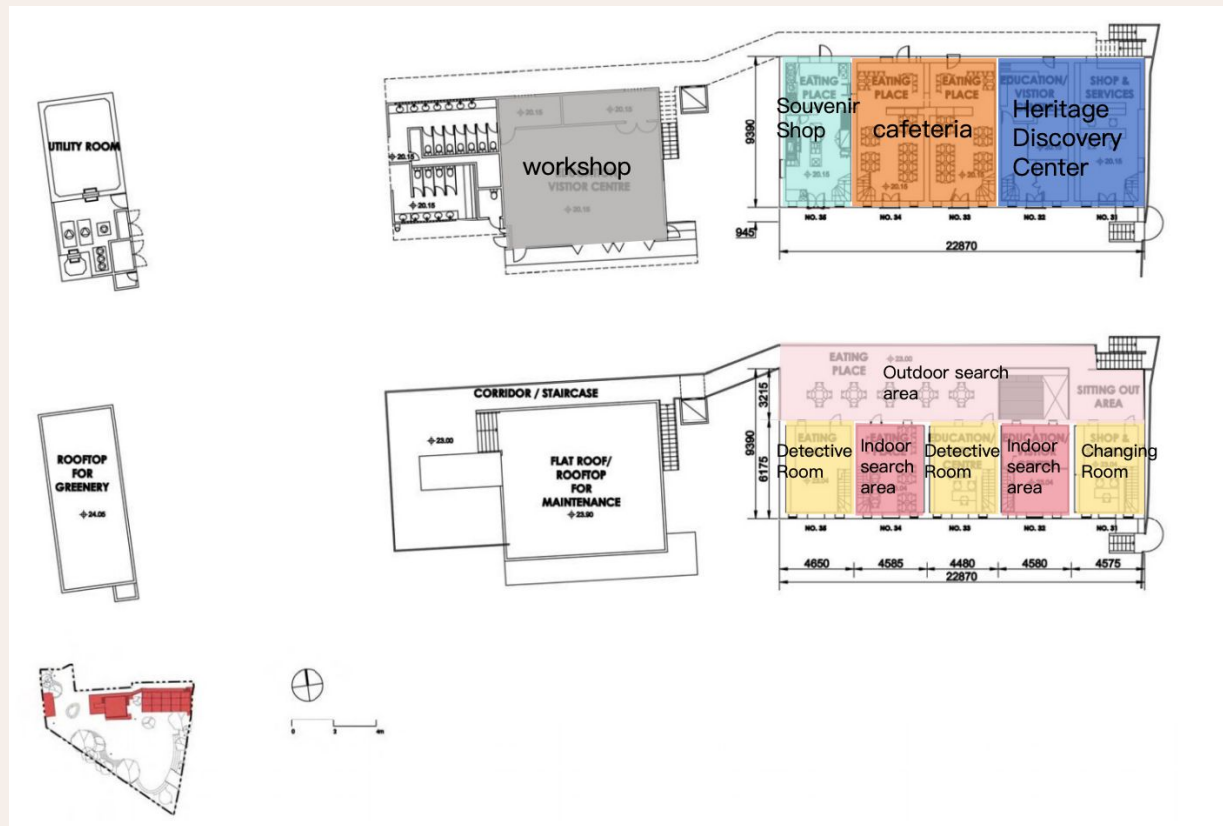
-Video Creation Workshop: A thematic photography class “Light and Shadow Narrative of the Stone House” will be held to provide guidance on photographing the details of the building's CDE.

-Script Writing Workshop: Visitors can participate in designing the plot of the subplot, and the best works will be awarded with HKD 5,000 prize money and will be operated in the bazaar.

Flexible Rental Mechanism:

Resident Priority: Neighboring residents can rent the venue at a low price.

Student Exclusive: Neighboring schools can reserve the space for free for cultural club activities.



Drawn by LI Qiting

Business Model Introduction

General description of the operating model



Taken by LI Qiting



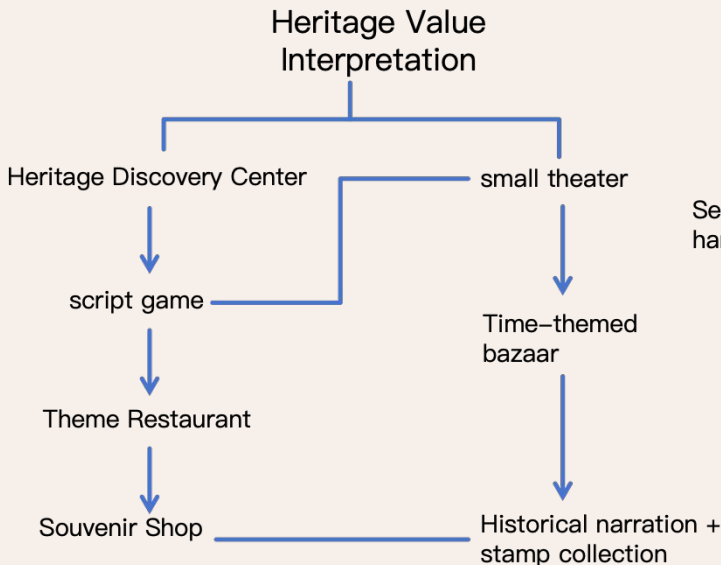
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Taken by LI Qiting



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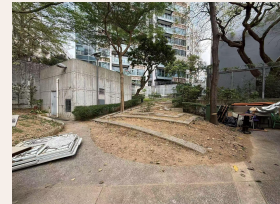
Taken by LI Qiting



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Community public participation

Second-hand/Flea Market

Creative Workshop

Video Creation

Script Writing

Handicraft



Taken by LI Qiting



Source: Google



Source: Google



Source: Google

Heritage value association

Business Programs	Associated Heritage Values	Embodiment
Immersive script game experience	1. architectural authenticity 2. community historical memory	- Utilizing house layouts and vintage furniture to design decryption missions, complete with original architectural features and reflecting originality. - The plot is based on real historical events of the Stone House, with NPCs dictating community stories.
Heritage Discovery Center	1. building technology 2. community life scenarios	- Display of Aboriginal artifacts (kerosene lamps, old telephones). Rehabilitation of the 1940s living room and kitchen. - Rehabilitation of the living room and kitchen from the 1940s.
Theme Restaurant	Community Cultural Symbols	- Serves Hong Kong-style meals (stocking milk tea, pineapple buns) with tableware reproducing historical styles.
Outdoor Co-Creation Bazaar	1. community public space function 2. local cultural heritage	- Continuing the historic function of the courtyard as a public gathering place, a bazaar and short plays are organized.
Stamp collection area	Historical evolution of the building and the site	-Narrates the history of the venue with interpretive panels and QR code scanning.
workshop	1. Community participation 2. community historical memory	- Residents can rent the space for events, with proceeds feeding the oral history program.
small theater	Community Collective Memory	- Vivid interpretation of the history of the stone house. - Using the building façade to project historical images to enhance the sense of immersion.

03

SOCIAL OPERATION



Social Missions

01

Inheriting Cultural Heritage

Restore the 1940s refugee life scene in the Stone House, and revive the history of the surrounding film studios to revitalize the forgotten historical memory through the script game.

02

Promoting Community Economy

Create flexible employment and entrepreneurship opportunities for residents, such as NPC actors, historical interpreters, etc., to increase their sources of income.

03

Empowering Local Groups

Prioritize hiring 50%+ of positions for Kowloon City residents to provide employment opportunities and skills training. Support vulnerable groups in starting businesses through measures such as free market stalls and workshop deposit systems.

04

Enhancing Community Cohesion

Involve residents to participate in oral history collection and scriptwriting in the revitalisation project to enhance their sense of identity and belonging.

Core Objectives and Overview

Three Key Components

1

Script Game Venue:

Historical immersion + resident NPC interactions.

2

Community Workshop:

Reservation-based space (exclusive to residents with a deposit system).

3

Shared Market:

Free access for residents to sell handmade products.

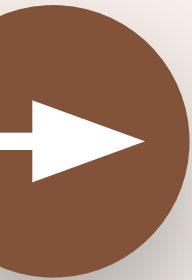
Short-Term Goals (1-2 Years)

- Launch Hong Kong's first "resident co-created" murder mystery venue, targeting 5,000 annual visitors.
- Establish 20 permanent market stalls, supporting 100 family-run businesses.

Long-Term Goals (5 Years)

- Transform Stone House into a cultural landmark, boosting local commerce by 20%.
- Publish the Stone Houses Operating Paper to share the community revitalization model.

Target Client & Accessibility



Primary Users

Game Customers:

In-depth experience of script games, including resident-guided tours + check-in experience.

Kowloon City Residents:

Priority access to workshops, free market stalls, and NPC roles.

Students & Tourists:

Free tours, history workshops, and scriptwriting competitions.



Accessibility

Script Game Center:

Peak season (70%) public bookings,
Off-season (30%) reserved for group events.

Workshop space:

Reserved for community events.

Market & Garden:

Free year-round access,
Markets on weekends and holidays,
outdoor film nights (featuring Hong Kong movies).

■ ■ Uniqueness



Residents as Content Creators:

- Game NPC roles are played by local residents
- Products sold in the market must be approved by a resident panel.



Rich immersive venue experience :

- Indoor and outdoor space with different story experience spaces
- The back garden is set up as a check-in point to make the event more interesting.



Heritage value awakening :

- Establish an annual Kowloon City theme script collection competition based on the context of stone house.
- Link the nearby Hau Wong Temple to create new theme detective game scripts.



Social Benefits

 Create jobs and boost the community economy

 Promote stone house heritage conservation through script competitions and workshops

 Enhance cultural dissemination through workshops, games and free guided tours

 Encourage sustainability through second-hand markets and barrier-free design

Deliverables

Publishing "The Chronicles of Stone House"

A collection of communities' oral histories, recording Kowloon stories and cultural memories.

This book will become an important carrier for the transmission of community culture.

Annual "Stone House Cultural Festival"

Resident-led planning to showcase Kowloon cultural characteristics and residents' creativity.

The festival can enhance community cohesion and cultural influence through its activities.

Community Participation Mechanism

Community Participation Model

01

**Employment Positions
(Direct Participation)**

02

**Entrepreneurship Support
(Indirect Participation)**

Free market stalls and workshops to encourage residents to develop cultural entrepreneurship projects.

03

**Cultural Co-building
(Voluntary Participation)**

Volunteer to help record the story of the stone house and pass on the community's history and culture;

Contribute scripts and storylines to stimulate cultural creativity.

Community Participation Mechanism

Community Benefits



Job Creation

40+ direct roles (NPCs, guides, managers)



Cultural Identity

Residents strengthen their connection to Kowloon's history through script activities.



Economic Gains

Low-income families achieve economic income growth



Community Bonding

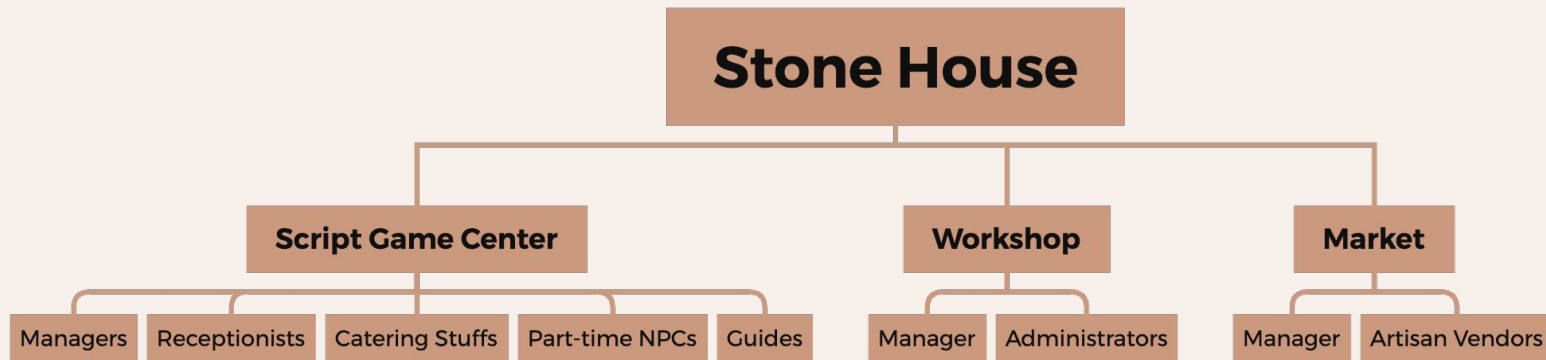
Collaboration through workshops and market events.



Skill Development

100+ people/year trained in crafts, guiding, and acting

Anticipated Employment Positions



Role Type	Description	Quantity	Target Group	Training Support
Full-Time Staff	Managing, catering, cleaning, Workshop administering, maintaining, etc.	10	Nearby residents	Management courses
Part-Time NPCs	Play roles of scripted characters	20	Nearby residents	Acting & oral history training
Guide	Interpret history and scripts (Need to receive training)	10		
Artisan Vendors		100	Low-Income Families, Retirees, Homemakers	Product design & marketing workshops
Total		140		

Cooperating Organizations

Government departments and statutory bodies



Oversee the project and provide policy guidance and funding approval to ensure that projects meet cultural heritage conservation standards.

Communities and local networks



Provide historical resources of Stone House and Kowloon City to support the historical authenticity of the script plot;
Run workshops and markets;
Oversee project operations and participate in events planning.

Script Game Operator Company



Run the script game center;
Provide additional business services, including cultural products and catering.

Educational and cultural institutions



Students participate in scriptwriting competitions;
Cultural institutions provide technical consultation and collaborate in exhibition planning;
The Hong Kong Academy For Performing Arts provides acting and scriptwriting programmes.

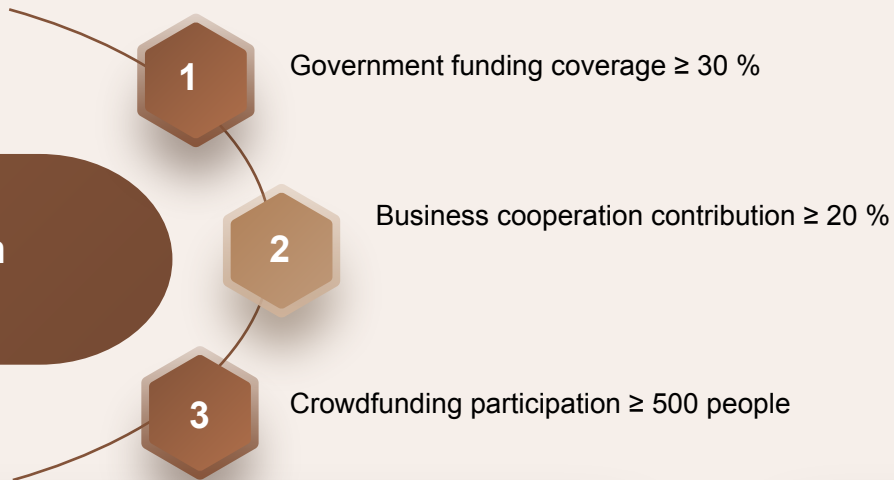
04

FINANCIAL VIABILITY



5.1 Core financial objectives

Three Key norm



Short-Term Goals (1-2 Years)

- Break-even in 1-2 years

Long-Term Goals (5 Years)

- Cumulative net profit of 5M HKD over five years
- Upgrade ESG Rating

5.2 Source of funds



Funding sources include government subsidies (30 %), commercial sponsorships (20%), crowdfunding (10 %) and operating income (40 %).

01

government subsidy



- Funding source:

1-Hong Kong Development Bureau "Revitalising Historic Buildings Through Partnership Scheme" Special Fund

2-Initial Deficit Subsidy:

Apply for HKD 800,000 operating subsidy for the first year (for staff training and historic restoration).

3- Tax incentives:

50% profits tax exemption for cultural heritage projects (under Section 16 of the Hong Kong Inland Revenue Ordinance).

- **Amount:** HKD 1,500,000** (30% of initial investment)

- Justification:

1- **The Stone House** is a **Grade III** historic building in Hong Kong, which is in line with the core objective of the Scheme to "conserve cultural heritage through innovative uses".

2 - Combining the "script game+ cultural tourism" approach, the project can enhance public awareness of local history and is in line with the Government's policy of "cultural tourism".

- Government requirements:

1 - Ensure the structural safety of the building and preserve its original appearance (e.g. repairing brick walls and wooden beams).

2- Provide employment opportunities (e.g. recruit local residents as NPCs).

- Submit regular operation reports to demonstrate social benefits (e.g. visitor numbers, community activities).

3- Government Benefits:

1- Enhance the impact of Hong Kong's cultural heritage and attract more visitors.

2 - Promote the "Government-Business-Civil Partnership" model through successful cases.



- Funding source:

MTR Community Investment Programme / Culture and Tourism Partnership Fund

- **Amount:** Target HKD 500,000/year (10% of income)

- Rationale:

- MTR has been actively promoting the "Rail + Tourism" strategy in recent years (e.g. the "MTR - Art" project), and the script killing can be a complementary cultural and tourism experience along its routes.

- Stone House is close to the Kowloon City District, and is linked to the MTR Kwun Tong Line and Tuen Mun Line stations, so it can be designed as a "Script Killing + MTR Snapshot" linkage activity, which will increase MTR patronage.

- MTR Requirements:

- Brand exposure (e.g. MTR logo printed on script-killing props).
- Co-marketing (e.g. MTR APP pushing the campaign information).

- MTR Revenue:

- Enhance the stickiness of young users and increase "non-ticket revenue" (e.g. peripheral sales).
- Reinforce the image of Corporate Social Responsibility (CSR) and support local cultural innovation.

Commercial sponsorships

--The Hong Kong Jockey Club



- Funding source:

HKJC Charitable Trust (which is one of the largest charitable giving organisations in Hong Kong).

- **Amount:** Target HKD 500,000/year (10% of income)

- Rationale:

1 - Jockey club funding focuses on sports and culture (art exhibitions, fire revitalisation of historic buildings);

2-youth development and poverty alleviation (job training, community activities)

3- sustainable development (environmental protection, cultural heritage preservation).

- Jockey club requirements:

- Organisation Qualification: Registered non-profit making organisation (eg. NGO, social enterprise)

- Project Matching: In line with HKJC's priority areas of funding ("Youth Development" or "Sports and Culture").

- Documentation: Proposal, financial budget, annual report of the organisation etc.

- Social Benefits: Proof that the project will benefit the community in the long run (e.g. employment, education, cultural heritage).

- Jockey club benefits:

- Enhance CSR impact, Jockey Club has been actively promoting "Culture + Youth" projects in recent years (e.g. sponsoring the Picasso exhibition at M+ Museum), script killing can attract young people and strengthen its "innovative charity" label.

- Policy compliance: The HKJC needs to maintain the proportion of "non-gaming revenue" (e.g. cultural and tourism, community programmes) in order to comply with government requirements.

03

Crowdfunding platform- - Fringe Backer



- Funding source:

public crowdfunding platform **FringeBacker** + investment by cultural enthusiasts

-Amount: Target HKD 300,000 (6% of initial investment)

- Rationale:

- FringeBacker focuses on cultural and creative projects, and has successfully funded cases such as the "**Revitalisation of the Central Market**", with a high degree of overlap between its user base and the script-killing audience (18-35 years old).

- The project offers "early bird returns", such as limited edition history-themed scripts and free experience vouchers, to attract small investors.

- Platform Requirements:

- Set clear fundraising goals and use of funds (e.g. script development, AR equipment purchase).

- Regular updates on project progress (e.g. restoration progress, event photos).

- Investor Benefits:

- Access to exclusive scripts or VIP experience.

- Participate in "shareholder-only activities" (e.g. behind-the-scenes visits).

5.3 Cooperative Partner



- Enterprise: Time Machine Culture and Media

- **Form of cooperation:** technical + content support (AR script development, DM training)

- **Amount:** cooperation in the form of resource exchange (10% shareholding)

- Rationale:

- The company has developed Hong Kong historical themed scripts such as "**Kowloon Walled City**" and is good at localised narratives, which are highly compatible with the background of Stone House Home. Ensure the content is compatible with the history of the building

- Provide AR technology team to enhance immersive experience (Environmental: Reduce physical set waste)., in line with heritage conservation requirements.

- Partner Requirements:

1- Exclusively authorise their scripts to operate at Stonehouse Homes.

2- Sharing of some traffic data to optimise content.

- Partner Benefits:

1- Expand brand influence and promote it as a benchmark case of "cultural tourism + technology".

2 - Long-term revenue through ticket sharing.

5.3 Cooperative Partner Social Welfare Department



The Social Welfare Department (SWD) is the department of the Hong Kong Government responsible for the implementation of social welfare policies, focuses on the following areas of funding:

- **Community development** (e.g. youth services, family support)
- **cultural preservation** (e.g. projects with social benefits in revitalisation of historic buildings)
- **employment support** (e.g. training programmes for disadvantaged groups)

3.1 Benefits to the project

- **Financial support:** up to millions of HK\$ non-recurrent funding (e.g. equipment purchase, training costs).
- **Policy endorsement:** enhance credibility and attract other commercial sponsorship (e.g. MTR).
- **Community penetration:** each target clientele such as schools and families through SWD's network214.

3.2 Benefits to SWD

Policy objectives reached:

- Promote youth employment (e.g. training low-income youth as NPCs).
- Promote cultural heritage education (e.g. script killing combined with history lessons).
- **Innovative case:** As a benchmark for cross-boundary co-operation of "cultural tourism + social welfare", helping to promote the Government's revitalisation plan.

5.4 ESG

Financial impact

E

- Powered by solar panels and using energy efficient appliances.

- Reduced costs
- 5 tonnes of carbon reduction

S

Social Contribution

- Employment of 50 % of staff from socially disadvantaged groups
- Regularly organise free participation activities for social welfare groups, e.g. thematic education for children in orphanages, etc.

- Increased social support
- Increased contribution and impact on society

G

Governance

- Public financial results + annual ESG report
- Enhancing investor confidence

5.5 List of Income& Expenses

Sales Items		First year (24/25)	Second year (25/26)	Third year (26/27)	Fourth year (27/28)	Fifth year (28/29)
	Ticket Sales Note 1	¥ 2,400,000.00	¥ 2,760,000.00	¥ 3,174,000.00	¥ 3,650,000.00	¥ 419,800.00
	sales of Sourvenirs Note 2	¥ 600,000.00	¥ 690,000.00	¥ 794,000.00	¥ 913,000.00	¥ 1,050,000.00
	Leasing of premises	¥ 400,000.00	¥ 460,000.00	¥ 529,000.00	¥ 608,000.00	¥ 699,000.00
	Income from sponsored projects Note 4	¥ 200,000.00	¥ 230,000.00	¥ 265,000.00	¥ 305,000.00	¥ 350,000.00
	Contribution income Note 5	¥ 100,000.00	¥ 110,000.00	¥ 121,000.00	¥ 133,000.00	¥ 146,000.00
	Total income (excluding donations)	¥ 3,600,000.00	¥ 4,140,000.00	¥ 4,762,000.00	¥ 5,476,000.00	¥ 6,297,000.00

	Year	Categories	Assumption
Note 1	24/25	Scripted games	8,000 person * 300hkd/person *(1+10%)^(year-1)
			Assume growth 10% per year.
Note 2	24/25	retail	10 %of revenue (industry standard)
			Formula: Admission revenue × 10% × (1+3%)^(year-1)
Note 3	24/25	Rental of premises (corporate retreats)	50 sessions * 300HKD /person * 8,000 per session
			Formula: number of sessions × unit price × (1 + 5 per cent increase in demand)^(year-1)
Note 4	24/25	sponsorships	
			Initial sponsor (e.g. MTR) commitment, 15% annual increase
Note 5	24/25	contribution (of money)	First year's base × (1+5%)^(year-1)
			Social enterprise subsidies (e.g. Social Welfare Department funding)

Key Assumptions

- **Ticket revenue:** HKD 300/person, first year traffic 8K → 12K

(5-year CAGR 8%)

-CAGR: Compound Annual Growth Rate

- **Cost Structure:** Labor 40% | Energy 15% | Maintenance 20

5.5 List of Income& Expenses

	HK\$'000				
	First year (24/25)	Second year (25/26)	Third year (26/27)	Fourth year (27/28)	Fifth year (28/29)
Total income (a)	¥3,600,000.00	¥4,140,000.00	¥4,762,000.00	¥5,476,000.00	¥6,297,000.00
Salaries and allowances (Remark 1)	¥1,200,000.00	¥1,320,000.00	¥1,452,000.00	¥1,597,000.00	¥1,757,000.00
Activity costs (Note 2)	¥400,000.00	¥420,000.00	¥441,000.00	¥463,000.00	¥486,000.00
Electricity and water (Remark 3)	¥200,000.00	¥206,000.00	¥212,000.00	¥218,000.00	¥225,000.00
Total direct cost of sales(b)	¥1,800,000.00	¥1,946,000.00	¥2,105,000.00	¥2,278,000.00	¥2,468,000.00
Gross margin % [(a) - (b)] / (a)	50%	53%	56%	58%	61%
Indirect operating expenses					
Security & Repair & Maintenance (Remark 4)	¥300,000.00	¥309,000.00	¥318,000.00	¥328,000.00	¥338,000.00
Other administrative expenses (Remark 5)	¥20,000.00	¥206,000.00	¥212,000.00	¥218,000.00	¥225,000.00
Subtotal of indirect operating expenses (c)	¥320,000.00	¥515,000.00	¥530,000.00	¥546,000.00	¥563,000.00
Operating surplus (deficit) (a - b - c)	¥1,480,000.00	¥1,679,000.00	¥2,127,000.00	¥2,652,000.00	¥3,266,000.00
Total indirect costs	¥500,000.00	¥515,000.00	¥530,000.00	¥546,000.00	¥563,000.00
total expenditure	¥2,300,000.00	¥2,461,000.00	¥2,635,000.00	¥2,824,000.00	¥3,031,000.00
Other income (general contributions) (d)	¥100,000.00	¥110,000.00	¥121,000.00	¥133,000.00	¥146,000.00

open entry	Remuneration and allowances	Activity Costs	Other direct cost of	Electricity and	Security & Repair & Maintenance	Other administrative expenses
Average % increase per year since 2024/25	3%	5%	3%	3%	3%	2%

Data sources

Inflation rate:

Hong Kong Census and Statistics Department's average inflation rate for the past 5 years is 3% (Hong Kong Census and Statistics Department).

Energy prices:

The Hong Kong Environment Bureau forecasts an annual increase of 2.5%-3.5% in electricity prices in the future (tariff adjustment of the two power companies in Hong Kong).

Industry standards:

Script development costs refer to 5% average annual growth in the Asian immersive entertainment industry ("2023 White Paper on Asian Entertainment").

5.4 Data & Source support

1. Government Subsidy Policy: "Revitalising Historic Buildings Through Partnership Scheme" on the official website of the Hong Kong Development Bureau.

2. MTR Culture and Tourism Strategy: "Non-fare Business Growth Strategy" in MTR Corporation's Annual Report.

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.mtr.com.hk/archive/corporate/en/press_release/PR-25-013-C.pdf

3. Crowdfunding example: FringeBacker's successful project "Central Market Revitalisation".

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8.**Traffic growth rate:** HKTb forecasts 10% annual growth in cultural tourism projects

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9.**Salary Scale:** Average Monthly Salary in the Cultural Sector in Hong Kong

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10.**Inflation assumption:** Hong Kong's average inflation rate of 3% over the past five years

<https://www.hkma.gov.hk/eng>

05

SWOT ANALYSIS



SWOT ANALYSIS

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Strengths

- 1- Rich historical and cultural background
- 2-Unique architectural features:
- 3-Ready-made venues and facilities
- 4-Geographical advantage

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Weaknesses

- 1-Remodelling and Maintenance Costs
- 2-Balance between historical and cultural preservation and commercialisation
- 3-Limitations of target audience

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Opportunities

- 1-Trend of Cultural Tourism Integration
- 2- Growing market demand
- 3-Policy support and publicity

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Threats

- 1-Increased market competition
- 2-Historical and cultural controversy
- 3-Operation risk



SWOT ANALYSIS - - Strength



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1- Rich historical and cultural background:

As a Grade III historical building in Hong Kong, Stone House Home has a deep historical and cultural background, which provides a unique source of inspiration for the creation of stories for ScriptKill, and is able to attract players interested in history and culture.

2- Unique architectural features:

Stone House Homestead preserves traditional architectural elements such as timber building structures, stone masonry walls, and gilded roofs, which create an immersive historical atmosphere for the script-killing venue and enhance the quality of players' experience.

3- Ready-made venues and facilities:

The Stone House is equipped with basic venues and facilities, such as the Heritage Discovery Centre and the Garden Sitting-out Area, which can be used for script-killing activities with minor modifications, thus reducing the initial investment costs.

4- Geographical advantage:

Located in Kowloon City District with convenient transport, it is easy to be visited by tourists and players.

SWOT ANALYSIS - - weakness

1- Remodelling and Maintenance Costs:

Although the Stone House Homestead has the infrastructure, it still requires some capital investment to transform it into a venue that meets the needs of script-game, and the maintenance costs of the historic building are relatively high.

2- Balance between historical and cultural preservation and commercialisation:

In the revitalisation process, it is a challenge to find a balance between preserving the historical and cultural values of the Stone House and meeting commercial needs.

3- Limitations of target audience:

Although the script-killing market is growing, script-killing for historical and cultural contexts may still face the challenge of a relatively limited target audience.



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SWOT ANALYSIS- - Opportunities



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1- Trend of Cultural Tourism Integration:

With the rise of cultural tourism, combining script killing with historical and cultural buildings can attract more tourists seeking unique cultural experiences.

2- Growing market demand:

the script-killing market continues to expand, with increasing demand for diverse and specialised script-killing venues

3- Policy support and publicity:

The Hong Kong government has a positive attitude towards the preservation and revitalisation of historical and cultural buildings, and may provide relevant policy support and publicity channels.

SWOT ANALYSIS - - Threats

1- Increased market competition:

with the rapid development of the script-game market, similar venues are emerging and competition is becoming increasingly fierce

2- Historical and cultural controversy:

during the revitalisation process, controversy may arise over the historical and cultural value of the Stone House Homestead, affecting public image and reputation

3- Operation risk:

the operation of script killing venues involves content creation, activity planning and other aspects, and there is a risk of loss due to poor operation



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06

Conclusion



Vision & Core Achievements

Project Vision

Transform the Stone House into a "Cultural Heritage + Immersive Entertainment" benchmark, blending historical preservation with innovative gameplay.

Innovation

Hong Kong's first resident co-created script-killing venue, integrating film history and refugee heritage.

Cultural Preservation

Restored 1940s architectural authenticity (granite walls, timber roofs) + historical narratives via AR/soundscapes.

Community Empowerment

140+ jobs for locals, 100+ families supported through markets/workshops.

Sustainability & Impact

Financial Viability

Diverse Funding: 30% gov't subsidies , 20% sponsorships , 10% crowdfunding, 40% operational income.

5-Year Target: HKD 5M net profit + 20% local commerce growth.

ESG Commitment

Governance: Transparent reporting + solar energy adoption.

Legacy: Publish The Chronicles of Stone House.

Social Value

Education: Free tours, workshops, and script competitions.

Cohesion: Community-driven storytelling annual Stone House Cultural Festival.

THANKS FOR LISTENING

