



Vacant Houses × Culture Hubs

《Current Situation》

Many houses stand vacant because owners struggle to maintain or sell them.

In Japan specifically, approximately **9 million houses are vacant**, with this number increasing each year. That is a social problem that plagues both owners and neighbors.

Additionally, Mr. Tadano who is filming production producer said there aren't enough proper filming studios.

《Our Business model》

1. Proposed use of vacant house

- (1) Acquire and renovate a vacant house
- (2) Lease the property to a production company
- (3) Utilize the space for filming movies and TV dramas
- (4) Convert the space into a pop-up cafe or restaurant to attract fans of the featured actors
- (5-1) Re-lease the property to production companies as a filming location (Steps 5-1 are repeated in cycles)
- (5-2) Eventually sell the property as a residential space



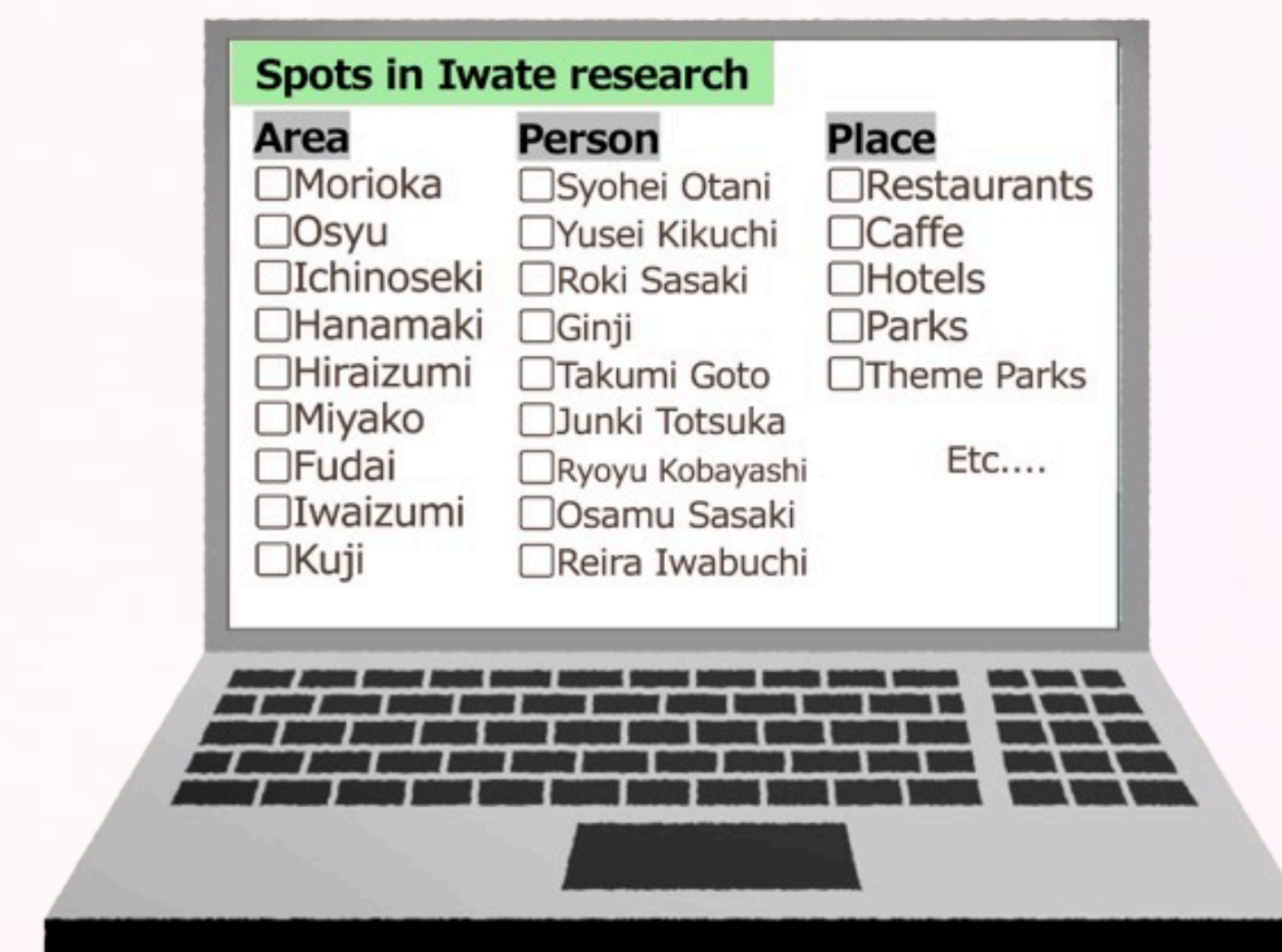
2. Proposed Site Creation

《Key Functions》

- Online booking system for location scouting
- AI-powered scheduling recommendations
- Comprehensive area guide featuring:
 - Nearby accommodations
 - Local dining options
 - Tourist attractions

*Direct links to:

- Reservation platform
- Interactive mapping service



《Our Research Methods》

① Our business proposal is based on comprehensive research including:

1. Interviews with Entertainment Venues

- Target: Restaurants, theme parks, and other facilities featured in TV shows, movies, and dramas

• Key research points:

- Revenue impact analysis
- Duration of marketing effects
- Overall pros and cons of media exposure

2. Interviews with Stakeholders

- Target: Local governments and companies promoting location filming

• Key research points:

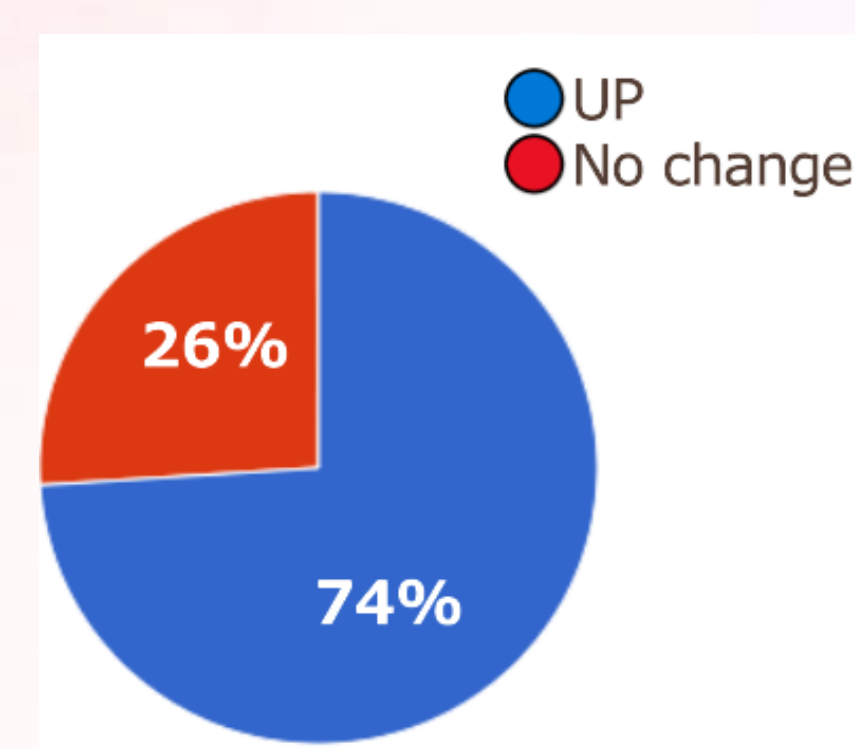
- Benefits and challenges of hosting film productions
- Impact on local communities

② Building the foundation about proposed site:

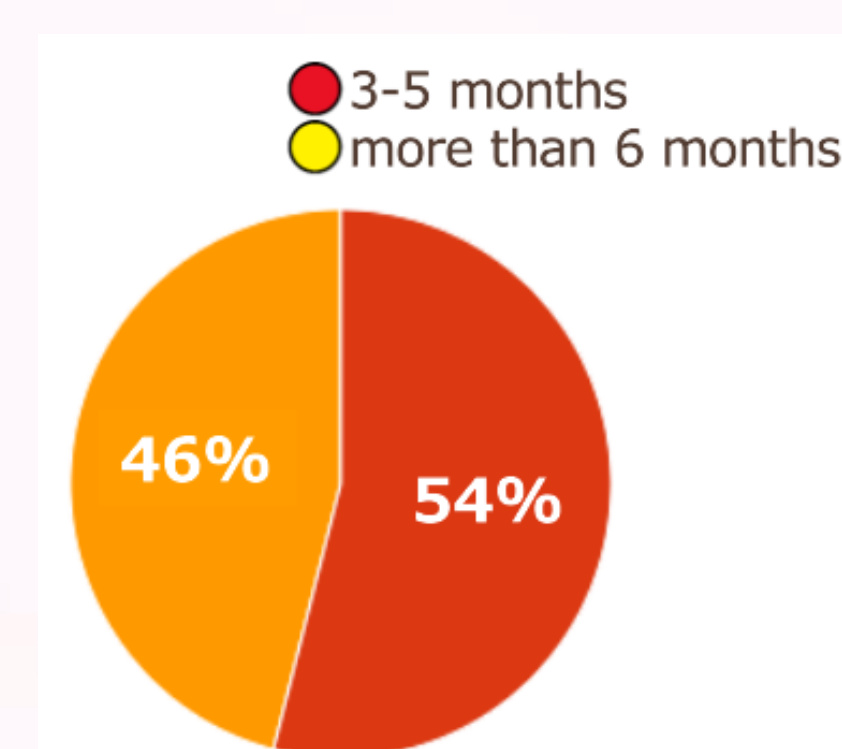
We are trying to make a website that Mr. Shohei Ohtani and Iwate prefecture are specialized.

《Results of the interviews in 1》

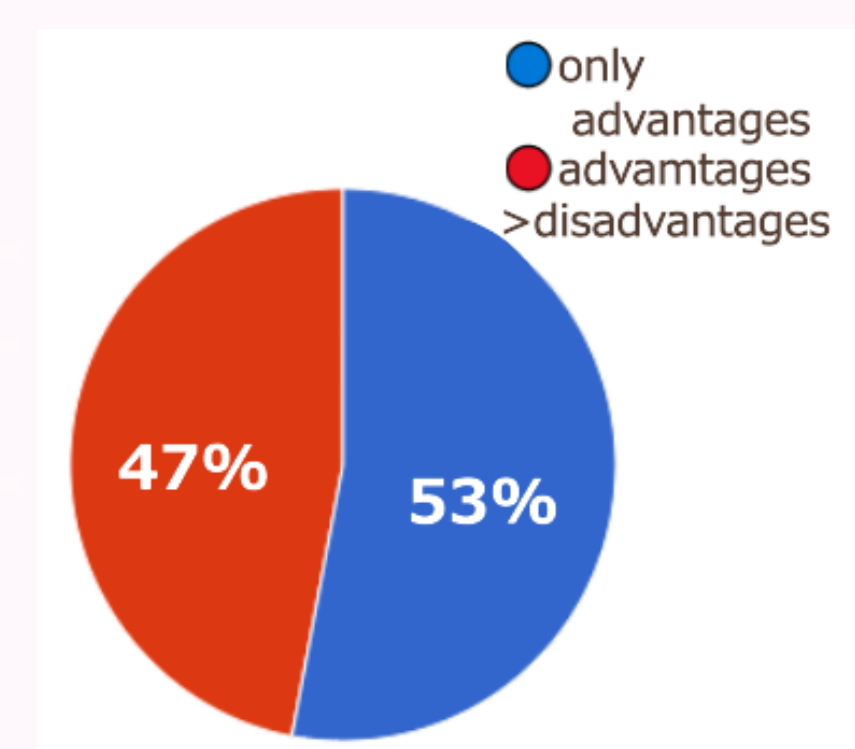
91 out of 57 companies cooperated with us!



Revenue



Duration



Pros and Cons

《Results of the interviews in 2》



《Conclusion - Significance》

Our business addresses a number of interrelated issues, including the problem of vacant houses, depopulation and the lack of communication about the attractiveness of the region. It is also aligned with the SDGs.

