



MONEY FLOWS AND **USER FLOWS**

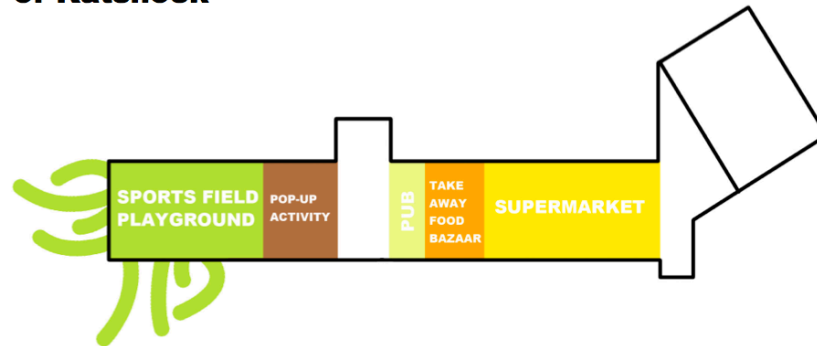
OF KATSHOEK BUILDING



MFA: QING LIAO

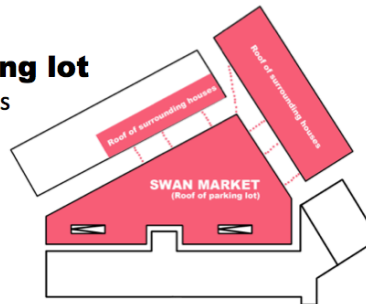
2014 — MAKE BUILDING KNOWN & CONSTRUCTION

❑ **Start activating the ground floor (street level) of Katshoek**



❑ **Start activating the parking lot**

1. Negotiate with Swan Market and set its site in 2015 and location of Christmas market in 2014 to be in Katshoek.
2. Make the roof of parking lot become a "special for rainy day" playground



❑ **Start the construction**

1. Construct the structure/system of apartment part; Set private and sharing facilities in.
2. Clean Katshoek, Parking lot and the surrounding houses' roofs.

❑ **Start Propagating the STORY**, the "office-apartment mixed" CONCEPT in the Internet and city.

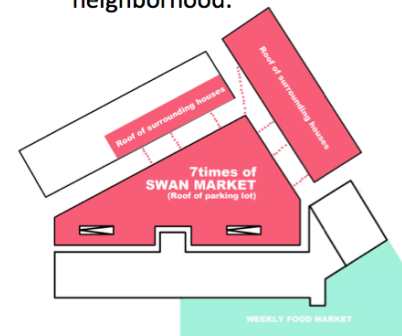
On December 20&21, 2014, Swan Christmas market will be held on roof of parking lot and other houses' roofs. It also has some parts happening inside Katshoek. Those two days time, at the same time, is the **OPEN DAY** of Katshoek Apartment !

2015 — START THE SALE OF KATSHOEK APARTMENT

10% DISCOUNT Rent for first tenants moving in before July 1st !

❑ **Create more convenient and higher-quality life to tenants**

1. Arrange weekly food market on street level of Katshoek
2. Seven times of Swan market will be scheduled, further make the new apartment known.
3. Arrange regular pop-up activity, make tenants in Katshoek apartment have more social life in front door of their home and have closer connection with the neighborhood.



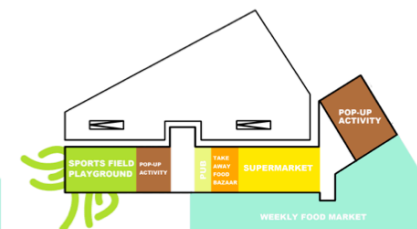
2016 — Keep everything working (no swan market anymore)

2017 — MORE POP-UP ACTIVITY SPACE ON GROUND FLOOR

(no swan market anymore)

After an office leave the corner space of the ground floor, this space is also to be pop-up activity space

2018 — Keep everything working (no swan market anymore)



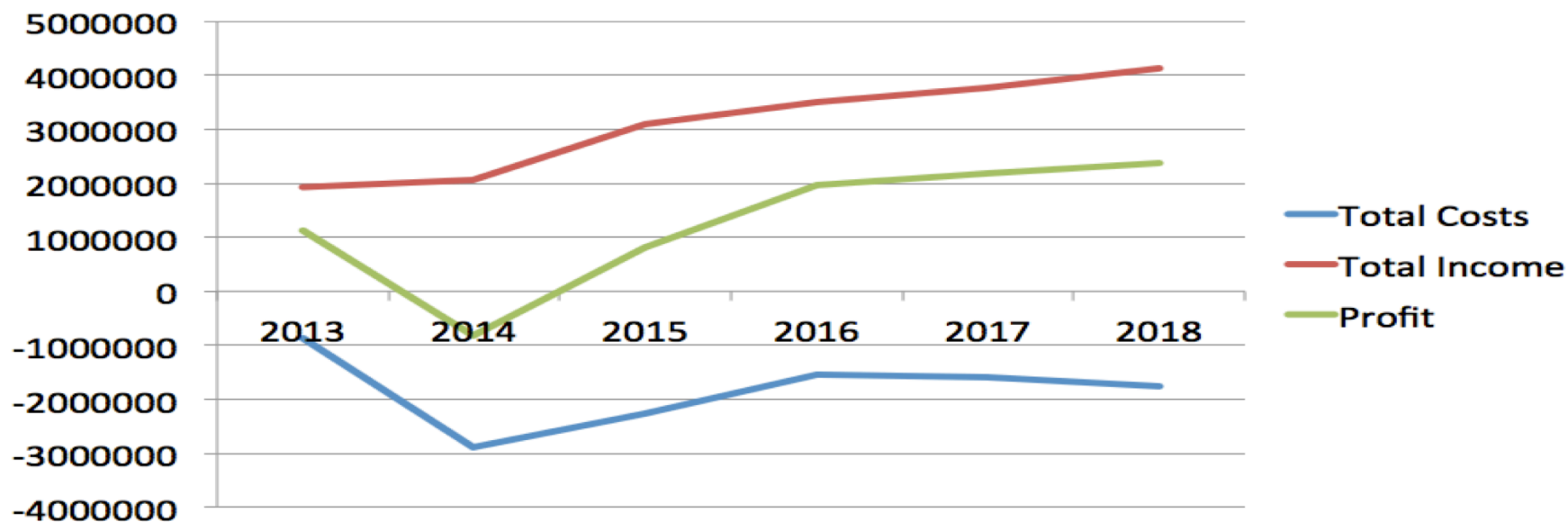


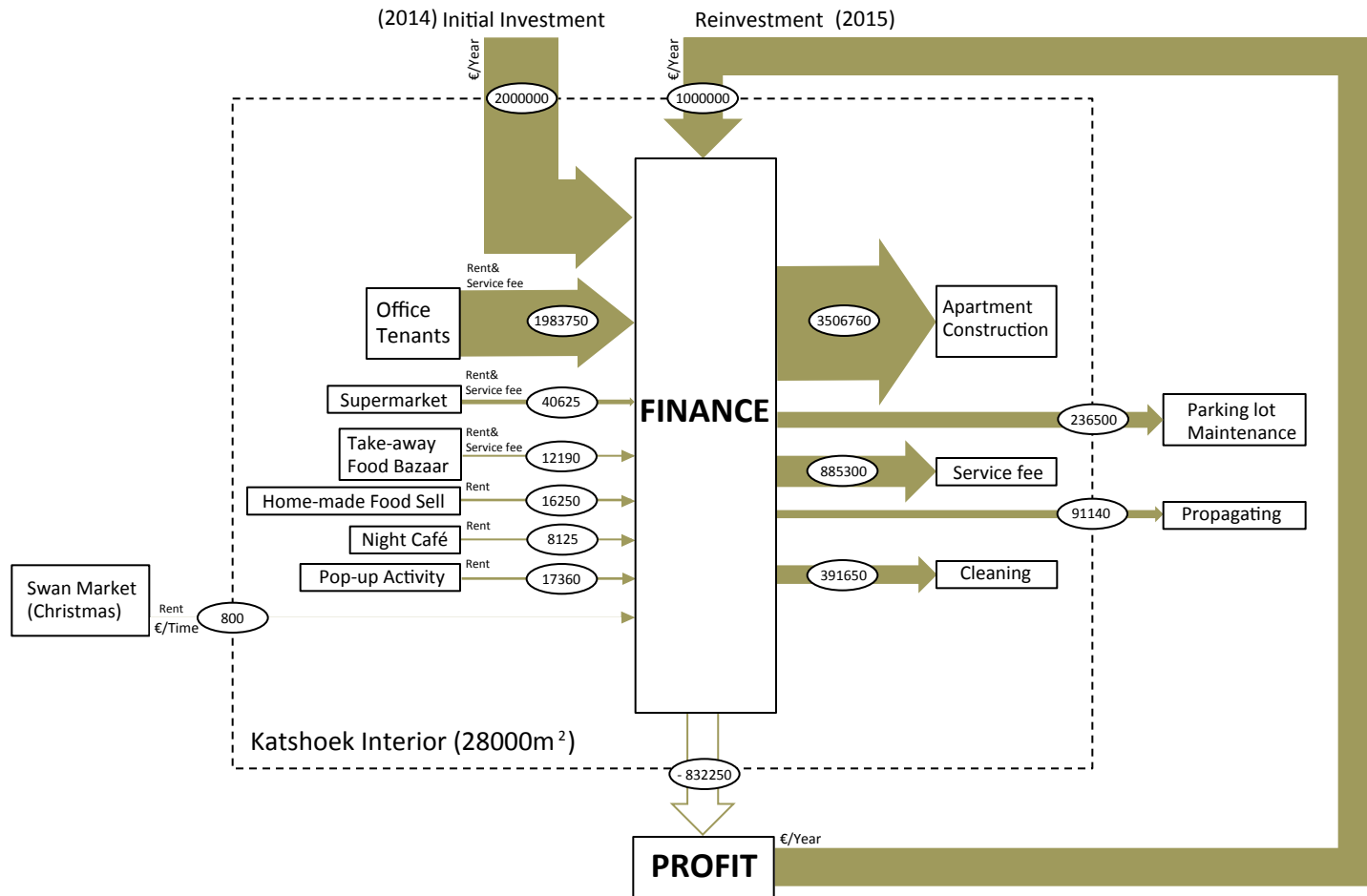
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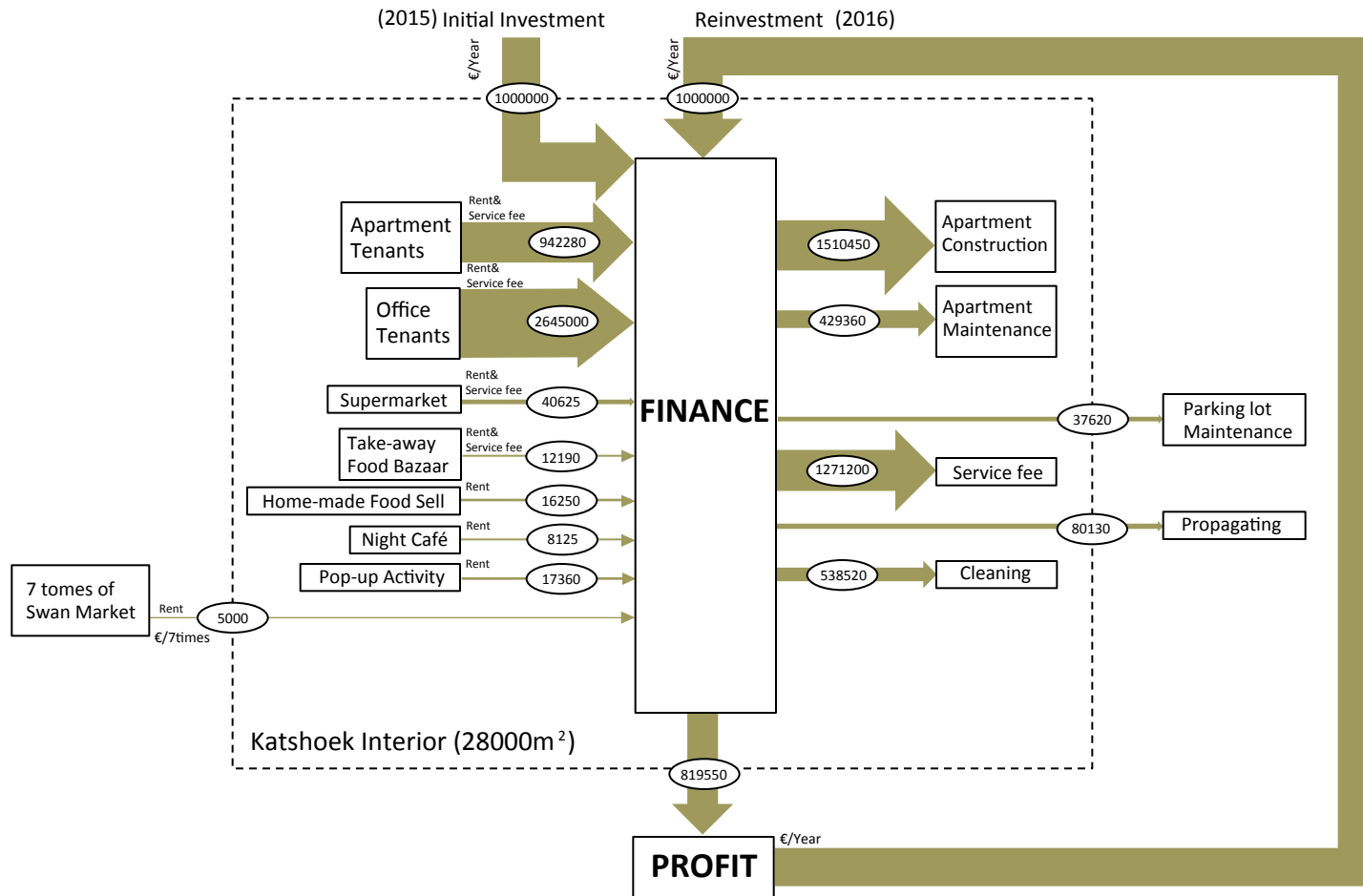
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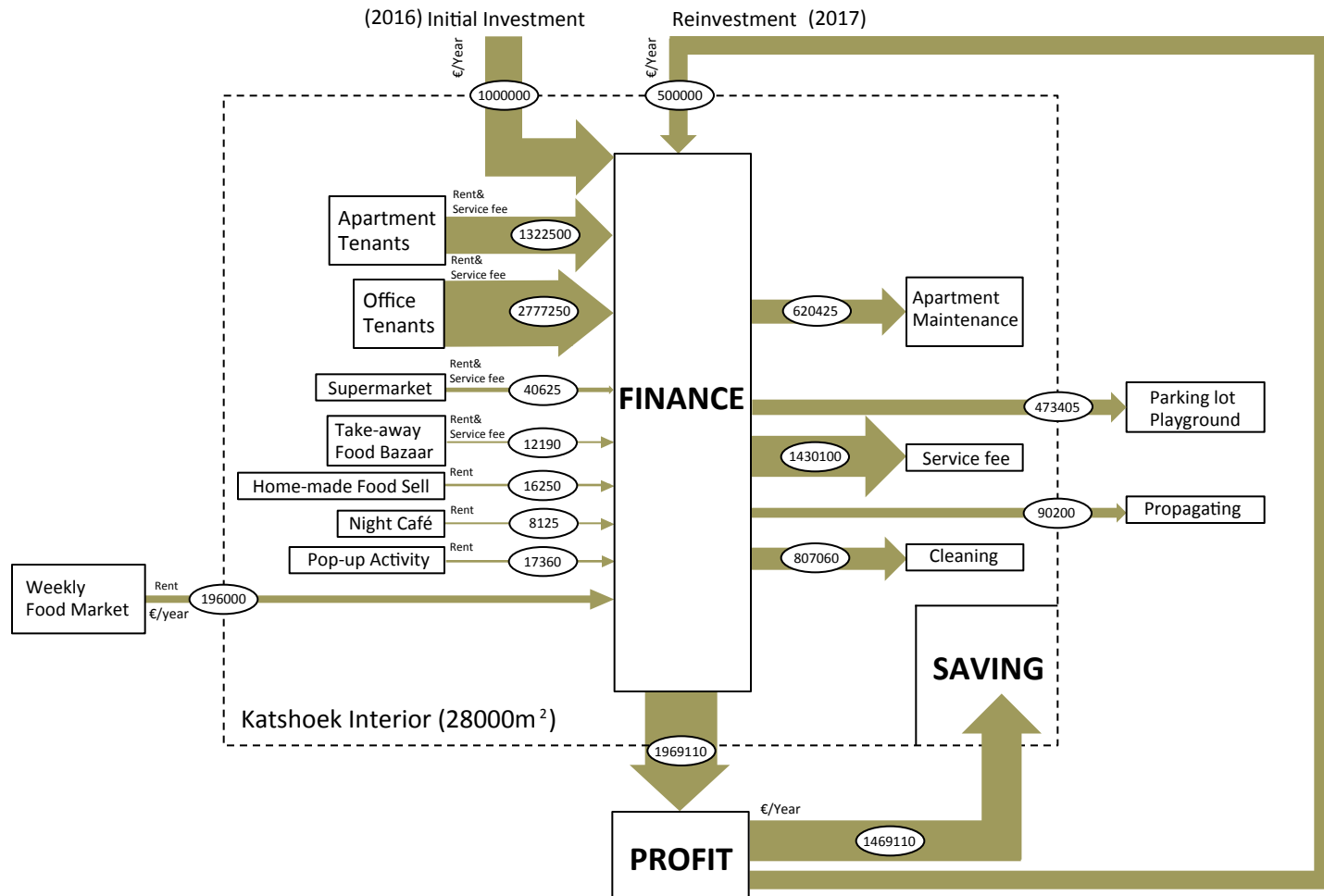
Cost scheme of Katshoek

	2013	2014	2015	2016	2017	2018	Total
Investment	0	-2,000,000	-1,000,000	-100,000	-50,000	-50,000	-3,200,000
Service fee	-863,000.00	-885,300.00	-1,271,200.00	-1,430,100.00	-1,543,600.00	-1,702,500.00	-7,695,700.00
Total Costs	-863,000	-2,885,300	-2,271,200	-1,530,100	-1,593,600	-1,752,500	-10,895,700
Service fee	863,000.00	885,300.00	1,271,200.00	1,430,100.00	1,543,600.00	1,702,500.00	7,695,700.00
Rent of Office	1,064,000	1,072,400	1,128,400	1,184,400	1,204,000	1,260,000	6,913,200
Rent of Apartment	0	0	397,600	560,000	700,000	840,000	2,497,600
Other Rent	0	95,350	293,550	324,710	324,710	324,710	1,363,030
Shared facility	0	0	0	0	0	0	0
Total Income	1,927,000.00	2,053,050.00	3,090,750.00	3,499,210.00	3,772,310.00	4,127,210.00	18,469,530.00
Profit	1,120,000	-832,250	819,550	1,969,110	2,178,710	2,374,710	7,629,830
Space of housing	0%	0%	15%	20%	25%	30%	
Space of office(except GF)	35%	36%	38%	40%	43%	45%	
Space of sharing(in office)	0%	0%	5%	6%	7%	8%	
Occupied Ground floor	3%	7%	7%	7%	7%	7%	
Total	38%	43%	60%	67%	75%	82%	







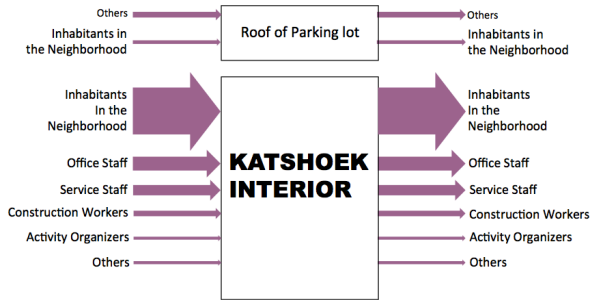




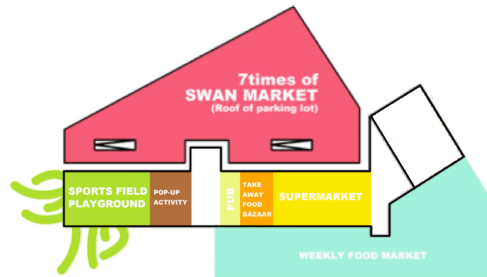
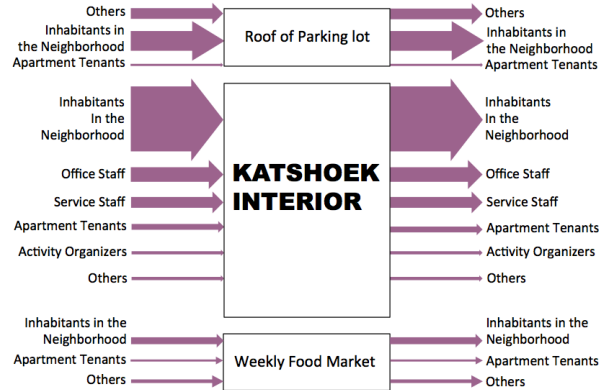
USER FLOWS

OF KATSHOEK BUILDING

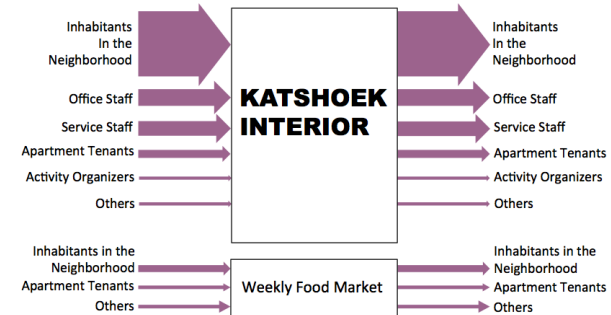
2014



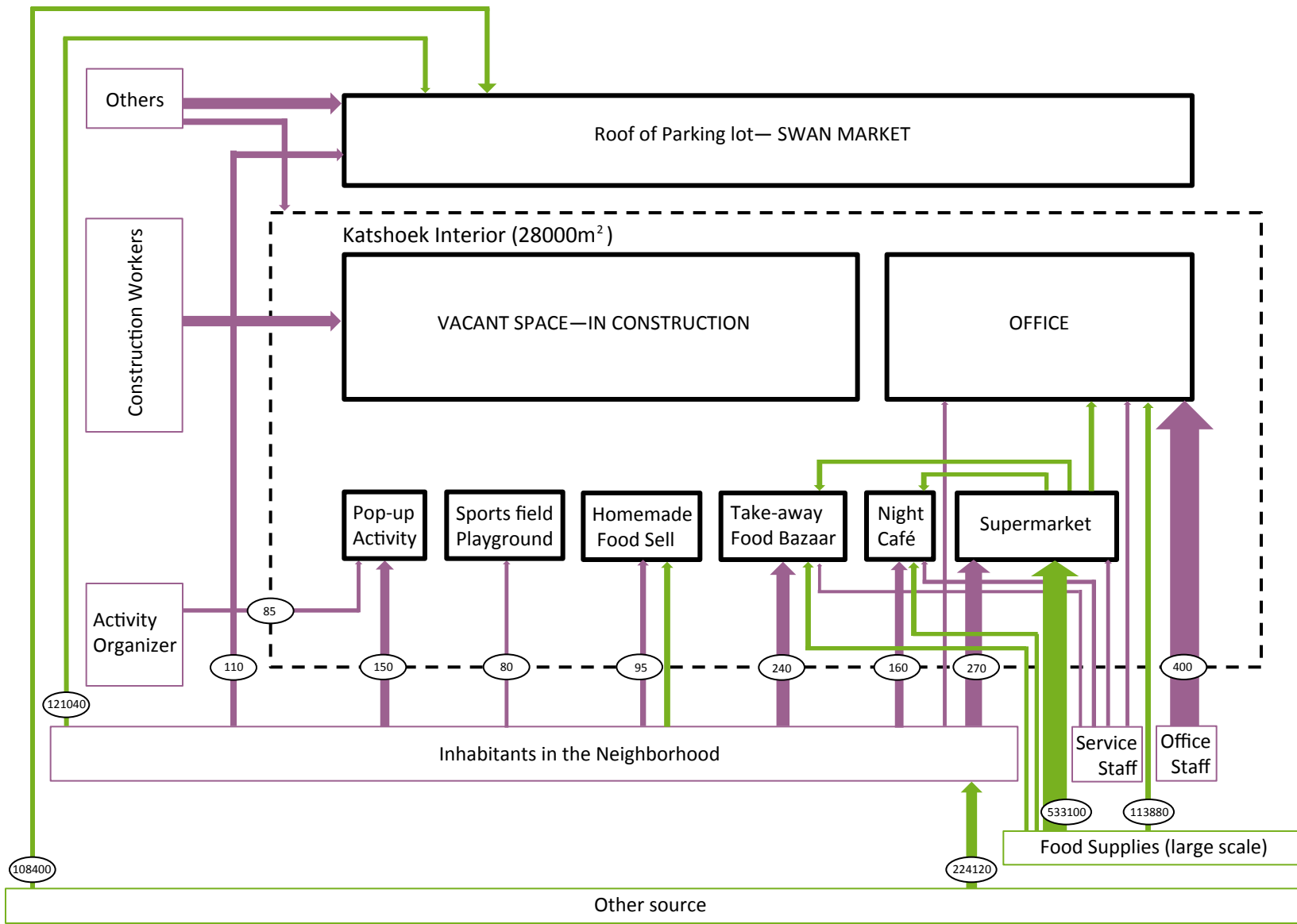
2015



2016



	2013	2014	2015	2016	2017	2018
Space of housing	0%	0%	15%	20%	25%	30%
Space of Office	38%	38%	40%	42%	45%	47%

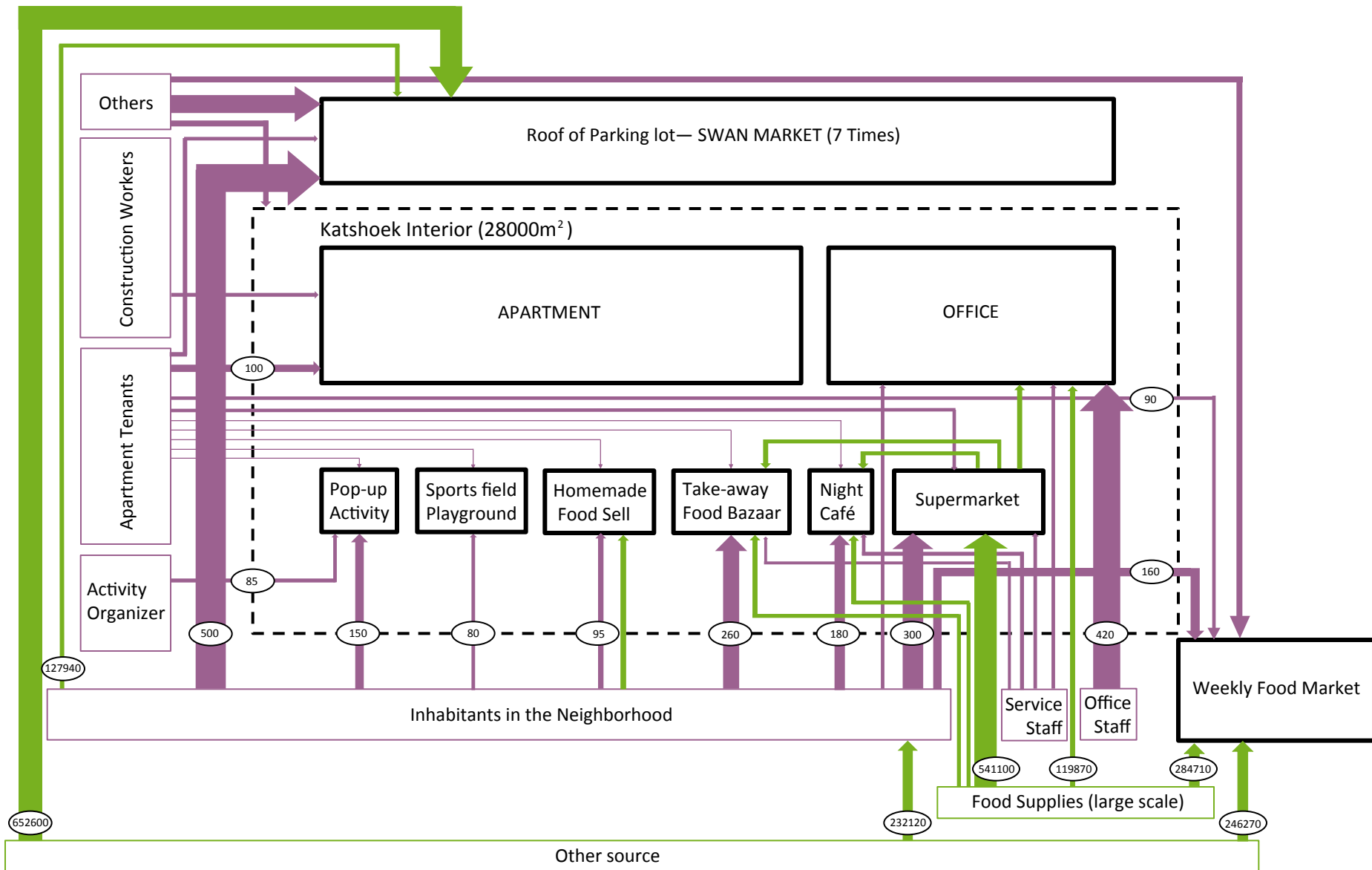



User  Number of people
Per Year


Food  Kg/ Year

Food consumption at office(30%)—0.78kg/cap/day
(From Calculation of Inside Flows)
All the data is estimated by Qing Liao

Project: Katshoek Building (2014)
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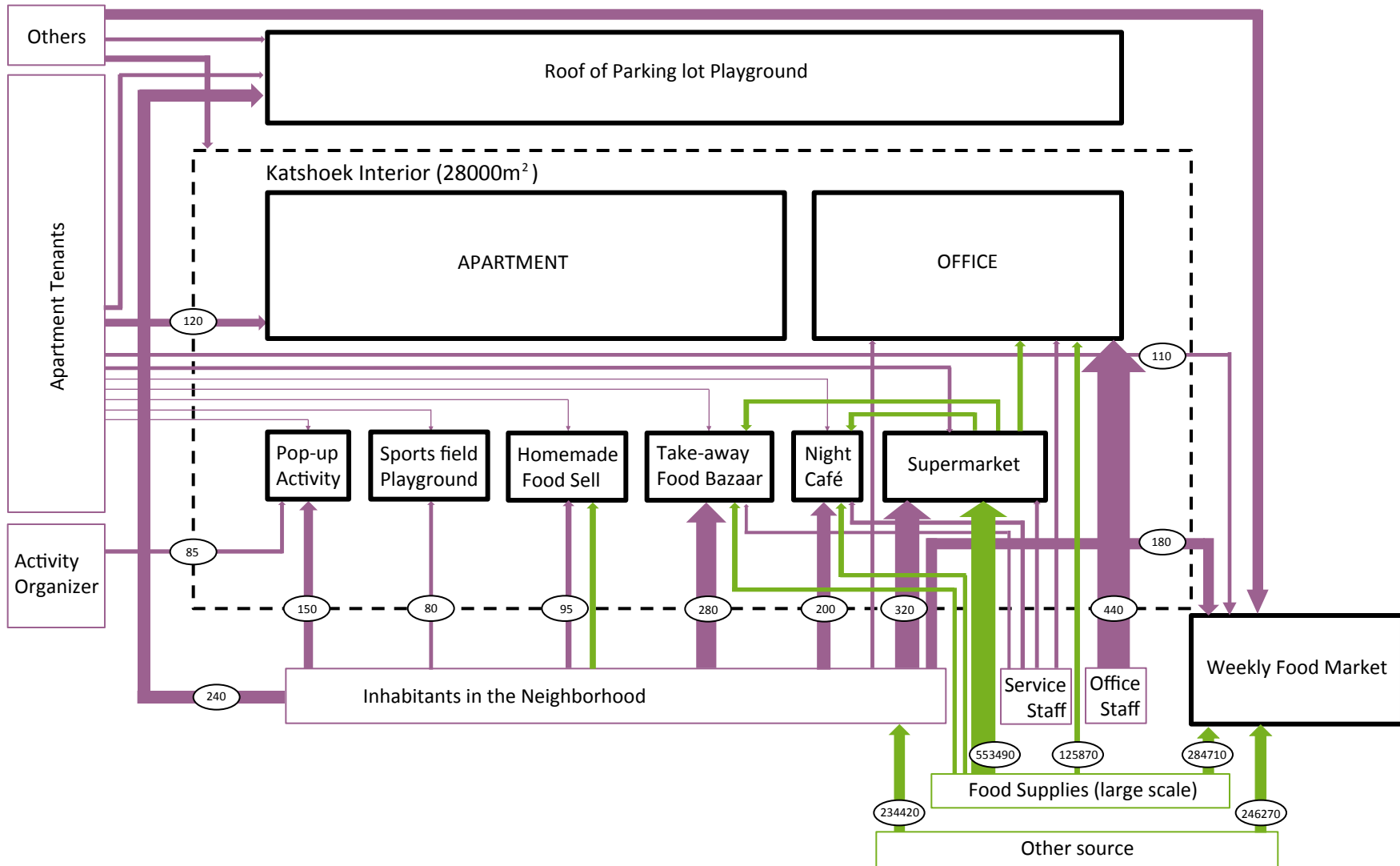


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