MovWe
The Social Cinema

MovWe is a city movement to connect lives. We hope to inspire everyone, everywhere through unique movie watching experiences.

Social Impact (as of September 2016)

Quick Facts

• Year established: 2014
• SVhk roles:
  • Idea inception
  • Incubator
  
sv-hk.org/portfolio-item/movwe
MovWe

Social Innovation

• Offering audiences not only an enjoyable entertaining experience, but also to inspire them to think about social issues around them and provoke thought into action

MovWe partners with unique venues to curate positive and entertaining movie watching experiences

Business Model

Movie Sponsor
Movie curation
Venue Partners
Venue and logistics support

MovWe
Community Organizations
Connecting participants

Corporate Partners
Marketing partnerships; Sponsorship

Activities

<table>
<thead>
<tr>
<th>Location</th>
<th>Theme</th>
<th>Films</th>
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<tbody>
<tr>
<td>PMQ</td>
<td>Outdoor Cinema</td>
<td>Beyond Beauty: Taiwan From Above</td>
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<tr>
<td>Comix Home Base</td>
<td>Outdoor Family Cinema</td>
<td>Minuscule: Valley of the Lost Ants</td>
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<td>caffe HABITU</td>
<td>Young Life, Way Ahead</td>
<td>KJ Music and Life, Fish Story, On the Way to School</td>
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Selected Corporate Partners:

- cafe HABITU
- cnex
- MOVIE MOVIE

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