

OTAKU COIN オタクコイン

CONCEPT PAPER

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1. Our Goal: Contribute to the Development of Otaku Culture

This concept paper discusses our plans for issuing Otaku Coin, a community currency intended to be widely circulated throughout the anime, manga, game, and other content industries.

Otaku Coin will use blockchain technology, the latest mechanism of economic democratization, in order to closely and seamlessly connect fans worldwide with creators and otaku-related companies. Otaku Coin will also contribute to the preservation and development of otaku culture (anime, manga, games, and other contents, as well as works based on that content, community activities, and other secondary activities).

This project will be facilitated by the Otaku Coin Association, which has now been established as a general incorporated association under Japanese law. The association's members include companies with deep ties to Japan's content industry, as well as individual industry experts.

Feedback on this concept paper will be crucial to further refining our future plans. We genuinely hope to receive the frank, unadulterated opinions of fans around the world, as well as those of creators, content-makers, and other industry members. We would also love to hear from supporters interested in joining us as official members of the Otaku Coin Association.

If you have an opinion you would like to share, please use the enquiry form below to get in touch with us.

communication@otaku-coin.com

2. What is Otaku Coin?

In the following, we will explain the vision we hope to realize through Otaku Coin.

a. Community Currency

Otaku Coin is intended to be a whole new type of currency—a community currency created specifically for the subcultures surrounding anime, manga, games, and more, and one that attempts to directly reflect the will of fans in these communities.

Specifically, we in the Otaku Coin Association hope to use Otaku Coin to achieve the following:

- i. By providing a mechanism that allows fans to vote on and fund projects that will contribute to the development of otaku culture, we aim to make it easier for creators to produce more works and thus further the growth and prosperity of otaku culture as a whole.
- ii. By broadly distributing a truly global community currency, we aim to eliminate purchase bottlenecks such as foreign currency conversion fees and related transaction surcharges, facilitating a more active economic ecosystem and invigorating the community.
- iii. By cooperating with our partner businesses and media, we aim to implement reward programs designed for the benefit of those engaging in otaku activities—such as legally watching anime online, spreading the word about otaku content, purchasing officially licensed products, and so on—thereby encouraging expansion of the fanbase and promoting the health of the community.

We believe that if Otaku Coin succeeds in gathering the support of fans, creators, and businesses within the otaku community, its circulation will lead to a brighter future for otaku culture. We have no desire to give only one company in the community all related power and privilege, nor to make decisions solely to benefit specific companies or individuals. To prevent just such a situation, we plan to build Otaku Coin-related systems and mechanisms that can continue operating—fully decentralized—in perpetuity.

We have begun implementing and/or actively considering the following actions as important steps toward realizing our vision of making Otaku Coin into a true community currency.

b. The Otaku Coin Bounty Program (Ongoing)

The Otaku Coin Association began running the Otaku Coin (XOC) Bounty Program in December 2018. We are currently contemplating the possibility of relaunching Otaku Coin as a blockchain token in or after spring 2023.

※As we are proceeding with the utmost care and must prioritize compliance with local and international laws and ordinances, there may be significant shifts in the exact timing of when Otaku Coin becomes a blockchain token.

Here are some additional details about our plans to put Otaku Coin on the blockchain.

Issuance

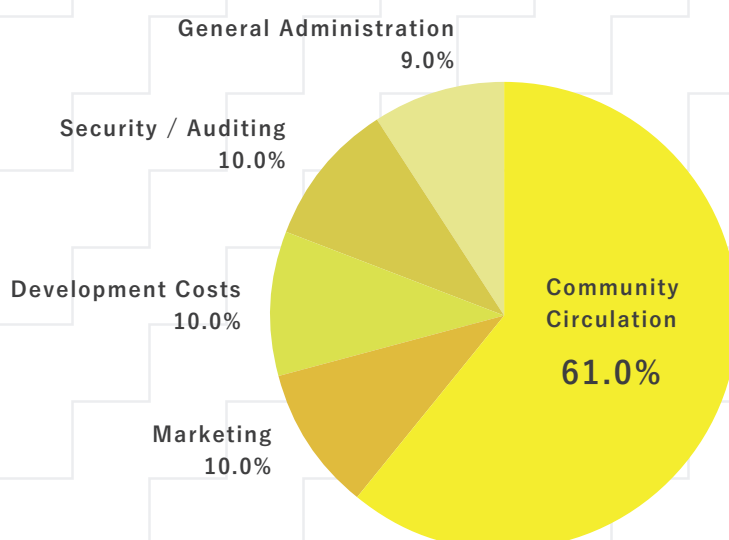
We initially plan to issue 100 billion Otaku Coins. In the future, there is a possibility we may issue additional tokens or burn existing tokens to help maintain the value of Otaku Coin in the face of inflation or deflation.

Application

Otaku Coin will go on the blockchain via the Otaku Coin official app (first released in September 2018). We will make it easy to use for all Otaku Coin users, not just the small percentage of users who are highly technologically literate.

Intended Use and Percentages

Once issued, Otaku Coins will be designated for specific objectives in the following percentages:



c. Formation of a General Incorporated Association (Done)

In July 2019, the Otaku Coin Association officially became a general incorporated association, recognized as an independent entity under Japanese law. As a standalone association comprising multiple principled member companies and organizations, OCA seeks to:

- ① Spread awareness in the industry and beyond
- ② Build trust with fans
- ③ Operate fairly and impartially

This is just our first major step to better embody the philosophy of decentralization of power that lies at the foundation of blockchain technology, and that has always been a key element of the Otaku Coin concept. Going forward, we will adhere firmly to all relevant laws and guidelines—both in Japan and abroad—while taking additional steps to further decentralize our operations.

General Incorporated Association Name

Otaku Coin Association

Address

3 Chome-27-1 Shibuya, Shibuya City, Tokyo 150-0002

Objectives

- Use the blockchain to contribute to the otaku community
 - Ethically develop, manage, and promote Otaku Coin
 - Authorize Otaku Coin related projects
-

Website

<https://otaku-coin.com/>

Date of Formation

July 2019

Founding Directors (alphabetical order)

Yusuke Ito (Hakuhodo Blockchain Initiative)
 Nobuhiro Oga (Shogakukan Representative director & president)
 Nao Kodaka (Tokyo Otaku Mode President and CEO)
 Tetsuya Nakatake (Wit Studio Co-Founder and Company Director)
 Takashi Muto (DENTSU INC. Head of Dentsu Japanimation Studio / Holistic Solutions Division 1)

Below can be found additional information about the Otaku Coin Association's five directors.

Yusuke Ito

Hakuhodo Block Chain Initiative



After leaving NTT Data in 2008, Ito joined Hakuhodo as the head of digital marketing and has been involved in developing digital marketing systems at the Marketing Technology Center since 2013. Ito has been researching specialist uses for blockchain in the advertising, marketing, and communication fields since 2016, and in 2018 began Hakuhodo's Blockchain Initiative. Since then he's developed several marketing and communication blockchain services including Token Community Analyzer (Nov. 5, 2018), promotional service Collectable AD (Jan. 31, 2019), and real time digital distribution Token Cast Media (Feb. 6, 2019). Right now, he's involved in implementing various blockchain venture and collaborative social implementation projects.

Nobuhiro Oga

Shogakukan Representative director & president



Born in 1983 in Tokyo, Nobuhiro Oga entered VIZ Media, LLC in the US after graduating from graduate school. Experienced in the business of licensing Japanese content, he is engaged in the development of digital distribution businesses. He was inaugurated as the president of Shogakukan in 2012, his current position as of 2022.

Nao Kodaka

Tokyo Otaku Mode President and CEO



Nao Kodaka joined Merrill Lynch in 2000 working on large scale financing for Dentsu IPO and Sony, among others, as well as with Taisei Fire Insurance's integration into Sompo Japan. Since 2006, he has supervised financial affairs, HR, business planning, and overseas subsidiaries as the CFO of GaiaX. He is also a member of the Ministry of Health, Labour, and Welfare's work-life balance best practices committee. In 2012, he co-founded Tokyo Otaku Mode, a global e-commerce business sending anime goods all over the world. Tokyo Otaku Mode received funding from America's 500startups and received the Grand Prize at the first Japan Start Up Award. Receiving further investment from the Cool Japan Fund, Tokyo Otaku Mode entered the Chinese market. In 2016, the company began developing its own products and is currently working on a comprehensive service combining manufacturing, distribution, and media. The Otaku Coin Association was announced in 2018 to expand the otaku economy across the world.

Tetsuya Nakatake

Wit Studio Co-Founder and Company Director



Born on Nov. 16, 1979

Animation producer

In 2012, he left Production I.G. to found Wit Studio and is currently its CEO.

Selected works:

TV anime series

Attack on Titan

Kabaneri of the Iron Fortress

Guilty Crown

Takashi Muto

DENTSU INC. Head of Dentsu Japanimation Studio / Holistic Solutions Division 1



Joined DENTSU INC. in 2006 after graduating from Keio University with a major in Strategic Management.

He conceptualized solutions to needs in areas ranging from advertising to organizational and spatial design.

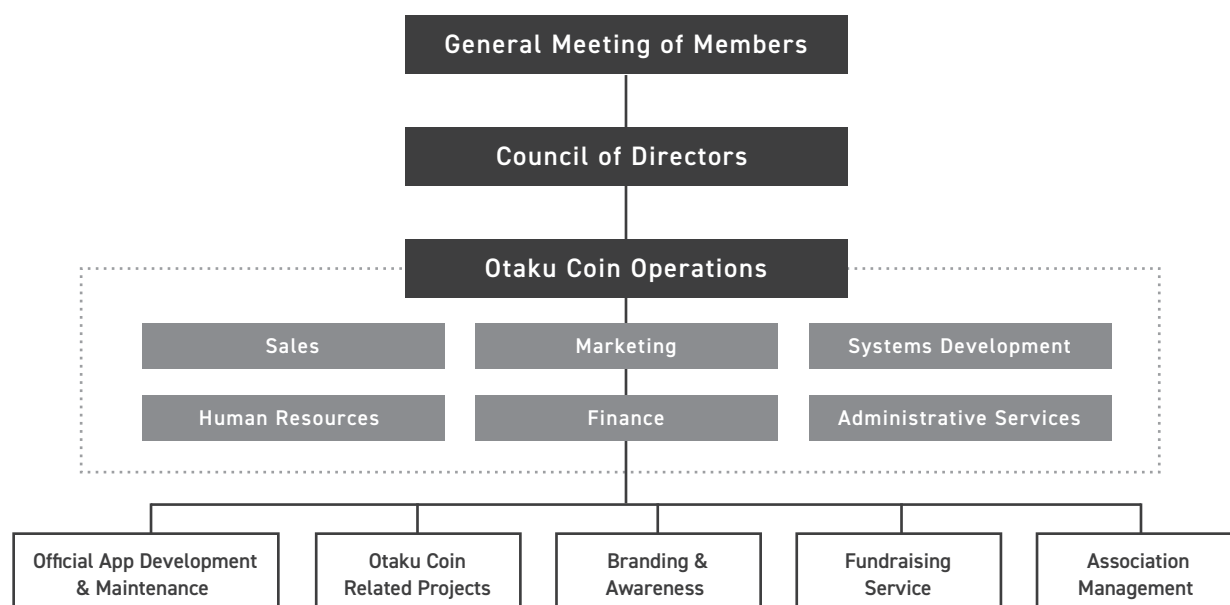
He also worked on communication/branding strategy development for a diverse array of Japanese and international clients in industries including food & beverage, automobile, personal care products, and entertainment (e.g. theme parks).

Starting in 2012, he spent four years overseas at Shanghai Dentsu in China, contributing to the expansion of numerous Japanese and Chinese clients by crafting their communication/branding strategy.

He has experience with launching a variety of cross-functional business projects within Dentsu.

- ★ Established Dentsu Otaku Love Laboratory (Dentsu press release issued in 2012)
- ★ Established Dentsu Japanimation Studio (Dentsu press release issued in 2018)
- ★ Established Dentsu China Xover Center (Dentsu CXC) (Dentsu press release issued in 2019)

[Otaku Coin Association Organizational Chart]



About OCA Administrative Members

Members with roles in the day-to-day management of OCA hail from a wide range of industries and have rich careers, deep expertise, and/or entrepreneurial experience in their respective areas. There are also members who participated in the original draft proposal (including TOM members) as well as planning members from blockchain/IT/finance industries. We have assembled a diverse group of administrators.

- Anime/manga creators
- Game creators/developers
- Manga contest judges
- Website and application developers
- Blockchain-related specialists (in the fields of law, accounting, security, and system development)
- Members experienced in business launching, stock listing, managing First Section-listed companies on the TSE, finance, M&A, etc.

d. Fundraising Platform

We aspire to create a blockchain-based fundraising platform open to fans all over the world. The platform will be a brand new system that makes it possible for fans to directly participate in decision-making that will improve the future of otaku culture.

In other words, the platform will help fund projects that show the potential to contribute to the further development of otaku culture. The Otaku Coin Association will establish and administer the platform, but it will collect absolutely no surcharges or transaction fees from the fundraising process.

Why a fundraising platform?

We wish to offer fans worldwide the opportunity to experience a deeper sense of ownership towards anime, manga, games, and more. Existing forms of consumption/purchasing/crowdfunding are best suited as ways for individual consumers to express their individual support. The key difference between this and our planned voting system is that our voting system is being designed as a way to reflect the collective will of the entire otaku community.

We hope that the otaku community can overcome borders to discuss which projects truly deserve the community's support. Our desire is for fans to feel empowered to vote as members of the global otaku community, regardless of whether or not they have personally been able to spend money on the content they love in the past, and regardless of how geographically or metaphysically distant they may feel from each other and from creators.

We believe that the lifespan and depth of a culture grow in proportion to how much people around the world discuss and engage in it.

In order for this system to work effectively, we plan on unveiling multiple "model case" projects before the actual voting platform gets fully released. These initial projects will be selected on the basis of their potential to contribute to the development of otaku culture. By establishing a strong foundation for project quality at this early stage, we aim to help pave the way for many more exciting projects to come in the future.

[Examples of hypothetical model case projects]

Content-based: fund anime production, support content creators

Community-based: create or expand otaku services, shops, and real-life events; develop new opportunities to enliven the community through use of Otaku Coin

e. NFT Initiatives

As projects linked to Otaku Coin, the Otaku Coin Association is working on various NFT (non Fungible Token) projects.

The Otaku Coin Association has been working to contribute to the development of anime culture through the use of blockchain. By taking the initiative in using the advanced technology of NFT and identifying the risks, costs, concerns, advantages, and disadvantages that may arise when actually introducing NFT, we aim to spread this technology more smoothly and quickly throughout the industry and community. We also hope that by sharing this information openly with creators and fans via this paper and the official Otaku Coin blog, we can help spread and further develop Japan's proud anime culture throughout the world.

Specific Initiatives

<Original Otaku Coin / Replica Otaku Coin>

- As a symbol of our effort to spread the otaku culture throughout the world, we created 100 limited "Original Otaku Coin" NFTs based on the Otaku Coin logo and did a proof of concept of publishing and selling it on one of the world's largest NFT platform, "Rarible" .
- We also published Replica Otaku Coins, a cheaper version of the "Original Otaku Coin" that can be bought without a wallet or cryptocurrency, and sold them on the "Otaku Coin Official Shop" .
- In an effort to further guarantee its permanence and value as an NFT, we issued the 100 limited Original Otaku Coin NFTs and 10,000 limited Replica Otaku Coin NFTs fully on-chain (all information, including the image data, is written on the blockchain)

<Metaverse>

- As a proof of concept of NFT x metaverse, we collaborated with the "Tohoku Zunko Sisters" , issuing limited edition NFTs and opening the "Metaverse Theater" where only NFT holders can watch.
- In collaboration with FORCES, Inc., we are conducting a proof of concept of creating a new fashion brand on the metaverse. We launched "Me+🌍Japan" , a metaverse fashion brand which you can wear in "Decentraland" . As the first project, digital T-shirts and sneakers (3 designs each, 6 items in total) with a motif of the Otaku Coin logo were released and immediately sold out.

<Otaku Coni Fan Club>

- We opened the Official Otaku Coin Fan Club and distributed membership NFTs, which allow members to access the members-only Discord channel. In the Discord channel, we created “The 1 Unique Crypto Art” along with the members.

<Supporting Derivative Work>

- We collaborated with the Tohoku support character “Tohoku Zunko Sisiteres” and converted fanart into officially approved derivative work NFTs and sold them on “Rarible” . We are planning to take this project one step further to connect it to the development of the whole fanfiction culture.
- We launched “ Nijiso” , a service to support fanart creation by utilizing NFTs, and as the first project we have started selling official approved derivative NFTs of “CryptoNinja” .

<Crypto Art>

- We collaborated with creators such as Wet Chihuahua, the youngest crypto artist in the world at the time (14 years old), and sold one-of-a-kind crypto art.
- We put up NFT art with the motif of the “Otaku Coin” for auction on “Foundation” in collaboration with artists including the creator of the popular “Ayakashi” .
- We started the sales of handmade NFT “Isekai Anime Characters” linked to the community to spread the anime culture to the world.

<Generative Art>

- In collaboration with TART, Inc., we sold the Generative Art NFT “Otaku Coin Arcade Game” as a symbol of spreading Japanese otaku culture and held a six-day time attack contest using the game that can be played on the NFT.

<Anime Production Committee 2.0 Proof of Concept>

- In order to seek a new way form of fundraising for anime productions, as a pre-PoC (Proof of Concept), we cut out 777 keyframes from “Otaku Coin World, a promotional animation that conveys the concept of Otaku Coin, and made them into NFTs for distribution.

- After successfully raising 1 million Otaku COins (XOC) in the pre-POC, we determined that many fans support the Otaku Coin' s vision of "spreading Japan' s otaku culture to the world" , and that the experiment was a success, so we will move on to the next step, a full-scale proof of concept. In addition to converting the keyframes of "Otaku Coin World" , we plan to launch full-scale NFT sales in the future in order to raise funds for the production of the next anime PV.

<Bottom-Up Content Creation Proof of Concept>

- By applying the mechanism of "Loot" , a bottom-up content creation project using NFTs, we launched the "AnimeLoot" project, in which everyone in the community can work together to create an Isekai anime, and distributed the "Default Settings NFT" , which can be used as character references, as a free NFT on Ethereum.
- In addition, we distributed a replica version of "AnimeLoot" , "ReplicaAnimeLoot" , on Polygon and BSC (Binance Smart Chain).
- The "AnimeLoot" community has expanded its activities, including the creation of a new AnimeLoot derivative, "AnimeLoot Physical Characteristics" , which serves as additional character references.

3. Otaku Coin Concept and Road Map

This is a road map depicting the path toward realization of the Otaku Coin concept.

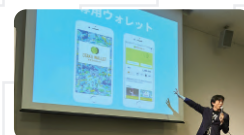
※The current road map reflects our plans as of Aug 2022 and may be subject to significant change.

Otaku Coin Road Map

Our mission: contribute to the development of otaku culture (anime, manga, games, and more)

☒ ... Done
 ☐ ... Doing
 ☐ ... Upcoming
 ☐ ... Considering

- 
- 12/2017 ☒ Initial press release
 - 05/2018 ☒ 15,000+ email subscribers
 - ☒ 10+ planning partners
 - ☒ 10+ planning advisors
 - ☒ Otaku Coin Concept Presentation in Akihabara
 - 08/2018 ☒ Otaku Coin Association establishment
 - 09/2018 ☒ Otaku Coin official app release & anime studio support message project
 - ☐ Otaku Coin free distribution event (still ongoing): 6 million coins given out to 15,000 participants (still ongoing)
 - 12/2018 ☒ TOM Shop* Otaku Coin exchange program launch (*operated by Tokyo Otaku Mode Inc.)
 - 2019 ☒ Anime/manga/game-related model case projects
 - 03/2019 ☒ Partnership with "Tsudukimi," the New Anime Trailer Marathon industry initiative: anime trailers viewed 50,000+ times in-app
 - 04/2019 ☒ Otaku Coin app used by fans all over the world to leave 30,000+ messages of support for a total of 15 participating studios
 - ☒ Hakuodo and Dai Nippon Printing Co., Ltd join as partners, aiming to help boost the entire content industry
 - ☐ OCA begins delivering fans' messages of support to anime studios (still ongoing)



Stage 1

- 
- Summer 2019 ☒ Launch of Tokyo Honyaku Quest, an experimental platform offering special rewards for translating anime news articles
 - ☒ Otaku Coin Association officially registered as a general incorporated association devoted to serving the community and industry
 - ☒ A Senior Managing Director at major publisher Shogakukan and a co-founder of Wit Studio join as association directors

Stage 2

- 10/2019 ● ☒ Launch of IREKAE, an experimental service for trading games and other otaku merch
- 01/2020 ● ☒ 50,000 Otaku Coins donated to dapcon, a blockchain hackathon hosted by Hakuodo
- ☐ Otaku Coin distribution (currently ongoing) through Anime Anime Global, a news app powered by Tokyo Honyaku Quest
- 06/2020 ● ☒ Dentsu and Hakuodo become Otaku Coin Association members & directors
- ☒ OCA starts contributing Otaku Coins to eSports events

Stage 3

- 03/2021 ● ☒ Sales of 100 limited "Original Otaku Coin" NFT
- 04/2021 ● ☒ "Metaverse Theater @ Tohoku Zunko" Proof of Concept
- 05/2021 ● ☒ Sales of Crypto art with the motif of Otaku Coin
- ☒ NFT purchase experience with credit card/convenience store payment through Shopify
- 06/2021 ● ☒ Sales of officially approved NFTs of "Tohoku Zunko Sisters" as the 1st project to support fanart
- ☒ Opening of "Otaku Coin GaRo" in Decentraland
- 07/2021 ● ☒ Otaku Coin Fan Club Membership NFT issued & Fan club launched
- ☒ Anime Production Committee 2.0 Pre-PoC, 1 million Otaku Coins (XOC) raised
- 09/2021 ● ☐ Launch of "AnimeLoot" , a proof of concept to create an Isekai anime together (ongoing)
- 10/2021 ● ☒ Launch of "Nijiso" , a service to support fanart
- ☒ Distribution of Otaku Coins (XOC) to the successful applicants of Tokyo Honyaku Quest' s first challenge
- 11/2021 ● ☒ Sales of Generative Art NFT "Otaku Coin Arcade Game" & Time attack contest
- ☒ Sales of NFT art with the motif of Otaku Coin on "Foundation" in collaboration with artists including the creator of "Ayakashi"
- ☒ Launch of "Me+🌐Japan" , a metaverse fashion brand you can wear in "Decentraland" & Sales of the 1st lineup of items
- ☒ Sales of handmade NFT "Isekai Anime Characters" linked to the community
- 12/2021 ● ☒ 100 limited "Original Otaku Coin NFT" becomes fully on-chain
- 03/2022 ● ☒ Issuance of the fully on-chain version of the 10,000 limited NFT "Replica Otaku Coin"

We're here now!



Stage 4

- 01/2022 ● ☐ Support for the PFP (Profile Picture) NFT sales service "iconnee" 2022 and forward
- 2022 onward ● ☐ Marketing support for the fully on-chain game "Isekai Battle" where players battle each other for NFTs on the Ethereum chain
- ☐ Participation in the new anime production committee of the web3 era by "CryptoAnime Labs"
- ◆ Marketing support for anime studio supporting dApps of the web3 era (Anime Bank)
- ☆ Sales promotion support for animated NFT project of the web3 era in collaboration with a major companies
- ☆ Collaborating with multiple otaku-related services
- ☆ Consideration of "AnimeF (tentative)" , a service to support funding for anime production



*The current road map reflects our plans as of Aug 2022 and may be subject to significant change.

4. Otaku Coin Association Members

In the following section, we will introduce members of the Otaku Coin Association.

Regular members and Partners

Akibatan



Akibatan started in 2009, from a small community that has a great passion for Japan-Pop Culture in Thailand. Akibatan developed an online platform introducing news, article, interview, and much more exciting contents for people who share the same love with Japan-Pop Culture. In 10 years of accomplishment, Akibatan became the most well-known landmark for online otaku community. Besides providing contents on websites and social media, Akibatan also act as a media partner to many Japanese related companies and event organizers by helping them in term of consultation planning for the best outcome to make this community grow bigger and together.

Anime!Anime!



A news website launched in 2005 specializing in anime information. Constructed with the concept of "being the cheerleaders for anime and the anime industry," it offers information regarding not just the latest anime series but also all kinds of anime-related information, such as series aimed towards kids and families, famous series from yesteryear, the anime business, as well as news about anime overseas. It also features unique stories, such as interviews with voice actors and creators, as well as pieces on the new charms displayed by different works or voice actors. It also has exciting content that everyone can enjoy, such as a page featuring the latest anime with consent from the rights holders, as well as articles in collaboration with anime characters written under the supervision of the anime's staff. The website also manages Anime!Anime! Biz, a sister website specializing in information about the anime business and other industry information.

SSS LLC.



SSS LLC. is managing "Tohoku Zunko" which is a character created by SSS LLC. They are creating "Tohoku Zunko" which is a Voiceroid and can help promote the recovery of the Tohoku region. Also, They are creating animation production and 3D production.

asura film co., ltd.



Our company is a production studio that delivers consistently high quality service, producing, composite and effect VFX by ourselves. We always try to unite a best team, directors and operators, for requirement of any client's orders. Production works can have not only Japanese animation and cartoons, but also short-films like promotion movie (PV), music movie (MV), and some animation using digital motion tools, puppet tools. Next step, we will start up some 3DCG projects in near future. Award History: ADFEST2017, FILM CRAFT LOTUS, ANIMATION, SILVER, [SAMURAI NOODLES "THE ORIGINATOR"] / Tokyo Anime Pitch Grand Prix 2018 [Krocchi the Streetcat]

DENTSU INC.



To meet the management and business challenges of its clients, Dentsu identifies—through a variety of communication domains—the core issues faced by each client. We then provide the optimized, integrated solutions required to solve these issues. Dentsu's staff possess a broad range of professional expertise, experience and ideas. By analyzing each case individually and forming optimal teams, we are able to provide precise, customized services. These capabilities apply not only in Japan, but also in the global marketplace.

TokyoFigure



Established in June 2016. Manages Tokyo Figure (<https://tokyofigure.jp/>), a Japanese online shop that designs, manufactures, and sells figures and other anime goods.

Based on the concept of, "Superior beauty and excitement! From Japan to the world, and from the world to Japan!" the company works hard every day to supply great products and emotions to fans around the world by participating in anime, doujinshi, and figure exhibition events.

Tokyo Figure teams up with excellent figure manufacturers, makers, and prototype-creators to design and sell products that are faithful and true to the anime or game's original illustrations, capturing the very essence of the series.

HAKUHODO



Founded in 1895, Hakuhodo continues to innovate everyday life under the unwavering philosophies of "Consumer Conception" and "Partnerism." Professionals with high creativity organize teams to help clients solve problems in all areas, from management to business to social issues, as well as advertising areas.

Hakuhodo anticipates changing the marketing environment and aims to become the world's leading marketing company that improves the business value of clients with integrated marketing management skills.

whomor Inc.



whomor Inc. (head office: Chuo-ku, Tokyo) is an IT startup handling entertainment content that was founded six years ago by a manga artist. With the vision of “bringing excitement to the world through creativity,” whomor engages in creating new initiatives and content not limited to existing methods. In partnership with 6,000 creators, whomor creates character illustrations for video games, promotions using manga that precisely describe problems in the businesses, and original manga works.

Cluster, Inc.



Cluster is a service that holds virtual events. Anyone can access their virtual spaces anywhere using a VR device or PC, making it possible to host events and participate using an avatar.

■ About Cluster

With Cluster, anyone can create a VR space called a “room” that mimics a variety of venues including a conference room or seminar hall. By inviting others, users can relax together in the same space, converse, and even hold large-scale events like concerts. Users can participate using a VR HMD (head-mounted display) including Oculus Rift or HTC Vive or through a PC.

All participants can mingle using an original avatar. In the event space, users can move around, send text comments, and display expressions and greetings. Event organizers can also go up on stage to talk and even share content on a screen, creating an environment where people can gather in virtual space without even leaving their homes.

■ Features and Strengths

The total number of people who can be in one room at the same time is 5,000. It is even possible to hold VR events for profit through charging ticket prices and through giftable V Items. Through these, it is possible to hold virtual business events for thousands of people while offering participants the experience of being gathered together.

CryptoGames Inc.



Officially launched digital trading card game “CryptoSpells” on June 25, 2019. Held a crowdsale that raised over 900 ETH—which at the time was a record-setting amount in Japan—and in June 2020 aired the game’s first ever TV ad campaign. Founded two new services in March 2021: “VtuberNFT,” which helps VTubers release their own NFTs, and “NFTstudio”, an NFT art marketplace.

AKIHABARA AREA TOURISM ORGANIZATION



A joint-venture company that operates tourist sites based on a network of over 400 stores under a joint investment by major companies in Akihabara, the Akihabara Area Tourism Organization plans to develop a base for spreading information from Akihabara to the world through a wide range of areas including campaigns throughout Akihabara, event development, media management including visuals and signage, and managing a tourism center.

THE BATTLE



THE BATTLE was established as a "Web3 organization that fights common ideologies". The core members have been working in the blockchain area since 2018 and are working in various creative directions. Right now, in addition to developing the animation project of the popular NFT work "CryptoNinja NFT" at a web3 anime production committee system "Cryptoanime Labs", they are planning and developing a full-on chain blockchain game "Isekai Battle" and working on multiple projects centered on entertainment x blockchain, such as "Anime Bank", and "iconee".

JPYC Inc.



JPYC Inc. (formerly known as Japan Crypto Asset Market Inc.) was founded in November 2019. In January 2021, JPYC was issued as Japan's first ERC20 prepaid payment currency. In addition to Ethereum, it is compatible with various blockchains such as Polygon Network, Gnosis Chain, Shiden Network, Avalanche Network, Astar Network, etc. By July 2022, the issuance amount has exceeded 1.2 billion yen, and is becoming the most popular Japanese yen stable coin. In order to make JPYC available to as many people as possible, we will actively pursue business alliances with businesses with which we have a high affinity.

Sumikai



Sumikai is one of the most important online magazines in Germany, which is thematically focused on Japan and its pop culture. Our goal is to familiarize German readers and viewers to this culture. We are reporting about Anime, Manga, Music, Tourism and Society but are also mentioning the latest news from Japan.

double jump.tokyo 株式会社



A company established on April 3, 2018, specialized in the development of blockchain games. Established by members with know-how in the development and management of numerous games (mobile social games, PC online games, home consoles, etc.) as well as a deep understanding of platforms and finance, including blockchain technology and virtual currency. A subsidiary of DLE Inc.

Tudukimi



Tudukimi is an event that began in September 2016 and is held every season to showcase promotional videos of new anime. The event, which is held every three months just before the start of the new broadcast season, is organized based on official footage exhibited by license holders, and countless fans proclaim, "Since attending Tudukimi my anime watch list has increased!" The event is simulcast around the world through Nico Nico Live, Bandai Channel, Facebook Live (in English-speaking countries), Bilibili Douga (in Chinese-speaking countries), and other platforms. With over 150,000 viewers, the event continues to evolve as global content.

Dev Protocol



Authenticate and make opensource software sustainable on blockchain3.0. Tokenize your Github repository in a few clicks.

Dentsu Japanimation Studio



Established in 2018 as a Dentsu Group cross-functional business unit. Dentsu Japanimation Studio collaborates with Japan's top anime studios to produce original animation that is optimized to enhance the branding of client organizations, services, and products. DJS aims to systematically harness the power of animation and thus provide branding and marketing solutions uniquely tailored to the needs of both domestic and international clients.

Tokyo Otaku Mode



Through its Facebook page with over 20 million likes and its e-commerce site, the Tokyo Otaku Mode Shop, Tokyo Otaku Mode (TOM) delivers the latest news and products from Japanese anime, manga, games, music, and fashion to fans around the world.

Toyo Institute of Art and Design



The Toyo Institute of Art and Design is an art and design vocational school that offers courses in subjects such as illustration, design, 3DCG, and manga, as well as topics ranging from traditional painting techniques to the latest technological advancements in art preservation and repair. We strive to develop creators with the mottoes of “to train people aiming for creative jobs” as well as “to train professionals who can flourish in the real world.” We aren’t limited to just teaching students the techniques and knowledge behind art and design, but we connect that knowledge to employment and place great importance on continuous support. The Toyo Institute of Art and Design reached its 70th anniversary in May 2016.

Honey's Anime



An anime, manga, and video game news media for overseas readers that began operation in November 2014. It is currently available in English and Spanish. In addition to delivering news directly procured from industry insiders in Japan, the US, and Spanish-speaking countries as quickly as possible to readers, Honey’s Anime has gained popularity with users for its plentiful variety of articles, including those written from the unique perspective of the reporter, reports from events all over the worlds, and interviews with those in the industry. Since its launch three years ago, it has grown to become one of the world’s leading sites in the genres of anime, manga, and video games, and its number of readers continues to increase.

Honeyfeed



Honeyfeed is an English CGM-type light novel site that began operation in January 2017. The social light novel platform is a place where English-speaking users who have become unsatisfied by simply viewing and subscribing to anime and manga themselves can express their surging creative urges. The service sprang forth from Honey’s Anime readers lamenting that there are few places to express their original anime- and manga-like stories. Honeyfeed is an oasis for hardcore otaku with a pleasant atmosphere in which they can elevate their expressive power and potential through users giving mutual feedback and more.

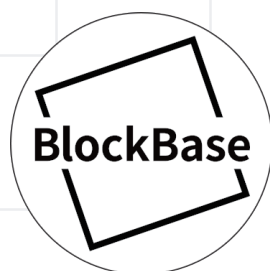
FUN'S PROJECT



Dai Nippon Printing Co., Ltd shares the charms of Japanese content in Japan and overseas through network media and real locations, and promotes the DNP creator co-creation service FUN'S PROJECT, the goal of which is to develop the culture of anime, manga, and video games as well as contribute to the creative industry. FUN'S PROJECT shares with fans around the world the charms of the content Japan is known for including anime, manga, and video games while also developing various new services for consumers that connect creators, content holders, and fans.

FUN'S PROJECT offers real places and online services created together with creators from various industries where consumers around the world can more deeply understand, learn about, and enjoy Japanese content, and contributes to the growth of the creative industry through business developments such as event planning and original product development together with distributors, publishers, content holders, manufacturers, and various organizations.

BlockBase Co.,Ltd.



Blockbase is blockchain technology consulting and development company based in Japan. Our goal is to find blockchain use case through quick and large amount of trial. Identity on blockchain is one of the primary area of our business.

Rakuten Collection



Rakuten Collection is an online character lottery service that began operation in May 2016. Under the concept of "Shopping is Entertainment!" the service produces unexpected encounters with characters fans like and aims to offer a new experience through character goods. Products mainly include anime and game character goods, along with idol, artist, and athlete merch, and the service is widely expanding its limited edition products for fans to enjoy, regardless of the genre.

Advisor

Leo Akahoshi

CEO of qdopp Inc.



Leo Akahoshi studied abroad in New York during middle school and in Syria during university. He engaged in investment banking services for foreign companies prior to working at a domestic securities company. He then shifted to GREE, Inc. in 2012 and oversaw domestic and overseas investments, acquisitions, and new business planning. He founded qdopp Inc. and assumed the position of CEO in 2014, where he manages both Honey's Anime, an overseas news media for anime, manga, and games, and Honeyfeed, an English novel content submission site. He also engages in overseas advertisements of otaku content and business consulting using his knowledge of the overseas otaku market.

Masayuki Ikegami

CEO of SAKURAS Co., Ltd.



Born in Yugoslavia, Masayuki Ikegami became a US resident during middle school, where he won an award for programming. During his days as a student, he was passionate about programming. After graduating from the Department of Science and Technology at Keio University, he entered the foreign business consulting firm A.T. Kearney. After consulting a variety of businesses, he took part in launching the DeNA and NTT Docomo joint venture Everystar Co., Ltd. and was inaugurated as the CEO. There, he created a variety of mega hit works including "Ōsama Game (King's Game)" and "Doreiku," as well as a smartphone novel boom. He resigned from the position in March 2015 and in April of that year founded SAKURAS Co., Ltd. He currently teaches online business strategies at the Globis University Graduate School of Management in addition to engaging in digital strategy consulting for broadcasters and publishers.

Hitoshi Kakizawa

Blockchain Accountant, Certified Public Accountant



Worked in the corporate sales division of Mizuho Bank and learned about many complaints clients had with their banks. After joining Deloitte Touche Tohmatsu LLC, he audited companies preparing to list on the stock market and worked with over 15 IPOs in 3 years. In 2015, he took part in Deloitte Tohmatsu Venture Support's FinTech team and worked as a "blockchain accountant." He has organized seminars about ICOs, supported cryptocurrencies and blockchain ventures, consulted for blockchain verification tests, developed audit procedures and conducted audits for cryptocurrency exchanges, and assisted with the implementation of in-house operation management systems. In October 2017, he joined a blockchain venture as a business developer, the second Japanese person to do so. Provides private consultation for ICO projects and is the adviser for several cryptocurrency/blockchain projects.

Jun Kawasaki

CEO of GIFTED AGENT



After graduating middle school, he worked on developing automatic trading systems for FX and stock, as well as logistics portal sites. When he was 17 he participated in a venture to create a realtime Q&A service before selling his enterprise. Then, he created multiple IT ventures representative of Tokyo Otaku Mode before selling them or passing them off to other executives. Currently, he is the CEO of GIFTED AGENT and works on common OS projects for blockchain use. He has appeared in the media several times, such as on NHK's "Today's Close-Up," and is currently active as one of the top members in the blockchain worldwide community.

Kizuna AI

Virtual YouTuber / Otaku Coin Ambassador



Kizuna AI is a virtual YouTuber who uploads videos from a white space almost daily, and has drawn the attention of fans in both Japan and around the world. Her channel has over one million subscribers and over 55 million views. Her dream is to become the world's number one YouTuber. Her interests include egosurfing and interacting with human beings. She recently celebrated her first anniversary since she began releasing videos on December 1, 2016. Her direct way of speaking and abundance of emotions conveys a humanity atypical of "AI" personas.

Kenji Saito

Professor, Waseda University Faculty of Commerce, Graduate School of Business and Finance



Received his Master's degree in Engineering (Computer Science) from Cornell University in 1993 and his PhD in Policy and Media from Keio University for his research on digital currencies in 2006. He was specially appointed a media research instructor at the same university, and became a Senior Researcher at the Shonan Fujisawa Campus in 2014. In 2016, he became the CSO (Chief Science Officer) at BlockchainHub Inc. and the Representative Director at Beyond Blockchain (non-profit) in 2017. Since 2019, he has been a professor at Waseda University Graduate School of Business Administration. He specializes in the Internet and society.

Hiroshi Shimo

Founder & CEO of Consensus Base Inc.



CEO of blockchain specialist Consensus Base Inc. Has been involved with blockchains for a long time and has the know-how and experience of performing verification tests for dozens of major firms, such as SoftBank, Daiwa Securities Group, and the Japan Exchange Group. Currently offers ICO consulting, ICO packages, trading cards, and other services through his own company. Co-published books about bitcoins and Ethereum with NEC and authored many books and articles about blockchains. Also serves as a blockchain committee member for the Ministry of Economy, Trade, and Industry. Continues to stand at the forefront of blockchain technology as an engineer and is actively attempting to spread information about the technology.

Seigen Takano

Represent of Threat Analysis Lab



Cyber security and risk control expert, born in 1980. After working as a creator, engineer, and editorial reporter for an economic magazine, he founded the cyber security company Sprout in 2012. While providing cyber security measures and cyber incident response support to corporations and government agencies, the company also researched trends in the cyber black market as an early researcher and made numerous presentations on the status of the dark web. He left the company after serving as the Representative Director from 2016 to 2021. In 2021, he founded the Threat Analysis Lab, which conducts research and consulting on cybersecurity, disinformation, and economic security with experts in various fields.

His publications include "Fake Web" (2019, Bungeishunjun), "Dark Web" (co-authored, 2016, Bungeishunju), and "2021: The Age of Power Politics -How to Move Japan's Diplomacy and Security-" (co-authored, 2021, Soseisha). Contributor to newspapers, magazines, and academic journals, as well as numerous TV and radio appearances and lectures. Member of the Fake New Research Committee of the Sasakawa Peace Foundation Security Studies Profram. NewsPick professional picker.

Shohei Taguchi

Otaku caster



Born in August 1991. Former TV Tokyo announcer, active in sports and variety shows. Retired from TV Tokyo in March 2008 to pursue an MBA at Waseda University while working as a game caster.

Hisashi Tsujimura

Representative Director of T Accelerator Co., Ltd.



Born in Akita Prefecture and graduated from the Tokyo University of Foreign Studies with a degree in French. Hisashi previously worked at Japanese gaming giant DeNA, where he worked for a long time in business planning before becoming the Assistant Director of the international division. In 2010, he moved to Silicon Valley and was appointed as SVP of Marketing at DeNA Global and Director of Internet Marketing at ngmoco. He established Poppin Games Japan in July 2012. Then he established T Accelerator in 2019 and is the current Representative Director. He has 10+ years of experience in the tech industry including EC, games, advertisement, investment, and blockchains.

Tohoku Zunko, Tohoku Itako, Tohoku Kiritan

Otaku Coin Ambassador



Tohoku Zunko is a character that was created to help raise awareness and support the Tohoku region after the 2011 Tohoku earthquake. Businesses in the Tohoku region could use Zunko for commercial uses like advertisements, merchandise, and websites for free.

Tohoku Zunko (the character in the middle) is a cute girl with a design that is inspired by zunda-mochi, a specialty that is eaten all across the Tohoku region. Her special technique, 'Zunda Arrow', lets her shoot a mochi-tipped arrow that can turn whatever it hits into zunda-mochi.

Furthermore, Tohoku Itako (the character on the left), represents Aomori prefecture and is Zunko's older sister. Tohoku Kiritan (the character on the right) represents Akita prefecture and is Zunko's younger sister. Together, these characters are the 3 Tohoku Sisters.

Palmer Luckey

Oculus Founder



Palmer Luckey founded Oculus VR when he was 19 years old and designed the Oculus Rift, a virtual reality headset, which started a global VR movement. Facebook went on to acquire Oculus VR in 2014. In March 2017, Luckey left Oculus VR and its parent company, Facebook. He is currently active as an entrepreneur with a new startup in technology to be used in the defense industry. Luckey is a fan of Japanese VR, as well as Japanese anime. In 2017, he participated in an anime event titled "Machi Asobi" in Tokushima, Japan cosplaying as a video game character, which was a topic covered on various media.

Ryota Fujitsu

Anime Critic



Born in 1968. Ryota Fujitsu has been working as a freelance writer since 2000, after working as a journalist for local newspapers and an editor for weekly magazines. He currently runs serial articles on Anime!Anime! and Nizista. He also writes for magazines, web articles, DVD booklets and more. He also gives "Anime wo Yomu" ("Read" anime) lectures in Asahi Culture Center Shinjuku every third Saturday.

Mai Fujimoto

MissBitcoinBand CEO



Mai, or more popularly known in Japan as "Miss Bitcoin" has been in the crypto-space since 2011. She is the founder of Gracone, WithB, MissBitcoinBand. The companies that help connect businesses in the blockchain / cryptocurrency industry. She's an advisor to a renowned list of established IT companies in Japan such as GMO Internet, LayerX, BRD, MediBloc, Zeex, etc. providing counsel for their blockchain / cryptocurrency endeavors.

*In addition to the advisors and partners above, we also receive advice from So Saito, a lawyer knowledgeable in blockchains, finance, and IT.

5. Conclusion

Thank you for showing interest in our concept.

We would truly appreciate your assistance in our quest to make the world a better place. Even just mentioning our concept and activities to your friends and acquaintances would be a great help.

Also, we send the latest information about Otaku Coin through our email newsletter, Facebook group, and other media, so please feel free to subscribe to learn more.

Official Site: <https://otaku-coin.com/>

Twitter English: <https://twitter.com/OtakuCoinEn>

Blog: <https://medium.com/@otakucoin>

We welcome all feedback and are always excited to hear from you.

Directly Connecting Fans and Creators
Otaku Coin Association

*About this concept paper

Parts of this concept paper are still in the conceptual stage and are not guaranteed to be fully realized. As we progress, we may encounter various problems that we could not predict beforehand, such as issues that we had not imagined, changes in the views of each country, as well as changes in laws and guidelines. Please understand that at this point in time, we are only examining the possibility of making this concept a reality.

Also, this concept paper is not any kind of prospectus or tender offer. It is not intended to recruit or solicit the investment in securities in any region.

The content of this concept paper was collected while consulting with an advising lawyer, accountant, and other experts while referring to relevant authorities to confirm whether or not there would be any problems in Japan. We are planning to confirm with overseas authorities while moving forward at a later date.

Concept Paper Revision History

May 2018 : Initial publication

Dec 2018 : Overall updates

July 2019 : Organizational structure & road map revision, Various other updates

Nov 2019 : Some updates

Jun 2020 : Updated list of directors and members

Mar 2021 : Some updates

Apr 2021 : Some updates

May 2021 : Some updates

Dec 2021 : Some updates / Added NFT Achievements

Aug 2022 : Some updates

Sep 2022 : Some updates

Nov 2023 : Some updates