

# Project Origins: How My Experience Fuels Our Vision

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## 1. Overview of “Noggle Changer”

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This project aims to commercialize the prototype as a “Noggle Changer” and promote self-liberation and self-affirmation through  $\pi$ - $\square$ - $\square$  items.

By expanding awareness through market deployment, we envision simultaneously pursuing social value and revenue. We kindly request your support!

## Discovering Inner Strength: My Journey in Web3

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As a parent of a child with ADHD, ASD, and intellectual disabilities, I found it challenging to fit into society’s idea of “normal.” The pandemic further intensified my isolation and unease while confined to my home.

During this period, I discovered the value of embracing my

vulnerabilities and realizing the opportunities to embrace communication forms. It was during this time that I stumbled upon the pNouns community.

Now, six months later, I have regained my self-assurance by engaging with members of the Japanese Nouns community. Connecting with the Web3 world has not boosted my self-esteem. It also made my days more fulfilling.

This profound sense of liberation has inspired me to spread a message of empowerment; **“We can become anything!”** With ʘ-ʘ as my tool for communicating, I hope to reach individuals with this positive outlook.

## Japan’s “Low Self-esteem”: Current Status and Challenges

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The philosophy and principles of Nouns have yet to be widely recognized in Japan. Additionally, many individuals in Japan need help to grasp the significance of boosting their self-esteem. I’ve realized that the prevailing situation, where many people do not recognize “the importance of enhancing self-esteem,” constitutes a social problem in Japan.

Please look at **the Cabinet Office Survey for Fiscal Year (FY) 2018** for your reference.

In Japan, the percentage of individuals who are “content with themselves” hovers around 40%, starkly contrasting with the 80% range observed in Western countries. Similarly, the percentage of those who acknowledge having personal strengths stands at approximately 60% in Japan, while it’s around 90% in Western countries. Isn’t this an astonishing outcome? I sense that Japan lacks the “opportunities” and

“means” necessary to foster self-liberation and self-affirmation. Moreover, I believe it’s crucial to “devise methods for capturing people’s attention” towards these matters.

## **My Journey of Self-Liberation through ρ■-■ Items.**

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My organization, pNouns, introduced **Proposal 228**: “Noggles Jack Tokyo,” which garnered support from Nouns DAO. We sincerely appreciate your backing and encouragement.

### **My role encompassed overseeing the prototyping and development of the product.**

The event showcased that Noggle’s distinctive design resonates with individuals unfamiliar with Nouns, effectively capturing their interest. Like the “transformation items” seen in Sailor Moon or Super Sentai (Japanese military unit), Noggle holds a profound significance for individuals like myself who struggle with low self-esteem. It functions as a tool that can seamlessly metamorphose into whatever one desires. I witnessed the event’s demonstration of Noggle’s capacity to invoke positive, self-liberating influence.

### **Positioned as an instrument for capturing attention ingeniously, Nouns ρ■-■ was impeccably fitting!**

I am convinced that Noggle possesses the potential to enhance self-esteem. This notion has evolved into my guiding vision and a powerful impetus driving my endeavor to establish Noggle as a sustainable business.

**I aim to rebrand the prototype I’ve created as the “Noggle Changer” and transform it into a sustainable project that simultaneously pursues social value and revenue.**

# Customer Experience Value

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With a branding that exudes sophistication and the design elements of  $\pi$ - $\square$ - $\square$ , we aim to captivate the mainstream audience unfamiliar with crypto. Through the “Noggle Changer,” customers can revel in the joy of self-expression and attain the experience of self-liberation.

**The message of “We can become anything!” serves to affirm individual diversity and aid in bolstering self-esteem.** Enhancing “self-liberation and self-affirmation” is also crucial in building the society of inclusivity that the Sustainable Development Goals (SDGs) strive for.

Hence, **I firmly believe that the market expansion of the “Noggle Changer” can yield a positive impact on society.**

## 2.Vision of the “Noggle Changer”

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### Sustainable Project

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We are dedicated to developing the “Noggle Changer” as a sustainable project, considering multiple perspectives to realize a vision harmonizing social value and profitability. The rationale behind this is that fostering “self-liberation and self-

affirmation” is imperative in constructing a society that embraces the goal of leaving no one behind, as the SDGs advocate.

**If this proposal receives approval, we will allocate half of the online sales revenue to the Nouns DAO.**

**The remaining half of the funds will be used to produce phase2 of the “Noggle Changer.”**

Pursuing this vision aims not only to introduce more individuals to Nouns but also to enhance the overall value of the Nouns brand.

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## Goals for Phase2

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Phase2 focal theme of this limited edition will be **“WARM BLUE for Neurodiversity.”**

This theme encapsulates the expanding scientific concept of Neurodiversity and underscores the importance of respecting individuals’ diverse brain characteristics and cognitive styles. Scheduled for release as a new color variant of the “Noggle Changer,” the limited edition aims to coincide with World Autism Awareness Day in April. Our aspirations extend to organizing WARM BLUE events in collaboration with corporations and local administrations.

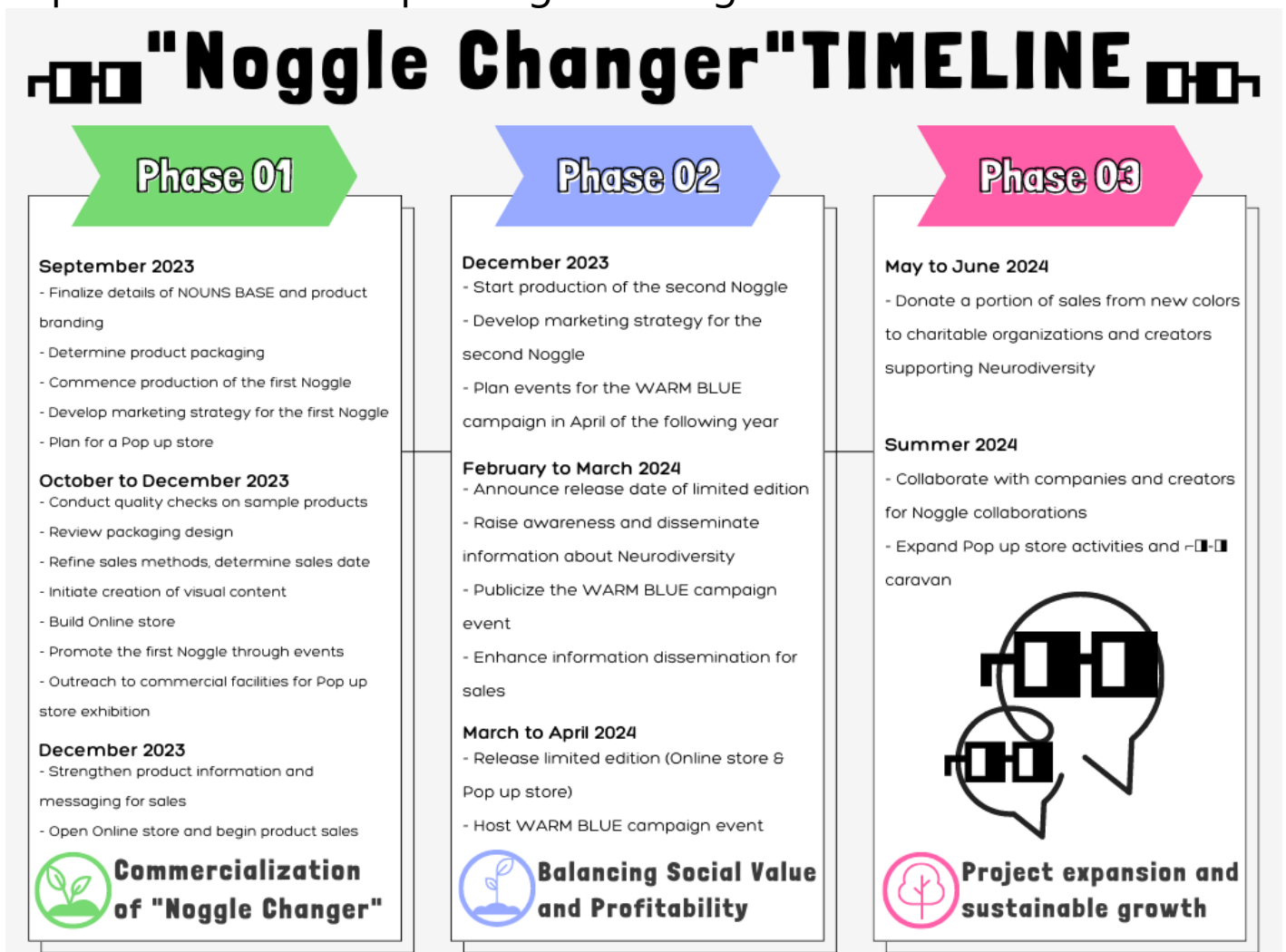
**Our Phase 2 objective revolves around contributing to society** by earmarking a portion of the limited edition’s proceeds for Neurodiversity awareness initiatives and support networks aiding those impacted by autism.

## ► Sustainable Growth

We will seamlessly merge social value with revenue generation by selling limited edition colors and strategic partnerships with local governments and corporations.

## ► Exclusive Experience

Acquiring a limited-edition variant sets itself apart from the general market offerings, underscoring the distinctive experience of championing "social good."



Thank you for reading "Project Background and My Experience" to the end.

With gratitude.

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