

Symons Lab

The Izanami Project

Whitepaper Light Version

Ver.0.7 Beta Version

INDEX

- What is the Izanami Project?
- Sustainable Circulation-Based Community Revitalization System Featuring a Point System
- Creation of “Sustainable and Revitalized Communities”
- The Business Model
- Why Introduce Blockchain?
- The Izanami Project
- The Future as Envisioned by the Izanami Project
- The Izanami System
- Roadmap

What is the Izanami Project?

The Izanami Project offers a sustainable digital social infrastructure based on a circulation-based community revitalization system that uses points and cryptocurrencies.

We are currently at a historic turning point in creating the financial structure of the future. SYMONS Co., Ltd. provides solutions by developing a social infrastructure, where communities take the lead and the individuals in these communities act as agents of change to revitalize the local economy.

SYMONS Co., Ltd. has established a new “Symons Lab” and is in process of building a sustainable digital social infrastructure, based on a circulation-based community revitalization system. The “Symons Lab” is focused on expanding this system in a more flexible and sustainable way and creating a decentralized local economy.

“Sustainable digital social infrastructure” of SYMONS Co., Ltd. has been spearheaded by President Saikawa’s achievements and vision for the last 20 years. SYMONS Co., Ltd. is currently developing a full-fledged decentralized local economy through the blockchain-based DeFi system.

Sustainable Circulation-Based Community Revitalization System Featuring a Point System

The CEO of SYMONS Co., Ltd., Mitsuru Saikawa, had previously established a cross-industrial exchange network system utilizing frequent flyer miles at a major airline company. SYMONS is currently developing and operating a sustainable, circulation-based community revitalization system nationwide. This system has been adopted as a platform for one of the tourism promotion activities of the Japan Tourism Agency.

Saikawa’s many years of leadership in the loyalty points industry, his significant contributions to the industry, and his wealth of expertise is instrumental in expanding the functionality of the point system in this new project. SYMONS envisions that this project will significantly transform the local community money and application systems.

Creation of “Sustainable and Revitalized Communities”

The SYMONS’ efforts have already been introduced to and deployed in many local governments and are attracting significant attention, thanks to its unique marketing concept - an initiative in which all three parties (communities, residents, and organizations such as companies) benefit from a win-win-win structure.

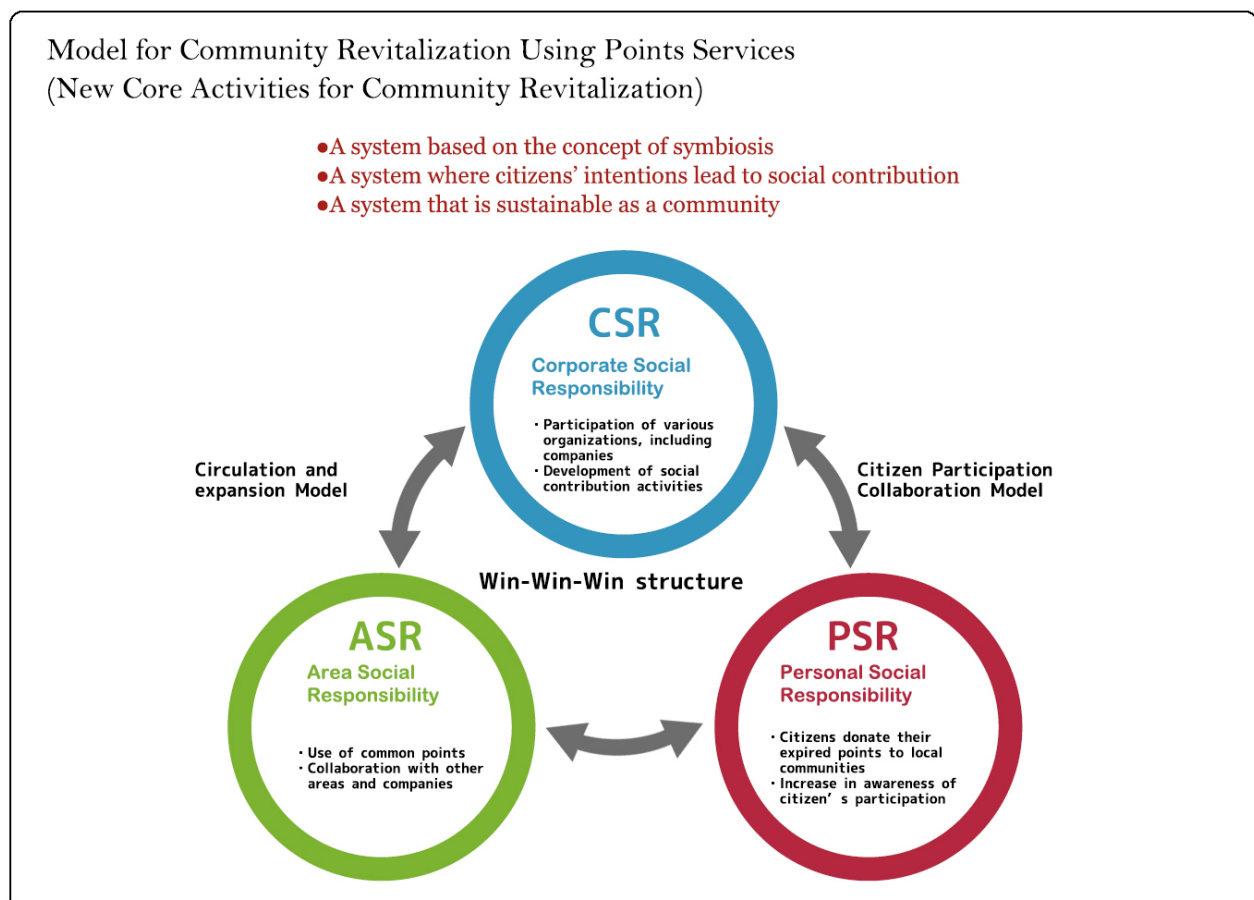
In 2022, more local governments are planning to join this program. Saikawa’s vision of creating a “sustainable and revitalized local community” is a unique business model that no other point-system provider or player can replicate.

The Business Model

SYMONS' "sustainable circulation-based community revitalization system featuring a point system" consists of the following three solutions:

1. Utilization of points-usage data - Through the use of points, previously untapped regional characteristics can be quantified in the form of data and can be used for revitalizing stores and service providers, as well as for local communities as a whole.
*In this case, points represent and function as local currencies.
2. Utilization of expired points - The expired points will be re-invested for the revitalization of local communities to enable a sustainable circulation of information and money.
3. Connecting points to various activities - Strategic regional policies and tourism marketing can be developed by compiling consumption activities and citizen/tourists behavior into a database.

With these three solutions as pillars and based on our extensive experience and expertise that are unrivaled in the industry, we are well positioned to provide optimal support not only for community revitalization, but also for customer marketing for companies, fan club management for sports teams, etc.



The business model using a point system in Japan has advanced to a level unparalleled in other countries, as seen in the wide range of issuances, tie-ups, and redemptions, as well as the development of the point economy.

Point systems have been developed year by year, providing convenient services to consumers and playing an important role in connecting consumers and businesses, while innovating to create new businesses through digitalization.

The international expansion of SYMONS' business model has a potential to further expand the new point economy in the future.

Why Introduce Blockchain?

The business model offered by SYMONS Co., Ltd. has already been deployed in the market and has begun to be introduced to and deployed in local governments. The model has been embedded into the social infrastructure by introducing unique marketing methods and consolidating SYMONS' experience and expertise, cultivated over many years.

The company's corporate philosophy is "from competition to symbiosis," and its business model has been developed focusing on the social impacts. The company's main business domain, "community revitalization," is bearing fruit and the introduction of blockchain methods will further accelerate these efforts.

Embracing the ancient Japanese concept of "sampo yoshi" (win-win-win relationship), SYMONS has always supported the local communities by donating expired points. Now that the time is ripe to provide solutions, it is the perfect time to introduce the blockchain methods.

By introducing blockchain methods, we have high confidence that this project will lead to increased growth and expanded business model.

Mitsuru Saikawa, President of SYMONS Co., Ltd., refers to this business model in his New Year's greeting [blog post](#) as follows.

In the loyalty-points business, donating expired points (miscellaneous income), instead of using them for profit, is almost a so-called "prohibited strategy," which can destabilize the corporate management. This strategy was also said to be absolutely unacceptable for small or medium-sized companies, even if potentially acceptable for large companies.

Mitsuru Saikawa's New Year's greeting [blog post](#)

To turn this philosophy into reality, the introduction of governance, decentralized financial systems, and token economy creates a perfect business model that will make the project more inclusive, transparent, and sustainable.

The Izanami Project

On February 2, 2022, SYMONS Co., Ltd. launched “Symons Lab” started a “sustainable circulation-based community revitalization system featuring a point system” utilizing blockchain technology. The main goal of the Symons Lab is to construct Dapps, using a decentralized financial system and smart contracts, as well as to introduce the system to local governments, companies, and various communities.

SYMONS named the “sustainable circulation-based community revitalization system featuring a point system” as “The Izanami Project”.

In the process of setting up the project, we are partnering with a public blockchain, aiming to develop and release the Izanami system Ver. 1 by the end of fiscal year 2022

Future as Envisioned by the Izanami Project

Symons Lab will initially operate in Japan (and then aim to expand globally), in order to bring the following four benefits to Japan’s cryptocurrency economy and community development.

1. Local points (local currencies) are introduced to local governments in Japan to create a cryptocurrency ecosystem for community development.

Symons Lab’s Izanami Project will promote the introduction of a circulation-based community revitalization system using a blockchain technology to the 1,718 municipalities across Japan. Creating a cryptocurrency ecosystem and promoting community development through cryptocurrency economy will let us integrate the decentralized society and community development from the grassroots in Japan.

2. Out of these municipalities, SYMONS is currently targeting a little more than 1000 municipalities for business.

Kesennuma, Miyagi Prefecture, for example, is a city that has now introduced the circulation-based community revitalization system of SYMONS Co., Ltd. Out of total population of about 60,000, 20,000 citizens are now using this system. Additionally, there are another 20,000 members living out of the city. With 40,000 members in total, the annual sales turnover is about 1 billion yen.

On the assumption that the average local city population is 60,000 (similar to Kesennuma), expanding the system to 100 municipalities (10% of the targeted municipalities) would result in 2 million members in these municipalities, as well as another 2 million outside, totaling 4 million new members. If 20% of these members become heavy users of the system’s cryptocurrency, Izanami token, a crypto community of about 800,000 will be generated by the Izanami Project.

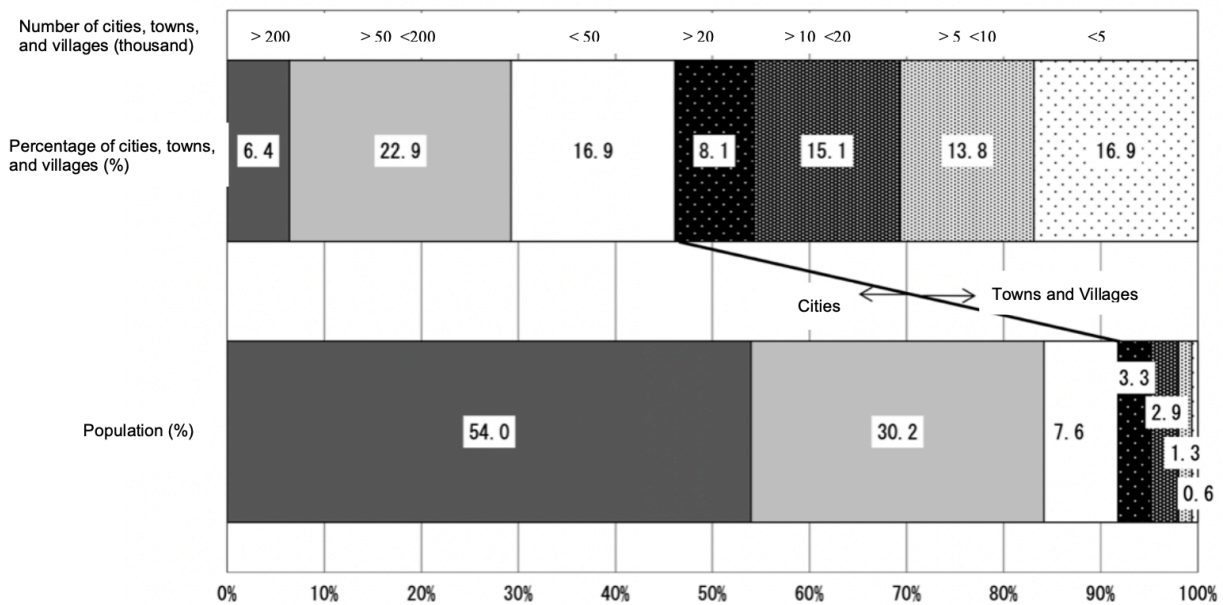
Of the total number of municipalities, 63% have a population of between 10,000 and 200,000, and the population of these areas is about 55.6 million, which accounts for about 44% of the total population of Japan. We believe that these areas are the best targets for the Izanami Project (See attached data: the 2020 Census results).

Table III-2 Number of Cities, Towns and Villages and Population by Size Population(2015-2020)

Size of population(thausand)	Number of cities, towns and villages		Population		Percentage of the number of municipalities (%)		Percentage of population (%)	
	2015	2020	2015	2020	2015	2020	2015	2020
Total	1,719	1,719	127,094,745	126,226,568	100.0	100.0	100.0	100.0
Cities	791	793	116,137,232	115,832,159	46.0	46.1	91.4	91.8
≥1,000	12	12	29,503,284	30,353,487	0.7	0.7	32.2	24.0
≥500 <1,000	17	16	11,716,916	11,176,878	1.0	0.9	9.2	8.9
≥300 <500	43	45	16,728,668	17,476,786	2.5	2.6	13.2	13.8
≥200 <300	38	37	9,520,491	9,134,140	2.2	2.2	7.5	7.2
≥100 <200	151	153	21,270,015	21,285,216	8.8	8.9	16.7	16.9
≥50 <100	258	240	18,132,848	16,809,543	15.0	14.0	14.3	13.3
≥30 <50	181	178	7,141,088	7,044,115	10.5	10.4	5.6	5.6
<30	91	112	2,123,922	2,551,994	5.3	6.5	1.7	2.0
Towns and villages	928	926	10,957,513	10,394,409	54.0	53.9	8.6	8.2
≥30	65	61	2,440,662	2,289,150	3.8	3.5	1.9	1.8
≥20 <30	90	79	2,180,015	1,928,678	5.2	4.6	1.7	1.5
≥10 <20	264	259	3,839,885	3,695,213	15.4	15.1	3.0	2.9
≥5 <10	242	237	1,772,245	1,702,930	14.1	13.8	1.4	1.3
<5	267	290	724,706	778,438	15.5	16.9	0.6	0.6

Note) Specified districts in Tokyo Metropolis are counted as one city.

Figure III-1 Number and Percentage of Cities, Towns and Villages and Population by Size of Population (2020)



Note) Specified districts in Tokyo Metropolis are counted as one city.

With the mutual exchange between points and the Izanami tokens, we can expect an increase in the diversion of points to tokens, and also a rapid increase in the number of members specializing in the token business.

3. Donation of expired points

Donation of expired points generated through the use of a public blockchain-based decentralized system for circulation-based community revitalization to social or charitable activities brings security, transparency, and scalability to the Izanami Project. It also provides a governance model that empowers each and every community member, resulting in the creation of a truly decentralized community.

4. Building a new model for social contribution through development of microfinance

Eventually, we will develop an unconventional microfinance business by incorporating other payment methods such as points, tokens and cash. Through this development, we will build a new social contribution model (integration of donation and financing) on the public blockchain.

The Izanami Project will develop SYMONS' "sustainable and revitalized community" on the public blockchain, which has already been deployed and materialized. The project will unlock the inherent potential of the blockchain technology to create a truly decentralized digital infrastructure that will bring a successful model of a cryptocurrency economy to the world with a more safe, scalable, and powerful cryptocurrency ecosystem.

The Izanami System

The services and the overall picture of the Izanami system are as follows:

- **Izanami points and Izanami tokens:** Support sustainable community development by creating an ecosystem based on a cryptocurrency economy utilizing "Izanami points (stable points or stable coins)" and "Izanami tokens" that can be used as governance tokens and for asset management
- **Izanami point issuance system:** Allows service entities to issue their original points by providing a point system for services provided by local governments, companies, and communities
- **Marketing tool for Izanami Point usage trends:** A tool that divides customer trends associated with the points of each service entity into five layers (national, prefectural, municipal, corporate, and service provider/store) to understand member behavior patterns at each layer and utilize them for marketing purposes
- **Management of personal information of Izanami Point users:** A management system of member information with privacy protection using a decentralized ID system
- **Client application:** A tool that provides membership services and commerce where customers can use Dapps (decentralized applications) to manage and redeem their points
- **Microfinance:** Provides microfinance services using the Izanami points and tokens which will be introduced to decentralized applications by having partnership with various Dapps projects

Roadmap

The project will be divided into the following three plans for concurrent development and release.

Plan A: Aiming for release in Q4 2022

- Izanami point issuance system: Allows service entities to issue their original points by providing a point system for services provided by local governments, companies, and communities.
- Marketing tool for Izanami Point usage trends: A tool that divides customer trends associated with the points of each service entity into five layers (national, prefectural, municipal, corporate, and service provider/store) to understand member behavior patterns at each layer and utilize them for marketing purposes.
- Client application: A tool that provides membership services and commerce where customers can use Dapps (decentralized applications) to manage and redeem their points

Plan B: Aiming for release in Q2 2023

- Izanami points and Izanami tokens: Support sustainable community development by creating an ecosystem based on a cryptocurrency economy utilizing "Izanami points (stable points or stable coins)" and "Izanami tokens" that can be used as governance tokens and for asset management.
- Management of personal information of Izanami Point users: A management system of member information with privacy protection using a decentralized ID system

Plan C: 2023

Microfinance: Provides microfinance services using Izanami points and Izanami tokens which will be introduced to decentralized applications by having partnership with various Dapps projects