

**Freewill's Proposal for a Better Society:
“Sustainable eco Society” Ecosystem and the Use Cases of
Blockchain Technology for Social Impact**

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1.Abstract

This article delves into Japan's historical journey and cultural values, urging a global audience to draw lessons from the past to tackle contemporary challenges. It underscores the significance of societal harmony, animism, and transitioning to a new capitalist paradigm.

The text discusses the adverse effects of modern capitalism and consumerism, highlighting issues such as environmental degradation, income inequality, and social isolation. It introduces the case study of Sustainable eco Society, a shift towards a more sustainable and equitable economic model, emphasizing the importance of regulation, mindful consumption, and social investment to create a better future for all.

Lastly, the article suggests a shift in corporate focus from solely maximizing profits for stakeholders to utilizing profits for social and environmental initiatives. Freewill demonstrates a commitment to conscious capitalism with this business model by redirecting profits towards socially and environmentally sustainable application. The article discusses that this approach not only benefits society and the environment but also creates an ecosystem for unconscious social contribution, wherein positive impacts are integrated into everyday business operations.

2. The Historical Context of today's Japan

History offers hints for solving social issues and guiding our way of life. Therefore, let's take a moment to reflect on some historical facts from Japan. It's important to note beforehand that ideological distinctions are entirely meaningless in this context.

For centuries in Japan, a belief has taken root that gods dwell not only in living beings such as nature and animals, but also in inanimate objects like mirrors and stones—this is the faith in “eight million gods.” This mindset has fostered a value system that accepts all forms of existence, creating a cultural foundation open to embracing diverse cultures and religions as new perspectives and sources of value. As different cultures interact and eventually give rise to new ones, this phenomenon may indeed be rare on a global scale. The spirit that evolved from this animistic worldview is connected to a way of life that avoids conflict, symbolized by the idea of the “middle path,” shaping a uniquely Japanese culture that appreciates ambiguity and the space between things. The attitude of blending different thoughts together—not seeking victory or defeat but valuing harmony—is precisely the philosophy that underlies Japan, the peaceful “Land of Wa.” From such a nation, Japan, I feel there is profound significance in offering a new reference to the world.

During the era of the Tokugawa shogunate, Japan experienced approximately 260 years of peace following the tumultuous Sengoku period. At that time, Japan was a country of about 30 million people. As the Meiji era began, Japan finally stepped onto the international stage. However, the tide of the times sometimes becomes an immense force, and no one can resist it. Japan's fate was to become the only country in the world to follow the path of a nation that has experienced atomic bombings. Nevertheless, this small island nation surpassed 100 million people in population within just a few decades and came to play a central role in the world economy.

Now, approximately 80 years after the war, the world is entering a new era. With the ascent of Web3 technologies, there are indications of a sustainable overhaul in the traditional capitalist system, fostering decentralized and eco-conscious approaches to economic activities. These new technologies have disrupted traditional capitalism by decentralizing ownership, enabling peer-to-peer transactions, and fostering new economic models. Also, the social and environmental movements within the new generation are influencing the economy towards sustainability by advocating for green policies, pushing for renewable energy adoption, encouraging eco-friendly consumer behaviors, and promoting corporate responsibility, thereby driving a shift towards more sustainable practices across industries.

Japanese culture and history have a deep relationship with sustainable practices today. Respect for nature, efficient resource utilization, and environmental conservation have been ingrained in Japanese society and lifestyles from ancient times to the present day. For instance, during the Edo period, Japanese society exhibited several sustainable practices. Communities managed satoyama and satoumi areas, striking a balance between human needs and ecosystem preservation. Eco-friendly architecture utilized locally-sourced materials and efficient design techniques. Waste was minimized through recycling and resourcefulness, while collective farming promoted efficient land use and irrigation. Emphasis on local production and consumption supported local economies. These practices

reflect a historical commitment to sustainability that continues to influence modern-day efforts.

Besides, in Japan, animism, known as Shintoism, has historically influenced various aspects of culture and society, including sustainable practices. Shintoism emphasizes a reverence for nature and the belief that kami (spirits or deities) inhabit natural phenomena such as mountains, rivers, and forests. This worldview has fostered a deep respect for the environment and a recognition of humanity's interconnectedness with nature, leading to several sustainable practices.

One way animism in Japan promotes sustainability is through the preservation of sacred natural sites, with many Shinto shrines situated in pristine natural settings designated as protected areas. This protection contributes to conserving biodiversity and maintaining the ecological balance of these landscapes. Additionally, Shinto rituals and ceremonies frequently involve offerings and prayers to nature spirits, expressing gratitude for the gifts provided by the natural world. These rituals reinforce the importance of living in harmony with nature and respecting its sanctity, encouraging behaviors such as responsible resource use and conservation. Furthermore, Shintoism has influenced traditional Japanese arts and crafts, with many incorporating natural materials and techniques prioritizing sustainability. For instance, traditional architecture often utilizes locally-sourced wood and other natural materials, promoting eco-friendly construction practices. Overall, the relationship between animism in Japan and sustainable practices is characterized by a deep spiritual connection to nature, inspiring behaviors and traditions that prioritize environmental stewardship and the preservation of natural resources.

Drawing from this rich historical legacy, Japan is uniquely positioned to lead by example, showcasing how traditional wisdom can inform innovative solutions to contemporary environmental challenges on a global scale.

Why Japan should Pioneer the New Mechanics of Sustainable Capitalism

That being said, if Japan cannot manage to involve itself in the definition of the new capitalism, its global representation in organizations like the United Nations and its status as a leader in Asia may become relics of the past. If Japan fails to fulfill this role, there is a real risk that these aspects of Japanese culture, history, and traditions may vanish.

For Japan to play a significant role in the emerging era of conscious capitalism, it needs to adapt by prioritizing sustainable business practices, investing in innovation, promoting corporate social responsibility, and transitioning to stakeholder capitalism. However, renowned for its technological advancements in automotive, electronics, and robotics, Japan has struggled to produce globally adopted applications and services in recent years. While Japan has a rich history of technological advancement, its insular market dynamics and risk-averse business culture have limited its ability to produce globally adopted innovations. Japanese companies often prioritize stability and incremental improvements over disruptive innovation, leading to a reluctance to take risks and pursue ventures with international ambitions. Additionally, the homogeneous nature of the domestic market discourages

startups from targeting global audiences, resulting in a lack of exposure to diverse consumer needs and preferences.

Despite these challenges, Japan possesses inherent strengths that can be leveraged to overcome barriers to global adoption of applications and services. Japan's deep-rooted culture of craftsmanship, attention to detail, and commitment to quality are highly regarded globally and can be valuable assets in developing products and services that resonate with international audiences.

3.Unveiling the Pitfalls of Modern Capitalism and Consumerism

In today's world, capitalism and consumerism have become the driving forces of global economies. While they have led to unprecedented economic growth and technological advancements, they also pose significant challenges to society, the environment, and individual well-being.

At the heart of modern capitalism lies the relentless pursuit of profit maximization. This profit-driven approach often prioritizes short-term gains over long-term sustainability. As a result, corporations may exploit natural resources, exploit labor, and disregard environmental consequences in the pursuit of economic growth. This relentless pursuit of profit has led to widening income inequality, with a small fraction of the population amassing vast wealth while the majority struggle to make ends meet.

Consumerism, fueled by relentless advertising and societal pressure, encourages excessive consumption and materialism. People are bombarded with messages urging them to constantly upgrade to the latest gadgets, fashion trends, and luxury goods. This culture of consumption not only contributes to environmental degradation through resource depletion and waste generation but also perpetuates a cycle of debt and financial insecurity as individuals strive to keep up with unsustainable lifestyles.

Furthermore, modern capitalism often prioritizes shareholder interests above all else, leading to unethical business practices and a lack of corporate accountability. Cases of corporate greed, corruption, and exploitation abound, highlighting the need for greater transparency and regulation to protect consumers, workers, and the environment.

The relentless pursuit of economic growth at all costs has also taken a toll on the environment. Climate change, deforestation, pollution, and loss of biodiversity are just some of the environmental crisis exacerbated by unchecked capitalism and consumerism. The exploitation of natural resources and the burning of fossil fuels have led to irreversible damage to ecosystems and threaten the future habitability of our planet.

Moreover, the relentless pursuit of economic growth and material wealth has failed to address the deeper issues of human happiness and well-being. Despite unprecedented levels of prosperity, rates of mental illness, stress, and social isolation are on the rise. Many people find themselves trapped in a cycle of work and consumption, seeking fulfillment in material possessions rather than meaningful relationships and experiences.

Addressing the issues with modern capitalism and consumerism requires a multifaceted approach. First and foremost, there needs to be a shift towards a more sustainable and equitable economic model that prioritizes social and environmental well-being over profit maximization. This may involve implementing policies to regulate corporate behavior, promote fair wages and working conditions, and incentivize sustainable business practices.

Furthermore, there needs to be a cultural shift away from materialism and conspicuous consumption towards more mindful and sustainable lifestyles. Educating consumers about

the true costs of their purchasing decisions and encouraging conscious consumption can help reduce the environmental and social impacts of consumerism.

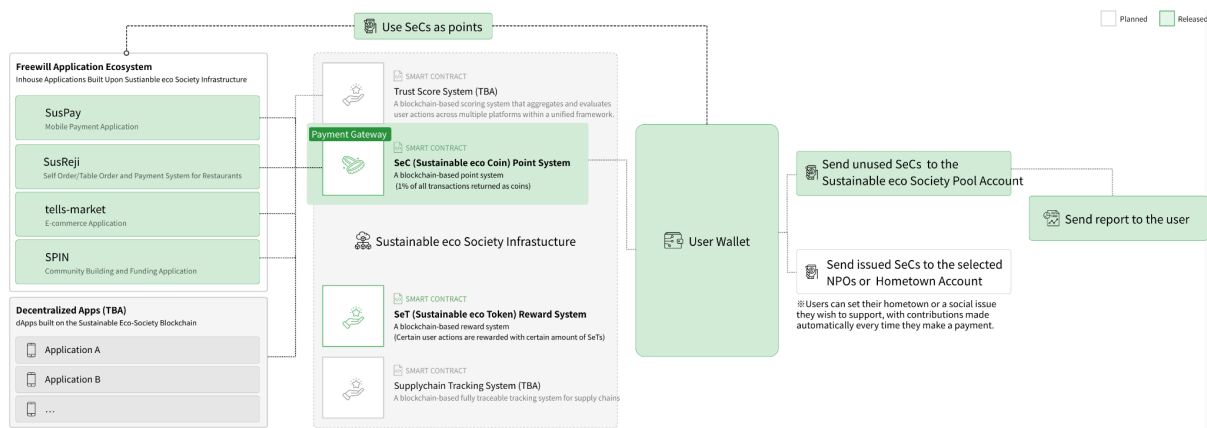
Additionally, fostering a sense of community and connection can help alleviate the social isolation and alienation exacerbated by modern capitalism. Investing in social infrastructure, such as affordable housing, healthcare, and education, can help create a more inclusive and equitable society where everyone has the opportunity to thrive.

Ultimately, addressing the issues with modern capitalism and consumerism requires a fundamental reevaluation of our values, priorities, and economic systems. By prioritizing the well-being of people and the planet over profits and material wealth, we can build a more sustainable, equitable, and fulfilling future for all.

4. Case Study 1: The solution: Sustainable eco Society, the infrastructure of unconscious contribution

4.1. The Concept

The Sustainable Eco Society operates on a point reward system, utilizing SeC (Sustainable Eco Coin) and SeT (Sustainable Eco Token) issued and transacted on a blockchain. This innovative model functions as a give-back mechanism, where users receive 1% of their payment in SeCs, incentivizing sustainable consumption behavior. However, if these SeCs remain unused over a certain period, they are gradually deducted from the user's account. The deducted SeCs are then pooled into a virtual account, awaiting allocation to reputable NGOs and NPOs collaborating with Freewill. Upon accumulation of sufficient funds, these pooled resources are channeled to support various social and environmental initiatives, with comprehensive activity reports shared with users upon fund utilization.



Expanding on the technical aspects, blockchain technology underpins the transparency and integrity of the Sustainable Eco Society's point reward system. The immutable nature of blockchain ensures the traceability and immutability of SeC and SeT transactions, fostering trust among participants. Smart contracts govern the issuance and distribution of SeCs, automating processes and reducing administrative overhead. Moreover, decentralized ledger technology enables global participation and impact.

The versatility of this schema extends to its applicability across diverse contexts. Users have the flexibility to direct their contributions based on geographical preferences, enabling them to support their hometowns or regions of choice. Alternatively, users can allocate their funds towards specific social or environmental causes, empowering them to address issues that resonate with their values and concerns. In this scenario, funds are directed to NPOs and NGOs actively engaged in addressing the chosen issues, amplifying the impact of individual contributions.

This decentralized approach to philanthropy and social responsibility enhances user engagement and fosters a sense of ownership over the impact of their actions. By aligning economic transactions with social and environmental objectives, the Sustainable Eco

Society promotes conscious consumption and empowers individuals to drive positive change in their communities and beyond.

Looking ahead, the Sustainable Eco Society represents a blueprint for the future of sustainable capitalism, where economic prosperity is harmonized with social and environmental well-being. Through continued innovation and collaboration, this transformative model holds the potential to catalyze a global shift towards a more equitable, resilient, and sustainable society.

In summary, the Sustainable Eco Society's point reward system, underpinned by blockchain technology, offers a novel approach to promoting sustainable consumption and driving positive social and environmental impact. By empowering users to direct their contributions and fostering transparency in fund allocation, this innovative model paves the way for a more inclusive and conscientious economic paradigm.

4.2. Freewill's Sustainable eco Society: The Ecosystem of Applications

The Sustainable Eco Society's economic model is currently operational across three distinct platforms developed by Freewill, serving approximately 10,000 users.



The first platform, **SPIN**, stands as a blockchain-based crowdfunding solution designed to foster transparency and long-term engagement between project owners and supporters. SPIN revolutionizes traditional crowdfunding by offering comprehensive visibility into all donations, commissions, and fund transfers. By breaking down project goals into milestones or "phases," SPIN enables contributors to track the impact of their donations and remain invested in the project's journey. This unique approach, termed "story-funding," encourages users to become active participants in the projects they support. Furthermore, SPIN rewards users with a 1% cashback in SeCs for each donation, incentivizing continued engagement and contribution towards sustainable initiatives.



The second platform, **tells market**, serves as an e-commerce marketplace dedicated to promoting environmentally sustainable and ethically produced products from local artisans and craftsmen across Japan. tells-market prioritizes storytelling, offering users insights into the stories behind each product and its producers. Through meticulous curation and interviews with producers, tells-market empowers consumers to make informed purchasing decisions aligned with their values. Additionally, tells-market provides a 1% cashback in SeCs for each purchase, encouraging users to support sustainable consumption practices and contributing towards environmental causes.



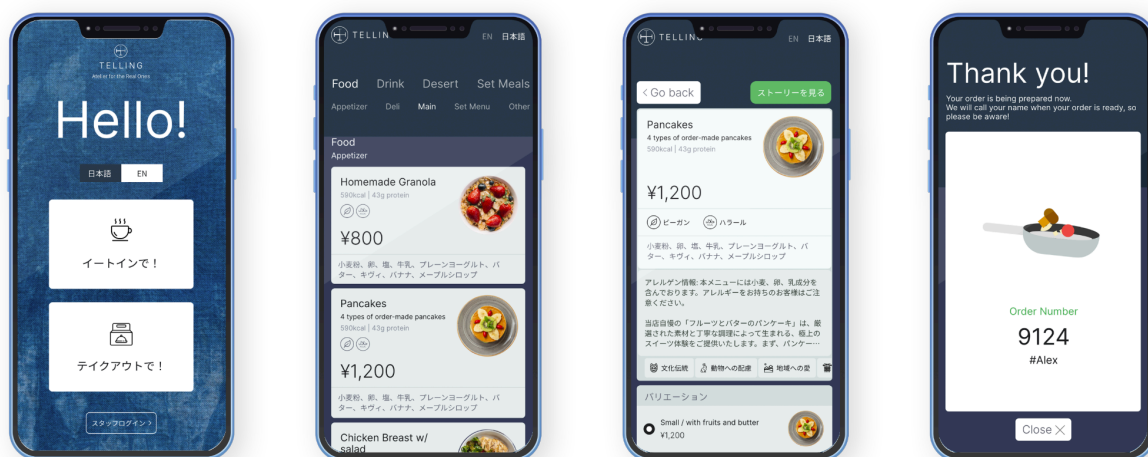
The third application, **SusPay** is a mobile application designed for seamless QR code payments on the go, catering especially to dynamic retail environments like flea markets, food trucks, and pop-up shops. SusPay integrates with major payment methods including credit cards, Apple Pay, Google Pay, and PayPay, ensuring flexible and secure transactions for users. Built for convenience and mobility, SusPay excels in streamlining quick installment setups, making it ideal for merchants who need a fast and reliable payment solution. Beyond payments, SusPay supports efficient business operations with features like real-time inventory management, automated end-of-day reports, and the issuance of electronic invoices and receipts. By simplifying both the customer experience and backend operations, SusPay empowers small businesses and mobile vendors to operate more efficiently and sustainably in today's fast-paced market.

In 2022, Freewill organized the MoFF Event and launched SusPay, showcasing our commitment to sustainable business practices and social responsibility. The event garnered significant attention, attracting over 5,000 visitors and facilitating transactions through SusPay. This innovative approach not only revolutionized on-site purchases but also exemplified Freewill's mission to demonstrate the impact of allocating 1% for social and environmental causes.

Similar to other applications on Freewill's ecosystem, SusPay empowers consumers to become "prosumers," enabling them to make contributions simply by continuing their everyday shopping habits. By redirecting a portion of each purchase to Non-Profit Organizations (NPOs) and local institutions addressing social issues, SusPay facilitates conscious consumerism and fosters a sense of collective responsibility. Moreover, Freewill envisions expanding this model to mainstream adoption, encouraging larger companies to embrace similar business models for greater societal and environmental impact.

Our ambition extends beyond individual events; as we aspire to make this sustainable business model a mainstream phenomenon. By attracting larger companies to implement similar practices, Freewill aims to amplify the positive effects on society and the environment. With broader adoption, this model has the potential to centralize points management on a single platform, maximizing resources allocated to social and environmental initiatives.

As Freewill continues to champion sustainability and social responsibility, events like the MoFF Event and the launch of SusPay serve as catalysts for transformative change. By integrating Sustainable Eco Society principles into everyday transactions, Freewill is not only aiming to reshape consumer behavior but also to inspire a new era of corporate responsibility. Through collective action and collaboration, Freewill envisions a future where businesses prioritize social and environmental impact alongside financial success, creating a more equitable and sustainable world for generations to come.



SusRegi is an advanced point-of-sale extension of SusPay, tailored specifically for restaurants, cafés, and food service establishments seeking efficient, modern operational tools. Designed to enhance both customer satisfaction and staff workflow, SusRegi offers

full-scale menu management capabilities—including item customizations, toppings, and special requests—ensuring flexibility and personalization for every order. At the heart of SusRegi is its **Table Order system**, which allows customers to browse the menu, place orders, and complete payments directly from their table, eliminating the need to queue at the counter. This streamlined experience boosts efficiency during peak hours while enhancing the overall dining experience.

SusRegi also includes powerful backend features such as a built-in **cashier system, staff and table management, inventory tracking, and end-of-day revenue reports**. Additionally, it supports real-time **order management** through a dedicated kitchen monitor, which facilitates smooth communication between kitchen and floor staff, ensuring timely service and accurate order status updates. By integrating all essential functions into one cohesive platform, SusRegi empowers restaurant operators to deliver faster service, reduce errors, and create a more connected dining experience for their customers.

These platforms exemplify the diverse applications of the Sustainable Eco Society's economic model, spanning crowdfunding, e-commerce, and online media. By integrating blockchain technology and innovative funding mechanisms, these platforms empower users to make meaningful contributions towards sustainability while fostering transparency, trust, and engagement. As the Sustainable Eco Society continues to expand its reach and impact, it represents a powerful catalyst for driving positive change and building a more sustainable future.

4.3. A Technical View:

A Blockchain Powered Ecosystem

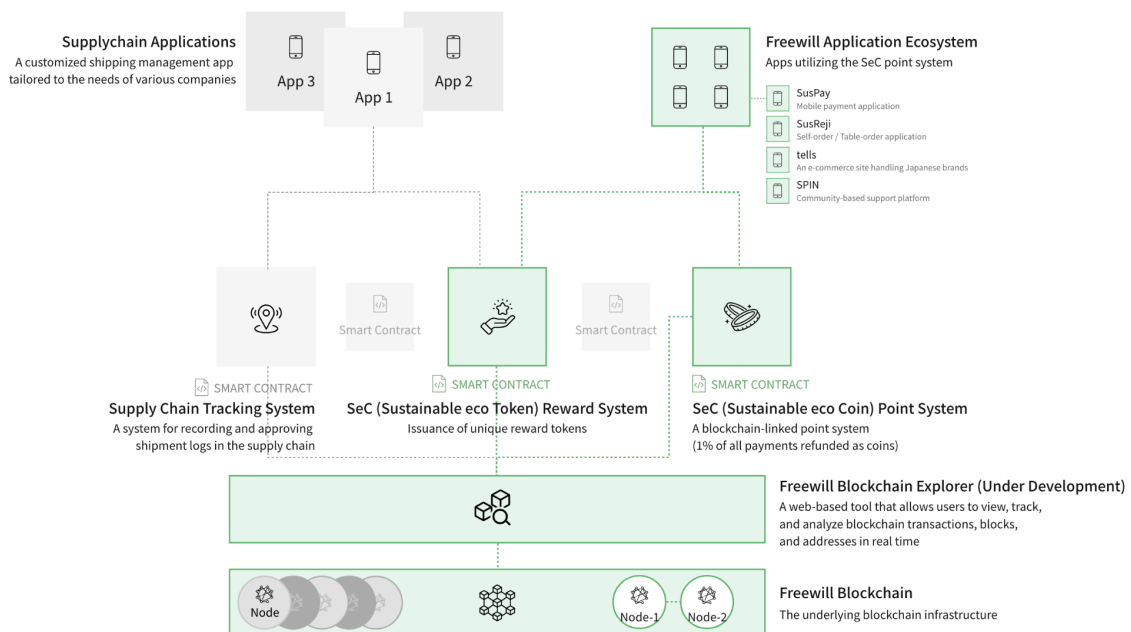
Freewill's "Sustainable eco Society" represents a pioneering effort to integrate blockchain technology with sustainable practices, fostering a community-driven ecosystem. Initiated on the Ethereum blockchain in early 2019, Freewill has evolved significantly, culminating in the launch of its dedicated blockchain network in 2024. This case study delves into the technical architecture and vision underpinning this innovative platform.

4.3.1. Evolution from Ethereum to Substrate

Initially, Freewill operated on the Ethereum blockchain, utilizing smart contracts to implement its core features: Sustainable eco Coin (SeC) and Sustainable eco Token (SeT). To ensure user accessibility, Freewill manages user wallets, abstracting the complexities of blockchain interaction. SeC functioned as a stablecoin-like reward token, where 1% of each transaction was automatically credited back to the user, backed by fiat reserves held in a Stripe pool account. SeT, on the other hand, served as a utility token, rewarding users for engagement activities.

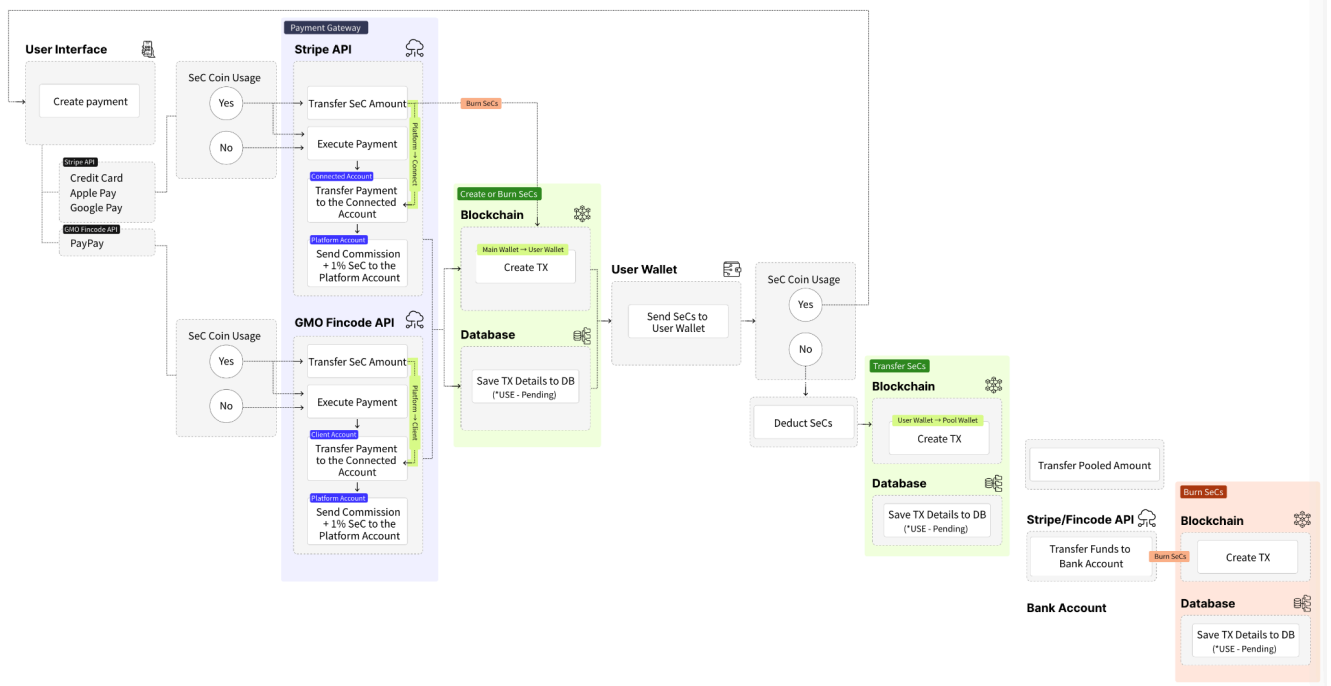
Sustainable eco Society Blockchain Infrastructure

Planned Released



After five years, Freewill migrated to its own blockchain network, built on the Substrate framework and hosted on AWS virtual nodes. This transition enabled enhanced scalability, customization, and control.

4.3.2. Transaction Flow and Technical Architecture



- **Consensus Mechanism:**
 - Freewill currently employs a Proof-of-Authority (PoA) consensus mechanism. This choice is predicated on the network's initial phase, characterized by a limited number of trusted nodes (the two AWS nodes). PoA offers efficiency and speed, suitable for a permissioned environment.
 - Future extensions will explore hybrid consensus mechanisms, potentially combining PoA with elements of Proof-of-Stake (PoS) or Delegated Proof-of-Stake (DPoS) to facilitate a gradual transition towards decentralization.
- **Governance Model:**
 - Freewill's governance model is designed to evolve through three distinct phases:
 - **Internal Governance (2024-2027):** In the initial phase, decisions are made by the Freewill team, with a focus on transparency through regular community reports.
 - **Transition Phase (2027-2030):** This phase introduces permissioned governance, with a council formed by trusted partners and organizations. A community advisory board provides input, facilitating a collaborative decision-making process.
 - **Decentralized Phase (2030 onwards):** The final phase implements on-chain governance, empowering SeT token holders to propose and vote on network changes. A Decentralized Autonomous Organization (DAO) will be established to automate governance processes.
- **Storage and Network Layer Specifics:**

- **Wallet Storage:**
User wallets are generated and securely stored upon account registration. We utilize Amazon DynamoDB for wallet persistence. This choice is driven by DynamoDB's inherent high availability and scalability, ensuring reliable access to wallet data under varying load conditions.
 - **Transaction Storage:**
SeC point transactions (issuance, usage, expiration) are meticulously recorded and stored. For historical transaction data, we leverage MySQL. The selection of MySQL was primarily based on its familiarity and widespread adoption within our engineering team at the time of implementation, facilitating rapid development and deployment.
 - **Data Structure:**
The underlying data structure for our blockchain is based on RocksDB. This is the standard database within the Substrate framework, chosen for its high-performance characteristics. RocksDB's optimized key-value storage engine provides significant speed advantages, crucial for maintaining low latency and high throughput in our blockchain operations (Reference: <https://develop--substrate-docs.netlify.app/v3/advanced/storage/>).
 - **State Storage (State Trie):**
The state of the blockchain, representing the current snapshot of all accounts and data, is stored within the node's database using a State Trie. This data structure ensures efficient retrieval and verification of the current state, crucial for consensus and transaction validation.
 - **Network Layer Communication:**
Following the persistent storage of transaction data in MySQL, the system initiates communication with the blockchain network. This communication is essential to propagate and commit the transactions to the blockchain, ensuring data integrity, immutability, and network-wide consensus.
- **Smart Contract Compatibility:**
 - Our blockchain platform supports smart contract development using Solidity and maintains compatibility with the Ethereum Virtual Machine (EVM) by embedding it directly. This allows for seamless migration and utilization of existing Ethereum smart contracts, empowering developers to leverage the rich ecosystem of Ethereum tools and libraries while building sophisticated decentralized applications on our platform.
 - **Tokenomics Details:**
 - SeC and SeT play distinct roles within the ecosystem. SeC's distribution involves automatic cashback and a mechanism for deducting unused balances, encouraging active participation. SeT's distribution is tied to user engagement, with future extensions planned to expand its utility.
 - **Scalability and Performance Metrics:**
 - Our storage layer is designed for scalability, employing techniques like database pruning to optimize performance. While the transaction throughput (TPS) is still to be announced (TBA), our blockchain maintains a block time of approximately 6.5 seconds and a finality time of roughly 7 seconds, effectively

achieving near-instantaneous finality after block generation. These metrics underscore our focus on delivering a high-performance and responsive blockchain experience.

- **API and Integration Details:**

- Third-party applications can seamlessly integrate with our platform via JSON-RPC, mirroring the familiar Ethereum interface. For event subscription and data retrieval, developers can also utilize JSON-RPC, ensuring a consistent and straightforward integration process. Comprehensive tools and documentation are available to support developers, including the EVM documentation (<https://ethereum.org/en/developers/docs/evm/>) and the Substrate documentation (<https://docs.polkadot.com/>).

4.3.3. Rethinking Governance: Freewill's Vision for a DAO-Based Social Structure

At the core of Freewill's philosophy lies a radical yet necessary reimagination of governance: one where **Decentralized Autonomous Organizations (DAOs)** replace traditional, top-down structures with systems that share rights and responsibilities equally among all stakeholders—not just business owners or political elites. In this vision, **the DAO structure becomes the message**, embodying the principle that **true decentralization gives every individual a seat at the decision-making table**.

Unlike existing government models—where power is concentrated, and citizens' involvement is reduced to periodic voting—DAOs offer a transparent, participatory alternative. A clear example of this imbalance lies in the use of taxes: while all citizens contribute, virtually none have a say in how public funds are distributed. In contrast, a DAO structure, built on **blockchain-enabled traceability and transability**, would allow real-time visibility and collective governance over shared resources.

This concept extends far beyond business and finance. Freewill proposes that such a structure should be elevated to global institutions like the **United Nations**, laying the foundation for what it calls "**social governance**"—a framework where global citizens, not a privileged few, shape the systems they live under.

Looking ahead to 2050, Freewill envisions a version of capitalism that operates on **DAO-like mechanisms**, tightly integrated with a **Trust Score system**. In this model, social contributions—acts that benefit the community or environment—are measured and reflected in each individual's score, incentivizing ethical behavior and collective well-being.

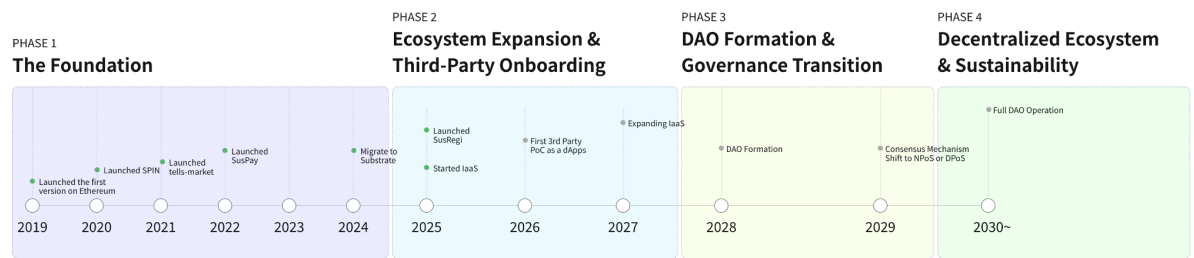
However, this future isn't without caution. Making such systems too convenient or overly homogenized—where environments, governments, and education look and feel the same—could suppress individuality and self-growth. Freewill warns that **true progress lies not in uniformity, but in preserving the complexity of human character**, ensuring that accessible systems still challenge people to think, act, and evolve.

Ultimately, Freewill's DAO-based vision challenges us to rethink not only how we govern, but how we grow—as individuals and as a global society.

- **Decentralization Roadmap:**

At Freewill, we envision a future where technology empowers individuals and communities to create a more sustainable, ethical, and free world. Our blockchain journey began in 2019, and we're now accelerating our efforts to achieve full

decentralization by 2030.



Phase 1: The Foundation (2019-2024)

- **2019:** We launched our blockchain on Ethereum TestNet with Sustainable eco Coin and Sustainable eco Token smart contracts.
- **2020-2022:** We deployed successful applications like SPIN, tells-market, and SusPay.
- **2024:** We migrated to Substrate for enhanced scalability and flexibility.

Phase 2: Ecosystem Expansion & Third-Party Onboarding (2025-2027)

- **Infrastructure as a Service (IaaS):** We will offer blockchain infrastructure services to third-party developers, including node hosting, smart contract development support, and API access. This lowers the barrier to entry for new applications and encourages innovation within the ecosystem.
- **Proof-of-Concept (PoC) Incubator:** We will provide resources and support for companies to develop and test blockchain-based PoCs on our infrastructure. This fosters experimentation and accelerates the development of new use cases.
- **Targeted Application Development:** We will focus on building applications with high potential for decentralization and impact:
 - **Supply Chain Applications:** Enhance transparency and traceability in supply chains, promoting ethical sourcing and reducing environmental impact.
 - **Asset Management System:** Develop a decentralized platform for managing and trading assets, including tokenized real estate, renewable energy credits, and carbon offsets.
 - **Bank-Integrated Money Transfer System:** Integrate with traditional banking systems to enable seamless and secure cross-border payments with SusPay.
 - **Local Currency Apps:** Support the creation of local currency systems to promote community-based economies and financial inclusion.

Phase 3: DAO Formation & Governance Transition (2027-2029)

- **DAO Framework Establishment:** We will design and implement a Decentralized Autonomous Organization (DAO) structure to govern the blockchain. This includes defining membership criteria, voting mechanisms, and treasury management.

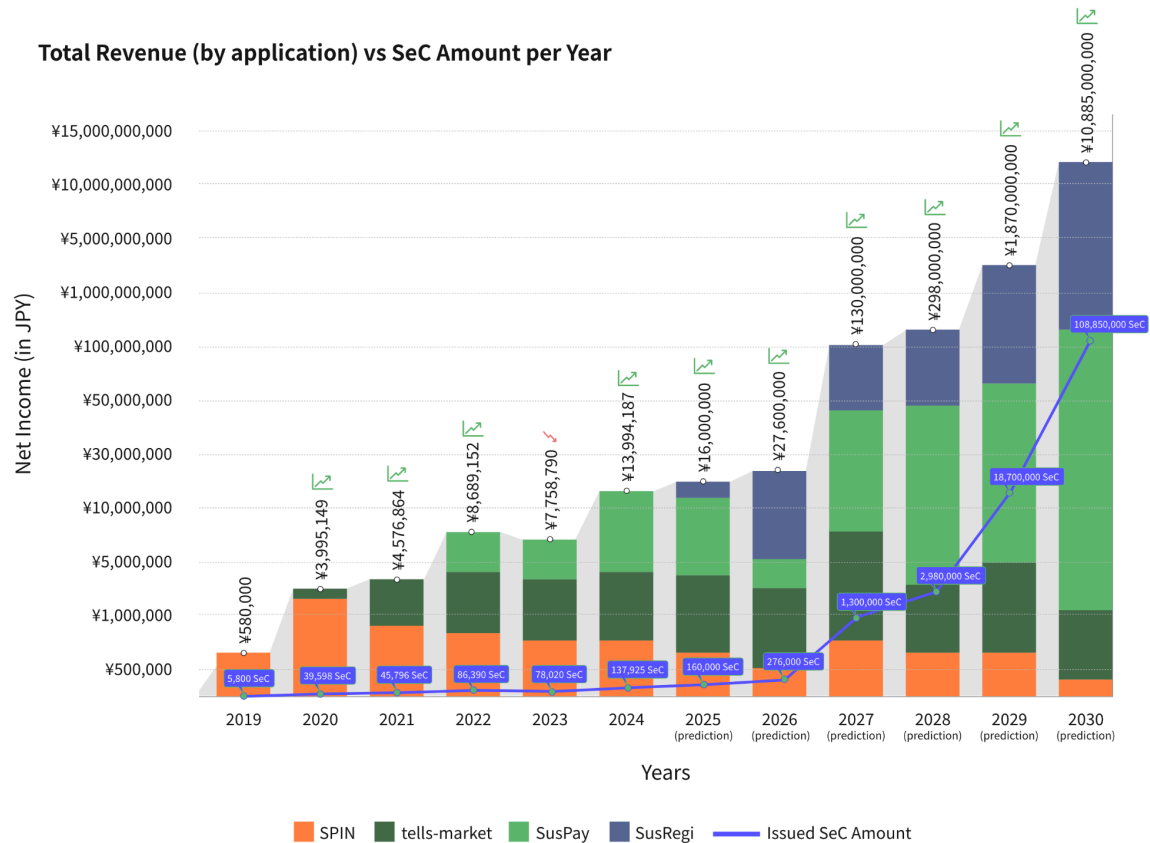
- **Node Ownership Expansion:** We will gradually onboard trusted companies and community members as node owners, distributing control and ensuring network resilience.
- **Authority & Data Sharing:** We will implement mechanisms for secure data sharing and collaborative decision-making within the DAO. This may involve decentralized identity solutions and secure multi-party computation.
- **Consensus Mechanism Shift:** We will transition from Proof-of-Authority (PoA) to a more decentralized consensus mechanism, such as Nominated Proof-of-Stake (NPoS) or Delegated Proof-of-Stake (DPoS). This ensures that all stakeholders have a voice in the network's operation.

Phase 4: Decentralized Ecosystem & Sustainability (2029-2030)

- **Full DAO Operation:** We will achieve full operationalization of the DAO, with all major decisions made through community voting and consensus.
- **Ecosystem Growth & Sustainability:** We will continue to attract new users, developers, and businesses to the ecosystem. We will implement mechanisms to ensure the long-term sustainability of the network, including tokenomics and incentive structures.
- **Interoperability & Integration:** We will explore integrations with other blockchain networks and decentralized technologies to expand the reach and impact of the Freewill ecosystem.
- **Community Education & Engagement:** We will invest in ongoing education and community building initiatives to foster a vibrant and engaged user base.

4.4. Outcomes of Five-Year Operation and Future Simulation

4.4.1. Overall Performance (2019-2024) and Future Prediction (2025-2030)



Freewill's Sustainable eco Society demonstrated promising initial traction during its first two years of operation on the Ethereum blockchain. The platform successfully established a foundation for sustainable growth by integrating blockchain technology into real-world applications and events. Key performance indicators show a steady increase in user adoption, revenue generation, and token issuance, validating the core concepts and potential of the ecosystem. However, a data gap exists for the following years, which needs to be addressed for a complete analysis.

4.4.2 Detailed Breakdown

Years	Total Revenue by Application				Total Revenue	Total Users	Total SeC Issued
	tells	SPIN	SusPay	SusRegi			
2019		¥580,000			¥580,000	116	¥5,800
2020	¥714,950	¥3,244,800			¥3,959,750	1,077	¥39,598
2021	¥2,679,600	¥1,900,000			¥4,579,600	2,389	¥45,796
2022	¥3,339,000	¥3,000,000	¥2,300,000		¥8,639,000	5,502	¥86,390
2023	¥3,300,000	¥2,552,000	¥1,950,000		¥7,802,000	6,721	¥78,020
2024	¥4,500,000	¥3,600,000	¥5,692,500		¥13,792,500	8,480	¥137,925
2025 (projection)	¥3,000,000	¥2,500,000	¥3,000,000	¥7,500,000	¥16,000,000	13,980	¥160,000
2026 (projection)	¥4,500,000	¥1,500,000	¥3,600,000	¥18,000,000	¥27,600,000	24,180	¥276,000
2027 (projection)	¥48,000,000	¥10,000,000	¥60,000,000	¥12,000,000	¥130,000,000	78,180	¥1,300,000
2028 (projection)	¥48,000,000	¥10,000,000	¥180,000,000	¥60,000,000	¥298,000,000	216,180	¥2,980,000
2029 (projection)	¥60,000,000	¥10,000,000	¥1,200,000,000	¥600,000,000	¥1,870,000,000	1,138,180	¥18,700,000
2030 (projection)	¥75,000,000	¥10,000,000	¥7,200,000,000	¥3,600,000,000	¥10,885,000,000	6,565,180	¥108,850,000

- **User Adoption:**

- User adoption of the Sustainable eco Society platform has experienced remarkable growth, reflecting the platform's increasing relevance and trust among users. Starting with only **116 users in 2019**, the user base expanded steadily to **1,077 in 2020** and more than **5,500 by 2022**, driven by growing engagement in services like SPIN and SusPay.

By **2024**, the platform reached **8,480 users**, and projections show a sharp rise thereafter—reaching **13,980 in 2025**, **24,180 in 2026**, and surging to over **1.1 million users by 2029**. This growth continues with a projected **6.5 million users by 2030**.

This adoption trend mirrors the ecosystem's successful integration of real-world sustainable activities with digital incentives through SeC tokens, and demonstrates a growing demand for blockchain-powered social and environmental solutions.

- **Revenue Generation:**

- Total revenue for the Sustainable eco Society ecosystem shows a strong growth trajectory from ¥580,000 in 2019 to a projected ¥10,885,000,000 by 2030. This consistent upward trend highlights the growing adoption and diversification of services across applications such as tells, SPIN, SusPay, and SusRegi.

In the early years, total revenue grew from ¥580,000 in 2019 to ¥3,959,750 in 2020, driven largely by SPIN and the initial deployment of SusPay. By 2022, the introduction of additional applications and increased user engagement pushed revenue to ¥8,639,000.

Post-2025 projections reflect an exponential rise, reaching ¥298,000,000 in 2028 and accelerating to ¥1,870,000,000 in 2029, ultimately culminating in ¥10,885,000,000 by 2030. This growth is supported by user base expansion from just 116 in 2019 to over 6.5 million projected in 2030, alongside a

significant increase in SeC issuance. These figures underscore the ecosystem's scalability and the increasing impact of its blockchain-based sustainability solutions.

- **Token Issuance:**

- The issuance of Sustainable eco Coin (SeC) tokens has scaled in parallel with the platform's growth, serving as a key metric for user engagement and transaction volume within the ecosystem. In **2019**, only **¥5,800** worth of SeC tokens were issued, reflecting the platform's early-stage activity.

As user activity and revenue expanded, SeC issuance followed suit — rising to **¥39,598 in 2020**, **¥86,390 in 2022**, and **¥137,925 by 2024**. This steady increase aligns with the broadening use of applications such as SPIN, tells, and SusPay, where users earn tokens through sustainable actions like purchases, donations, and community participation.

From **2025 onward**, projections indicate a sharp acceleration in issuance: **¥160,000 in 2025**, **¥1,300,000 in 2027**, and a leap to **¥18,700,000 by 2029**. By **2030**, total SeC issued is projected to hit **¥108,850,000**.

This trajectory illustrates the growing role of SeC as both a reward and utility mechanism within the ecosystem, reinforcing behavioral incentives and powering deeper engagement with sustainable practices.

4.4.3 Retrospective Analysis (2019–2030)

This retrospective analysis traces the evolution of the Sustainable eco Society ecosystem from foundational efforts to projected large-scale adoption by 2030. It highlights trends in user growth, financial performance, token issuance, and key implementation milestones across various applications.

2019: Foundation Building

- **User Adoption:** The platform began with 116 users, marking the start of community building and initial ecosystem testing.
- **Financial Performance:** Total revenue reached ¥580,000, generated solely through the SPIN platform.
- **Token Issuance:** A modest ¥5,800 worth of SeC tokens were issued, representing early incentive distribution.
- **Implemented Areas:** Core infrastructure was laid through the launch of **SPIN** and **MoFF 2019**, laying the groundwork for future ecosystem development.

2020: Growth and Expansion

- **User Adoption:** Users grew nearly tenfold to 1,077, demonstrating early traction and improved visibility.
- **Financial Performance:** Revenue surged to ¥3,959,750, primarily driven by **SPIN** and the introduction of **tells market** (which included **MoFF 2020** revenue).
- **Token Issuance:** SeC issuance jumped to ¥39,598, rewarding broader participation and activity.
- **Implemented Areas:** Key product expansions included **tells market**, continued development on **SPIN**, and integration of **MoFF 2020** into retail platforms.

2021: Ecosystem Integration

- **User Adoption:** The user base more than doubled to 2,389 users.
- **Financial Performance:** Revenue reached ¥4,579,600 as tells market saw growing customer activity.
- **Token Issuance:** Increased slightly to ¥45,796, reflecting steady user rewards distribution.
- **Implemented Areas:** Deeper integration between **tells**, **SPIN**, and **SusPay** began, forming the base for tokenized actions.

2022: Platform Maturity

- **User Adoption:** Rapid growth continued with 5,502 users.
- **Financial Performance:** Revenue nearly doubled to ¥8,639,000, as **SusPay** became a notable revenue stream alongside tells market and SPIN.
- **Token Issuance:** Climbed to ¥86,390, supported by growing platform engagement.
- **Implemented Areas:** Expansion of **SusPay** capabilities and refined token-based rewards system.

2023: Stability and Optimization

- **User Adoption:** Reached 6,721 users, indicating ongoing interest and stable community engagement.
- **Financial Performance:** Slight dip to ¥7,802,000, reflecting optimization and rebalancing across services.
- **Token Issuance:** Slight decrease to ¥78,020, likely from efficiency adjustments in rewards structure.
- **Implemented Areas:** Continued refinement of multi-app integration and smart contract operations.

2024: Pre-Scale Acceleration

- **User Adoption:** Grew to 8,480, reflecting successful user retention strategies.
- **Financial Performance:** Revenue jumped to ¥13,792,500—highest to date—driven by strong performance across **tells**, **SPIN**, and **SusPay**.
- **Token Issuance:** Rose significantly to ¥137,925, showing renewed engagement incentives.
- **Implemented Areas:** Systems scaled to prepare for upcoming mass adoption phases.

2025–2030: Scale-Up and Mass Adoption (Projection)

From 2025 to 2030, the Sustainable eco Society ecosystem enters a period of explosive growth, marked by widespread adoption, exponential revenue gains, and massive token issuance.

- **User Adoption:** The platform scales from **13,980 users in 2025** to over **6.5 million by 2030**, reflecting global reach and mainstream appeal.
- **Financial Performance:** Total revenue accelerates from **¥16 million to over ¥10.8 billion**, driven by dominant growth in **SusPay**, **tells market**, and **SusRegi**.
- **Token Issuance:** SeC issuance rises from **¥160,000 to ¥108.85 million**, showcasing the token's expanded role as a core incentive and utility asset across the ecosystem.

This phase defines the transformation of the platform into a mature, token-powered infrastructure supporting sustainable consumer behavior, community governance, and economic participation at scale.

4.5. Future Development Plans

4.5.1. Extension of Sustainable Payment (SusPay) to Local Areas:

- **Goal:** To broaden the accessibility and utility of SusPay beyond its initial digital framework, integrating it into everyday local commerce.
- **Implementation:**
 - Develop user-friendly mobile interfaces that simplify onboarding for both businesses and consumers.
 - Implement Near Field Communication (NFC) payment capabilities, allowing for seamless, contactless transactions at physical points of sale.
 - Establish partnerships with local businesses, merchants, and community organizations to drive adoption.
 - Create localized educational programs to familiarize residents with SusPay and its benefits.
- **Impact:**
 - Boost local economic activity by facilitating efficient and sustainable transactions.
 - Empower small businesses by providing access to a modern payment platform.
 - Foster a sense of community by encouraging local spending.

4.5.2. Local Currency Extension:

- **Goal:** To enable the creation of localized digital currencies that can be used within specific geographic areas or communities.
- **Implementation:**
 - Develop a framework within the Freewill blockchain that allows for the easy creation and management of area-limited coins.
 - Provide tools and resources for local organizations to design and launch their own currencies.
 - Implement smart contract functionality to enforce usage restrictions and manage currency supply.
 - Allow for the easy conversion between local coins and the main SeC currency.
- **Impact:**
 - Stimulate local economies by encouraging residents to spend within their communities.
 - Support local initiatives and projects by providing a dedicated funding mechanism.
 - Enhance community identity and cohesion.

4.5.3. Social Impact Score:

- **Goal:** To create a transparent and decentralized system for evaluating the social and environmental impact of businesses.
- **Implementation:**

- Develop a blockchain-based system for recording and verifying business actions related to sustainability and social responsibility.
- Implement a 360-degree evaluation system, allowing users to provide feedback and ratings.
- Utilize smart contracts to automate the calculation and distribution of social impact scores.
- Allow for the use of oracles to pull in outside data to help score the business.
- **Impact:**
 - Promote ethical and sustainable business practices.
 - Empower consumers to make informed purchasing decisions.
 - Create a competitive environment that rewards businesses for their positive impact.

4.5.4. Trust Score:

- **Goal:** To establish a fully automated and decentralized system for evaluating user trustworthiness.
- **Implementation:**
 - Develop a blockchain-based system that tracks and analyzes user actions across various platforms.
 - Utilize algorithms and machine learning to calculate trust scores based on user behavior.
 - Provide an open API that allows other applications (e.g., online banking, tax, job hunting) to integrate the trust score system.
 - Allow for the addition of user controlled data to help boost the score.
- **Impact:**
 - Reduce fraud and improve security across various online platforms.
 - Facilitate trust-based interactions and transactions.
 - Create a more reliable and efficient digital ecosystem.

4.5.5. Supply Chain Management:

- **Goal:** To provide small businesses and suppliers with an easy-to-use app for enhancing supply chain transparency.
- **Implementation:**
 - Develop a mobile app that allows businesses to record and track the movement of goods and materials.
 - Utilize blockchain technology to ensure data integrity and immutability.
 - Integrate with existing supply chain management systems.
 - Allow for the easy generation of reports that can be shared with clients, or regulatory bodies.
- **Impact:**
 - Increase transparency and accountability in supply chains.
 - Reduce fraud and counterfeiting.
 - Improve efficiency and reduce costs.

4.5.6. NFT Management of Community Benefits:

- **Goal:** To reward community members for their contributions and engagement through the issuance of NFTs.
- **Implementation:**
 - Develop a platform for creating and managing NFTs that represent community benefits.
 - Distribute NFTs to community members based on their trust scores and contributions.
 - Enable the trading of NFTs for community-specific benefits, such as user invitations, topic creation, and direct messaging.
- **Impact:**
 - Incentivize active participation and engagement in community activities.
 - Create a dynamic and rewarding community ecosystem.
 - Provide a new form of digital asset that represents community value.

4.5.7. DAO Extension:

- **Goal:** To expand the functionality and scope of the Freewill DAO.
- **Implementation:**
 - Develop advanced smart contract functionality to automate more complex governance processes.
 - Implement a system of decentralized voting and proposal management.
 - Integrate with other decentralized applications and services.
 - Allow for the funding of community projects through the DAO treasury.
- **Impact:**
 - Enhance the decentralization and autonomy of the Freewill ecosystem.
 - Empower community members to shape the future of the platform.
 - Create a more resilient and sustainable governance model.

4.6. The Conclusion

Our ambition extends beyond individual events; as we aspire to make this sustainable business model a mainstream phenomenon. By attracting larger companies to implement similar practices, Freewill aims to amplify the positive effects on society and the environment. With broader adoption, this model has the potential to centralize points management on a single platform, maximizing resources allocated to social and environmental initiatives.

5. Case Study 2: Rethinking Corporate Profit: A Path to Sustainable Business Practices

In today's corporate landscape, the pursuit of profit often takes precedence over all else, leading to the exploitation of resources, labor, and the environment. However, a paradigm shift is underway, spearheaded by companies like Freewill, an IT firm based in Tokyo, Japan. By reimagining the role of corporate profit, Freewill has pioneered a model that prioritizes social and environmental sustainability over short-term financial gains.

Traditionally, companies have operated with the sole objective of maximizing profits for stakeholders. This profit-centric approach has fueled a relentless cycle of production and consumption, resulting in resource depletion, environmental degradation, and social inequality. However, Freewill challenges this conventional wisdom by redirecting profits towards socially and environmentally sustainable initiatives.

Instead of hoarding profits for shareholders, Freewill reinvests them into projects that create positive social and environmental impact. This conscious allocation of resources enables the company to build an ecosystem for unconscious social contribution, where every business activity contributes to the greater good. Whether it's investing in renewable energy, supporting local communities, or promoting ethical supply chains, Freewill demonstrates that profitability and social responsibility are not mutually exclusive.

Furthermore, Freewill's approach highlights the potential for businesses to attract a new breed of consumers: environmentally conscious customers. By aligning their values with sustainable business practices, companies can tap into a growing market of consumers who prioritize ethical and eco-friendly products. This shift towards sustainability not only enhances brand reputation but also fosters long-term customer loyalty and trust.

Importantly, adopting a model focused on social and environmental sustainability does not mean sacrificing profitability. On the contrary, companies that embrace this approach stand to reap significant financial rewards in the long run. By investing in sustainable practices, companies can reduce operational costs, mitigate risks associated with environmental and social issues, and access new markets and opportunities. Moreover, by cultivating a loyal customer base committed to sustainability, companies can drive revenue growth and enhance shareholder value.

In essence, Freewill's journey underscores the transformative power of reimagining corporate profit. By prioritizing social and environmental sustainability, companies can create value not only for their shareholders but also for society and the planet as a whole. As more companies embrace this mindset, we can pave the way for a more sustainable and equitable future, where business success is measured not just in financial terms but also in terms of its positive impact on people and the planet.

6. The Definition of “Prosperity”

Based on Freewill's worldview as depicted in the text above, "prosperity" transcends traditional notions of wealth and encompasses a multifaceted approach to well-being and fulfillment. Central to this concept is the recognition that real happiness stems from strong relationships with others, characterized by a dynamic of give-and-give rather than mere give-and-take. In this context, sharing emerges as a key element, fostering a sense of interconnectedness and mutual support within communities.

Moreover, Freewill acknowledges the profound influence of the environment on human happiness and well-being. Recognizing that the quality of our surroundings directly impacts our quality of life, Freewill emphasizes the importance of actively protecting and preserving the natural world. By safeguarding ecosystems, forests, oceans, and other vital resources, individuals contribute to their own happiness and the collective well-being of society.

Additionally, Freewill recognizes the imperative of educating individuals about the pressing issues facing our world today and empowering them to take meaningful action. However, the task of widespread education and behavioral change is complex and time-consuming. As such, Freewill seeks to provide new avenues for contributing to positive social and environmental change within the existing social structure. By integrating sustainability principles into everyday transactions and activities, individuals can effect change without radically altering their habits. This approach aligns with Freewill's belief that fulfilling moral desires and contributing to societal well-being ultimately leads to greater happiness and fulfillment.

In essence, Freewill's concept of prosperity encompasses holistic well-being, grounded in strong relationships, environmental stewardship, and conscious action. By fostering a culture of sharing, protecting the environment, and facilitating unconscious contributions to social and environmental causes, Freewill endeavors to create a world where individuals can thrive in harmony with one another and the natural world.

Toshi-san feedback

Conclusion

In reflection, the articles above underscore the profound impact of Freewill's unwavering commitment to sustainability, social responsibility, and holistic well-being. Rooted in Japan's rich history and cultural heritage, our perspective on prosperity is deeply influenced by the principles of animism and the traditional values of harmony with nature and community.

Japan's history is steeped in a reverence for nature and a profound sense of interconnectedness with the natural world. Throughout the centuries, Japanese culture has been shaped by the belief in kami, or divine spirits, inhabiting natural phenomena such as mountains, rivers, and forests. This animistic worldview emphasizes the importance of coexistence and mutual respect between humans and the environment, serving as a guiding principle for sustainable living.

At Freewill, we firmly believe that true prosperity is not measured solely by financial success, but rather by the collective advancement and flourishing of individuals, communities, and the environment. Our mission extends beyond profit generation to encompass a broader vision of societal well-being, grounded in principles of ethical business practices, environmental stewardship, and community engagement.

Through SusPay, we have pioneered a revolutionary payment system that empowers consumers to become active participants in driving positive social and environmental change. By redirecting a portion of each transaction to support Non-Profit Organizations addressing critical issues, SusPay embodies our commitment to conscious consumerism and collective responsibility.

Moreover, our emphasis on building strong relationships, sharing resources, and protecting the environment reflects our understanding of the intrinsic connection between human happiness and the well-being of our planet. We recognize that real prosperity stems from fostering meaningful connections with others and nurturing a harmonious relationship with the natural world.

As we look to the future, Freewill remains steadfast in our mission to mainstream sustainable business practices and inspire others to join us on this journey. By championing a vision of prosperity that transcends traditional metrics of success, we aspire to create a world where businesses prioritize social and environmental impact alongside financial gain.

In closing, we are deeply encouraged by the progress we have made and the transformative potential of our collective efforts. Moving forward, we remain committed to empowering individuals, businesses, and communities to embrace sustainability, cultivate resilience, and thrive in harmony with one another and the planet. Together, we can forge a path towards a brighter, more equitable, and sustainable future for all.