Fonts with Token
Whitepaper

Table of Content

Overview

Background

The tokenization market has seen significant expansion.

E-commerce Expansion: The B2B e-commerce market is projected to reach $36 trillion by 2026[1]
The market size grew from $2.8 billion in 2023 to $3.45 billion in 2024, with a compound annual
growth rate (CAGR) of 23.2%[2]
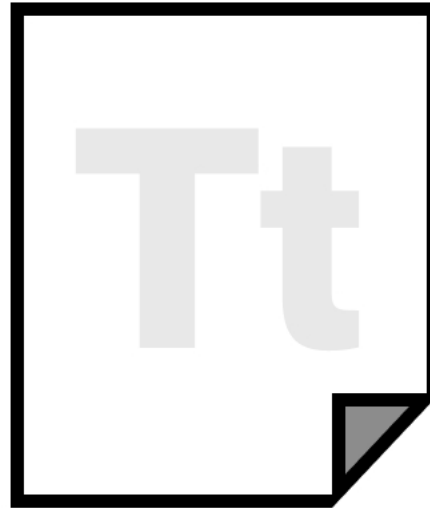
(1) (2) The Business Research Company

Uniqueness

Idea

On-chain Based Digital Asset

We pursue new ways of selling digital asset for creators with token and cryptocurrency.

Uniqueness

Idea

Overview
Summary

WHY

1. Prospected token-based society
2. Create unique CRM system

WHAT

1. Token-connected products
2. Community

HOW

By using Discord, Thirdweb, Dark Block, website etc.

Table of Content

Uniqueness

(1) For Asset Users

WITH TOKEN

WITHOUT TOKEN

Users

can sell

fonts

Users
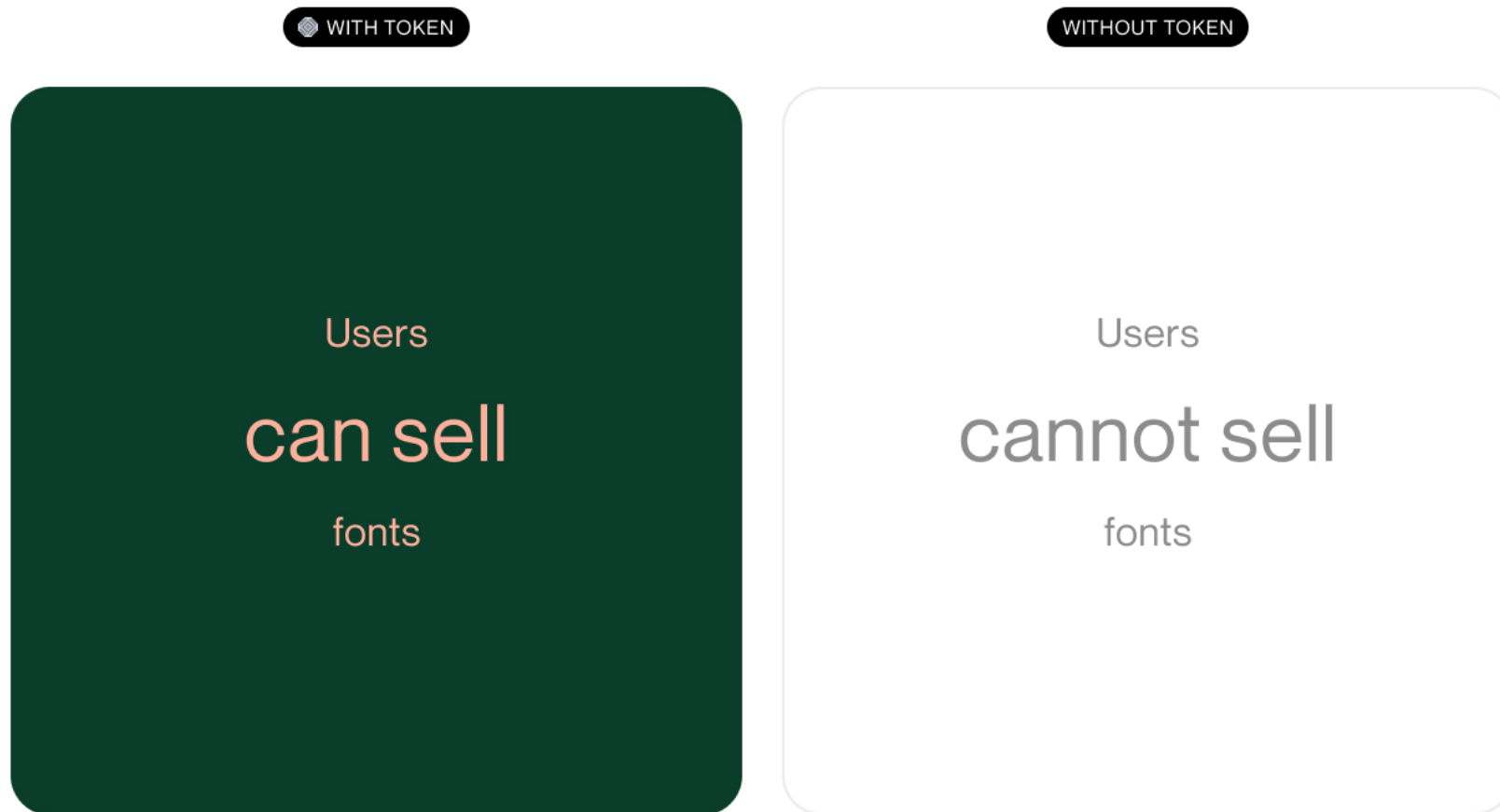
cannot sell

fonts

Until now, there was no concept of being able to sell fonts that one owned.
Creators could set royalty up to 10% for second sell.

Uniqueness

(2) For Asset Creators

Creators

can sell

with crypto

Creators

cannot sell

with crypto

Crypto has scalability. Users can buy at low prices, and creators have the chance for their acquired cryptocurrency to increase in value.

Uniqueness

(3) Purchasing with Token

◈ WITH TOKEN

WITHOUT TOKEN

Could purchase with

community tokens

Can only purchase with

fiat currency

Community tokens are awarded for contributing to the community's activities.
Token owners could use that for exchanging with community digital asset including fonts.

Uniqueness

(4) Future Updates

WITH TOKEN

WITHOUT TOKEN

Updated asset can be
air dropped

Possible
on some foundries

Font NFT holders can receive future updates and other digital assets through wallet authentication
using MetaMask or similar wallets on Dark Block (decentralized storage)

Uniqueness

(5) Gamification

WITHOUT TOKEN

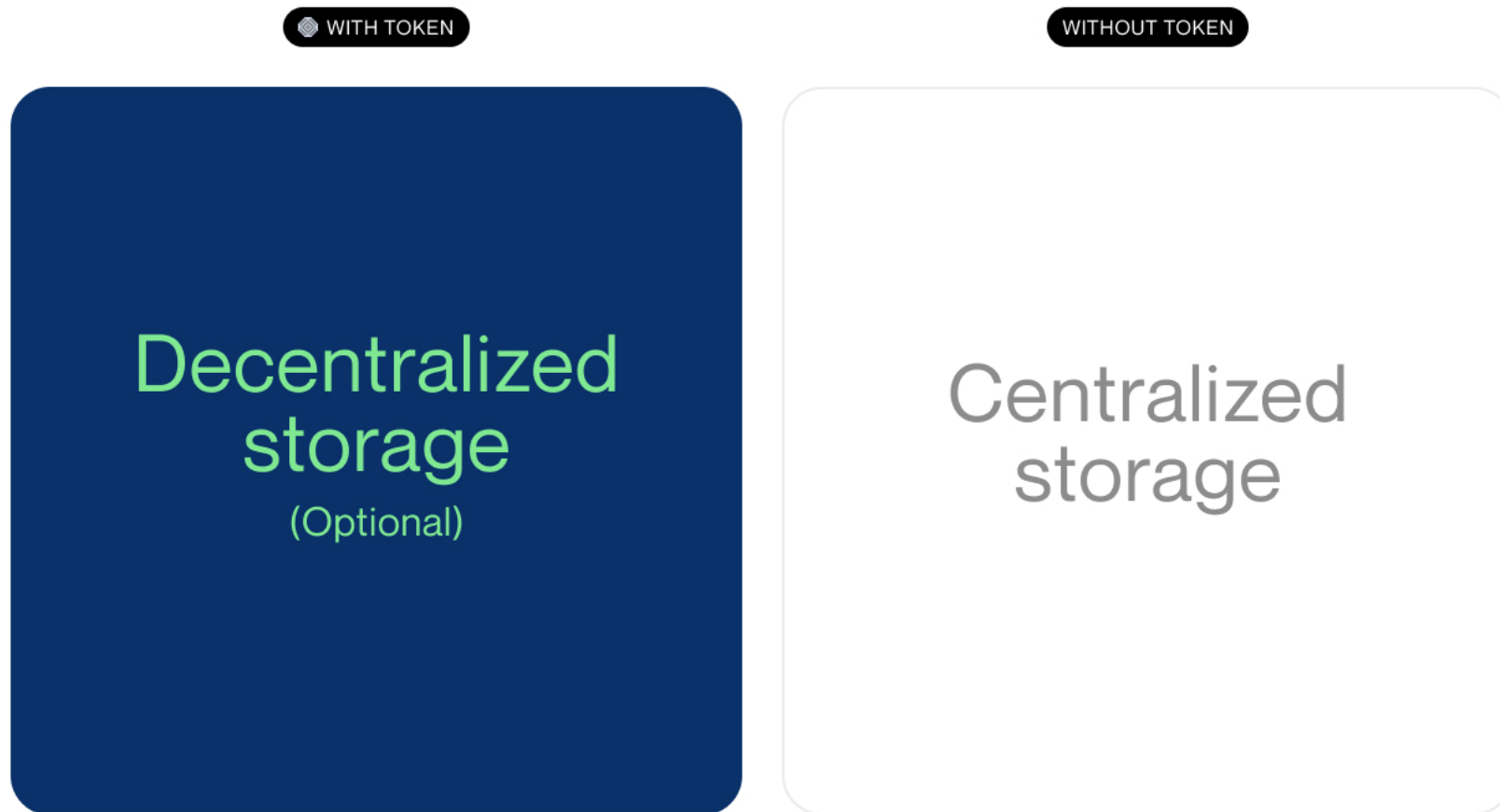Gamification   Nothing in particular

Through font-attached NFTs, you can gamify the experience by granting Discord roles and assigning customized fonts for specific traits.

Uniqueness

(6) Decentraland Storage

WITH TOKEN

Decentralized storage
(Optional)

WITHOUT TOKEN

Centralized storage

Through wallet authentication, users can access decentralized storage solutions like Dark Block. This feature is optional, and users can also download digital assets from conventional storage.

Table of Content

User Experience

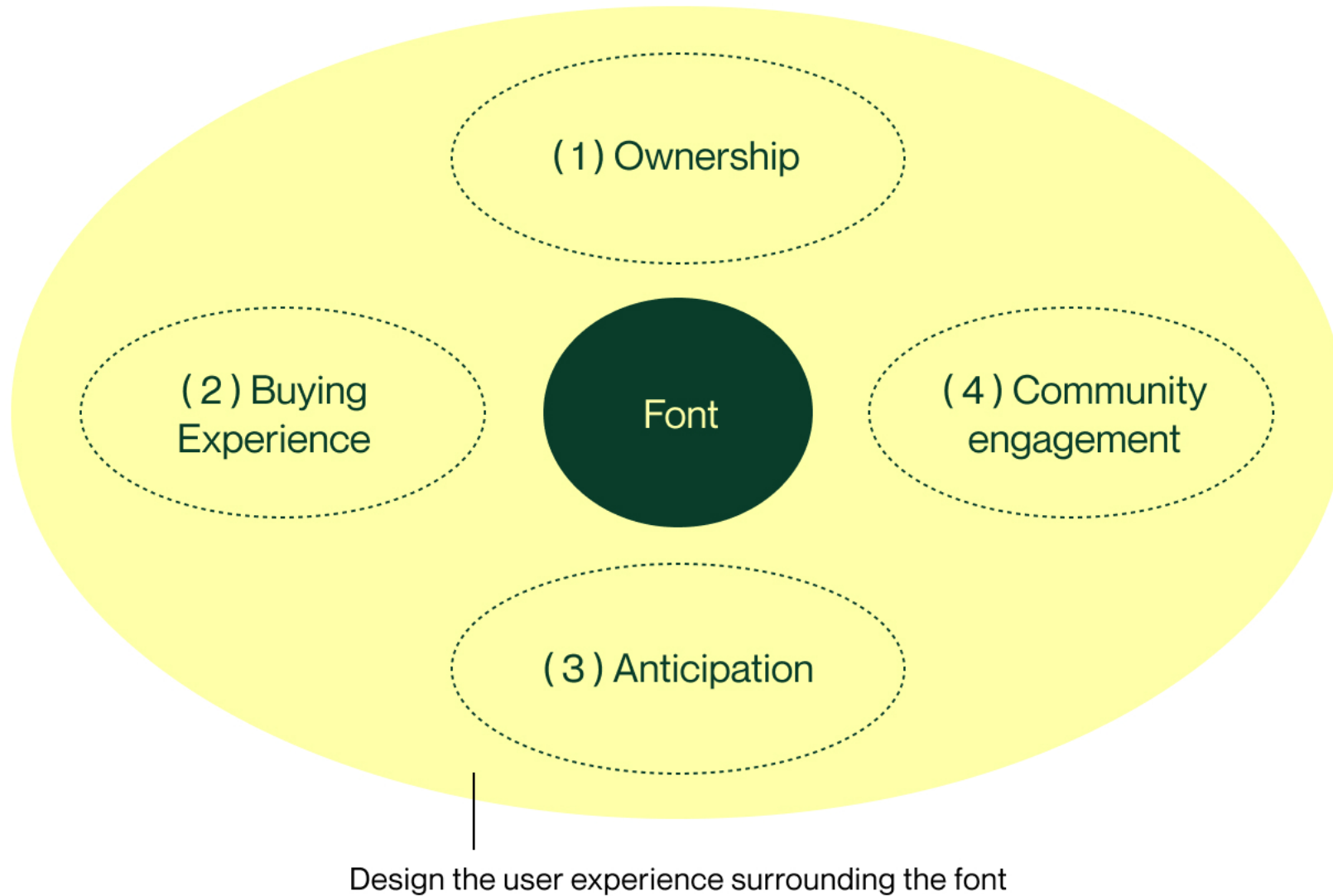# Overview

(1) Ownership

(2) Buying Experience

Font

(4) Community engagement

(3) Anticipation

Design the user experience surrounding the font

User Experience

(1) Ownership

Tradable

Unique traits
(Optional)
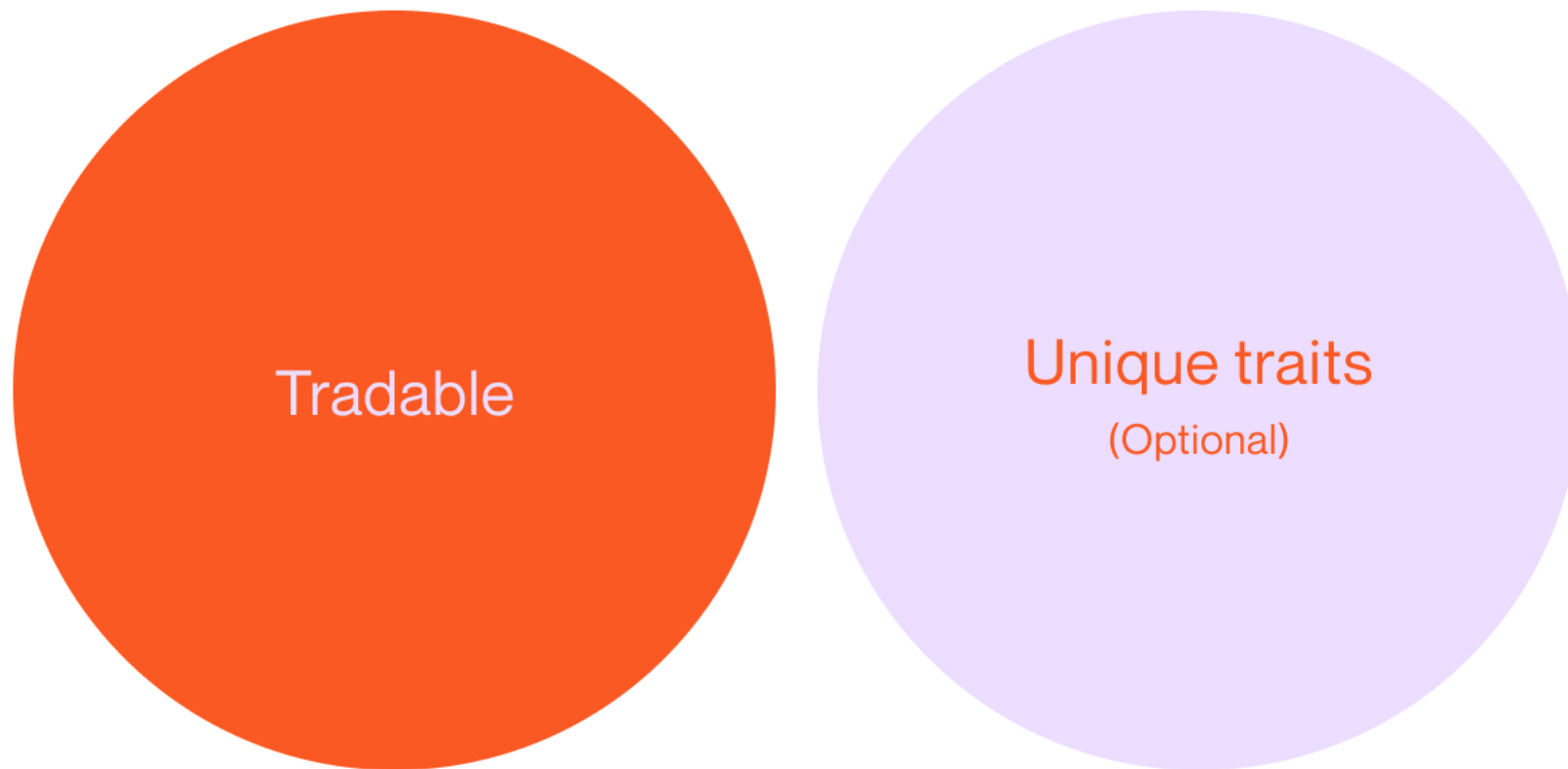
While creators retain their copyrights, users can gain a new kind of ownership experience.

User Experience

# (2) Buying Experience

Crypto purchase
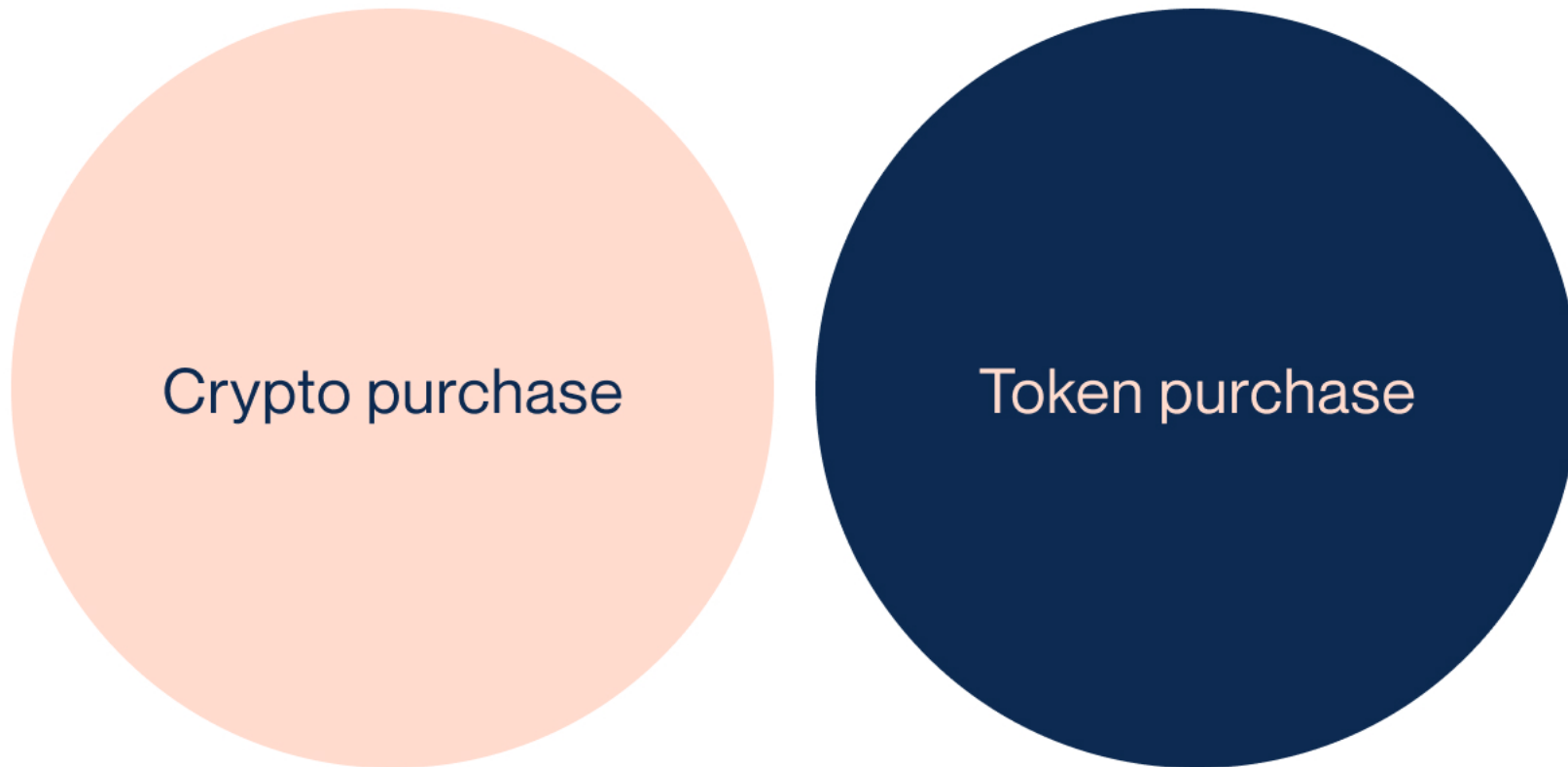
Token purchase

Purchases can be made with cryptocurrencies such as ETH and POL, or with the community token ($GLYPHS).

User Experience

(3) Anticipation

Airdrop rewards
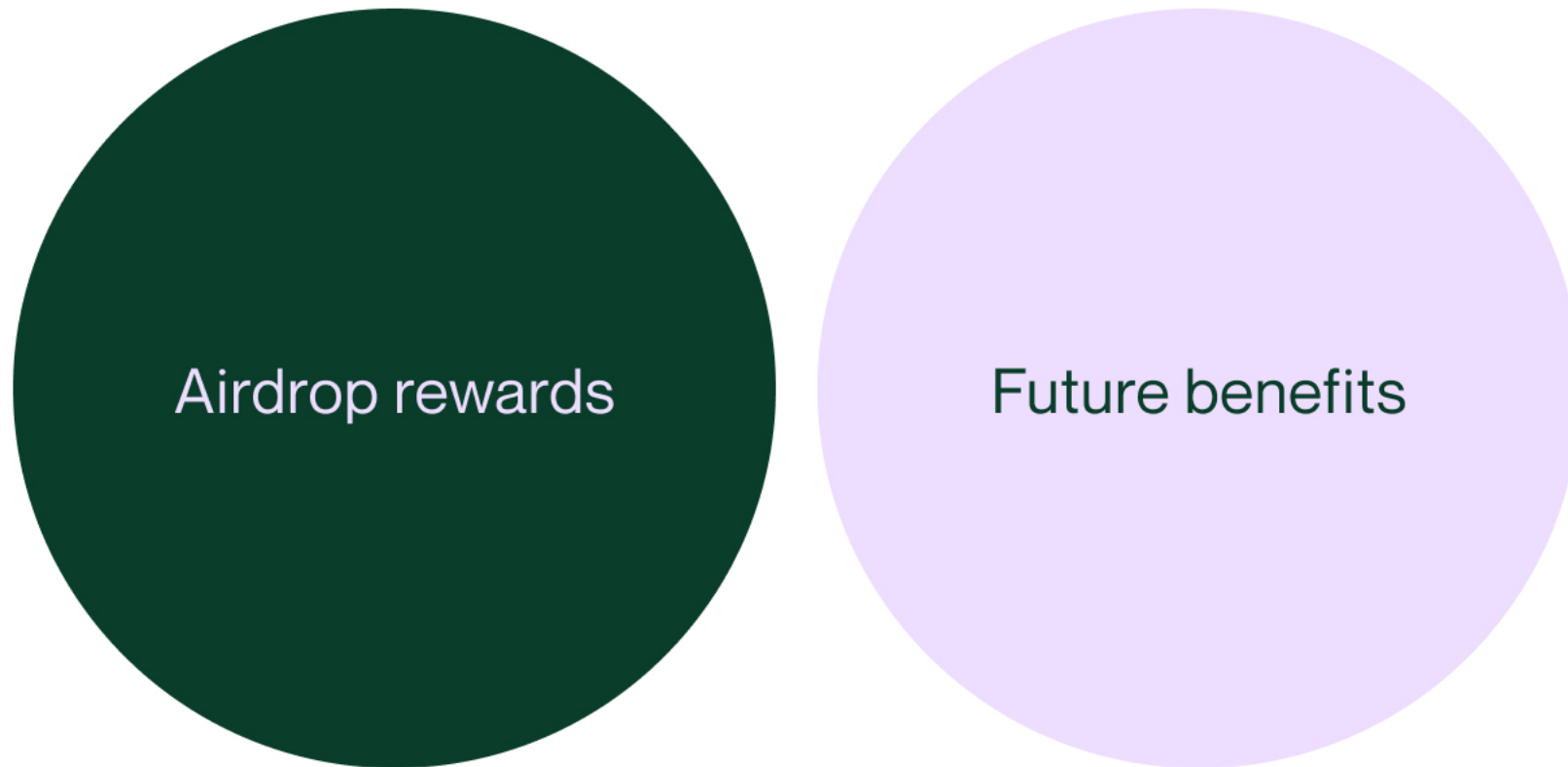
Future benefits

Creators can airdrop additional content like visual templates beyond fonts.
Holder benefits include allowlist access to future products.

User Experience

(4) Community Engagement

Community access

Token utilities
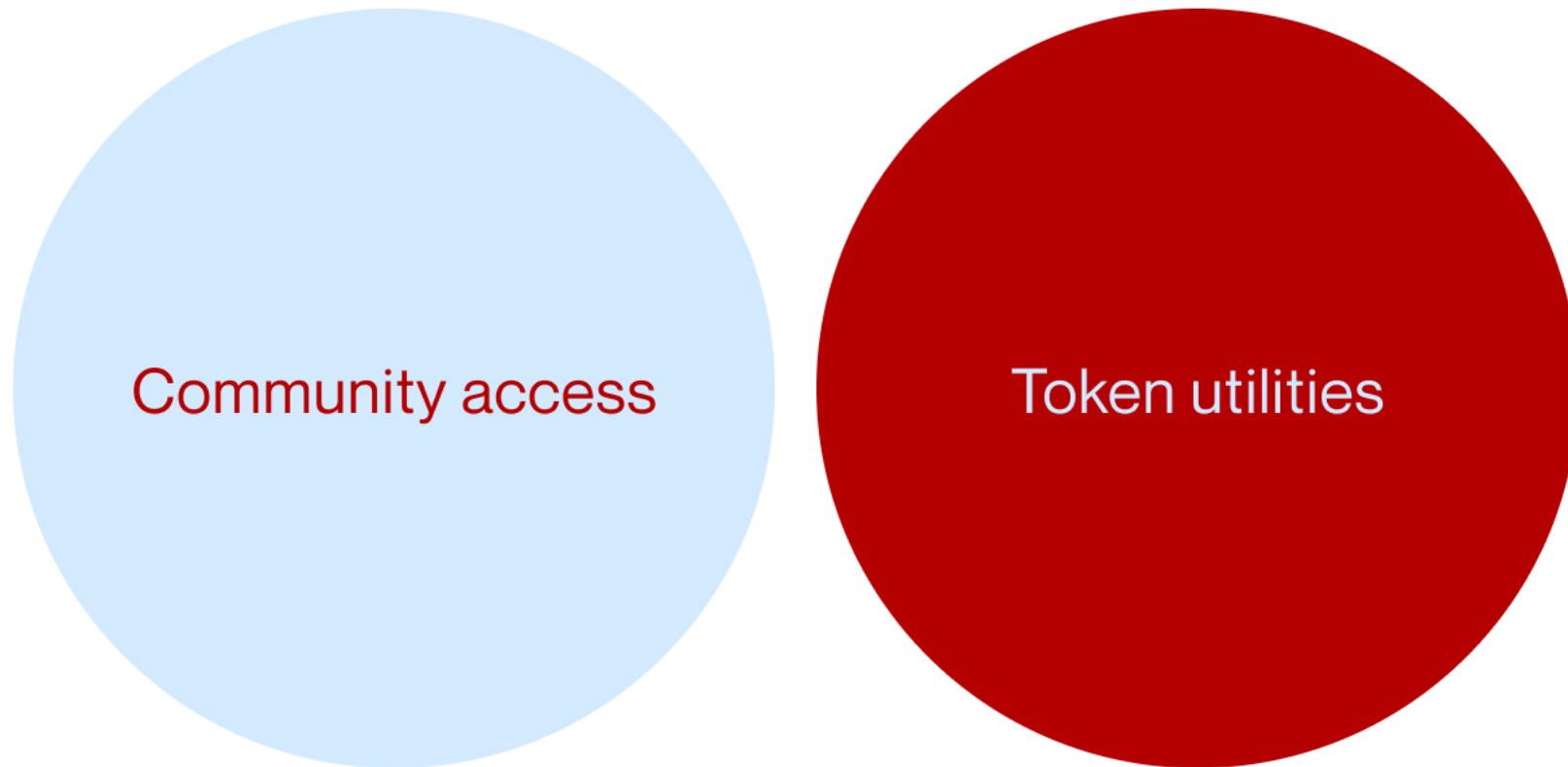
Connect through community information exchange and shared activities. Users can earn
community tokens through various activities such as sharing visuals created with purchased fonts.
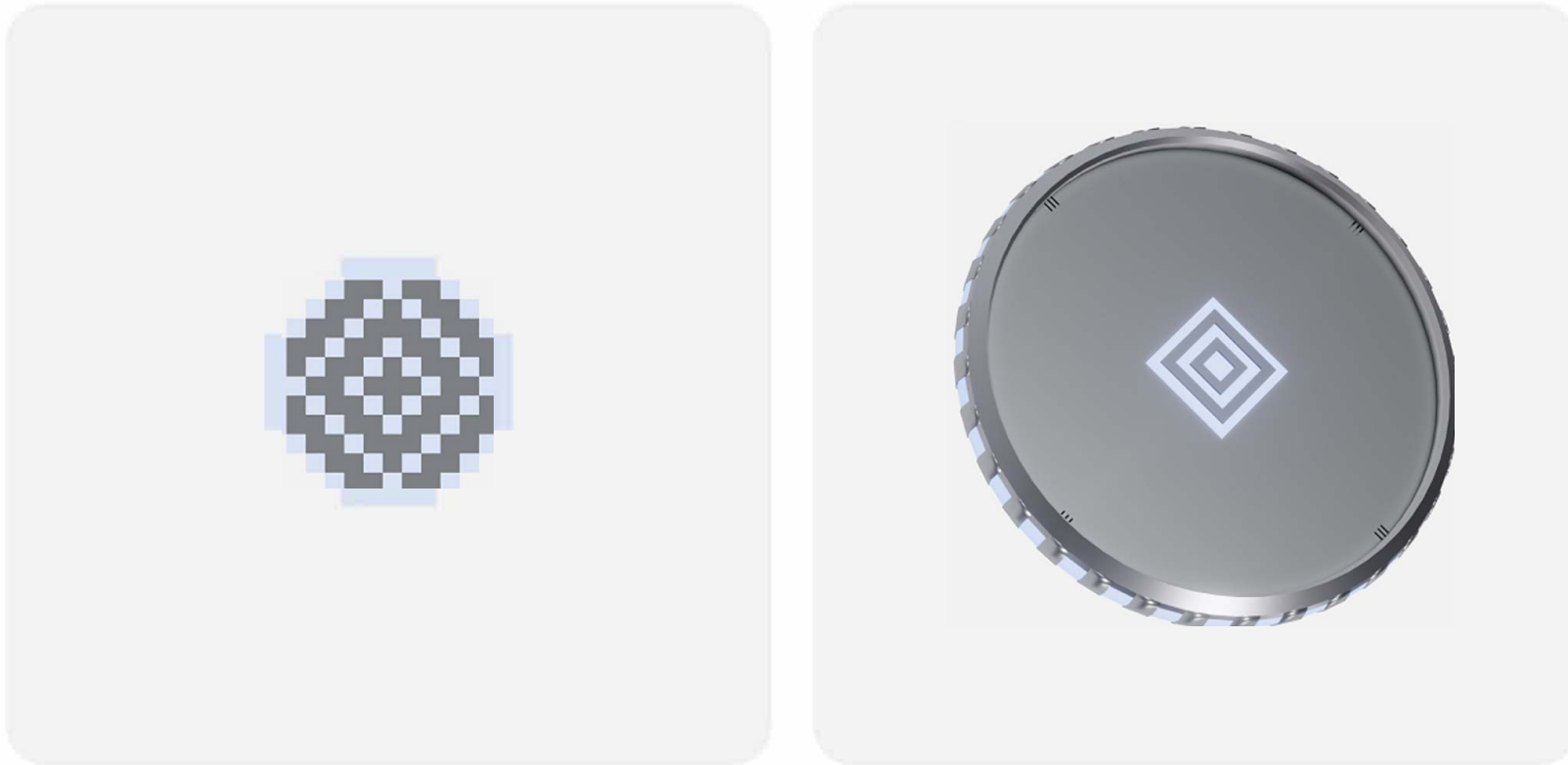
Table of Content

Projects

Community Token: GLYPHS

Users can earn tokens by engaging in activities that support our community. We are currently evaluating the distribution system. GLYPHS is on Base chain.

Projects

Community Token: GLYPHS detail

Name of Token	Glyphs
Issuer	Technoglyphs®, Masahiro Naruse
Ticker	GLYPHS
Chain	Base
Implementation	TokenERC20
Contract Address	0x8EB7654A32C0bDA1727FE79F2ea18bc795f6cf26
How to obtain	By completing Technoglyphs HUB (Community)'s community tasks, such as commenting about the community on social media. GLYPHS will be airdropped to them.
What can be used for	Exchanging with community products such as NFT font

Projects
Technoglyphs Website
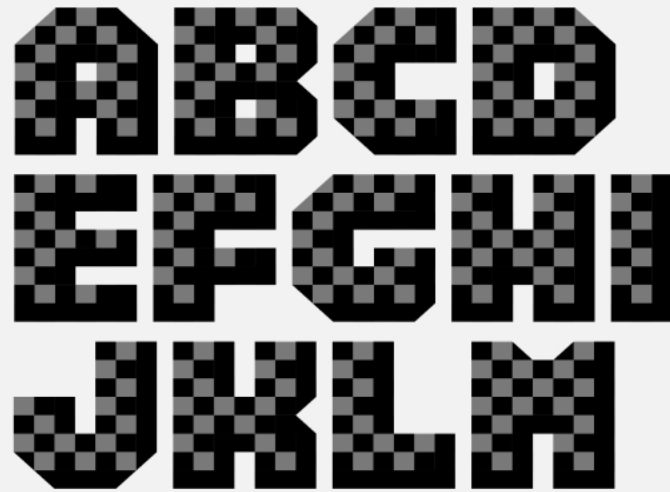
Beyond secondary marketplaces like Magic Eden, we aim to implement functionality that allows users to claim products directly on our website.

Projects

Onboarding Font: Trans Bit

To demonstrate the purchasing experience, we offer a font that users can test either for free or using community tokens (GLYPHS).

Projects

Type x 3D

🔺 **Experimental Creations**

We're investigating innovative ways to express language in next-generation VR/AR marketing and communication contexts.

Projects

Wearable

In the gaming world, unique textual expressions can evoke the presence of fictional civilizations and communities. This prototype is listed for sale on Decentraland MANA.

Table of Content

Obstacles

(1) Technical Literacy

Users come with varying levels of experience in wallet setup and configuration.

Possible solution: Providing helpful setup articles.

Obstacles

(2) Gas Fee

Each transaction and crypto conversion comes with extra expenses in the form of gas fees.

Possible solution: Using Polygon or Ethereum layer 2 for minimum fee

Obstacles

(3) Scams

When dealing with crypto, we must remain vigilant about potential scams.

Possible solution: Encourage users to use hot wallet and be cautious in community.

Obstacles

(4) Fonts Are Off-chain

To be clear: while fonts ownership is structured as NFTs on the blockchain, the fonts themselves are off-chain.

Possible solution: This is not a problem, but for better understandings.

Obstacles

(5) Lost Appeal

Particularly for those new to crypto wallets, the value is difficult to communicate and the entry barriers are significant.

Possible solution: Let users experience the process through a trial font purchase.

Obstacles

(6) Technical Challenges

Technical development capabilities are missing in the team.

Possible solution: Currently, using designer friendly platforms. Hopefully, developers join us.

Table of Content

Opportunities

Inscription and Technology

| AR / VR

| Inscription | Paper and ink | Printing | Typewriter | Digital Font | Blockchain | Future →
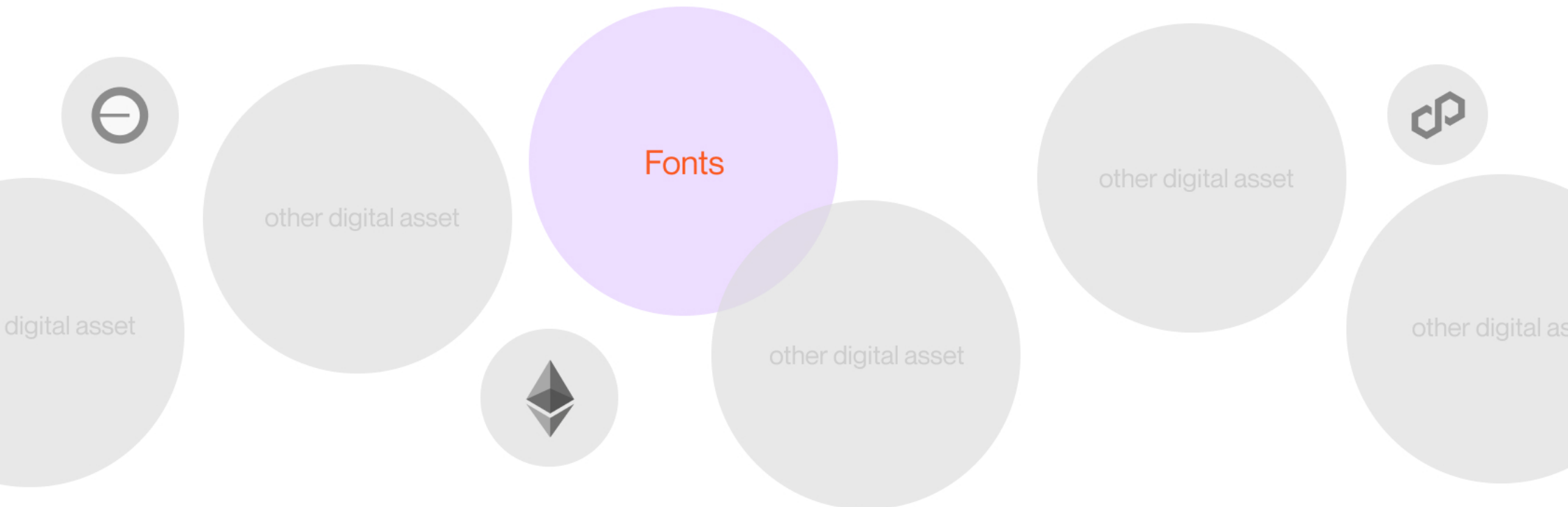
We are at the forefront of typography's technological evolution. Exploring new forms of expression and possibilities through emerging technologies is incredibly exciting!

Opportunities

Knowledge Building

Distributing digital products with token will become more common. Getting ready for it and setting things up from now has more opportunities!

If you're interested in this pitch deck, digital assets, CRM, or you're a developer, please check out our website and Discord.

Website ↗

Discord

Thank you

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@Technoglyphs HUB