Title
e-WW Next Commerce Infrastructure Next-Generation Referral Commerce System based on Patented Technology

(Fully compliant with Patent No. JP7699312 and International Patent WO2025253918)

Overview: Infinite referral chains starting from physical products (O2O) with fair reward distribution via blockchain.
Keywords: Referral Chain, Auto-Generated Shops, Distributed Ledger, Reward Distribution.

■REF ; e-WW Patent Globalization Strategy Explanation
■ Tech Dspt ; Next-Generation Social Commerce Infrastructure e-WW

Patent Holder ：
NICHIYOU HATSUMEI GALLERY CO.,LTD
（Eng.Name;KOBAYA.CO.,LTD）
https://www.kobaya-co.jp
CEO. Toyohiro KOBAYASHI
TEL;＋81-54-625-0839
kobaya@kobaya-co.jp

`1`: **The Essence of the Patent (Core Logic) Mechanism of the "Referral Chain" realized by this patent**

- **Starting Point:** "e-WW mark" and QR code attached to the product.
- **Choice:** After scanning, users choose to either "Purchase" or "Refer."
- **Auto-Generation:** Selecting "Refer" instantly generates a dedicated online shop incorporating the user's unique Referral ID.
- **Chain:** The patent protects the structure where the referral baton is passed infinitely: 1st Referrer → 2nd Referrer → 3rd Referrer...
- **Reliability:** All transaction history is recorded on a blockchain (distributed ledger), ensuring tamper-proof management.
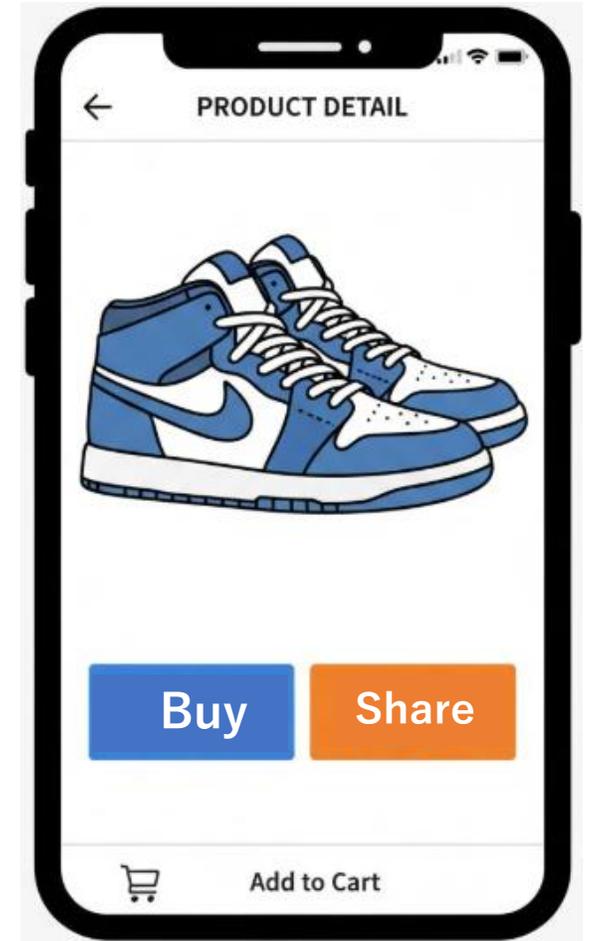
2: System Architecture　Referral Chain and Data Flow (Patent Structure Diagram)

- **Terminal 1 (User A):**
  Scans the QR code and registers Referral ID "1-1".

- **Server System:**
  Generates and sends a "QR code for Terminal 2" linked to Terminal 1.

- **Terminal 2 (User B):**
  Checks the product via the link sent by A and chooses to "Refer."

- **Reward Calculation:**
  Rewards are automatically calculated based on the referral hierarchy using formulas such as $1/(N-1)$.
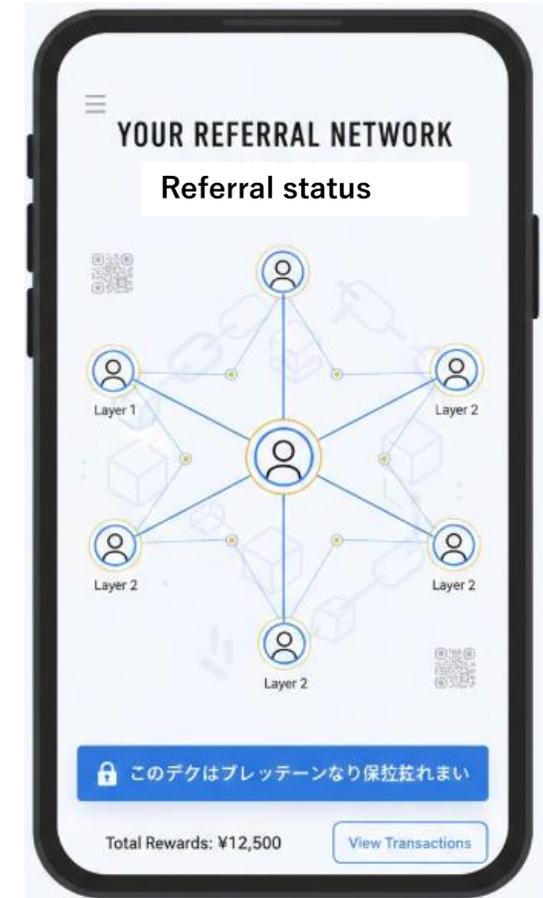
3: [App Screen 1] Product Scanning & Entry Seamless transition from Physical to Digital

Operation: Launch the app and scan the QR code on the product tag.

Identification: Instantly identifies the JAN code and unique Product ID.

UI Display:

• Product image and official name.

• "e-WW Certified Product" badge.

• "Go to Product Shop" button.

[App Screen 1] Product Scanning & Entry Seamless
Scan with QR or JAN code

4: [App Screen 2] Auto-Generated Personalized Shop
The "Refer" button makes you a shop owner
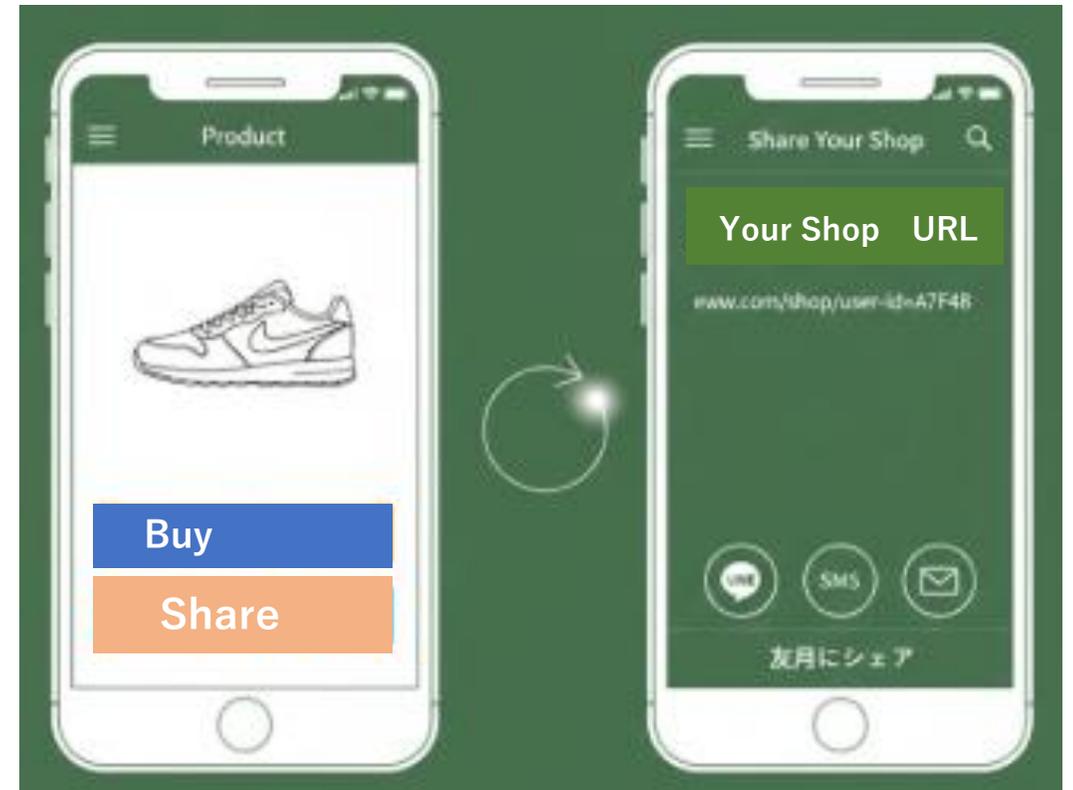
User Choice:
   Tap the "Refer" button on the product page.

Automated Process:
   * A Referral ID is generated on the backend. A "Personalized Shop URL" is created by embedding the ID into the original URL.

SNS Integration:
   Share the link via LINE, Instagram, X

5: [App Screen 3] Friend's View (Expansion of the Chain) Product referrals through a trusted network

•**Friend's Screen (User B):**
Opens the link and sees "Recommended by [User A]"
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•**Continuing the Chain:**
If the friend also selects "Refer," a new shop is automatically generated with a 2nd Referral ID.

•**Transparency:**
The system accurately maintains the hierarchy and order of referrals.
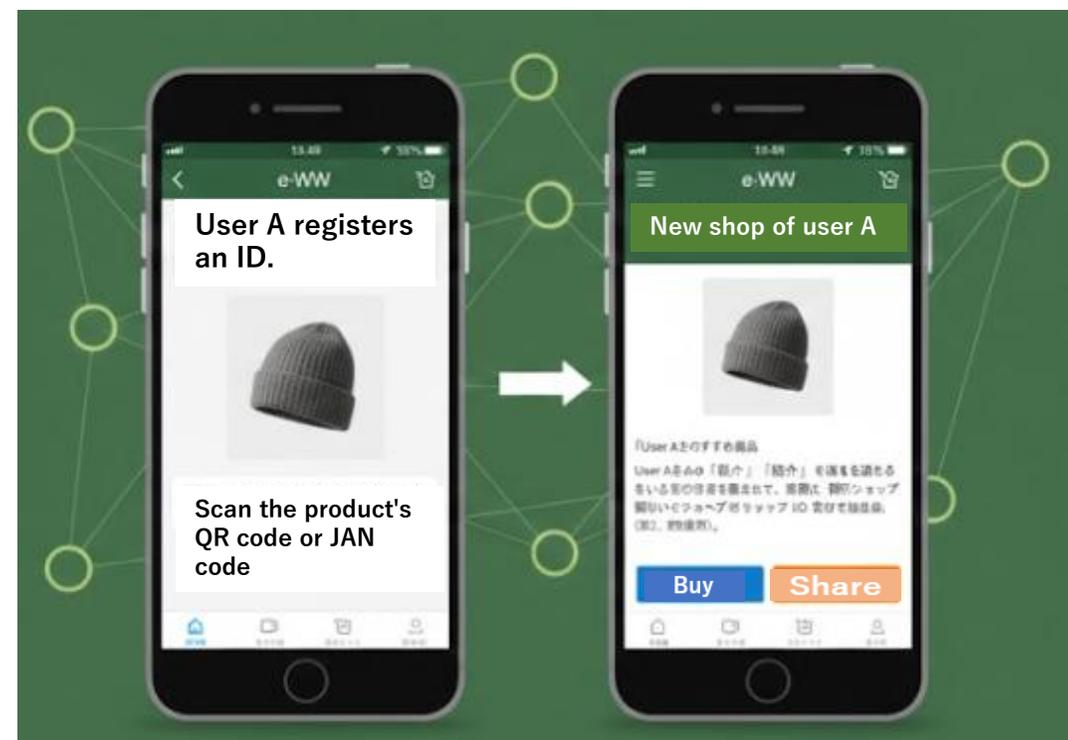
6:[App Screen 4] Reward Management & Dashboard Visualize contributions and ensure fair returns

•**Reward Notification:**
 Receive a push notification when a purchase occurs within your referral chain.
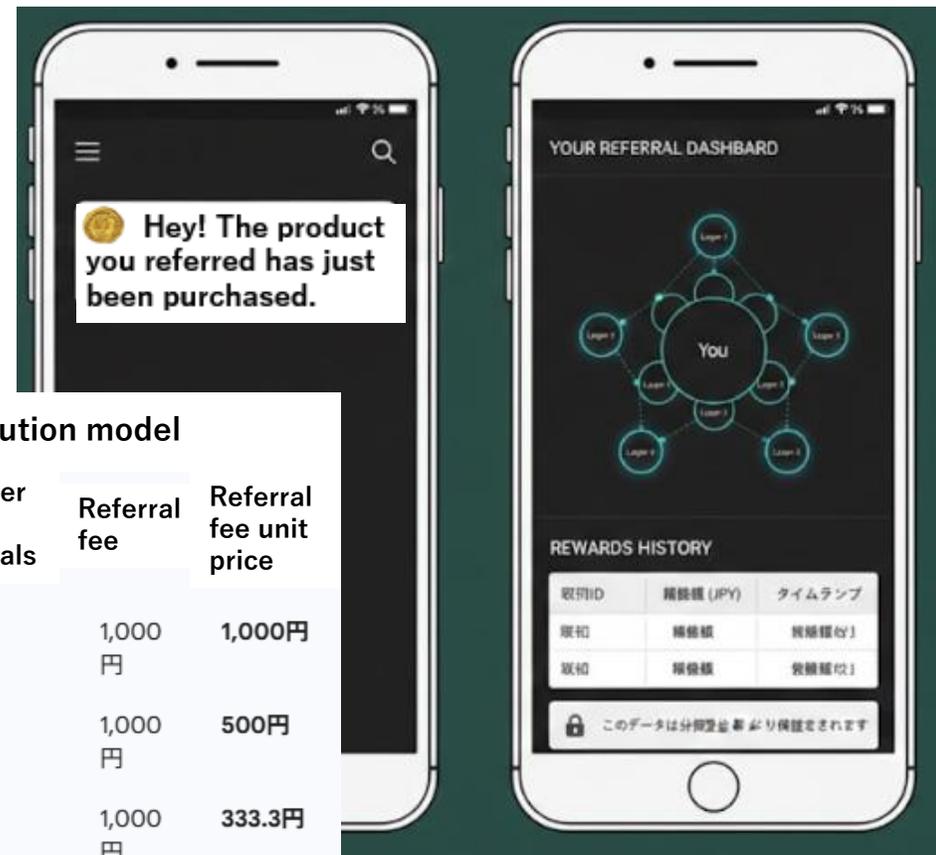•**Dashboard:**
•**Referral Tree:**
 Visualizes how far your referral chain has spread.
•**Reward History:**
Lists Transaction IDs, timestamps, and reward amounts recorded on the blockchain.
•**Proof of Trust:**
"This data is secured by a distributed ledger."

Hey! The product you referred has just been purchased.

YOUR REFERRAL DASHBARD

You

REWARDS HISTORY

取引ID	報酬額 (JPY)	タイムスタンプ
取和	報酬額	覚額順位）
取和	報酬額	覚額順位）

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Reward distribution model

Chain ranking	number of referrals	Referral fee	Referral fee unit price
第2位（直販）	1人	1,000円	1,000円
第3位	2人	1,000円	500円
第4位	3人	1,000円	333.3円
第5位	4人	1,000円	250円
第10位	9人	1,000円	111.1円

補足説明； Omni-channel Entry Points
Start a "Referral Chain" from any customer touchpoint

This system is not limited to physical product tags; it integrates seamlessly across all sales channels.

Fully compliant with [Patent No. JP7699312](#) and International [Patent WO2025253918](#)

The scope of this patent applies to all promotional media

•**Catalogs & Direct Mail:**
 Scan QR codes next to printed product
 images to launch the referral page.

•**E-commerce & Web:**
 Click the "Refer this product" button on any web
 content to instantly generate a referral link.

•**In-Store Displays:**
 Entry is possible via QR codes on shelf
 talkers or promotional POP displays.

•**Advantage:**
 Unified ID management ensures all entries are
tracked and rewarded through the same
blockchain backend, regardless of the media.

7: Benefits for All Stakeholders

Value for everyone involved

- **Manufacturers & Retailers:**
  Maximize organic growth (UGC) while reducing traditional advertising costs.
- **Referrers (Users):**
  Earn fair incentives simply by sharing products they genuinely like.
- **Purchasers:**
  Shop with confidence based on recommendations from trusted friends.

Benefits for all stakeholders

Maker

広告費削減

Dealer
Reducing advertising costs and relying on customers to spread the word

Introducers
公正報酬
Share your favorite products and earn incentives

Consumers
安心
Purchase with confidence when referred by a trusted friend