

The challenges facing modern e-commerce

Profits are being squeezed by rising advertising costs

Digital advertising acquisition costs (CAC) are rising year by year, creating barriers to entry for small and medium-sized businesses and contributing to declining profit margins.

"Lack of trust" and declining purchase rates

Consumers trust recommendations from acquaintances more than corporate advertising, but there is a lack of mechanisms to systematically leverage that trust.

The limitations of traditional affiliate marketing

One-off referrals make it difficult to maintain referrer motivation, preventing sustained promotion and fanbase development.



Solutions provided by the e-WW system

Automate the "referral chain" and achieve exponential growth.

- ✓ Create a "multi-tier" system where referrers invite more referrers.
- ✓ The system dynamically generates a shop page that inherits the attributes of the referrer.
- ✓ A unique and difficult-to-imitate business foundation based on our patented technology, [Japanese Patent No. 7699312](https://www.j-platpat.inpit.go.jp/Search?patent=7699312) ([International Patent WO2025253918](https://www.j-platpat.inpit.go.jp/Search?patent=7699312)).

This patent is publicly available in the Japan Patent Office database: <https://www.j-platpat.inpit.go.jp/Search?patent=7699312> in the "Patent" search above. You can also view the preamble.

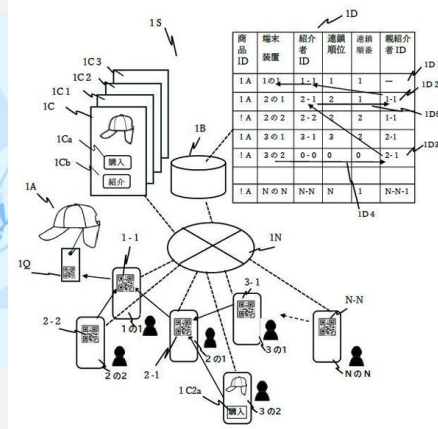
This app system provides a new generation of sales support system for e-commerce companies, social media advertising, and online direct sales companies.

■ Related proposal:

[Product sales support system e-WW Link to explanation](#)



FIG. 1 is a diagram of FIG. 1



Patented core technology:Dynamic store creation and chain management

Patent Claim 1

A system that automatically generates "new online shop configuration information" incorporating the introducer ID and transmits it over the Internet.

Personal Shop Creation

A shop optimized for each introducer is instantly created. Users can operate it as their own shop.

Automatic recording of chain paths

The introducer ID and parent introducer ID are recorded and stored in a chain on the server via QR codes or links.

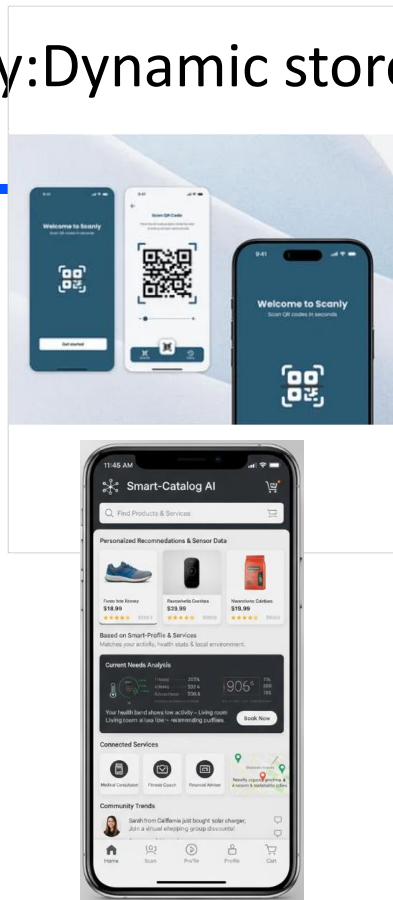
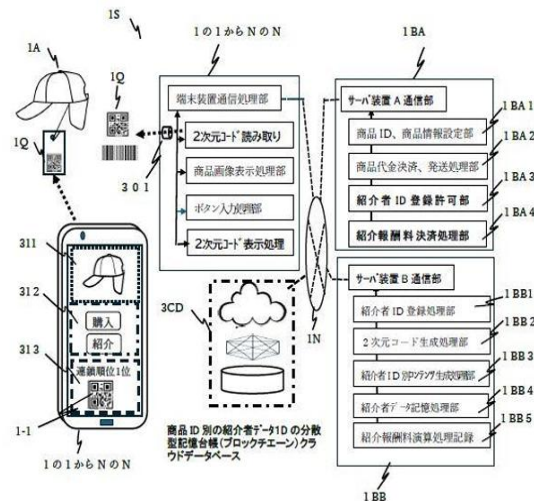


Image of Personal Shop Creation

FIG. 3 is a diagram of FIG. 3



Highly transparent reward distribution logic

Automated multi-stage reward distribution

Upon payment, the system automatically traces the chain and instantly distributes rewards to all contributing referrers.
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FIG. 5 is a diagram of FIG. 5

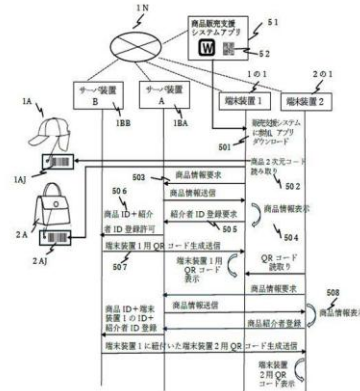
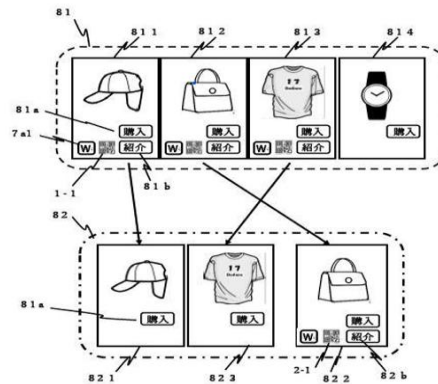


FIG. 8 is a diagram of FIG. 8



Fair Distribution
Algorithm Rational distribution logic (e.g., $1/(N-1)$ division) in an N-stage chain maximizes participant motivation. ◦

Legal Risk Avoidance
Rewards are tied solely to actual product sales, fundamentally eliminating legal concerns about pyramid schemes.

Information Fairness and Integrity
By utilizing blockchain technology (Claim 4), unalterable reward records and transparency are ensured.

Patent JP 7699312 (Japanese)

World Patent WO2025253918 (English)

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Business impact of implementation

EC Platforms

Business Impact of
ImplementationPlatformOverwhelming
Differentiation

- Implementing it as a "standard feature" establishes a strong advantage over competitors .
- Dramatically improves merchants' ability to attract customers .

SaaS Vendors

Next-Generation Existing
Products and Improved LTV

- Evolving the existing single-tier referral tool into a "multi-tiered" system redefines product value.
- Increasing customer (e-commerce) success rates led to lower churn rates and improved LTV. .

Merchants

Attract a sustainable
fanbase.

- An autonomous customer acquisition channel driven by customer passion, independent of advertising spend.
- Dramatically reduce customer acquisition costs (CAC) through referral chains.

Market relevance and legal compliance

Global Referral Marketing Market Forecast

Expanding the e-commerce market globally!

Complying with Legal Regulations

By linking commissions solely to actual sales, we avoid MLM regulations such as those imposed by the US FTC and the risk of pyramid schemes. We also enable global expansion through patent registration in major countries via the PCT.

Information Fairness and Integrity

By utilizing blockchain technology (Claim 4), we manage referral chain records in an unalterable manner, ensuring high transparency among participants. .

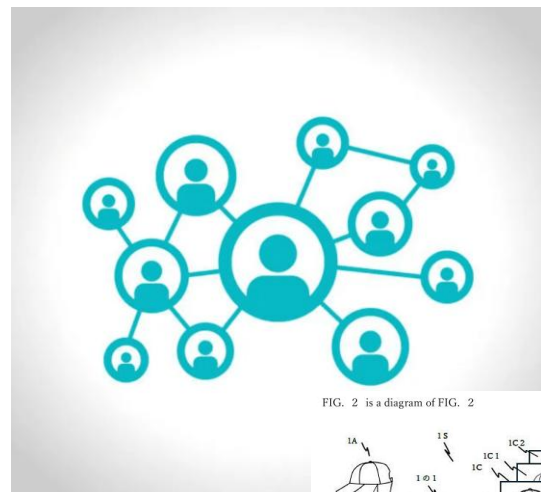
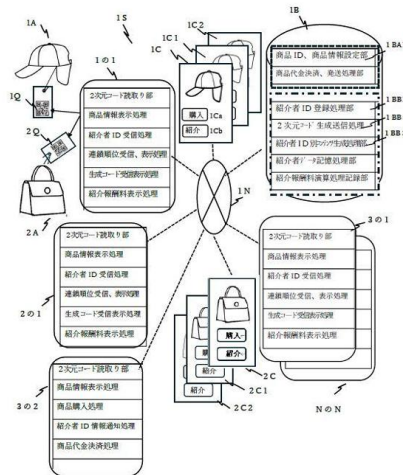



FIG. 2 is a diagram of FIG. 2





Partnership Proposal

Collaboration Models

We offer you the opportunity to build a foundation for global standards.

 **Patent assignment (PCT international patent, country-by-country) Exclusive business development through complete transfer of rights.**

 **Licensing**
Exclusive or non-exclusive license agreements

 **Strategic Alliances** Joint implementation in specific markets or platforms

Strategic Timeline


Schedule for PCT patent registration transition to each country

This patent has been granted in Japan, [NO; JP 7699312](#). PCT patent application [WO2025253918](#) has been filed, and the registration registration dates for various countries are as follows:

**Priority deadline for transferring patent registration from Japanese patent to WIPO member countries (US, China, India, EU, etc.):
December 2026**

■ Related proposal:

[Product sales support system e-WW Link to explanation](#)



We are seeking licensees for this "Product Sales Support System" patent both domestically and internationally.

If you are interested, please feel free to contact us at the address below.

Patent JP 7699312 (Japanese)

World Patent **WO2025253918** (English)

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