



Introduction: The Mission of WOWOO and the Power of Empathy

WOWOO is a meme-driven Web3 project that proposes a new philosophy of currency.

Our mission is to move beyond traditional monetary systems based on finite resources—systems that have historically fueled war and exploitation—and instead build a new economic foundation where **subjective human values** (emotion, inspiration, and empathy) **become the core assets of value.**

While the majority of Gen Z expects social impact from companies, the path to meaningful contribution remains blocked by three persistent barriers: **difficulty in proving impact, lack of reward, and the unsustainability of goodwill.**

Goodwill, though celebrated as virtue, has rarely translated into economic value. WOWOO exists to break through these barriers—redefining empathy and altruism as **undepletable assets**, transforming them into social capital on a decentralized economic infrastructure.

In the WOWOO ecosystem, individual goodwill and corporate social contributions are made visible and are permanently recorded on the blockchain as immutable trust. This trust crystallizes into **WOWBIT** (WWB) tokens—value that is amplified through community empathy and viral resonance.

WOWBIT is a currency **meant to be burned**—a paradoxical form of money that **creates value through its disappearance.**

**“The more you give, the greater the value.
The more you burn, the brighter the future.”**

As long as WOWBITs remain in circulation, society is still in the process of evolving. But as WOWBITs vanish through acts of giving, they serve as proof that the world is being made better by those who chose to act.

This is the world’s first blockchain use case where value is not accumulated, but released—for the benefit of all.



Problem Statement: The Limits of Our Time and Economic Frameworks

The Structural Fatigue of the Global Economy

The global economy has shifted from a model where money generates trust to one where trust drives the creation of money.

While this transition has opened new financial mechanisms, it has also led to a concentration of value creation in the hands of those with exclusive access to trust-based systems—widening inequality and deepening asymmetries in opportunity.

For the average citizen, the pressure of inflation, stagnant real wages, asset bubbles driven by monetary easing, and escalating geopolitical risks have made participating in the economy feel distant and uncertain.

Among younger generations, the belief that “my actions can change society” is increasingly elusive, contributing to a growing sense of powerlessness and disengagement from social issues.

This fatigue is not something that can be solved from within the system. The economic assumption of ever-expanding physical resources has reached its limit. What’s needed now is a shift—from an economy of competing over limited value, to one of **co-creating and sharing regenerative value**.

“
Another world is not only
possible, she is on her way.
On a quiet day, I can hear
her breathing.

Arundhati Roy
”

Problem Statement:

The Limits of Our Time and Economic Frameworks

Meanwhile, the evolution of Web3 technologies—initiated by Satoshi Nakamoto's **Bitcoin Whitepaper**, which reasserted the primacy of individual property rights—has thus far converged into three primary use cases:

① **BTC (Digital Gold) and Stablecoins as Stores of Value**

→ Establishing their presence as currencies independent of central banks.

② **Meme Coins as High-Volatility Assets** (e.g. DOGE, TRUMP)

→ Speculative markets driven by emotion, humor, and viral attention.

③ **Trading Infrastructure for the Above** (e.g., L1/L2 chains, DeFi, DEXs, Prediction Markets)

→ While infrastructure adoption is expanding, the lack of compelling B2C products remains a bottleneck.

Despite these developments, Web3 remains largely confined to replicating existing financial systems. It has yet to be meaningfully applied to solving real-world social issues or integrated into people's everyday lives in ways that feel relevant and purposeful.

In other words, Web3 is a technology that is “usable but not used.”



Hypothesis — Proposing an Economy of Empathy and "Capital of Sensibility"

We turn our focus to something the traditional economy has long overlooked: **human action itself**. Emotions and behaviors such as **goodwill, empathy, trust, and encouragement** have historically been excluded from economic valuation—primarily because they were difficult to visualize and accumulate in measurable forms.

Today, with the advent of Web3 and blockchain, we are beginning to see the possibility of quantifying and redistributing these intangible elements as a new form of capital.

Hypothesis ①: Goodwill is Mineable

WOWOO's foundational hypothesis poses the question: "Can human goodwill and acts of contribution be mined as a resource on the blockchain?"

Traditional mining (**Proof of Work**) relies on computational power and energy consumption in a competitive environment. In contrast, WOWOO proposes a non-competitive model where social contribution becomes convertible into trust capital.

We call this model **Proof of Goodness**.

What's essential here is that rewards don't have to be monetary.

For example, reactions like "Thank you," "That's amazing," or "Let's do it together" can be quantified and recorded. These expressions of appreciation can accumulate and be stored—turning gratitude itself into a form of reward.

In this way, visible trust becomes a new unit of economic circulation.



Hypothesis — Proposing an Economy of Empathy and "Capital of Sensibility"

Hypothesis ②: Memes Act as Accelerators of Trust

An essential factor here is the **viral power of memes**. Many traditional Web3 projects have focused heavily on technical superiority—often at the expense of meaning and narrative. On the flip side, meme coins, while often lacking in practical use, possess powerful mechanisms for cultural spread: empathy, story, and symbolism.

WOWOO aims to combine two assets:

- (1) **Accumulated trust through socially valuable actions**, and
- (2) **Cultural momentum driven by meme-based appeal to build a sensibility-driven economic system that runs on both value and emotional resonance.**

③: Giving Is the Strongest Incentive

In most token economies, economic incentives are centered around holding early and selling fast. In contrast, WOWOO adopts a paradoxical design where value is created through **using, burning, and giving**.

Examples include:

- Donations or support actions trigger partial token burns, increasing one's **Mana** (a goodwill score).
- Forming emotional connections with others through token bonding—what we call **"Echo-links"**—accelerates token burn rates and boosts your social credibility.
- Corporations staking tokens as ad spend receive **ESG recognition**, and their contributions reflect positively on the token's market value.

This **Burn-to-Give** model eliminates inflationary pressure and speculative distortion—while simultaneously amplifying the emotional and reputational capital in circulation.



Hypothesis — Proposing an Economy of Empathy and "Capital of Sensibility"

The Future We Envision

By combining the above three hypotheses, WOWOO introduces a new economic vision:

- From an economy of resource competition to one of emotional contribution
- From tokens driven by speculation, to those backed by trust
- From value based on financial assehood, to one based on proof and narrative

The WOWOO economy doesn't merely record or evaluate acts of social good—it reframes them as cultural experiences and gives them viral power. Here, goodwill is not reduced to self-satisfaction; rather, it inspires others to act, becoming a cultural force that ripples outward into society.

Once this structure is realized, it has the potential to become the world's first "Decentralized Engine for Social Contribution"—beyond the limits of Web3.

“
Tell me a fact and I'll learn.
Tell me a truth and I'll believe.
But tell me a story and it will
live in my heart forever.

Native American proverb



The Value Brought by WOWOO — A Return Structure Resonating Emotion and Economy

WOWOO is an attempt to assign value to human actions, emotions, and goodwill—elements that have long remained invisible—by combining the cultural vehicle of memes with the transparency of blockchain technology.

This chapter outlines the multi-layered return structure generated by our hypothesis-driven ecosystem.

1. Returns for Individual Holders: Gaining and Expanding “Trust Capital”

For individual users participating in WOWOO—those who act in goodwill—the return is not limited to financial compensation.

More importantly, they receive:

- Recognition of their social contribution recorded as Proof of Goodness
- Accumulation of trust capital through SBTs (Soul-bound Tokens)
- Conversion of this trust into social influence and status

Ultimately, this leads to the **attainment of honor and dignity in life**, which becomes the core reward.

In addition, through the Burn-to-Give mechanism of WOWBIT (\$WVB), the system enables:

- An increase in one’s SBT score through contributions to others
- A long-term rise in social reputation and trust within the community
- Enhanced access to economic returns and market opportunities as a result

This creates a reverse flow economic circuit where **honor → trust → monetary value** becomes a viable pathway.



The Value Brought by WOWOO — A Return Structure Resonating Emotion and Economy

2. Returns for Companies:

Creating Social Trust through “Reverse-Paid Advertising”

WOWOO is built on a design philosophy that transforms corporate advertising, CSR, and ESG spending into direct and multifaceted economic returns.

Whereas traditional advertising has long been treated purely as an “expense,” WOWOO redefines it as a new form of investment—**asset building through social contribution**. This model offers a three-layered return structure:

①Visualization of Social Impact (Contribution to ESG Scores)

When a company stakes WWB tokens, those funds become the reward pool for Proof of Goodness (PoG) activities, helping to incentivize and sustain social contribution efforts worldwide.

In return, the company receives on-chain, verifiable proof of the social impact their funding has generated, represented by Soulbound Tokens (SBTs) and PoG scores.

Unlike conventional CSR, which often lacks clarity and credibility, this approach offers a transparent and third-party-verifiable ESG KPI, making it easier to integrate into ESG assessments and enhancing corporate trust and reputation.

②Accumulation of Brand Equity (A New Kind of Marketing ROI)

WOWOO’s staking mechanism functions as a conversion engine from ad spending to community engagement.

By connecting directly with a high-engagement user base—essentially stakeholders—brands gain more than visibility; they cultivate brand advocates and loyal supporters.

In this model, the emotional energy and collective enthusiasm of the community, fueled by token circulation, becomes a new-generation brand asset.



The Value Brought by WOWOO — A Return Structure Resonating Emotion and Economy

③Transferable Advertising Assets (Capital Gain & Exit Opportunities)

The WWB tokens staked by a company may eventually be transferred to the next advertiser or participating enterprise—potentially at a premium—embedding a natural exit mechanism into the advertising model.

WOWOO introduces a sustainable incentive loop, where “the exit of one advertiser is supported by the entry of the next.” In this structure, advertising is no longer a sunk cost—it becomes a resalable financial asset with potential for capital appreciation, establishing a new paradigm for what an “advertising market” can be.

Through this trinity model, WOWOO enables an unprecedented reverse-paid advertising ecosystem—the more a company contributes to ESG, the more its brand and capital assets grow.

Companies can move beyond conventional CSR (as image strategy) or traditional advertising (as expense) and instead collaborate with the DAO to convert social trust into tangible economic value.

“
I don't want to just love my
family; I want to love all of
humanity.

Alejandro Jodorowsky
”



The Value Brought by WOWOO — A Return Structure Resonating Emotion and Economy

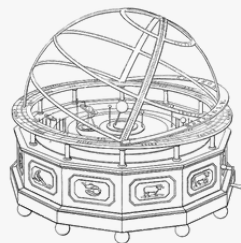
3. For the DAO and Protocol: Meme Power as a Self-Expanding Cultural Asset

WOWOO's fundamental strength lies in the protocol's ability to generate culture and propagate as a meme—not through marketing, but through self-reinforcing, participatory dynamics.

- Users perform good deeds and are rewarded
- These deeds are recorded as SBTs, forming part of their on-chain and IRL identities
- New participants are inspired by these stories and take action
- These actions become NFTs or memes and organically spread throughout and beyond the community

This self-replicating ecosystem allows the DAO to scale sustainably without relying on influencers or paid partnerships, fostering an economy that grows from within.

Furthermore, under the WOWBIT tokenomics model, mechanisms like Burn-to-Give and Bonding trigger geometrically compounding token burns, leading to a progressive decrease in circulating supply and accelerated scarcity—structurally protecting and enhancing the value of the DAO's treasury over time.



The Value Brought by WOWOO — A Return Structure Resonating Emotion and Economy

4. For Society: “Trust as Currency” — A New Framework for Value Exchange

Ultimately, WOWOO’s ambition is to transform goodwill into a tradable economic unit.

Just as traditional money made the value of goods and labor visible, WOWOO aims to visualize and circulate the value of human actions and emotions, offering society a new structure:

- Acts of goodwill and cooperation become capital once verified
- Token economics turn these into investable and exchangeable assets
- A globally recognized standard of value, transcending nations and institutions

As a result, values that were previously excluded from the economy are now captured, accumulated, and distributed as capital, paving the way for a future where the very foundations of currency, trust, and power are redefined and upgraded.

“
If an inch ahead is darkness,
then two inches ahead holds
a brighter future.

Hikaru Utada
”

WOWBIT — A Token Where Value Is Created Through Giving

WOWBIT (\$WWB) is the native token circulating within the WOWOO ecosystem. More than just a unit of payment or reward, WOWBIT is a unique token that transforms actions, trust, and relationships into value.

This chapter outlines WOWBIT's core philosophy, use cases, economic design, and game-theoretical mechanics.

1. Token Philosophy: “Burn-to-Give” and the Concept of “Mana”

The foundational idea behind WOWBIT is a paradoxical economic philosophy: **value is not generated by holding, but by giving**. This is embodied in two key mechanisms:

①Burn-to-Give:

- Whenever WWB is sent or donated to another person, a fixed percentage is automatically burned, reducing total supply over time.
- This burning action serves as social proof, recorded immutably as “**Mana**” on the sender's SBT (Soulbound Token).

②Mana (Virtue Score):

- Publicly displayed as a trust score within the WOWOO Portal.
- Acts as a privileged attribute when interacting with external protocols (NFTs, DeFi, etc.).
- Converts into non-financial rewards such as honor, credibility, and influence.

Through this design, WOWBIT incentivizes user behavior that aligns personal benefit with social contribution, creating an economy where generosity is economically and culturally rewarded.



WOWBIT — A Token Where Value Is Created Through Giving

2. Asymmetric Demand Model: Who Buys, and Why?

WOWBIT's tokenomics are designed around an asymmetric structure between suppliers (individuals) and demand-side actors (corporations and DAOs), achieving both stability and growth within the ecosystem.

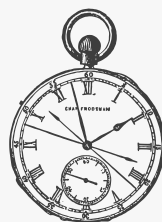
①Suppliers: (Issued via PoG)

- WWB tokens are gradually distributed to individuals who engage in volunteering, donations, or other socially beneficial actions.
- The issuance rate is linked to their SBT (Soulbound Token) score, with higher-impact contributions earning greater rewards.

②Demand Side: (Corporates, DAOs, and Influencers as Buyers)

- Companies seeking to enhance their ESG profiles acquire WWB either on the open market or via staking mechanisms.
- They treat WWB as a form of “reverse-compensated advertising,” using it as a transparent marketing investment tied to social contribution.

This structure builds a sustainable economy where WWB is distributed through contribution and purchased for brand value and trust-building, enabling a parallel flow of incentives between grassroots and institutional participants.



WOWBIT — A Token Where Value Is Created Through Giving

3. Proof of Engagement: “Echo-link” and Geometric Burn

One of WOWOO’s unique token mechanics is the “**Echo-link**” — a ritualized act in which users mutually share WWB tokens based on trust, symbolizing a bonded relationship.

- WWB tokens linked via Echo-link are burned at a higher rate than standard Burn-to-Give transactions.
- The amount burned significantly boosts each user’s Mana score, which is recorded as trust capital in their SBTs.
- As Echo-links multiply, the total WWB supply decreases geometrically, increasing the scarcity and symbolic brand value of the token.

This is not just a burn mechanic — it redefines token use as “gas to record human relationships” on-chain, introducing a new framework for social interaction on the blockchain.



WOWBIT — A Token Where Value Is Created Through Giving

4. Real-World Utility

WOWBIT is designed for tangible use in the following scenarios:

Category	Usecase	Description
Donation & Support Currency	On-chain donations to NGOs and local organizations	A portion of donated tokens is automatically burned, contributing to the donor's Mana score.
Market Access	Access to community-based utilities	Grants priority access to special events, NFTs, limited-edition products, and PoG-integrated services.
Staking Currency	Corporations stake WWB to gain advertising exposure or ESG evaluation	Functions as the reserve for "Reverse-Paid Advertising," transforming token deposits into transparent, trackable social impact.
Community Incentives	Distribution of WWB based on mission-based task completion	Enhances user engagement through gamified ESG participation.

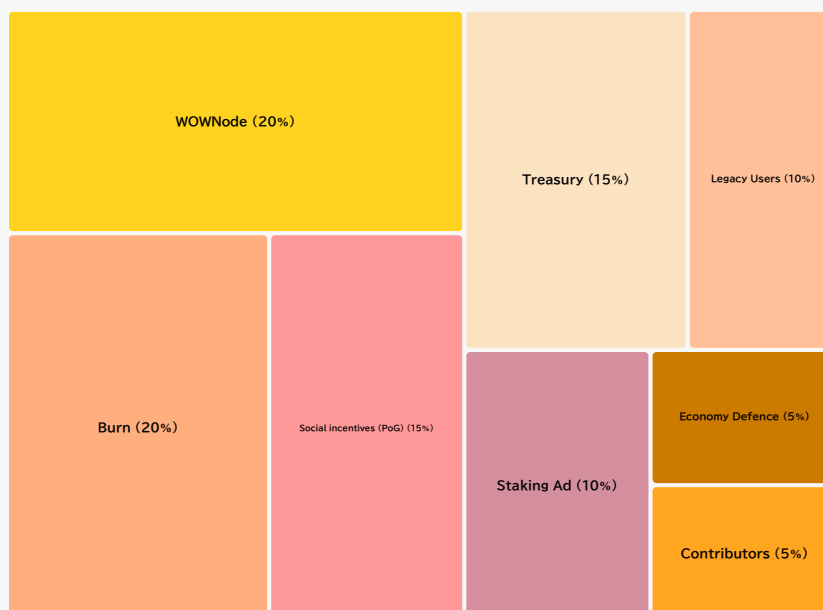
Through these mechanisms, WOWBIT isn't just a token that is held because it has utility — it is a token that gains value through use. This positions WOWBIT at the core of a self-reinforcing, use-driven token economy.



WOWBIT — A Token Where Value Is Created Through Giving

5. Token Issuance and Distribution

- Max Supply: 1,111,111,111 Wowbit (WWB)
- Blockchain: Ethereum L2 (OP Mainnet, ERC-20)
- Smart Contract Address:
0x03cc5feF38896537c10Fcb30A53A1B12be101da6
- Initial Distribution: Distribution will be conducted through task-based airdrops within and beyond the partner ecosystem, as well as potential merge offerings.
- Public Sale: No public token sale will be conducted. Instead, WWB will be listed directly on exchanges to prioritize liquidity and transparency.
- Backing Assets: WWB will not be backed by any asset in the initial phase. However, future integration with projects that utilize real-world asset (RWA) collateral is under consideration.
- Token Allocation:



Use Cases and Strategic Partnership Strategy

1. Potential Use cases

The following are concrete examples of services with which WOWOO has confirmed product-market fit (PMF) and UX compatibility, and which demonstrate strong potential for integration into the PoG (Proof of Goodness) and SBT (Soulbound Token) ecosystems:

①MVMNT

A Web3-native e-commerce platform where every transaction includes an automatic donation.

Category: E-commerce × Donation Payments

- PoG scoring based on purchase amount and product category
- Adoption of \$WWB as a supported payment token



②Dating App

Category: Social Matching × Empathy Scoring

- PoG scoring based on recommendation activity and post-match feedback
- Higher match success metrics for users staking \$WWB

③Online Media

Category: Digital Media × Reputation Economy

- PoG scoring for engagement with socially meaningful content
- PoG evaluations for accessing balanced and fair news sources



Use Cases and Strategic Partnership Strategy

2. WOWNode: Ethical Validators

Bitcoin was meant to belong to no one—yet today, its majority is held by a handful of corporations and ETFs. We have witnessed many Web3 projects drifting away from their founding ideals, as capital inevitably concentrates and decentralized visions collapse into centralized realities.

WOWOO is determined not to follow that path.

By placing the principle of "Burn-to-Give" at the heart of its design, WOWOO shifts focus away from the accumulation of capital toward the circulation of trust.

To preserve decentralization while safeguarding the project's values and ethos, WOWOO introduces a unique role: the **WOWNode**.

Rather than holding governance power or financial privileges, WOWNodes are appointed collaborators who embody and amplify the philosophy of emotional capitalism that defines WOWOO. They serve as ethical and cultural stewards of the ecosystem and contribute in the following ways:

- Supporting the expansion of social value based on WOWOO's core principles
- Advising on contribution models that reflect Burn-to-Give mechanics
- Collaboratively shaping ethical guidelines for ecosystem participants

Through this structure, WOWOO avoids the conventional Web3 pattern of "validator capture" by capital and instead forms a non-centralized, culture-centric partnership network. The WWB token is not designed to be hoarded or fought over by large players, but to circulate, burn, and return as trust—fostering a regenerative economy powered by collective goodwill.



Use Cases and Strategic Partnership Strategy

2. WOWNode: Ethical Validators

WOWNode Directory (Phase 1)

#01:GFA Co., Ltd. (TYO: 8783)

GFA is a leading Japanese financial services company committed to “supporting the future of finance through cutting-edge fintech.” With a diverse portfolio covering Web3, financial advisory, M&A, real estate securitization, structured finance, and the metaverse, GFA plays a pivotal role as a blockchain pioneer in Asia.

Beyond its crypto asset dealing and Web3 consulting/media ventures, GFA also offers end-to-end blockchain application development and has recently entered the realm of Bitcoin treasury management—showcasing a unique blend of traditional finance and decentralized innovation.

As WOWOO targets the “fourth PMF” domain—focused on social trust and contribution capital—B2B collaboration becomes crucial. In this context, GFA’s expansive corporate network and rapid business execution make it an ideal partner to bridge WOWOO’s meme-driven culture with institutional finance and real-world asset (RWA) integration.

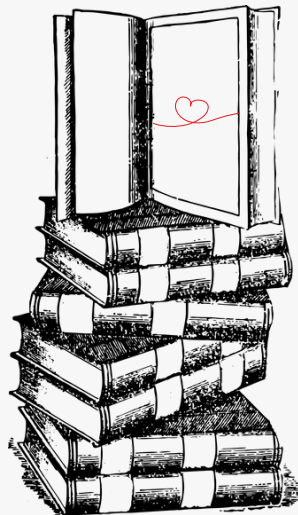
Additionally, with a dedicated focus on SDGs, GFA is well-positioned to act as a flagship example for WOWOO’s reverse-compensated advertising model, helping enterprises enhance their ESG scores. By leveraging the PoG (Proof of Goodness) system, GFA can also facilitate onboarding of new user segments who have had little to no exposure to Web3—further amplifying the project’s societal reach and impact.



Use Cases and Strategic Partnership Strategy

2. WOWNode: Ethical Validators

#02:



Coming soon...



Use Cases and Strategic Partnership Strategy

2. Synergistic Ecosystem Expansion

WOWOO's social collaboration strategy does not rely solely on traditional partnerships or alliances. Instead, it emphasizes the spontaneous formation of a shared protocol ecosystem—a design that grows organically rather than through top-down business agreements.

Unlike conventional B2B collaborations that depend on MoUs or formal alliance announcements, WOWOO adopts a community-led, parasitic-fusion approach to integrate with existing Web2 services. In other words, we don't force users to choose our product—we layer our ecosystem over the platforms they already use.

This strategy can be described as a “**benevolent Web3 vampire attack**”, where WOWOO's mechanisms—like Proof of Goodness (PoG) scoring and Soulbound Token (SBT) issuance—are triggered through users' actions, even without official integrations.

For example:

- Sharing a post about a lost dog on X
- Uploading a recipe that reduces food waste on TikTok

These everyday behaviors can seamlessly be bridged into WOWOO's trust economy, enabling value accumulation and reputation scoring without altering the user's platform of choice.

This integration-first approach allows WOWOO to expand fluidly across digital environments, embedding its values into the social fabric of the internet itself.

“
As long as people stand up
to save each other, someone
will inherit that will of
heroism.

My Hero Academia



UX / Interface Strategy

WOWOO prioritizes user experience design that hides the complexity of blockchain, instead focusing on creating an environment where anyone can enjoy social value—without needing to understand the underlying technology.

This is a deliberate strategic choice, aimed at realizing the simplicity that Web3 must embody to reach its “fourth Product-Market Fit domain”:

“A world where people who do good automatically receive recognition and rewards—without needing to navigate technical barriers.”

At the heart of this vision is the mobile app “WOWOO PORTAL”, slated for release in 2025, which serves as the central UX/UI touchpoint for WOWOO’s ecosystem.

1. WOWOO PASSPORT

Within the WOWOO PORTAL, users receive a digital passport NFT that links their SBTs and PoG scores. This serves as a living record of their social contribution—transparent, non-transferable, and deeply personal.

This passport functions as a “virtue résumé”, where accumulated SBTs—while non-tradeable—translate into governance rights within the DAO, including:

- Greater voting power
- Enhanced influence on proposals
- Eligibility for exclusive reward structures

In addition, users can intuitively view, hold, and stake their WWB tokens within the portal. This seamless integration allows them to see both:

- Their history of good deeds
- And their position in the reward economy

—all within a single, easy-to-use interface.



UX / Interface Strategy

2. Echo-link: P2P Ledger of Gratitude and Trust

Another core UX feature is “Echo-link”, a peer-to-peer interaction designed to record trust and appreciation between users via SBTs.

Unlike lightweight social gestures such as a “like” or “follow” on social media, an Echo-link is a public declaration of respect:

“I am proud of this person’s action.”

By initiating an Echo-link, both users enhance each other’s Proof of Goodness (PoG) scores, which are directly tied to social capital and influence within the DAO.

This function builds a reputation graph of mutual trust—one that scales governance power and enhances visibility for high-impact contributors across the WOWOO ecosystem.

3. KANDOOR: A Gateway to Goodness. Powered by Emotion

WOWOO is designed to plug into existing social platforms without formal integration or APIs. Through a mechanism called KANDOOR (a portmanteau of “Kando” meaning deep emotional resonance in Japanese, and “door”), community members can invite others into WOWOO using real-world, socially impactful moments as the trigger.

For example, upon witnessing an inspiring act—such as:

- A post about community volunteering
- A fundraiser shared on X
- A helpful act documented on TikTok

—a WOWOO user can send a KANDOOR invitation, seamlessly onboarding the originator into the ecosystem.

This mechanism enables organic onboarding from Web2 into Web3, where DAO members act as decentralized agents of outreach, validation, and curation—forming a scalable, trust-driven gateway to WOWOO’s impact economy.



Spontaneous Fermentation — A Meme-Driven Growth Strategy

Unlike traditional blockchain projects that follow rigid roadmaps and KPIs, WOWOO is designed as a “naturally fermenting economy”—one that grows not by control, but by resonance.

This is not about “growing without a plan,” but rather a strategic choice to embrace unplanned growth—to intentionally leave room for spontaneity, allowing the intrinsic energy of memes to flourish: autonomous excitement and unpredictable evolution.

In the WOWOO ecosystem, expansion does not stem from top-down messaging or centralized execution. Instead, moments of emotional resonance and relationships of trust spread organically, like underground mycelium—sometimes blooming into unexpected, spectacular outcomes.

This is a project built on values that prioritize “space” over strategy, and “fermentation” over fixed planning—a new prototype for decentralized governance and economic behavior.



Epilogue – A New Way for Creating Value

WOWOO aims to build an economy where goodwill is recorded, rewarded, and leads to further acts of kindness.

But this is more than just designing a token economy. We are taking on the challenge of reframing human values—such as empathy, appreciation, and trust—which have traditionally been vague and non-financial, by integrating them with two powerful infrastructures: memes, the infrastructure of emotion, and blockchain, the infrastructure of trust.

The world does not move by logic alone.

Humans may be convinced by logic, but they are moved by emotion.

No matter how impressive the vision or system, without feelings like “this is fun,” “I want to support this,” or “I believe in this,” neither people nor tokens will move.

That’s why WOWOO was deliberately born as a meme-driven project.

It reflects our intention to redesign the economy from a foundation of humanity, rather than just technology or capital.

WOWOO organically connects with existing successful areas of Web3, while aiming to pioneer a “fourth PMF frontier”—that of social trust capital.

What is the most enduring form of value?

In an age of deep uncertainty—geopolitical risks, inflation, environmental crises, and digital inequality—no matter how much our currencies or systems change, we believe that the trust and emotion shared between people will remain the most enduring form of value.

WOWOO is a system designed to record, nurture, and circulate that trust throughout the world.



Epilogue – A New Way for Creating Value

This Is a Project Where “You” Are the Protagonist

Every element of this project is built on a structure of emotional reflection—where your act of goodwill inspires someone else, and that impact eventually finds its way back to you.

WOWOO is a protocol that praises you for doing something kind for someone else.

And those who are praised naturally want to praise others in return.
We are simply trying to place this basic human cycle at the heart of a new global paradigm.

WOWOO is a meme, a movement, and an infrastructure.
It is not just a project—it is merely a signal of beginning.

The moment you take that first step, this story truly begins.

Welcome to WOWOO.
Let's create inspiring value—together.

“
The Story Has Been Yours All
Along.
You Just Didn't Know It.

Guardians of the Galaxy
”