



A brand built on the blockchain

Citizens of Tajigen

PRIVATE AND CONFIDENTIAL

# GM

We are a group of web3 natives with backgrounds in big tech (Shopify, Square, Stripe) and funded startups (raised institutional funding and built product for MasterCard, Sony, Samsung).

We don't just understand crypto culture, we've been immersed in it for the last 12 months as contributors to projects like Treasure (a multi \$m DAO) and Chain Runners, as well as early members of communities like Moonbirds, Shiny Objects, 333 Club, CPG, Floor, Anonymice, and many others.

We've come together to build a premium digital identity brand: Tajigen. This brief deck outlines the Tajigen story and why it's needed in web3.

**CITIZENS**  
**OF**  
**TAJIGEN**



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OUR APPROACH

Art × Storytelling × Technology



# THE YEAR IS 2025

The world's governments and largest financial institutions pass legislation outlawing cryptocurrencies. A coalition of monopolistic ISPs establish a new internet protocol, requiring the centralisation of all web services. Building on the blockchain is illegal.

The population is microchipped.

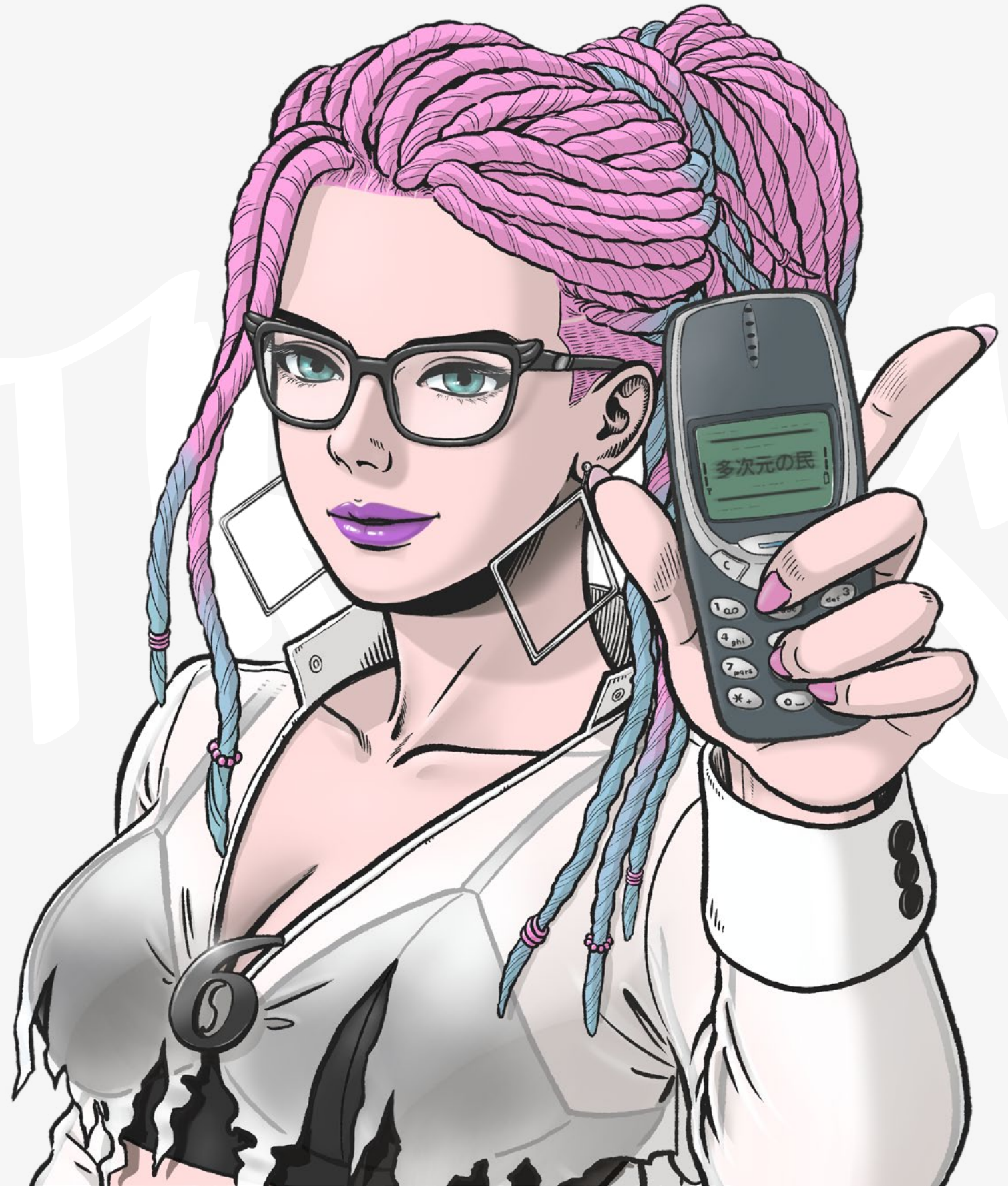
All monetary transactions occur in fiat.

These conditions enable the banks to exert maximum control over our economies and lives. Any non-compliant persons are targeted for arrest and re-education.





Against this stand the  
Citizens of Tajigen.





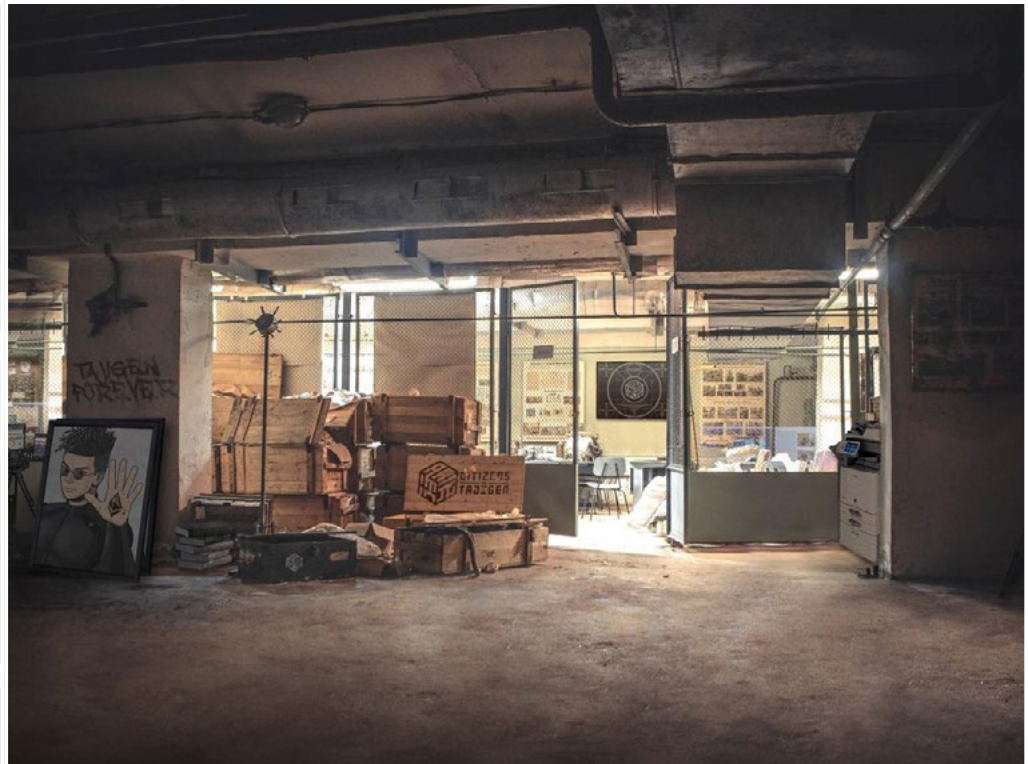
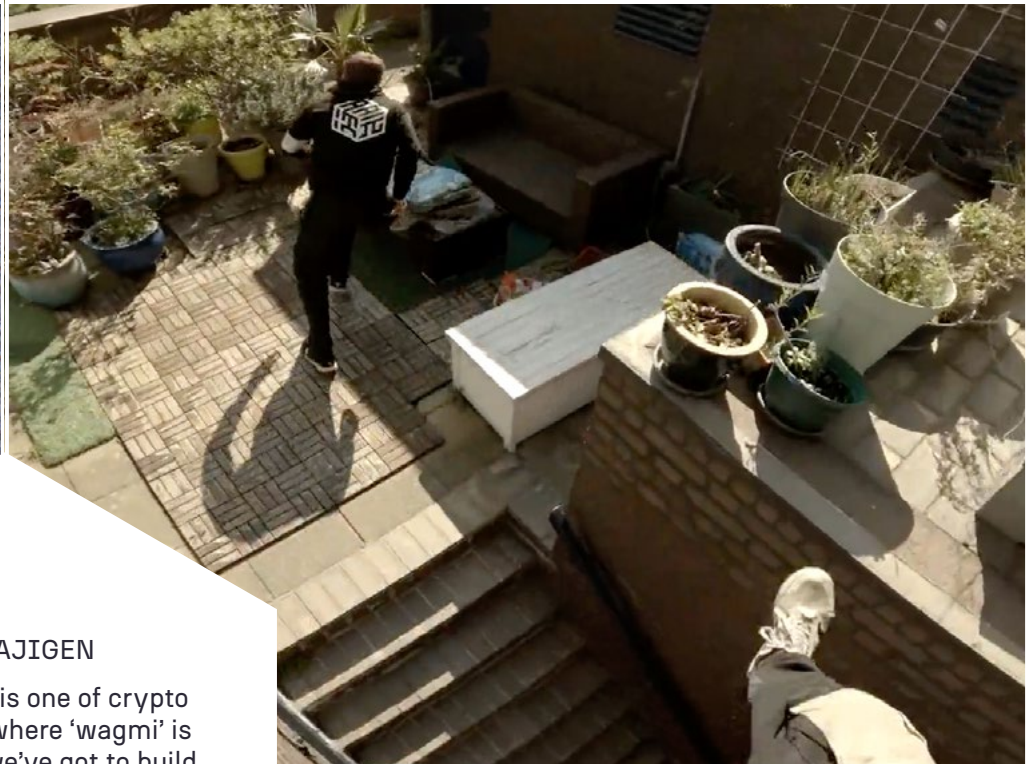
The Citizens of Tajigen are an underground network of anonymous netrunners: artists, athletes, hackers, scientists and soldiers, who work to fulfil a common goal: to bring back decentralization and free the people trapped in the new world order.





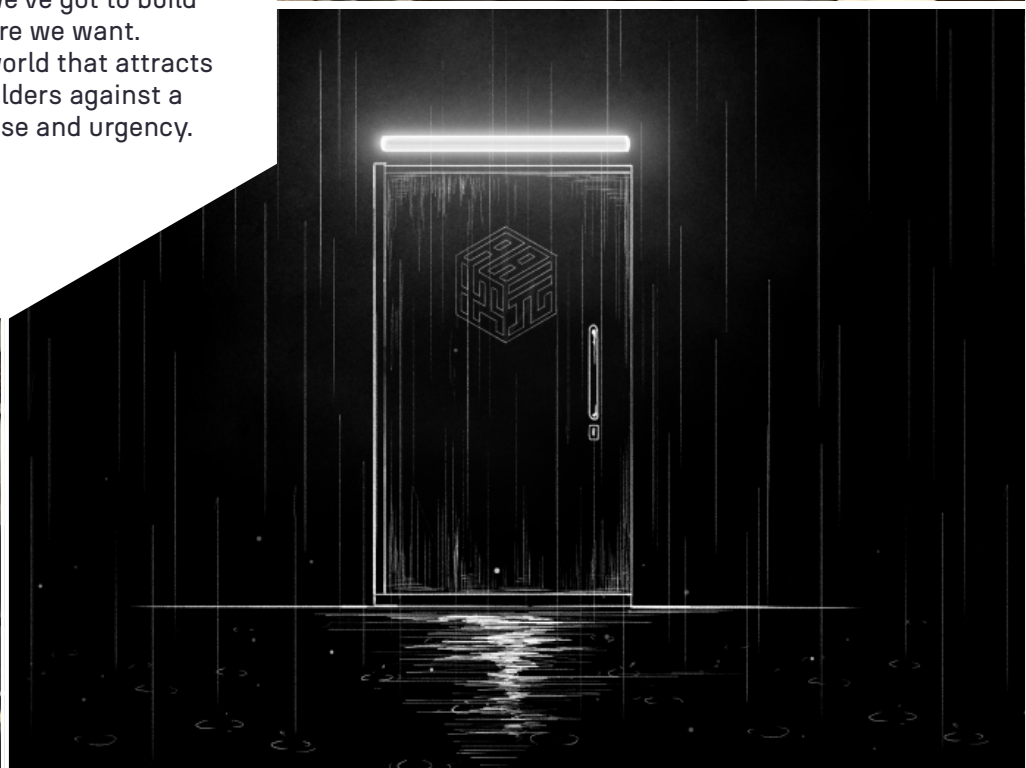






THE WORLD OF TAJIGEN

The Tajigen story is one of crypto evangelism: one where 'wagmi' is not a given, and we've got to build to secure the future we want. We've created a world that attracts and immerses builders against a backdrop of purpose and urgency.





# MEANING

Tajigen is as much a call for a decentralized future as  
it is a celebration of our diversity and humanity.

MANY | FREQUENT | MUCH

NEXT | SEQUENCE | ORDER

BEGINNING | FORMER TIME | ORIGIN

多 次 元

tajigen | multidimensional







We are building Citizens of Tajigen for the self aware, the curious, and the non-conformists: the thinkers, builders and changemakers at the forefront of web3 and DeFi.





# The Artist

## NAOKO SHIMATS

### シマツツ尚子

Our avatars are hand drawn by our founding artist, Nao. Nao is a graduate of the New York Fashion Institute of Technology and began her career as a web designer, before becoming a published manga artist in Japan. Today she works full-time as an illustrator, creating the Citizens of Tajigen. [naokoshimats.com](http://naokoshimats.com)





# The Art

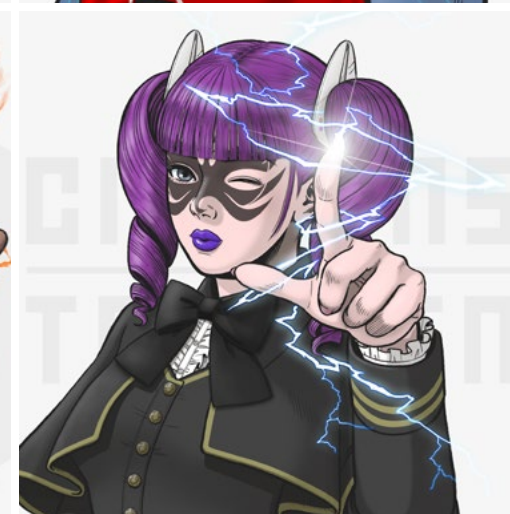
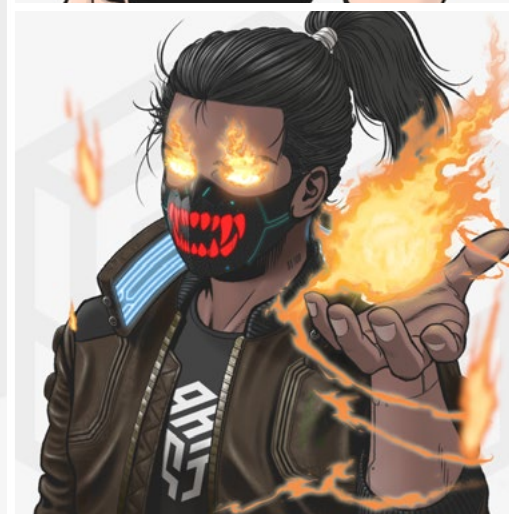
## EXPRESSIVE INDIVIDUALISM

Citizens stand out because of their individualism and expressiveness, with traits designed to convey a strong sense of identity, persona, and style.

With 500+ traits, from apparel to accessories and expressions, Citizens of Tajigen is one of the most diverse, eclectic, and culturally enriched avatar collections to exist on the Ethereum blockchain.



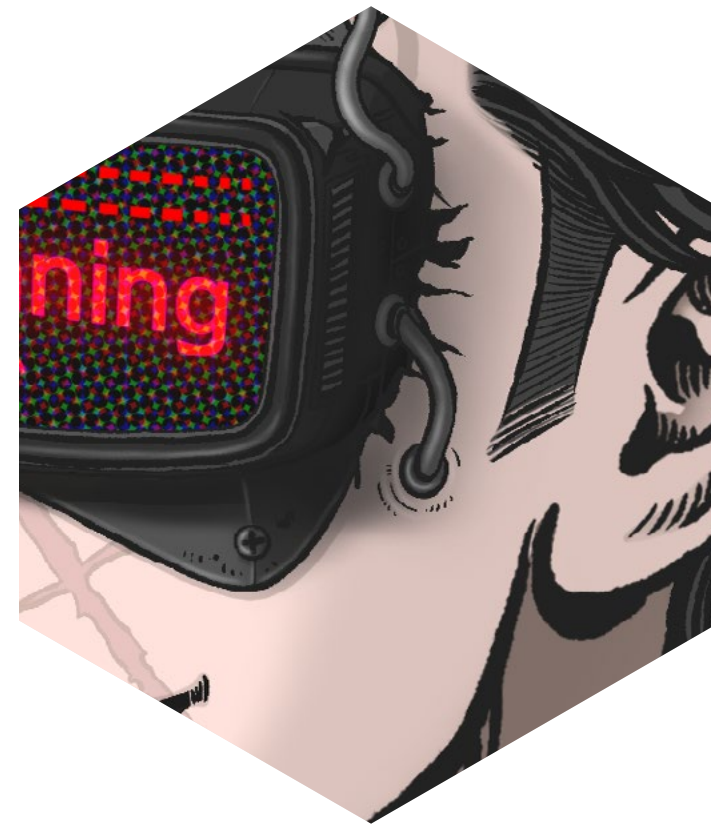
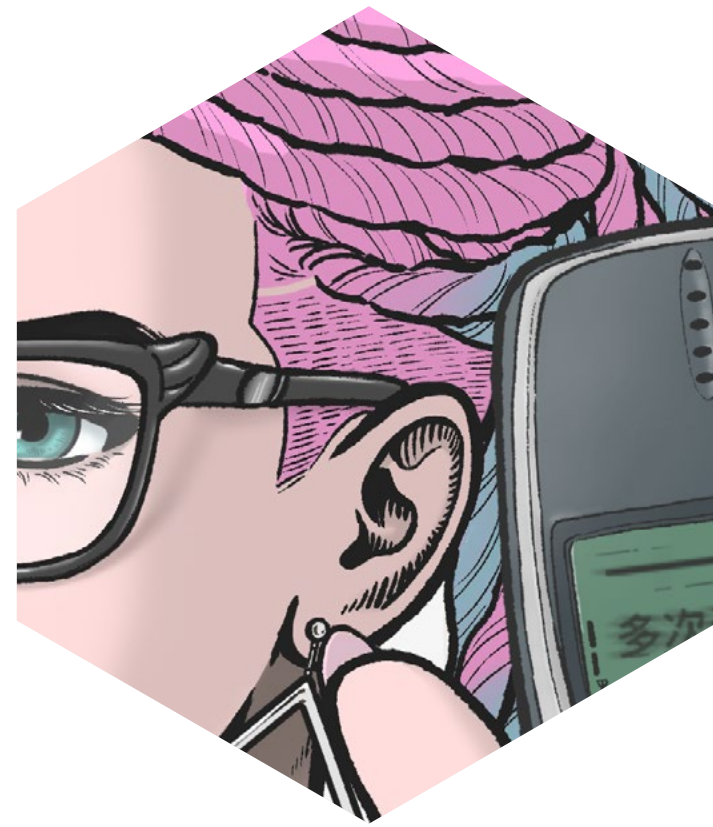
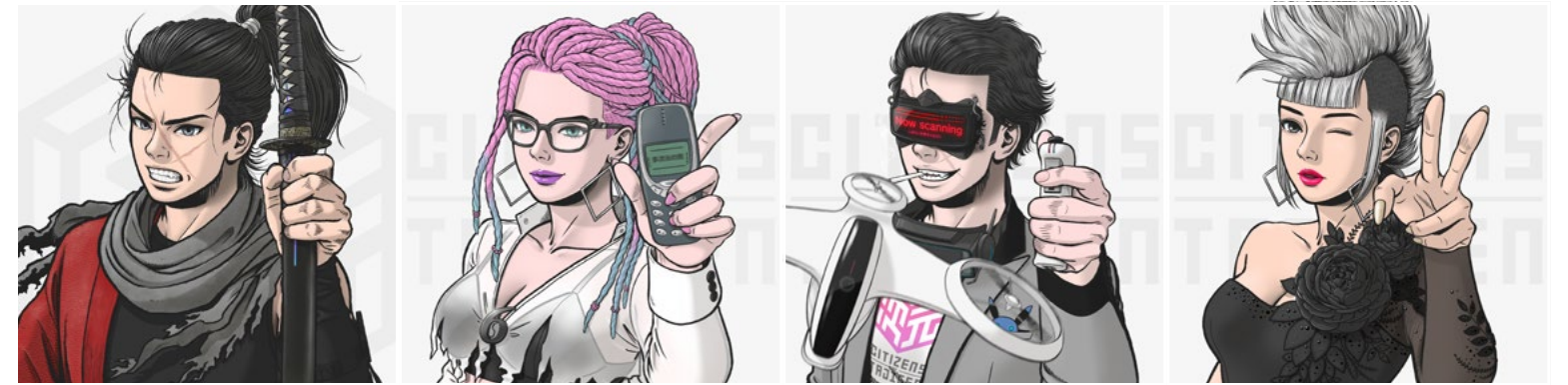






# THE DETAILS

Whilst Tajigen avatars are bold enough to make great web3 and social avatars, our art style is also high-detail and high-effort, crafted to appeal to both aficionados as well as casual holders.



TINYERC721

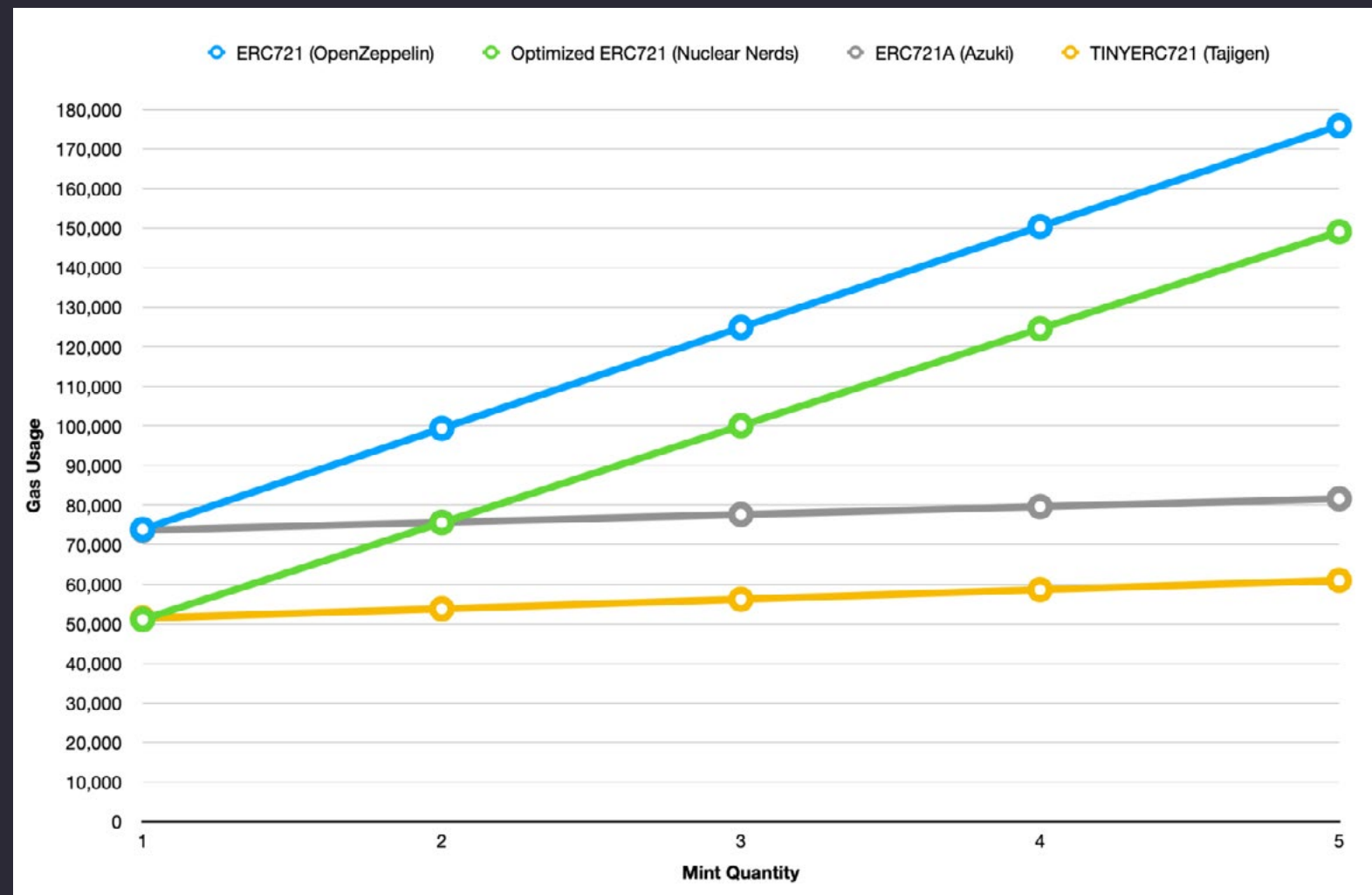




# A NEW STANDARD IN MINTING

The most optimized NFT mint contract of it's type,  
~30% more gas efficient than Azuki's ERC721A contract.

[tajigen.xyz/tinyerc721](https://tajigen.xyz/tinyerc721)







## THE SHELTER

Being a Citizen of Tajigen provides access to The Shelter, a globally connected underground network. A place where we learn, plan, collaborate and build, to progress the future of web3 and DeFi.





# WEB3 WANTS TAJIGEN

65K

Members

250K

Messages

125K

Followers

2.5M

Impressions

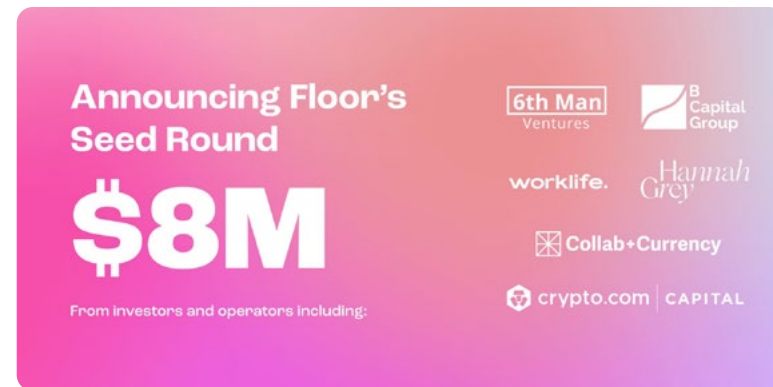
80K

Raffle Entries

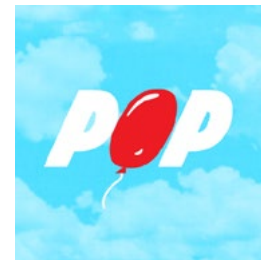


# PARTNERS

We've selectively partnered with top tier communities when growing ours.



# FLOOR



CPG / POP



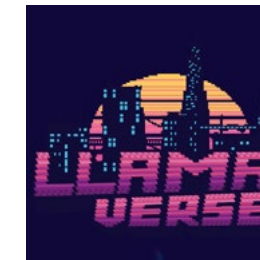
KAIJU KINGZ



CYBERKONGZ



NEO TOKYO



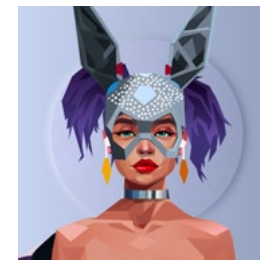
LLLAMAVVERSE



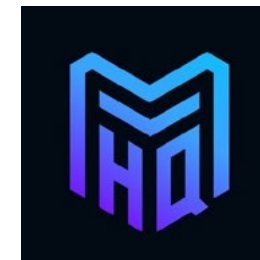
GODJIRA



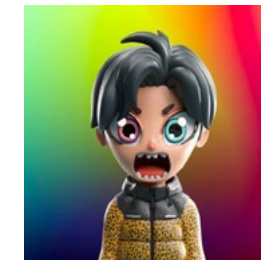
ANONYMICE



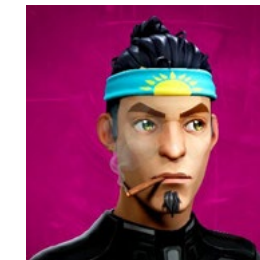
CYBER BROKERS



MVHQ



KARAFURU



CHAINRUNNERS



GALVERSE

## STRATEGIC

Our first strategic partner, Floor is an NFT pocket app founded by Chris Maddern and Christine Brown (Former COO Crypto @ Robin Hood).

## LAUNCH

A select group of well established blue-chip & mid-chip NFT communities with appeal to gen-1 web3 participants and builders.





# BUILDING A BRAND ON THE BLOCKCHAIN

Tajigen starts with the launch of our avatar. Much more comes next.

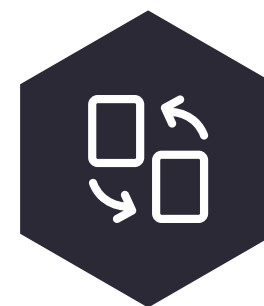
[mirror.xyz/tajigen.eth](https://mirror.xyz/tajigen.eth)



The Shelter



Digital Identity



Interoperable Ecosystem



# TEAM TAJIGEN

Our co-founders are supported by an extended crew of creatives, community managers and mods.



Nao  
ART

Published manga artist,  
illustrator and  
web designer



Dith  
STRATEGY

Tenured founder now  
running partnerships  
at a large fintech



Vlad  
PROJECT MANAGEMENT

Chief Operating Officer  
at Europe's leading  
legaltech



Rob  
PARTNERSHIPS

Digital Community and  
Strategy at Shopify  
and Islands.xyz



wkm  
ENGINEERING

Senior full-stack  
software engineer at  
Block (fka Square)





“Most of the big tech companies are tiptoeing towards the metaverse. But make no mistake: when the starting gun is finally fired, the race to dominate the next mass market computing platform will be ferocious.”

FINANCIAL TIMES



# MARKET ACTIVITY

Latest from the metaverse



## Companies enabling the metaverse

### YOUTUBE DOUBLES DOWN ON NFT INTEGRATION

CPO Neal Mohan said NFTs allow creators to “make money in ways not previously possible”.

### TWITTER INTEGRATES NFTS WITH NEW PROFILE-PICTURE FEATURE

Users can now link their ether-based wallets to display their digital collectibles as profile pictures.

### META WILL INCORPORATE NFTS INTO METAVERSE PLANS

Instagram and Facebook are said to be developing features to allow NFT profile pictures.

### WALMART EXAMINING MONETISATION POTENTIAL OF NFTS

Walmart is exploring the introduction of a virtual currency for use by members of an online community.



## Brands partnering in the metaverse

### ADIDAS STEPS INTO THE METAVERSE WITH BAYC P'SHIP

Iconic design company Adidas Originals has ventured into the metaverse after several teases.

### NIKE ACQUIRES RTFKT, A NEXT-GEN COLLECTIBLES BRAND

This move accelerates NIKE's digital transformation, at the intersection of sport x culture x gaming x creativity.

### RALPH LAUREN IS SELLING DIGITAL WARES ON ROBLOX

RL's Chief Digital officer sees a day where players will try on items digitally, then get them delivered IRL.

### GUCCI BUYS VIRTUAL LAND ON SANDBOX FOR METAVERSE EXP.

The move will allow Gucci to create virtual fashion experiences for consumers





TAJIGEN.XYZ

FOLLOW THE SIGNAL

CITIZENS  
OF  
TAJIGEN