

*White Paper*

**NO.1**

*Noblesse Oblige*

# *Token Information*

**Ticker NO.1**

*Token Contract (BNB)*

**0xE83E0a0319eBA1Ad583da77dc02eAe9f12E44604**

*BDCSCAN*

<https://bscscan.com/token/0xe83e0a0319eba1ad583da77dc02eae9f12e44604>

# *Currency Philosophy*

## **(NO1 BNB)**

Our currency was created as an antithesis to fraudulent tokens.

While it is not modeled after meme characters like meme coins, it's perfectly fine to think of it as similar in aim. This currency is not intended for business expansion. It is designed to secure victory through structural philosophy and prove its authenticity.

Ultimately, only a very small percentage of companies—less than 1%—are capable of sustaining long-term operations, and these require significant expenses. Operating costs are extracted from the market, creating selling pressure that adversely affects the market.

The majority of companies, around 99%, are prone to eventual failure, leading to a vicious cycle where money is drained from the market, placing a burden on investors.

We've observed such counterproductive phenomena in the market.

To counteract this, it is crucial to avoid incurring expenses. Our website and other materials may appear inexpensive, but that's because they are created for free. Therefore, there is no need to extract expenses from the market, which reduces selling pressure from the operations. Additionally, we do not conduct seed sales or pre-sales, further mitigating selling pressure.

Furthermore, our currency is backed by "USDT" (Tether). This means that when BTC (Bitcoin) crashes, Noblesse Oblige's price will not plummet due to correlation with BTC's backing asset.

Additionally, since USD is the most stable and reliable currency globally in terms of price and trust, this structure is optimal. It

allows for stable price increases, free from the fear of drastic declines.

Our currency, Noblesse Oblige, is designed to eliminate factors that could lead to price declines and enhance functionality as a deflationary token with strong structural integrity.

In an era where many currencies are fraudulent, deceiving people and causing them to lose their money—something as crucial as life itself—we aim to create a genuine currency as an antithesis to these scams. We plan to build a legendary upward market using structural beauty, strength, integrity, accurate market recognition, and knowledge.

Our currency does not involve private or pre-sales at seed prices, thus removing the causes of selling pressure. Furthermore, our liquidity pool is locked until the year 2300, and ownership on the BSC has been relinquished.

The 100% liquidity is a structural strength. By initially purchasing the currency, the operation itself effectively enables burning of the token. The goal is to replicate the success of currencies like BNB and SHIB, with a strong structural philosophy to drive up the price.

We aim to enhance price stability through appropriate burning at optimal times, ensuring consistent upward movement.

This currency is committed to eliminating concepts that cause price declines and avoiding obstacles to price increases. Hence, it is expected to be highly resistant to price drops and show a stable upward trend.

Our philosophy towards the market is different from that of common fraudulent tokens. We are dedicated to creating a legendary upward market.

Our currency is also designed to form a market in line with the golden ratio, keeping this principle in mind for its balance design.

Please trust us and let's achieve victory together.

# *My Personal Motivation*

The reason I started this project is because, while observing the cryptocurrency market, I noticed an overwhelming number of fraudulent and rug-pull projects, both domestically and internationally. At that moment, I realized that I couldn't entrust such matters to these people. It would be quicker and more effective if I did it myself, and I could prove to the world the true way of doing things and defeat scam coins. Behind this decision lies a promise I made to my late grandmother, who always encouraged me when I was young. To honor that promise and to prove the true and correct way of being human in the cryptocurrency market, I am here today.

Running this project is not just a business to me, but a belief, a way of life, and my life's work. The right structure, the right will, and the right character are the driving forces that can overcome everything. With this strength, I will prove the true way of being in the cryptocurrency market. This is my passion and the philosophy behind the project.

# *Summary of Structural Strengths*

(NO1 BNB)

1. **No Private or Pre-Sales:** There is no selling pressure from pre-sales as we have not conducted any private or pre-sales.
2. **LP Lock and BSC Contract Ownership Abandoned:** Liquidity pool is locked, and we have relinquished ownership of the BSC contract.
3. **Strong Deflationary Token Structure:** As a highly deflationary token, it has a 100% circulating supply, and we have already acquired tokens for burning, allowing for effective token burn.

4. Backed by USD : Since our backing asset is USDT, we are unaffected by the volatility of BTC. There is no risk of being caught up in BTC crashes.

5. No Business Expenses: There is no need to use funds for business, which means no expenses. We use free resources to build around the currency. Because there are no expenses, there is no need to withdraw money from the market, avoiding unnecessary selling pressure.

6. Purpose of Creating a Legendary Upward Market: Our goal is to create a legendary upward market. We do not intentionally apply downward pressure on the price or exploit general investors. The aim is to build a legendary market and serve as an antithesis to fraudulent currencies.

**7. Experienced Management:** The management team has a profound understanding of DEX and market structures, along with effective strategies for navigating them.

**8. We do not employ any deceptive practices** commonly used by scammers, such as trade restrictions, wallet approval scams, or rug pulls.



## *More specific details*

### **(NOI BNB)**

To introduce myself, I am currently based in Japan and actively working here. The reason I am doing this in English rather than Japanese is partly due to the vast global market, but also because the laws related to cryptocurrency issuance on Japanese DEX platforms are still unclear. As a result, I have been focusing on activities overseas. However, in recent years, there have been amendments to Japan's cryptocurrency laws, and progress is being made gradually. Therefore, in recent times, I have been directly consulting with the government and, using both my native language, Japanese, and English, I am now continuing my activities.

The strength of our cryptocurrency project, as you will understand by reading our whitepaper, lies in the elimination of all unnecessary elements that create selling pressure in the market. We have closely observed the market, including iconic currencies such as BNB and SHIB, over many years. Through this, we have been thinking about what kind of currency structure and the character of management are necessary to minimize the structure in which people in the market fight and undermine each other. We have identified the tactics to approach the market based on our observations of the differences between DEX and CEX markets, and the phenomena that occur on DEX platforms. We believe this approach is similar to what BNB and SHIB have adopted in their market structures. While we couldn't ask them directly, we have studied and observed from the outside, conducting research into the knowledge needed to build such a structural beauty.

First, we selected USDT as the paired currency supporting our token. There is a clear reason for choosing USDT. It's not just because USDT is a stablecoin, although stability is indeed important. The reason we chose

USDT as the paired currency is that, during cryptocurrency market bubbles, most tokens benefit from the price increase of paired currencies based on BTC or its blockchain, thus raising their market capitalization.

Even if the value of our own token isn't increasing, it can still benefit from the value and price movements of the paired currency, such as BNB or BTC. While this is beneficial during a bubble, the market doesn't always move in a positive direction; there are times when major crashes occur, and this can turn into a double-edged sword. We seriously considered the potential impact if our token's value were to decrease during a major BTC crash, due to the influence of a currency unrelated to our own. If the price of our token were to drop, we must consider the possibility of it becoming an inflationary token, falling below its original price point. Even though the value of our token hasn't changed or dropped, if the paired currency's value fluctuates, it could cause significant upward or downward pressure on our token. At times, this can create a negative-sum game, where all values trend toward negative, leading to an overwhelming market collapse. This would be disastrous not only in terms of the market structure but also in terms of reputation, especially if the paired currency causes a downward trend, prompting investors to panic-sell and pushing the price below zero. We aim to eliminate such negative elements, rather than benefit from the positive ones, in order to create the most stable structure possible.

If USD were to disappear, the world as we know it would cease to function, and wars would likely break out. Currently, USD and USDT are unlikely to lose their value or disappear, as that would be equivalent to the world losing its functionality. For this reason, we have chosen USDT over BNB as our paired currency. While comparing USD to other currencies may cause fluctuations due to exchange rate impacts, the USD itself remains stable with a value index close to 1.0. This means that by choosing a structure that doesn't depend on comparative or correlated values, we avoid getting caught up in the overwhelming negative impacts during major crashes. We ensure that our token's value doesn't fall when the paired currency decreases in value, preventing the situation where our token appears to lose value during a market crash.

On the other hand, during a market bubble, we do benefit significantly. In the DEX market, token trading is determined by the liquidity pool's share

ratio. However, considering fees like those on PancakeSwap and the effect of sandwich bots, there will always be some losses. These losses cause the liquidity pool to become pseudo-concentrated, leading to a situation where both DEX and CEX see a price increase despite the underlying value not supporting such growth, causing the market capitalization to balloon disproportionately. In such cases, the unrealized gains of investors can exceed their actual share in the pool, and the value at stake becomes inflated. This results from fluctuations in the liquidity pool's ratio that aren't aligned with the underlying backing. This issue also arises when the paired currency's value increases. Conversely, a single individual may sell off a large amount of the token, causing funds to flow out of the pool, allowing that individual to take the assets of other investors. We felt that this pseudo-concentration risk from losses in the market was dangerous, which is why we chose USDT to minimize it to the greatest extent possible. For these reasons, we decided to pair our token with USDT.

Furthermore, the circulating supply of our token is 100%. The reason we have put 100% of the total token supply into the initial LP pool is that we wanted to create the most powerful structural beauty as a deflationary token. When our token was listed on the DEX, all issued tokens and paired currencies were issued as LP. To create the best possible structural beauty as a deflationary token at the early stage, we have personally purchased the initially planned token amount. So, what is the benefit of purchasing the token ourselves with a 100% circulating supply? The reason is that only by purchasing tokens from the circulating supply can we actually make burning possible. We have designed our future market to create an environment where we can perform appropriate burns according to the market situation. In practice, if we do not burn the tokens we have purchased from the circulating supply, we cannot provide the price benefits. When we make a profit from selling, we ensure that the same number of tokens are burned to offset the operational sales, preventing the operational sales from creating a negative-sum situation.

Additionally, with 100% circulating supply, every token has the actual effect of burning, so we are creating the same market structure as BNB and SHIB as deflationary tokens. This is a structural necessity. In other

words, under proper management and as long as people's attention is drawn and buying occurs, there is a possibility of our token following the same market growth curve as BNB and SHIB. Structurally, this is indeed the case. The 100% circulating supply is absolutely essential for our market structure, and we believe success is not possible without it. To enable a planned burn mechanism and function as a deflationary token, we have prepared by purchasing the tokens ourselves in the market during the initial stages, including those that will be burned or listed on CEX in the future. We have successfully acquired the planned amount as of now.

Furthermore, our structure is very strong. If the above elements are not achieved, the selling pressure will increase, and the market collapse will be inevitable. However, the most significant reason for market collapse is something else. That reason is pre-sales and private sales. Allowing investors to purchase a certain number of tokens at the same price without market fluctuations below the initial market price will lead to a future market collapse. Most of the currencies currently circulating in the market have easily raised funds through pre-sales, and ultimately, they are structured as scam coins or rug-pull coins, where the investors in the market become the main source of funds.

Our token has not undergone pre-sales, private sales, or any such early sales. Moreover, even the operation itself has purchased tokens circulating in the market, starting with a 100% circulating supply. In other words, we have created a structure where there is no destructive selling pressure in the future, while also maintaining a deflationary token and ensuring that the USD/USDT pair does not suffer from the impact of market crashes. This fundamental structural strength is what gives us a significant advantage in the market. Without this, creating an upward-trending market would be impossible, including from the perspective of investor psychology. We have thoroughly researched the market and eliminated these factors to the utmost degree at the token creation stage.

Our strengths go even further. First and foremost, I am personally working. I earn my living through actual work. Typically, operations easily raise funds, feed off investors, and engage in scam structures like

rug pulls, where pre-sale investors trigger selling, causing a massive market crash. Moreover, the operators do not work, and they cover their living expenses through the market.

To prevent such selling pressure from happening, I keep expenses to an absolute minimum and do not even use paid services for the website. In fact, there is no need to use paid services. Free functionalities are more than sufficient. The essence is not in those services, so I operate without spending on unnecessary expenses. My monthly expenses are zero, and I earn my living by working another job. The only cost that may arise is electricity, but that is covered by my regular living expenses, so it doesn't add up. Even when not actively working, I still keep the lights on. In other words, I have eliminated all unnecessary expenses, reducing them to zero.

Most projects spend money on expenses, inflate numbers through ineffective metrics or bots, and rely on meaningless promotions by paying influencers. This is mostly futile because it's based on inflated figures or fake engagement. We don't spend money on useless things. If we were to spend money on such expenses, the psychological tendency is that the operators would try to recover those costs from the market, which could become the most dangerous element in market growth. Understanding this human psychology and anticipating the worst-case scenarios in advance, we have created a structure where such destructive elements do not arise.

We have a 100% circulating supply, a deflationary token, and do not engage in pre-sales or airdrops (mass free distributions). Since our pair currency is USDT, we are not affected by fluctuations in BTC or other currencies. With almost zero expenses and my income from another job, we have created the most healthy market structure by eliminating all elements that could lead to selling pressure.

Therefore, our structural philosophy is exactly the same as the deflationary token designs of BNB and SHIB. This structure, combined with my personality and aspirations, is the strength of our currency. The fact that I have thought this through, working to eliminate destructive

elements to the utmost, is also one of our strengths. Most people cannot do this.

As stated above, the strengths of our project and currency are the creation of the strongest structure in the market. Our project's theme is to create a legend, break through fraudulent cryptocurrencies, and prove the true way of doing things to Japan, and even the world. Furthermore, outside of the currency, our project is actively engaged in 3D production, distributing free 3D assets for game development. This will continue without incurring ongoing expenses. I have been a gamer since childhood and have always loved games, which is a fundamental aspect of my approach. Everything is structured around my ability to maximize my own potential, as well as my enthusiasm and vitality, which are most heightened in areas such as cryptocurrency markets, market exploration, market research, games, and 3D production. These are activities that I derive meaning and enjoyment from, and it's precisely because I enjoy them that I have chosen them.

I approach this project not as a business, but as a passion, a life's work. I am working under my personal belief and mission. Moreover, in keeping a promise to my late grandmother, my goal is to prove the true way of doing things and to show the right path to the world—both Japan and the world.

We certainly do not have the enormous amount of money to pay CEX fees. This is because our project is not one run by large corporations following predefined paths. We are working to prove the true way of being human, ethics, and what is right in the real market. This is our belief and the goal I wish to achieve.

Additionally, the LP pool is locked until the year 2300, ensuring that all potential downward pressure factors are eliminated to the utmost degree. The structure is meticulously crafted, and all preparations are complete. Let's create a legend together.

Therefore, I wanted to address this concern in advance. If you are interested in our currency structure and belief, I hope you will support us beyond the usual framework. This is essential to prevent the market from collapsing.

## *3D production*

In addition to currency management, we will be engaged in 3D production and distribution activities. We also accept free production requests and are eager to respond to such requests as well.

**Fab (EpicGames)**

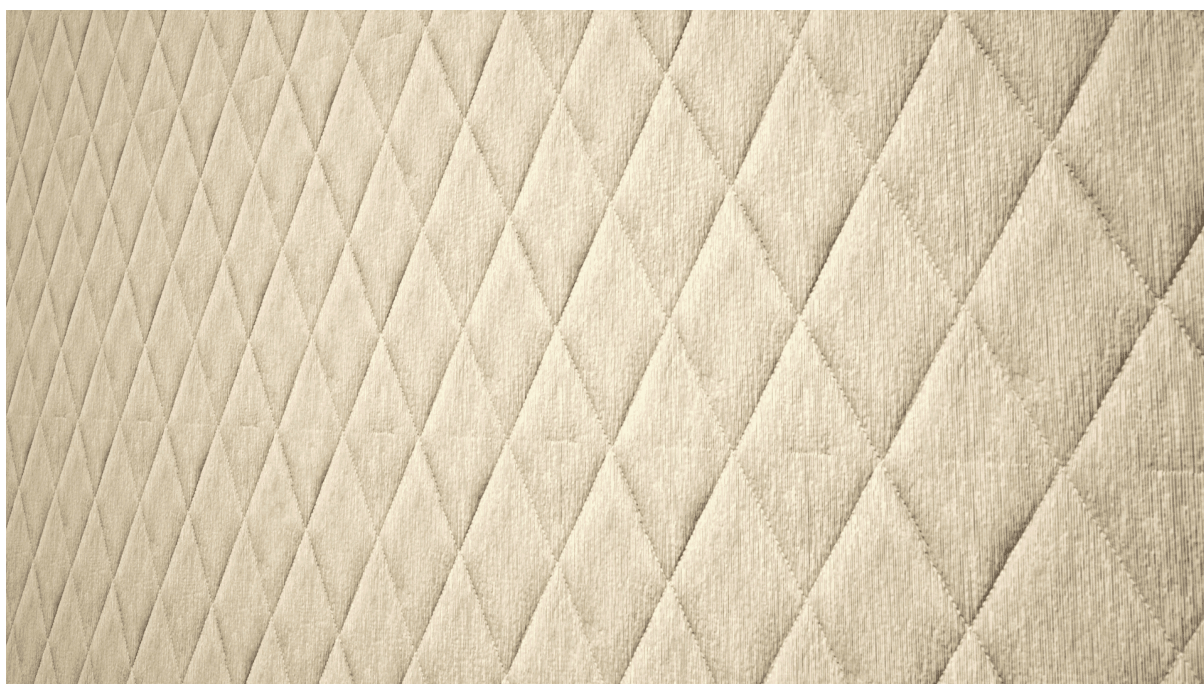
<https://www.fab.com/ja/sellers/NoblesseOblige-No.1>







# Texture Sample







# *Roadmap*

*2024 . 2025 ~*

The foundation of our project is the conceptual structure of the currency and the right vision and character behind its management. The operation of the currency will continue to be active and ongoing. The other pillar of our project is 3D production. We will consistently create 3D assets and distribute our creations as part of our ongoing efforts in 3D production.

We will not create a roadmap filled with "impossible or overly vague estimates" that are commonly seen in whitepapers, full of exaggerated claims that are difficult to understand. Such things are nothing but exaggerated marketing. We stay true to the fundamentals, and rather than over-promising, we will steadily focus on doing what needs to be done. As mentioned above, this includes managing the currency and distributing 3D assets. If new challenges or plans arise, we will update accordingly. We will not engage in overblown marketing or make false promises about a distant future that hasn't yet materialized, nor will we trigger unrealistic expectations like many other projects that have done so in the past. Our focus will always be on staying true to the basics, operating under the belief that the fundamentals are paramount.