



# Description of Our Business

Ver.2.0  
20240901

本資料は会員の勉強の目的で作成されたもので、  
効果効能などを謳い愛用者などへの営業目的に利用することは許されておりません。

# Do you own your LIFE ?

# Corporate Philosophy

**Our corporate philosophy** is to contribute to society through rejuvenation business and grow into a global company with high value that is needed by society.

**Our mission** is to help as many people as possible to realize their dream of “Own Your Life” —that is, to acquire good health, time, friends, and a job they love.

## 【Own your Life】

- ① **Health** : Health that satisfies both mind and body
- ② **Wealth** : Stable wealth for the future
- ③ **Time** : Time for yourself that you can manage and spend freely
- ④ **Friends** : Trustworthy friends
- ⑤ **Work** : Rewarding work

**Do you own your LIFE ?**

**Ngeneration is a company that  
supports everyone to  
"have their own life"**

# Company Outline



**Name:** Ngeneration Inc.

**Representative** Masaaki Sakurai,

**Director:** president January 2022

**Incorporated:** 6th floor, Ishiyama Ekimae Omi Tetsudo Bldg.,  
4-7 Awazu-cho, Otsu-shi, Shiga 520-0832 Japan

**Customer Center:**

**Phone** +81-77-533-5663 (Available Time: 10:00-13:00 14:00-17:00)

**:**

# Event Concept

## 【 Sampo-Yoshi 】

**Omi merchants** were merchants who were active from Edo era to Meiji era, and it were based in Shiga. (Omi is the old name for Shiga)

Between Edo and Meiji had 300 years, and they have supported the foundation of Japan's commerce with their outstanding business sense and skillful business methods.

**The business philosophy and business methods** held by Omi merchants are wonderful, and these are still relevant today. They have considered to be the origin of commerce in Japan.

**The "Omi merchants"** had amazing business skills and systems that they were praised not only by Japanese economists but also by all overseas economists. Peter Dragger, the author of the famous book "Management", also introduced "Omi merchants" as the oldest marketer. "Omi merchants" famous and has long history.

Among them, the concept of "**good for sellers, good for buyers, good for the world**" is the activity philosophy of our company and us. We will spread this opinion which is called "**Sampo-Yoshi**" from Shiga to the world. (Sampo-Yoshi means Three-way good)



reference

< Omi merchants are a representative Japan company with roots >

- ITOCHU Corporation • Marubeni • Takashimaya • Seibu group • YANMER • Sumitomo Zaibatsu • Sojitz Corporation • KANEMATSU CORPORATION • TOYOTA MOTOR CORPORATION • Nichirei Corporation • Wacoal Holdings Corp. • TOYOBO Co., Ltd. • Toray Industries, Inc. • NISHIKAWA Co., Ltd. • Japan Life Insurance Company

( In no particular order )

# From Japan to Asia and the World



We have been looking at the world since our founding.

**It leverages the global market, realizing greater affluence for our members.**

- Reliable and excellent products made in Japan
- Modern business models that generate staggering revenue
- Spreading the spirit of **Sanpo-Yoshi** to the world

By carrying out these three things, our mission is to contribute to a "vibrant Japan" and **"smiles around the world."**

# Product

## N-product

## Triple Blend (NMN, 5-ALA, HIF-1)

### HIF-1 (hypoxia-inducible factor 1)

First discovered in Nobel-Prize-winning research, HIF-1 is known **to activate stem cells**.

### 5-ALA (5-aminolevulinic acid)

- Helps prevent Covid-19 and other infections (effective in Covid-19 treatment; currently used in clinical trials)
- Improves metabolism, helps counter metabolism-related illnesses
- Helps prevent and counter diabetes
- Natural amino acid

### NMN (nicotinamide mononucleotide)

**Activates the sirtuins (genes conducive to anti-aging and long life) and mitochondria.** These can help maintain a youthful, healthy, energetic body, and extend healthy lifespan.



NMN  
SWITCH

NMN4500

Ngeneration

NMN SWITCH  
Trademark registered

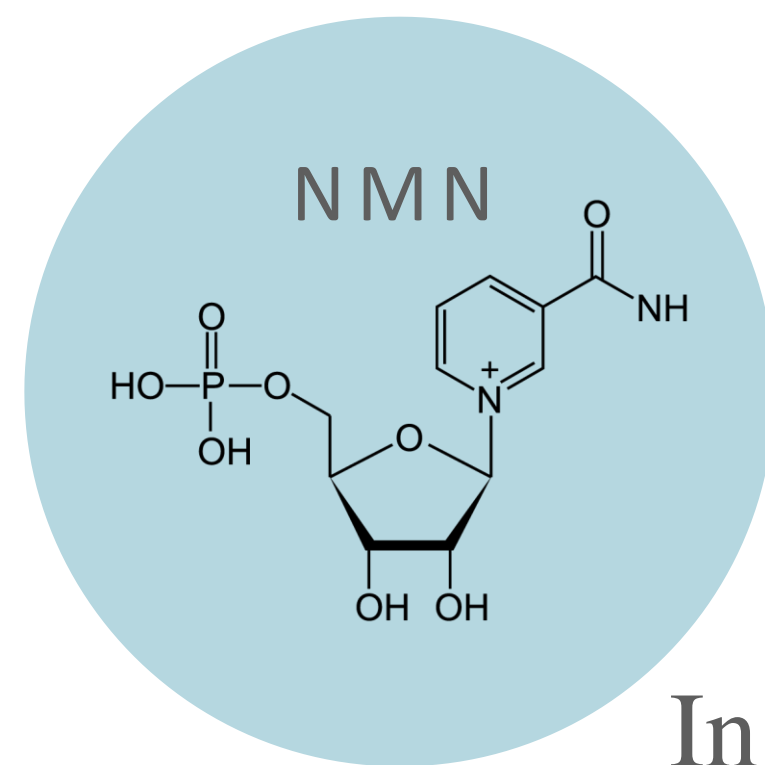
N M N ス イ ッ チ  
商 標 登 録 済

- Description: Product containing nicotinamide  
Contents: mononucleotide 10.2g (340mg x 30cp)
- **NMN purity: 99.9%**
  - **Made at GMP-certified factory**

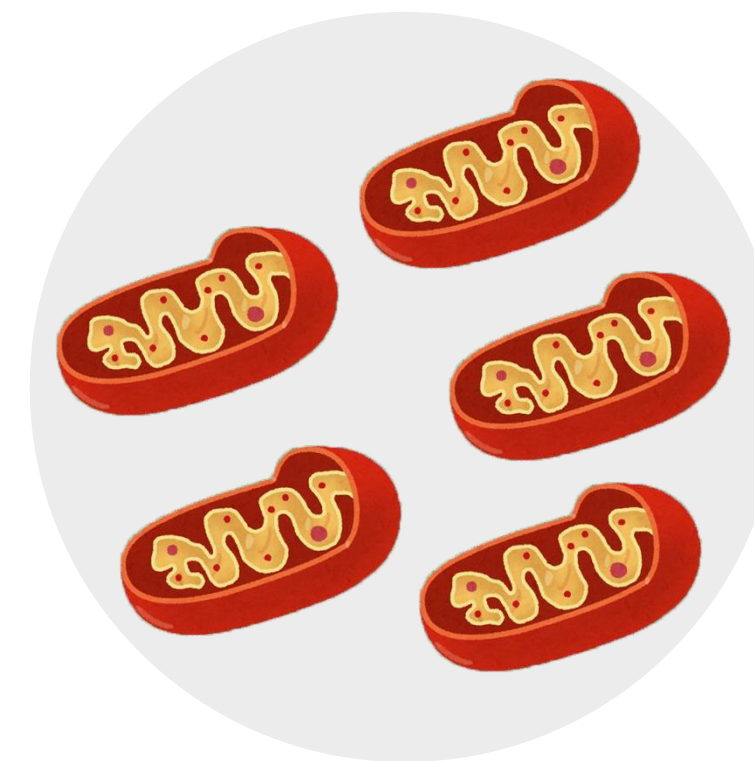
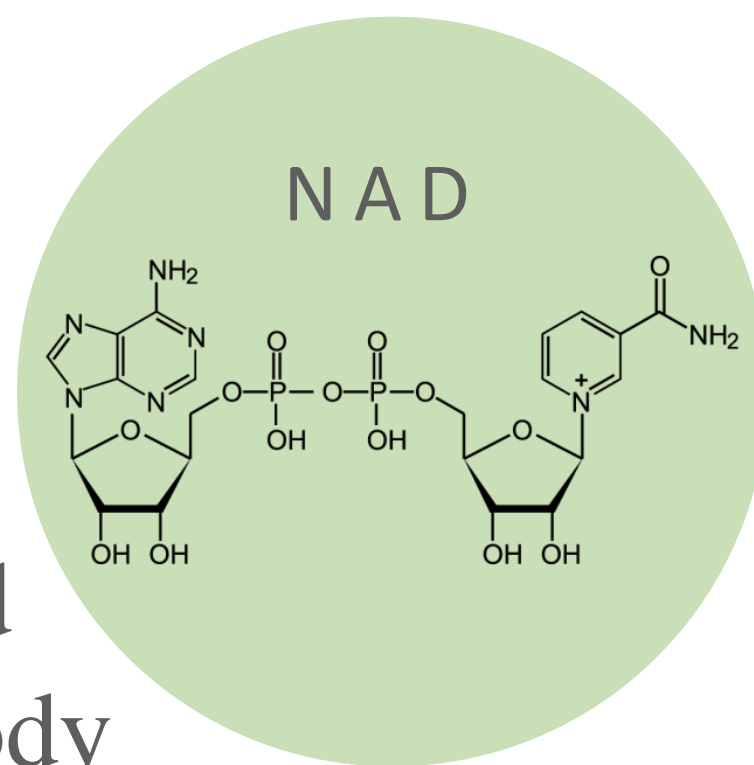
# What is NMN?



**Vitamin B3** (Included in Yeast, Enzyme, Dietary Fiber)



Converted  
In human body



Activation of  
Mitochondria



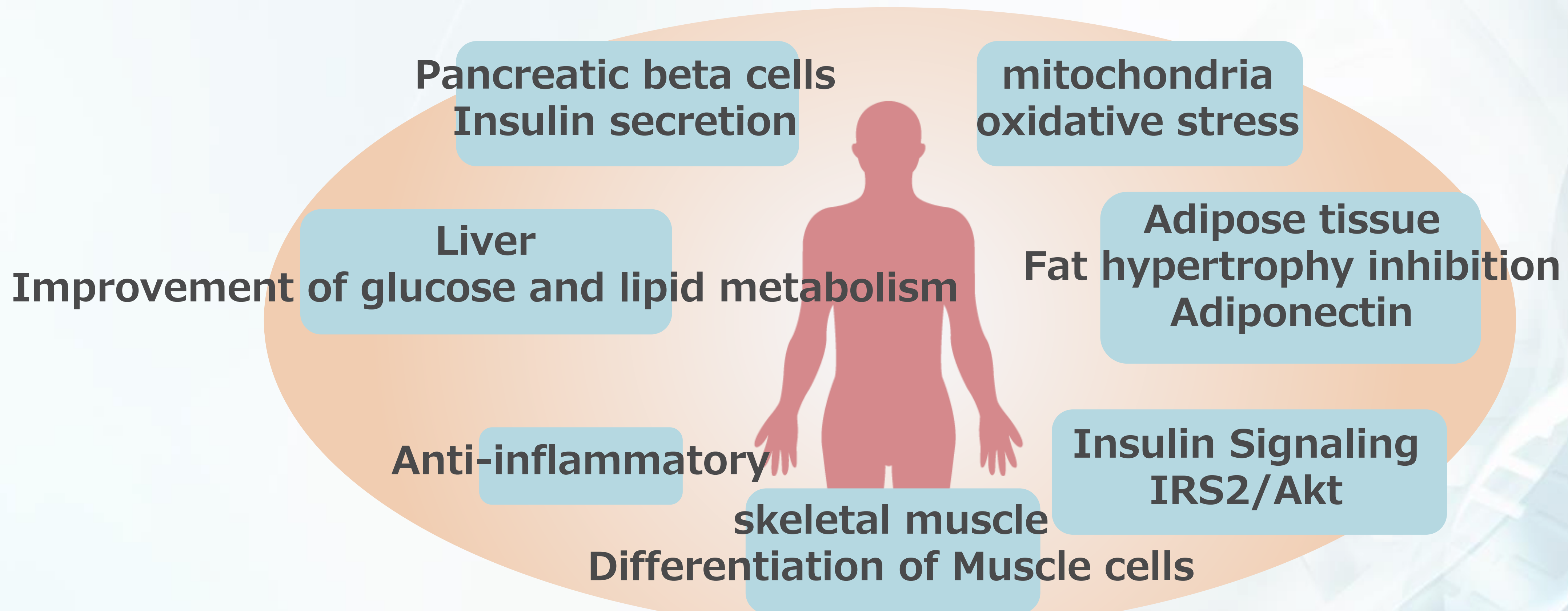
Activation of  
Sirtuin

Experiments in mice show mitochondria and Sirtuin activation  
with dramatic physical improvement.

# NMN and the mechanism of longevity

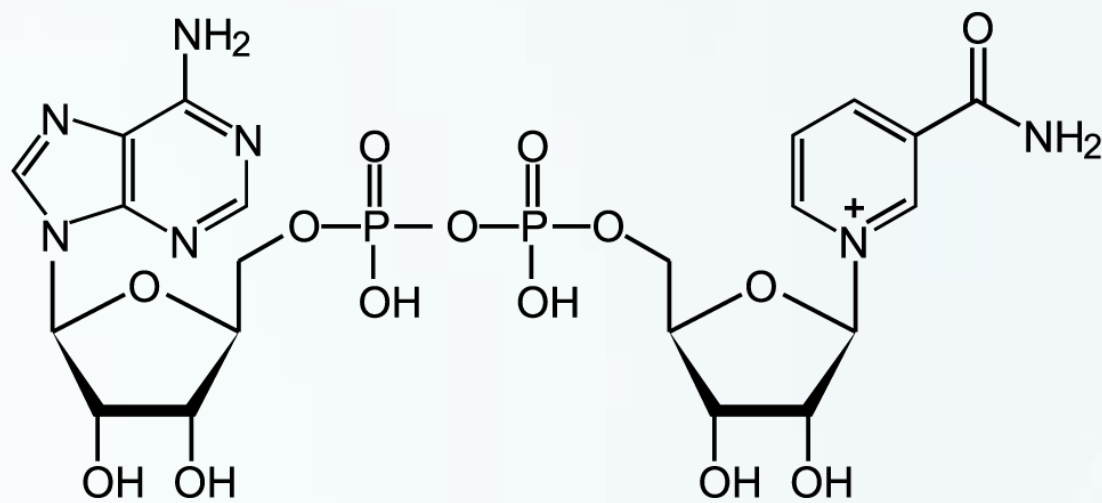
## Activation of 7 sirtuin genes

A control tower that protects against more than 100 aging factors!  
It also corrects various functions that have declined!



# NMN's Four Expected Powers

NAD



## Anti-aging effect

The processes of NMN supplementation → increase in NAD → activation of sirtuin genes have been proven to be effective in mouse experiments, and various anti-aging phenomena have appeared.



## The role of prevention

It suggests the possibility of effective anti-aging preventive treatment in humans. Increases age-related, weight gain, energy metabolism, promotes physical activity, improves insulin sensitivity and plasma lipid profile, improves ocular function and other pathophysiology.

## Making NAD

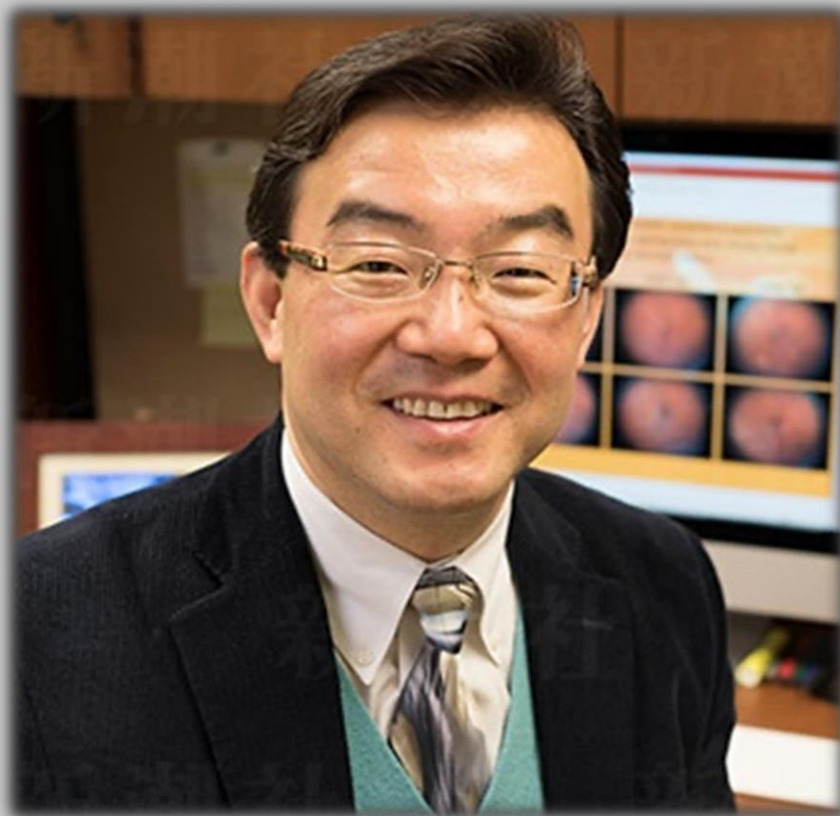
A substance called NAD is a component that activates the sirtuin gene, a longevity gene that controls aging. NAD decreases with age. NMN is required to create this NAD. NAD is difficult to absorb due to its large molecular weight, so ingesting NMN, which is made from vitamin B3, promotes NAD supplementation.



## The Role of Healing

In experiments using mice, it has been confirmed that life expectancy increases by an average of 10%, and it is already being used in humans to cure Parkinson's disease and prevent jet lag. It is also effective in healing damaged organs and anesthetized bodies.





今井眞一郎教授 (1964～)

## Washington Univ. Prof. Shinichiro Imai

## Harvard Univ. Medical School Prof. David Sinclair

(Time Magazine chose David Sinclair one of the 100  
most influential persons in the world.)



デイビッド・シンクレア教授 (1969. 6～)



Yang Guifei, Qin Shihuang, Cleopatra, etc.  
Even a king with wealth and power could not obtain it.  
However... Fortunately, WE CAN GET Ingredients for  
immortality and rejuvenation which were born in the 21st  
century.

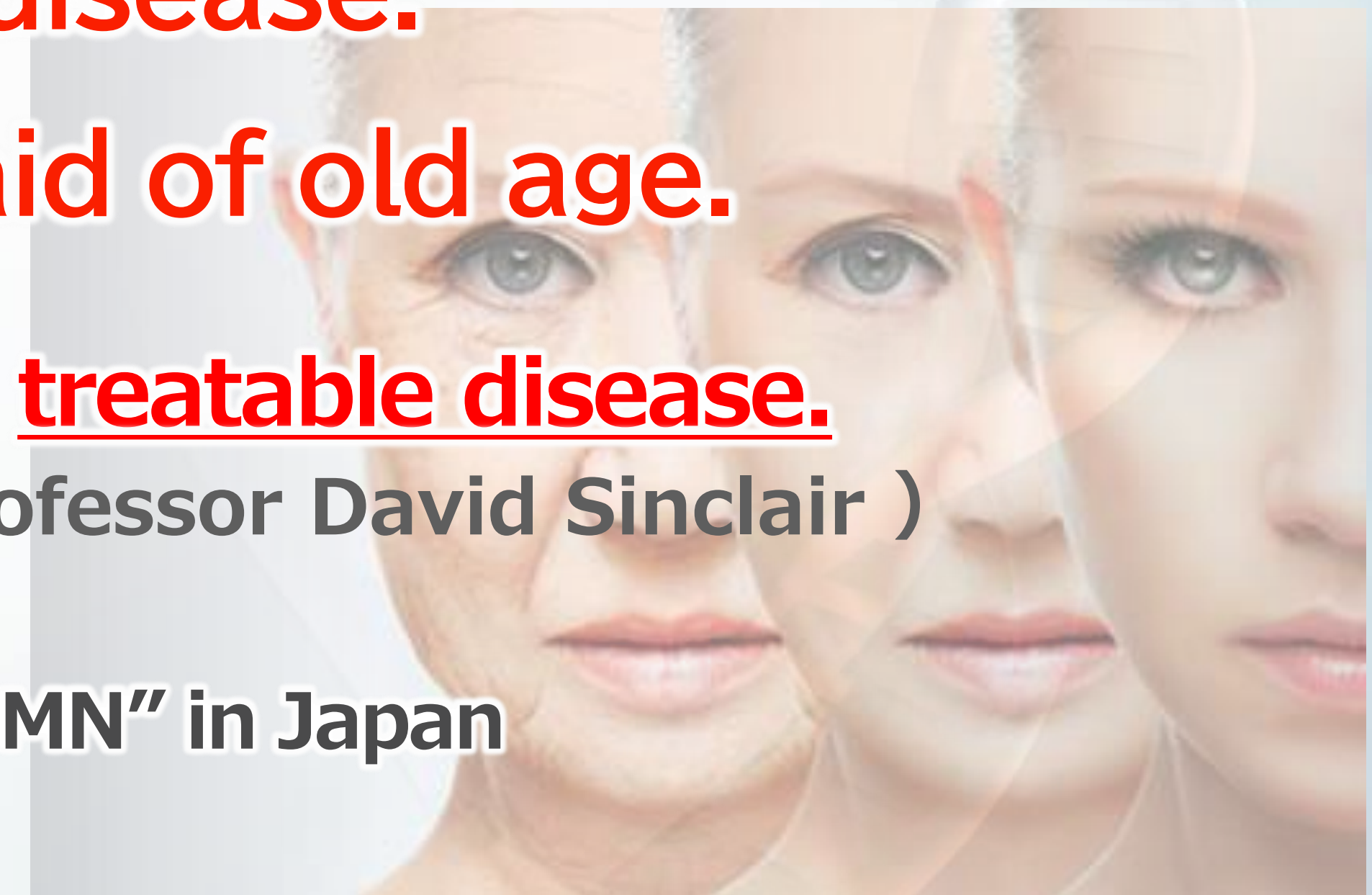
**Life is not designed to age.**

**Aging is a curable disease.**

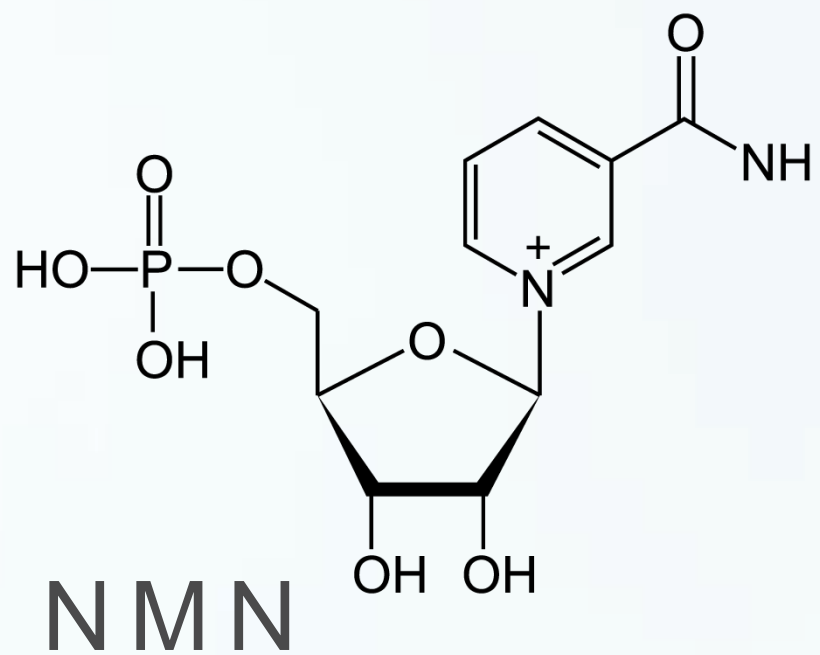
**We don't have to be afraid of old age.**

**Aging, like cancer, is considered a treatable disease.**

( Professor David Sinclair )



**Manufacturing the miraculous rejuvenating ingredient "NMN" in Japan  
and entering the global market**



# HIF-1

When the hormone **erythropoietin**, which is expressed only when there is a **lack of oxygen**, increases, more red blood cells are produced and the body's ability to transport oxygen increases.  
**As a result, stem cells are activated.**

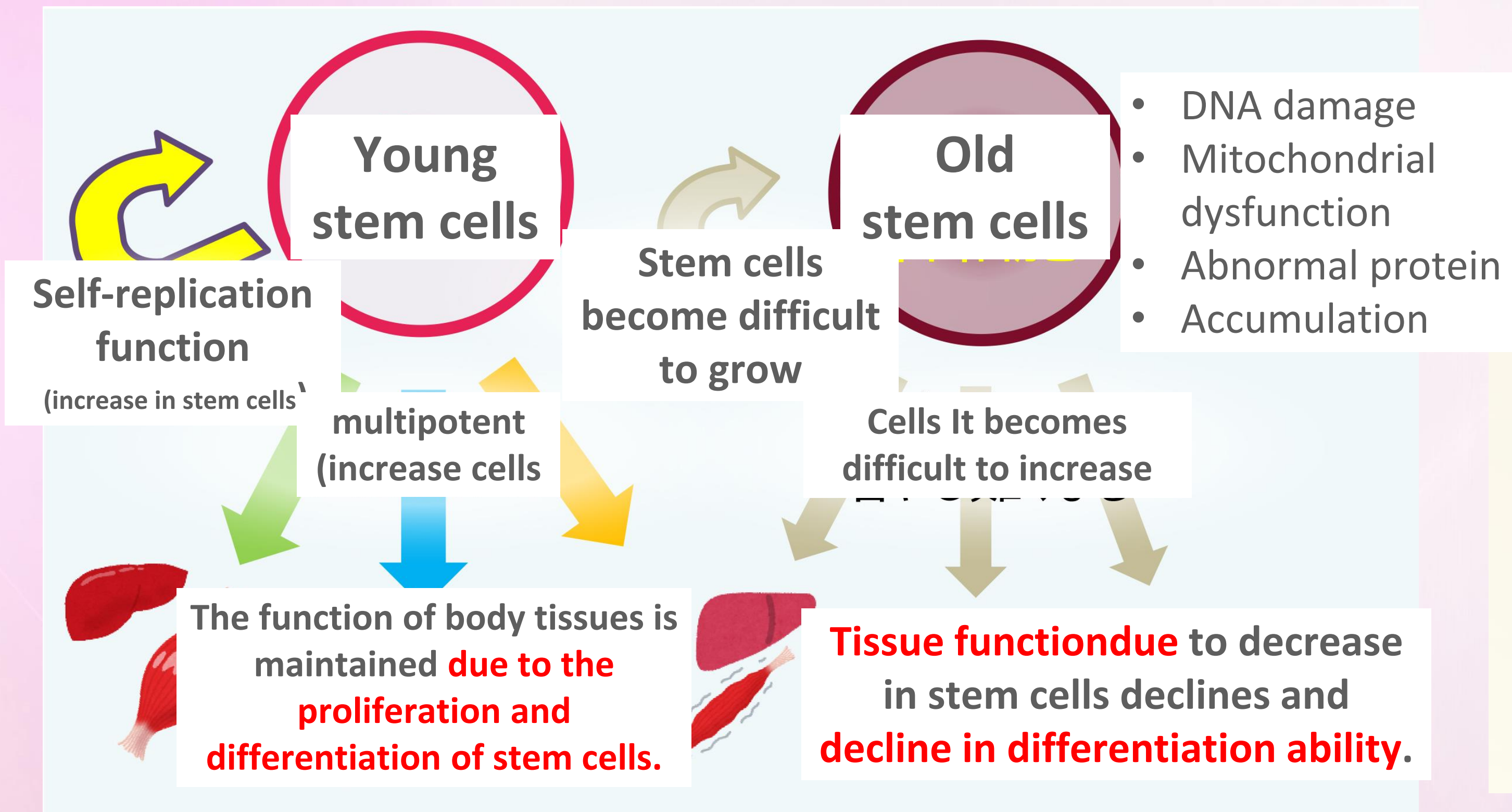
**2019 Nobel Prize in Physiology or Medicine awarded**  
"Elucidation of the mechanism  
of cellular hypoxia response"

息を止める

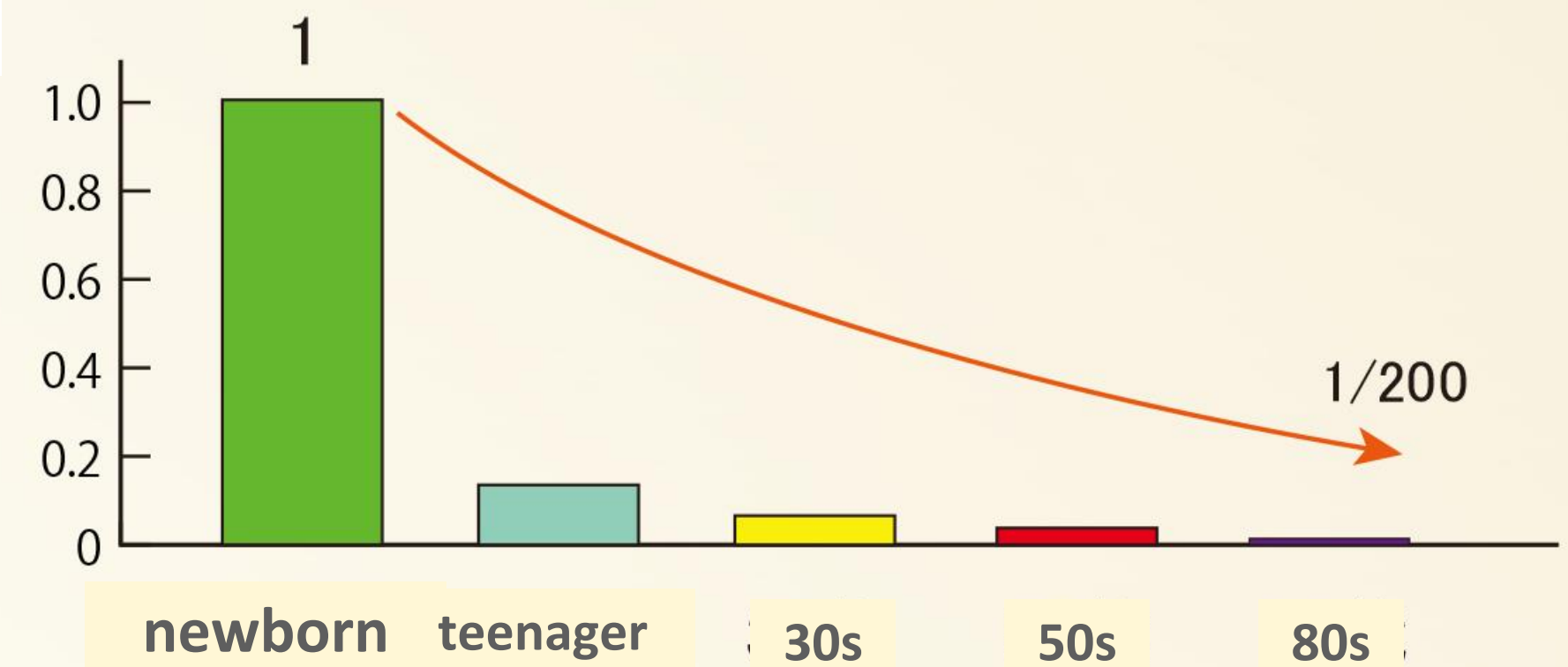
Dr. Kaelin, Harvard University  
Dr. Ratcliffe, University of Oxford, UK  
Dr. Semenza, John Hopkins University, USA

**The function of HIF-1, a substance that activates stem cells,  
has been revealed.**

# What are stem cells?



**Stem cell number decreases with age!**



出展：Journal of cellular physiology(2007) doi 10.1002/JCP

**If the number of stem cells in a newborn is 1, by the time one is in their 80s, it will decrease to 1/200. Stem cells are used in large quantities to grow the body, and they decrease with age.**

# 5-ALA (5-aminolevulinic acid)

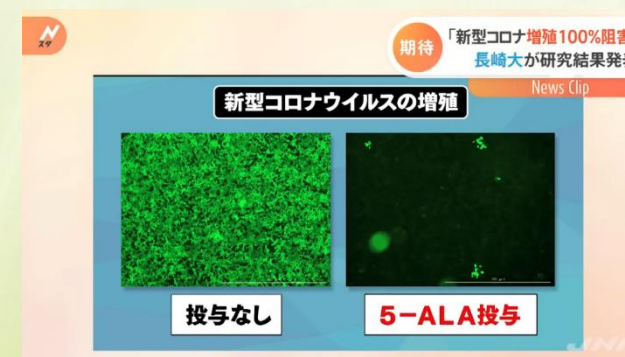
## Natural amino acids <root substances of life>

### <Main function> Mitochondrial activation

The production of 5-ALA  
in the body decreases with age.

### Expected effects

1. Prevention of infections such as COVID-19 (clinical trials on humans currently underway)
2. Improvement of metabolism and associated disease
3. Prevention and improvement of diabetes



### 5-ALA has become popular due to COVID-19

本資料は会員の勉強の目的で作成されたもので、  
効果効能などを謳い愛用者などへの営業目的に利用することは許されておられません。

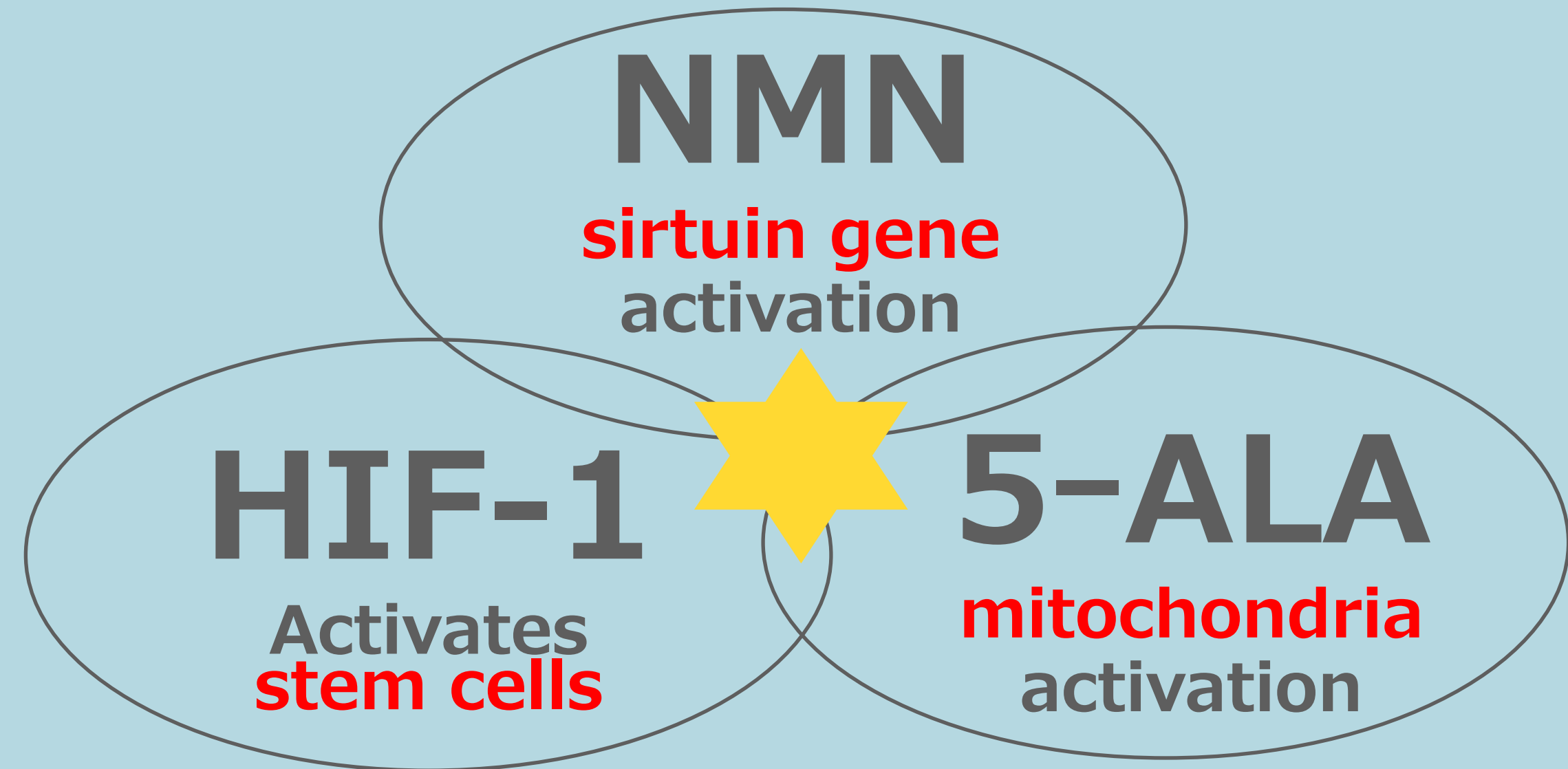
# [NMN switch]

**The world's first!**

Three notable ingredients

Commercialized with a unique blend balance

(According to our research)



This product sends a command to the brain (hypothalamus) to turn on the switch that fundamentally activates the body.

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# Comp Plan

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# History of business model evolution

**Walking**



**Bicycle**



**Sportscar**



**Bullet train**



**jet plane**



- labor income
- employee
- self-employed

- Normal MLM
- rights income
- The principle of lever

- Evolved MLM
- Large Cost Performance

- Circulating type MLM
- NONE regular purchase

- Our Business Model**
- **Jump start**
  - **Area leader**
  - **Entrepreneur system**

# General MLM rules



# General MLM rules



Okay!

Pay the **mbership registration fee** and **administrative fee**.

And **subscribe** to our products.

Yeah...

I have no choice.  
I'll pay it for business.



# General MLM rules



Let's do business!

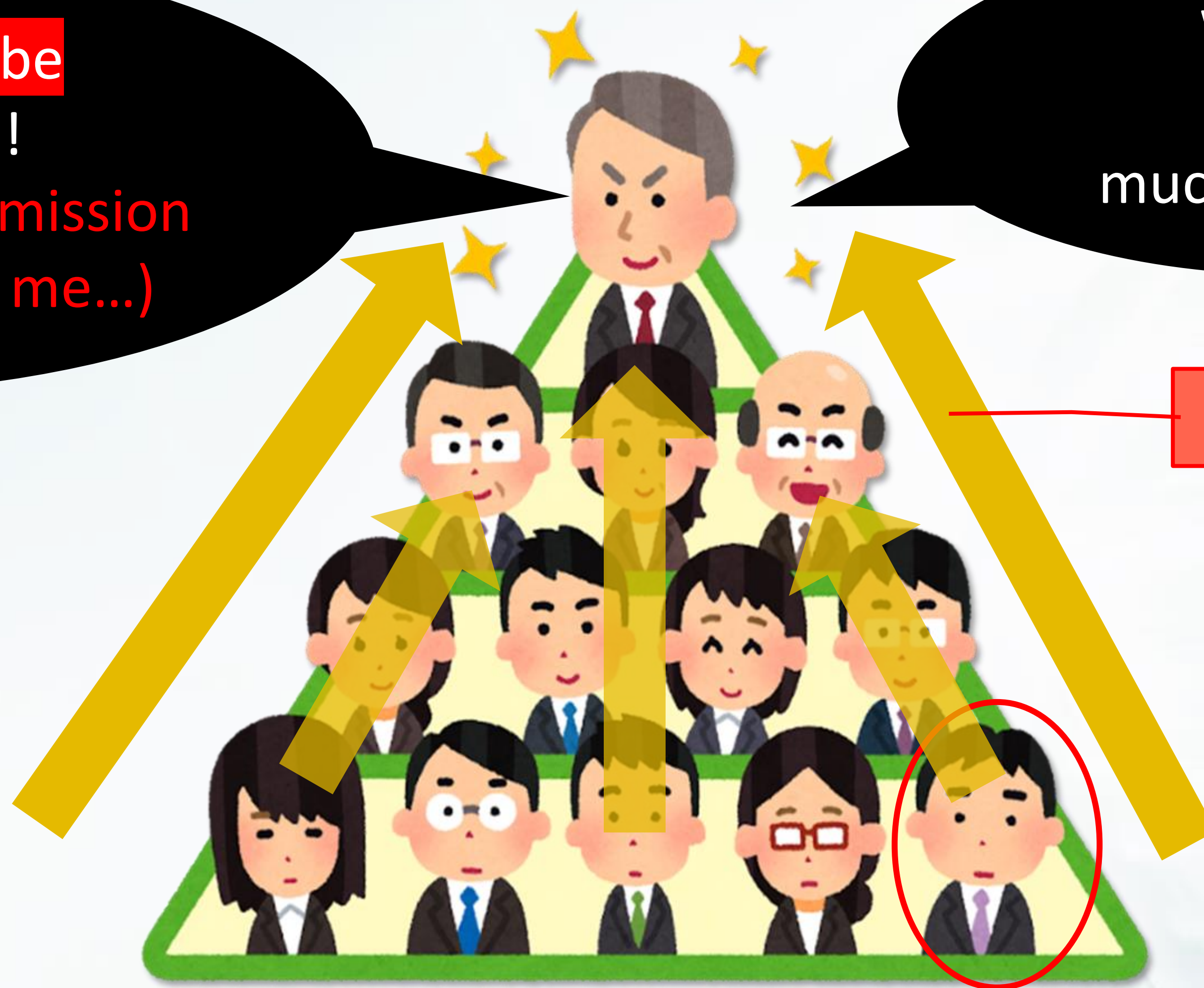
I'm a newcomer,  
so I'm at the bottom...

# General MLM rules

Everyone, **subscribe**  
for our business!  
(Because I can get commission  
from members under me...)

WOW!!  
I got  
much money!!!

Commission



# General MLM rules

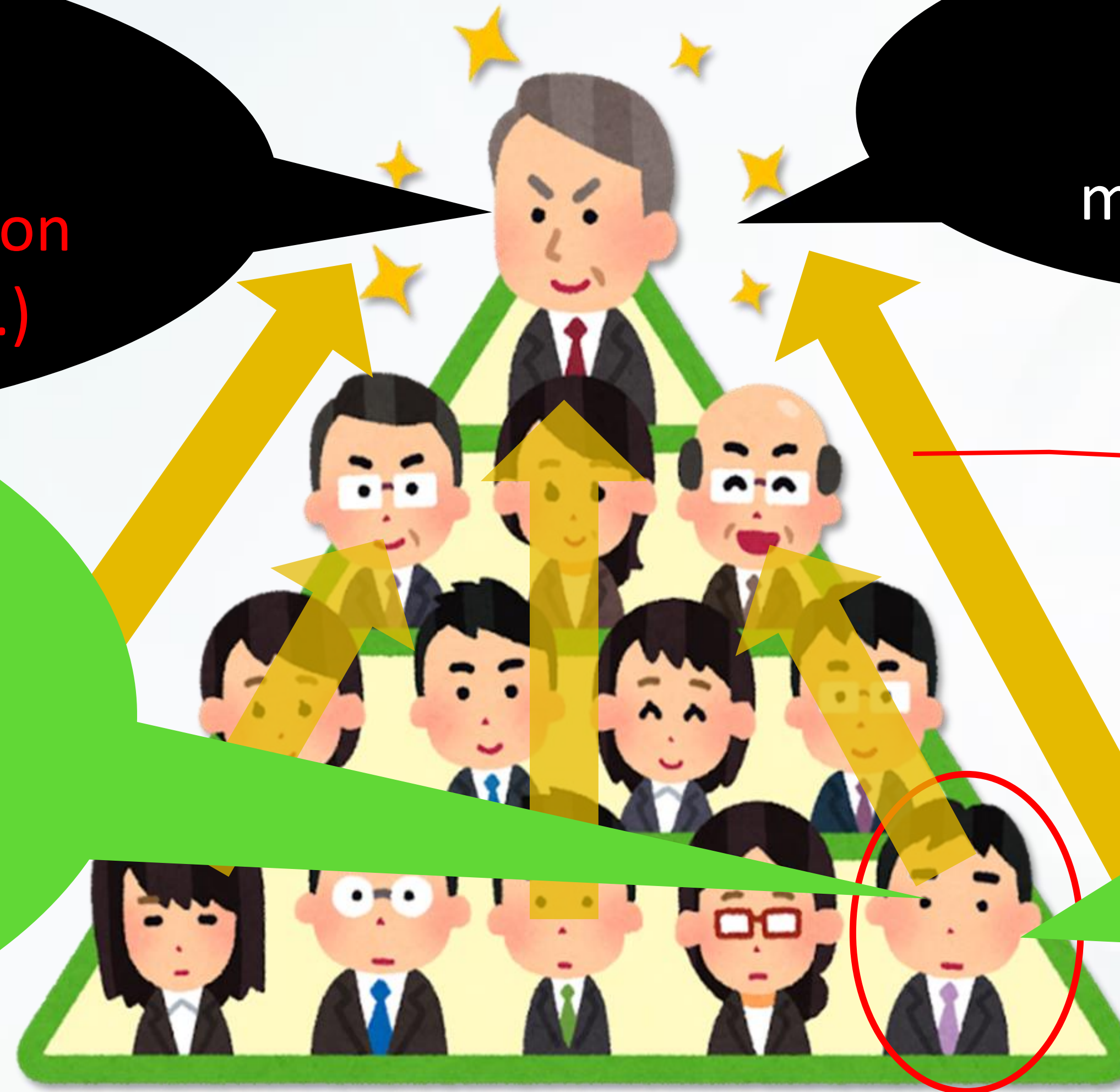
Everyone, **subscribe**  
for our business!  
(Because I can get commission  
from members under me...)

WOW!!  
I can get  
much money!!!

Commission

I need to introduce many  
people under me, otherwise  
**I'll just be paying money...**  
I need to **keep making**  
**subscriptions** to keep this  
business going.

There are **quotas**  
**and deadlines.**  
**When can I get**  
**much money?**



# General MLM rules

Everyone, **subscribe**  
for our business  
(Because I can get commission  
from members under me)

WOW!!  
I can get  
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Commission

I need to introduce many  
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**subscriptions** to keep the  
business going.

There are **quotas**  
**and deadlines.**  
**When can I get**  
**much money?**



However,...You are very lucky men!!

**We made a big**

**REVOLUTION.**



# Marketing plan

	<b>N</b> generation	General MLM
• Membership registration fee/administrative fee	Not required	Required
• Subscriptions (autoship)	Not required	Required
• Maintaining conditions (quota/deadline)	Not required	Required

**We have adopted an innovative marketing plan that does NOT require subscriptions.**

**Registration: only once**  
**Positions guaranteed forever**  
 (\*conditional)

# Can we really make money without subscriptions?

A typical business model  
with subscriptions  
(pyramid scheme)



Profits accumulate in  
upper levels

Typical subscription model



1. Big profits accumulate only to upper levels.
2. Purchase again at the same position.
3. The organization can **ONLY** expand by adding new members.
4. If you don't buy the products, you **CANNOT** get a commission.
5. Due to the **low unit price**, it is necessary to build a large organization to earn a sufficient income.

# Can we really make money without subscriptions?



## Typical subscription model

Ex.) Mr. A subscribes to a product with 10,000 points

1. The person who receives points is Mr. Z (and higher-level people)

- The top people stay on top

2. In order to Mr. A to get an income...

- Mr. B - Mr. I need to subscribe
- Mr. A have to **follow up** with people at lower levels to make sure **they don't quit**

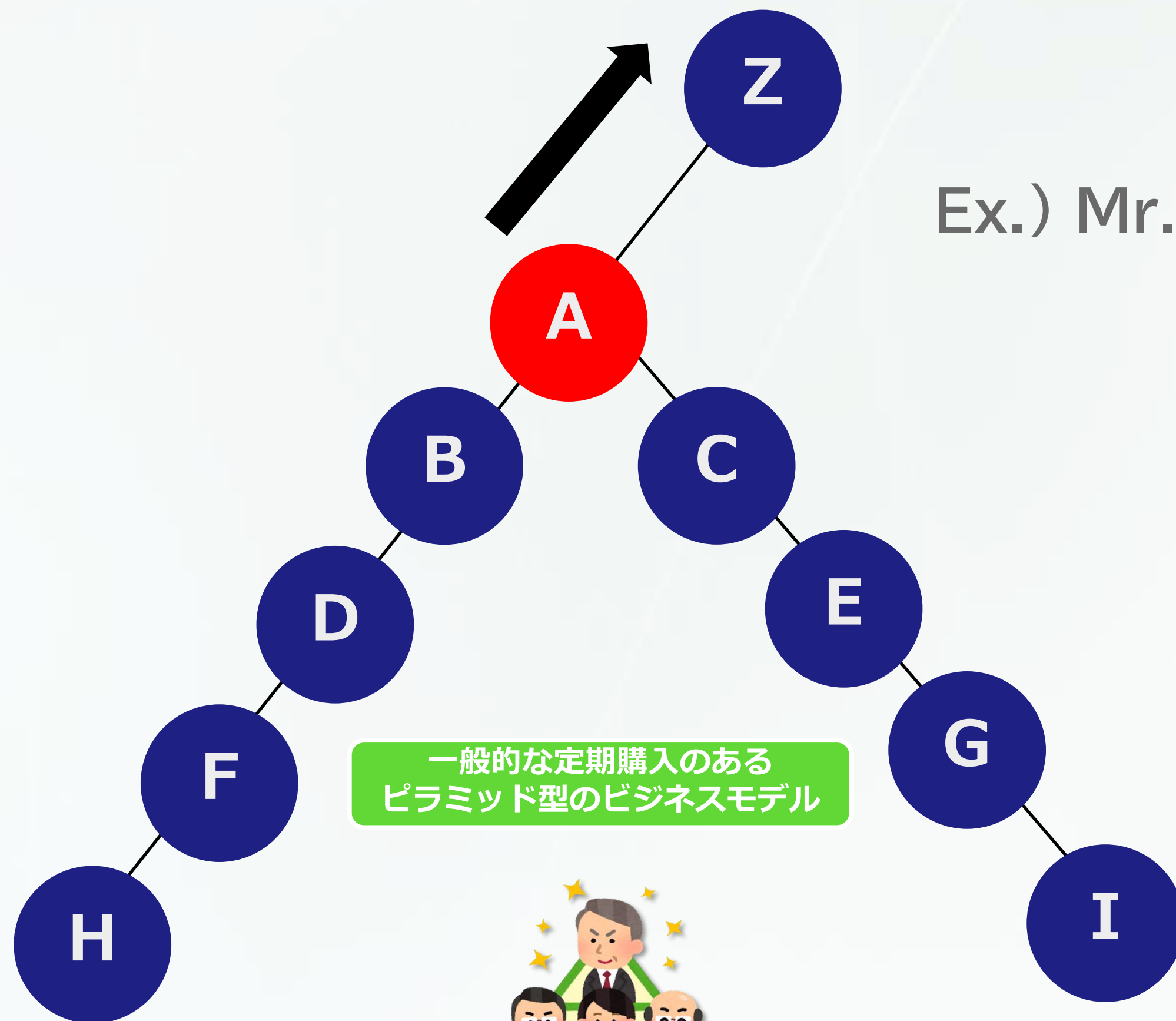
3. The only way to increase income is to get new members.

4. To get income of \$6,600...

- Requires an organization of 1,000 to 1,500 people
- Practically impossible!!

Unfortunately, unless you're a top distributor, you won't be able to make a profit...

効果効能などを謳い愛用者などへの営業目的に利用することは許されておられません。



一般的な定期購入のある  
ピラミッド型のビジネスモデル



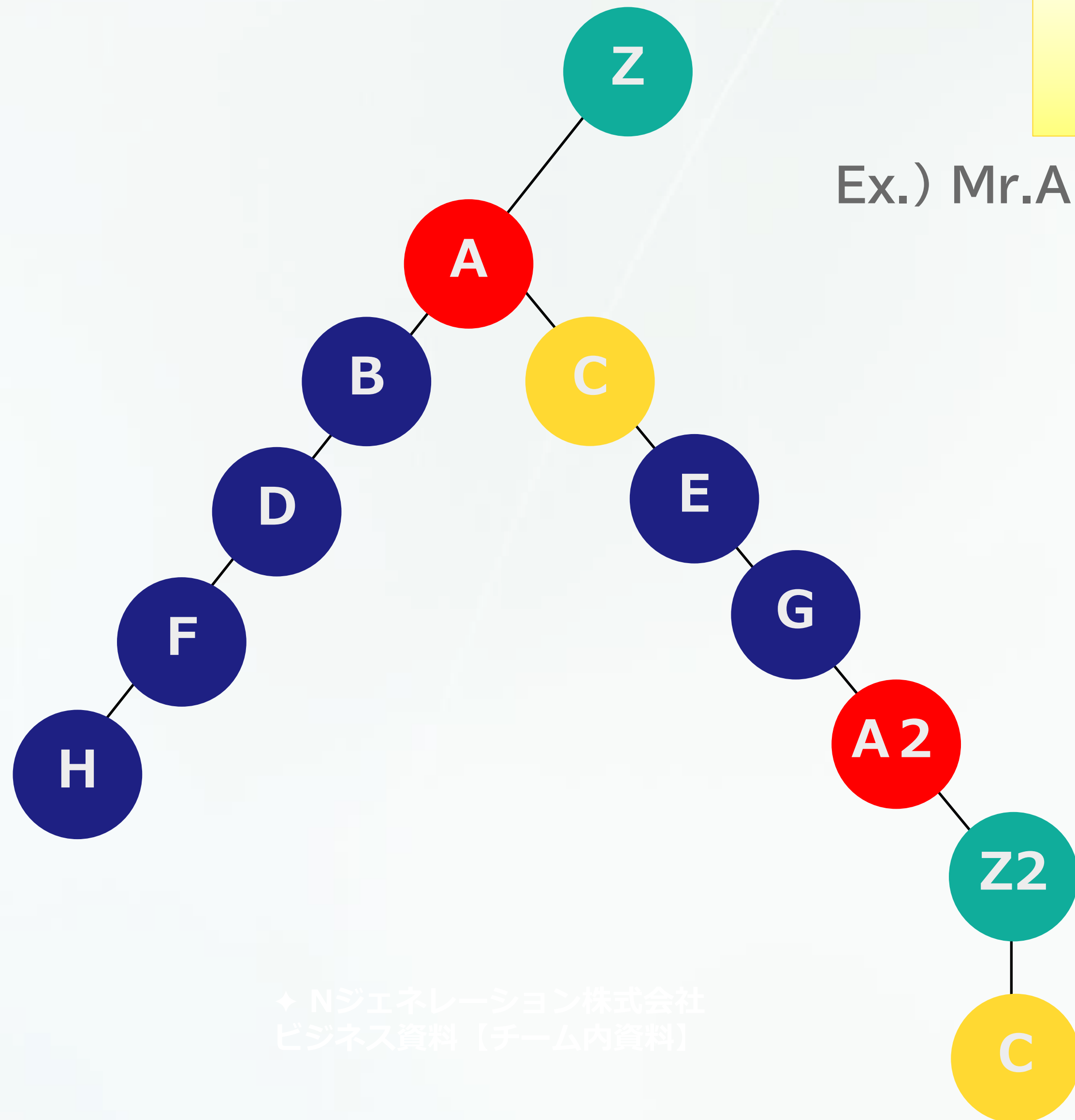
上位者が稼ぎやすい

マクセル・インテリジェント株式会社  
ビジネス資料【チーム内資料】

# Can we really make money without subscriptions?

## Circular business model

Ex.) Mr.A **cannot** repurchase in the same position.



- Mr.A must repurchase in position A2 (diamond registration)
  - **G · E · C can get 260,000 points!**
  - **Mr. A also has 260,000 points!**
  - **Mr. Z (older) also has 260,000 points!**
- G.E.C. (A.Z.) will earn the following profits by simply adding only one new registrant...
  - ✓ **Sponsoring bonus: \$170!**
  - ✓ **Binary bonus: \$170!**
  - ✓ **Total of \$340 earned!!!**
- Mr. A CAN GET income even in the A2 position.

**Everyone will be happy just by repurchasing!  
This is a system which everyone can make money!!**

✦ Nジェネレーション株式会社  
ビジネス資料【チーム内資料】

# Can we really make money without subscriptions?

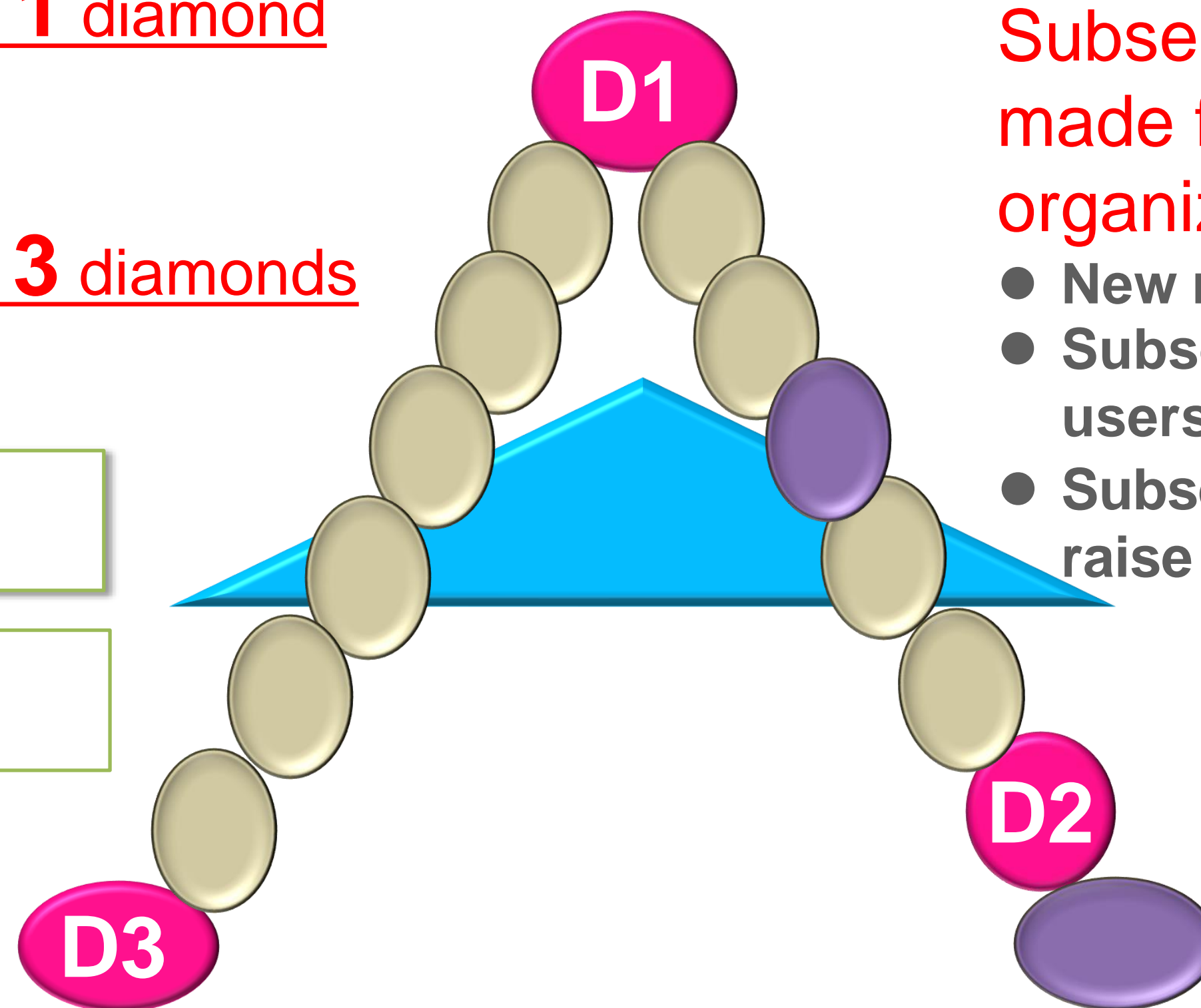
## Circular Business Model

❑ Max. monthly revenue with 1 diamond  
➤ \$72,000

❑ Max. monthly revenue with 3 diamonds  
➤ \$216,000 !!!

New diamonds activate  
the organization.

Circular motion has  
a compounding effect on.



Subsequent purchases cannot be made from the same position in the organization

- New members
- Subsequent purchases by satisfied users
- Subsequent purchases in order to raise comission

"Circular" model makes 5 TIMES faster business than "autoship" model!

■ **Law of Bonfire:** Organizations can be activated by the powerful distributor make branch in low-level.

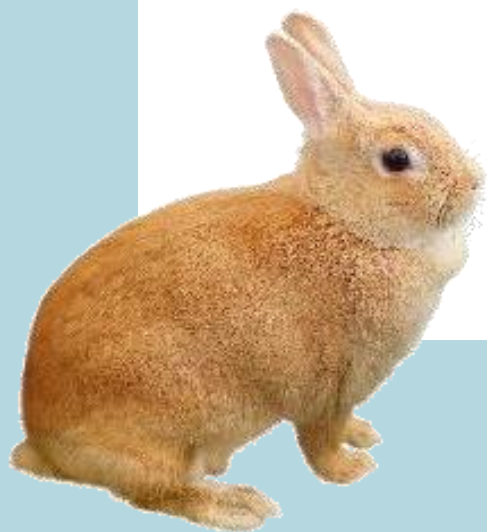
■ That's why, repurchasing is same with **opening a new store.**

# A Variety of Courses to Choose From

Registration Course	Products	Wholesale price	Max. monthly Binary income	Position	Points earned
Diamond	7	¥315,000 \$ 2,100	1,080万円 \$ 72,000	3	260,000Pt
Platinum	4	¥186,000 \$ 1,240	360万円 \$ 24,000	1	150,000Pt
Gold	2	¥97,200 \$ 650	138万円 \$ 9,200	1	80,000Pt
Silver	1	¥48,600 \$ 325	69万円 \$ 4,600	1	40,000Pt

**You ONLY need to register ONCE!**  
**Auto ship is NOT required!!**

If you register with an overseas address, an additional shipping fee of 8,000 yen and customs duties and consumption taxes will be charged.



# 3 types of Bonuses

Sponsoring Bonus

8 ~ 10 %

Binary Bonus

10 %

Matching Bonus

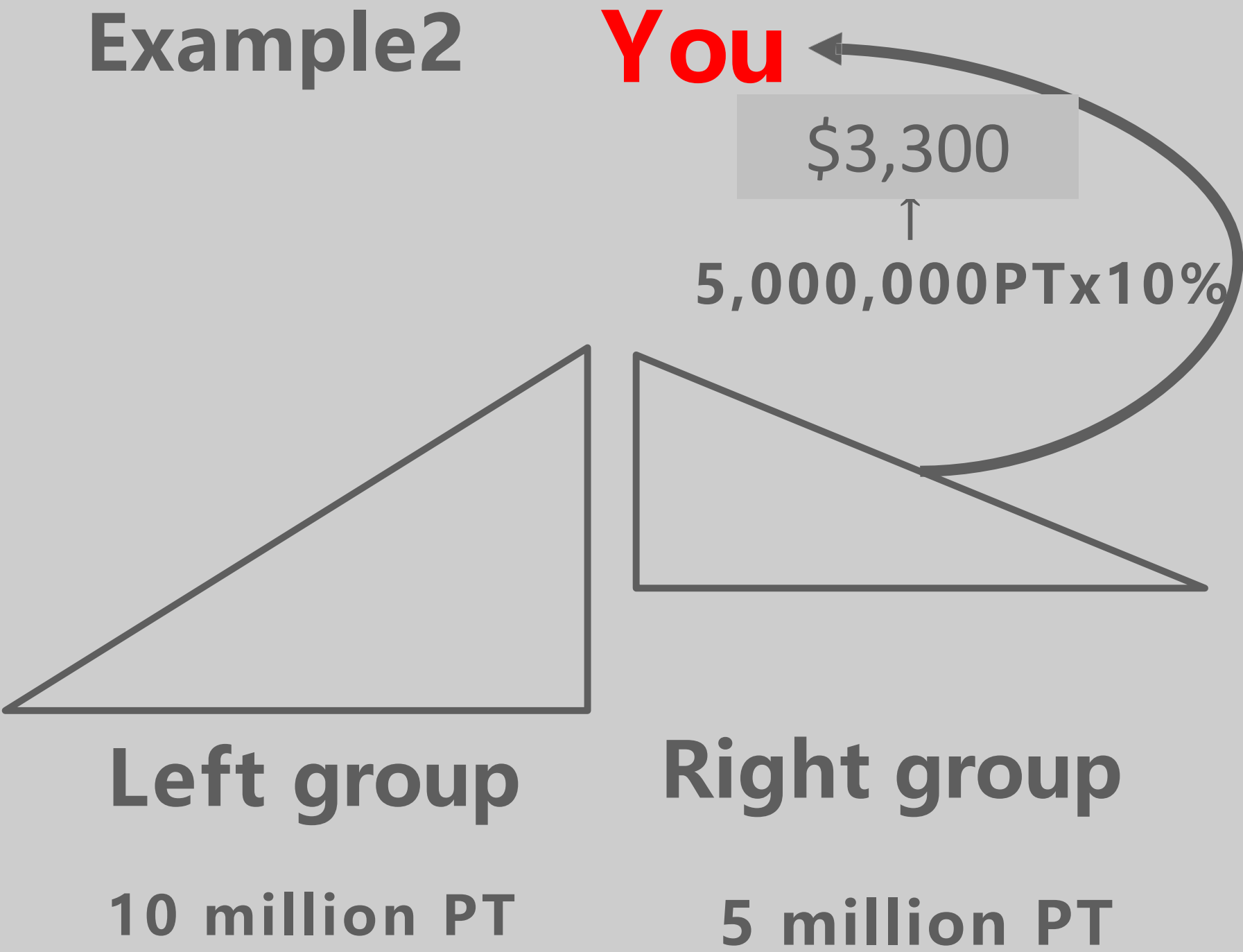
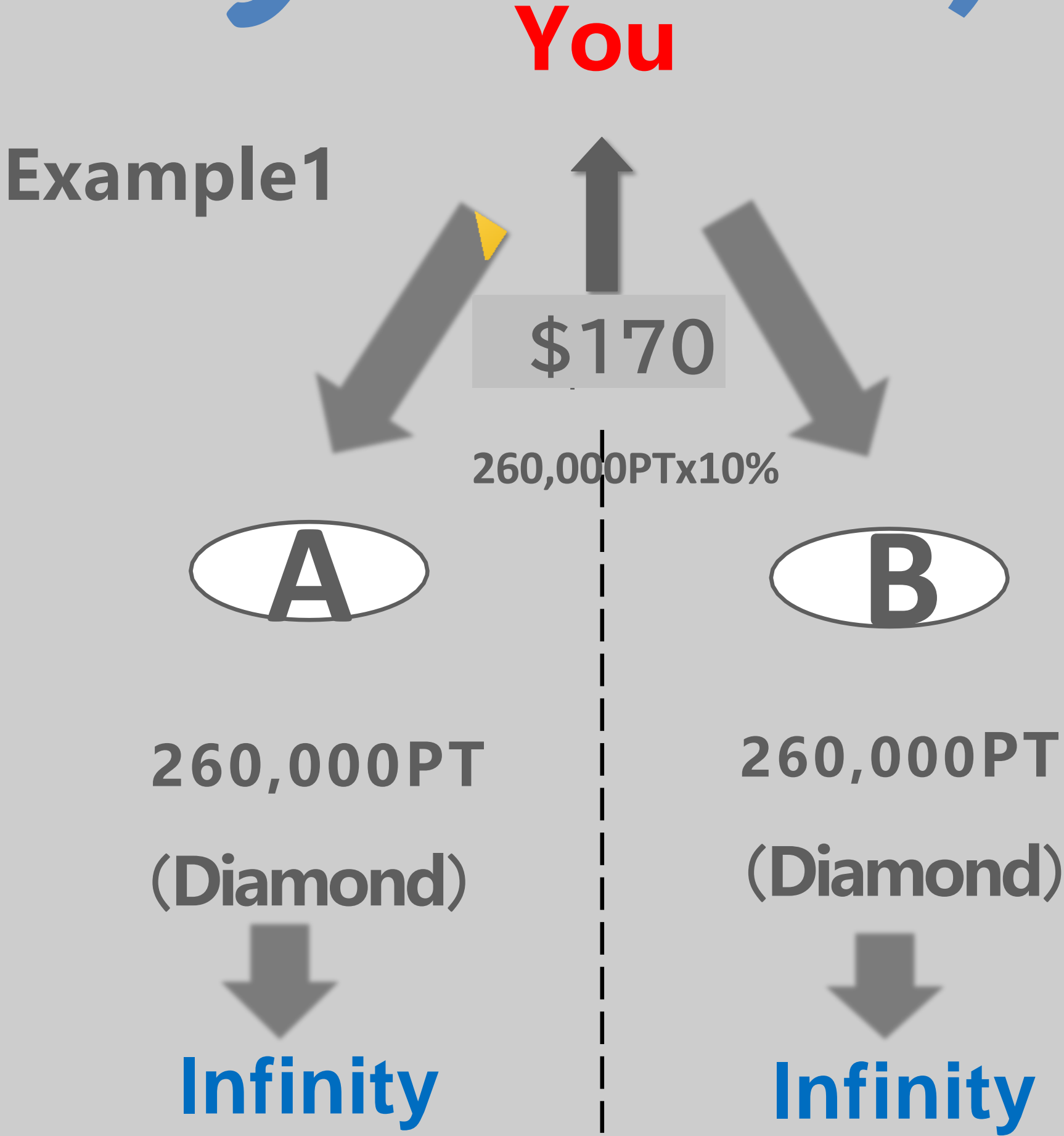
10 %

# Sponsoring Bonus : Bonus acquired when sponsored



# Sales Bonus : 10% of small group PT (Binary Bonus)

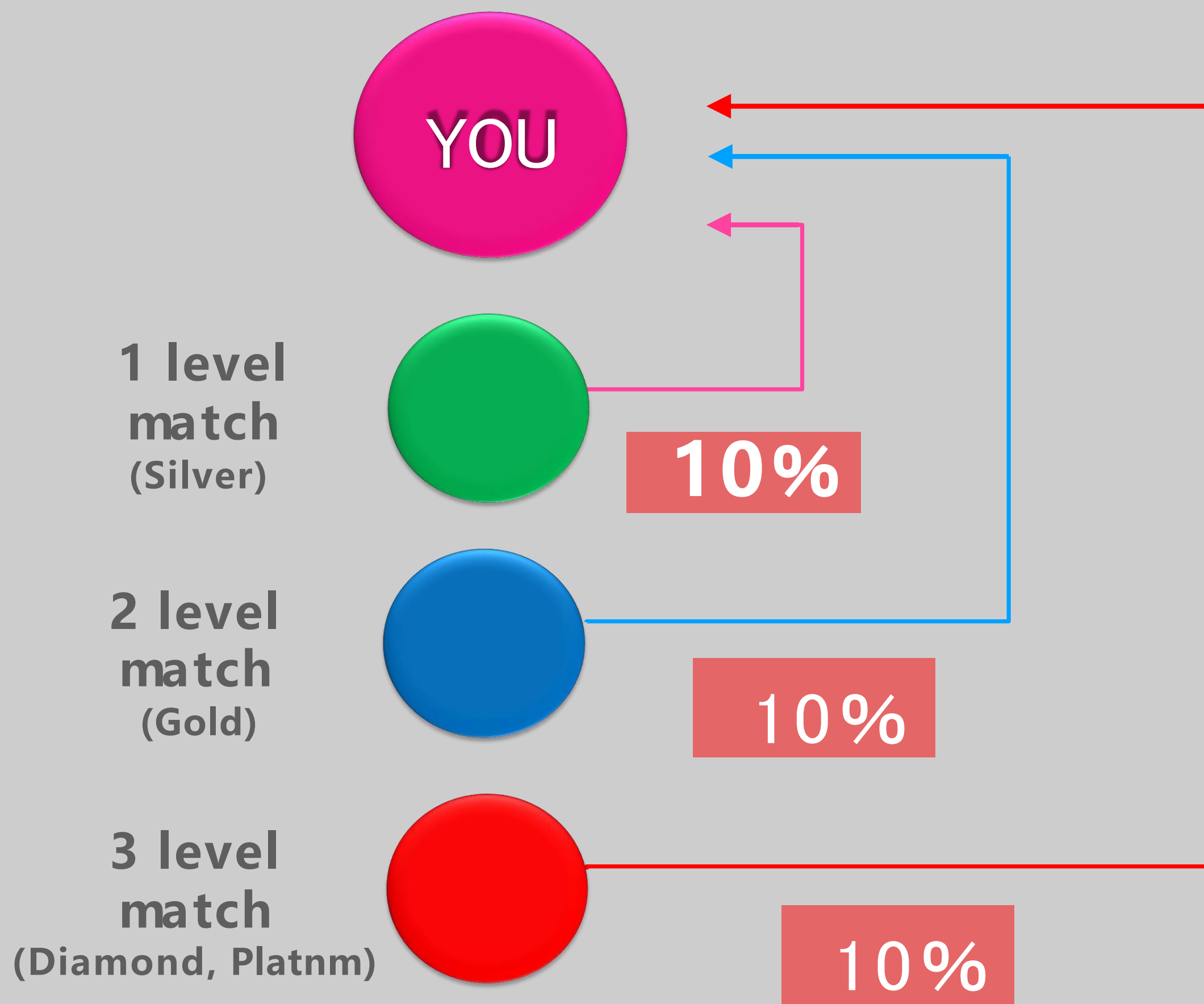
※ 1 PT=¥1



# Nurturing Bonus

## (Matching Bonus)

**Matching bonus**  
**= Binary bonus x10%**

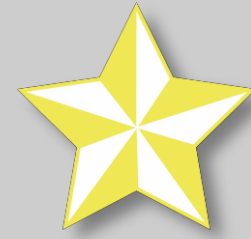


You will be rewarded by  
nurturing your group.



# Title

1 Star



Monthly income

\$1,300



※Estimated reward

You

※ First month benefit

You can get 1 star with only 3 diamonds each.



Diamondx4



Diamondx4

**Diamonds=4:4 → 1Star**

# Title

**2 Star**



Monthly income

\$2,600



※Not guaranteed

**You**



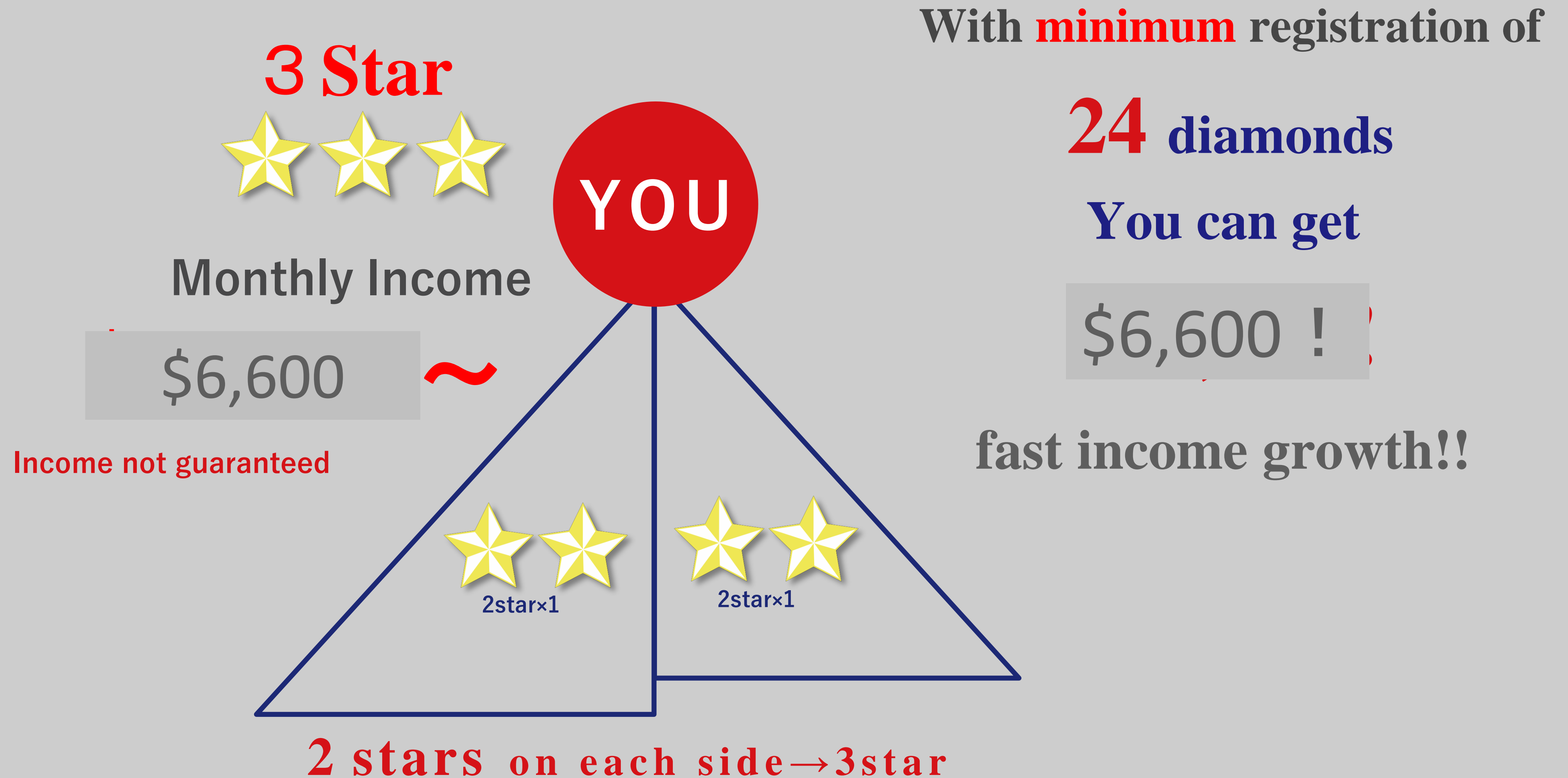
1 star× 1



1 star× 1

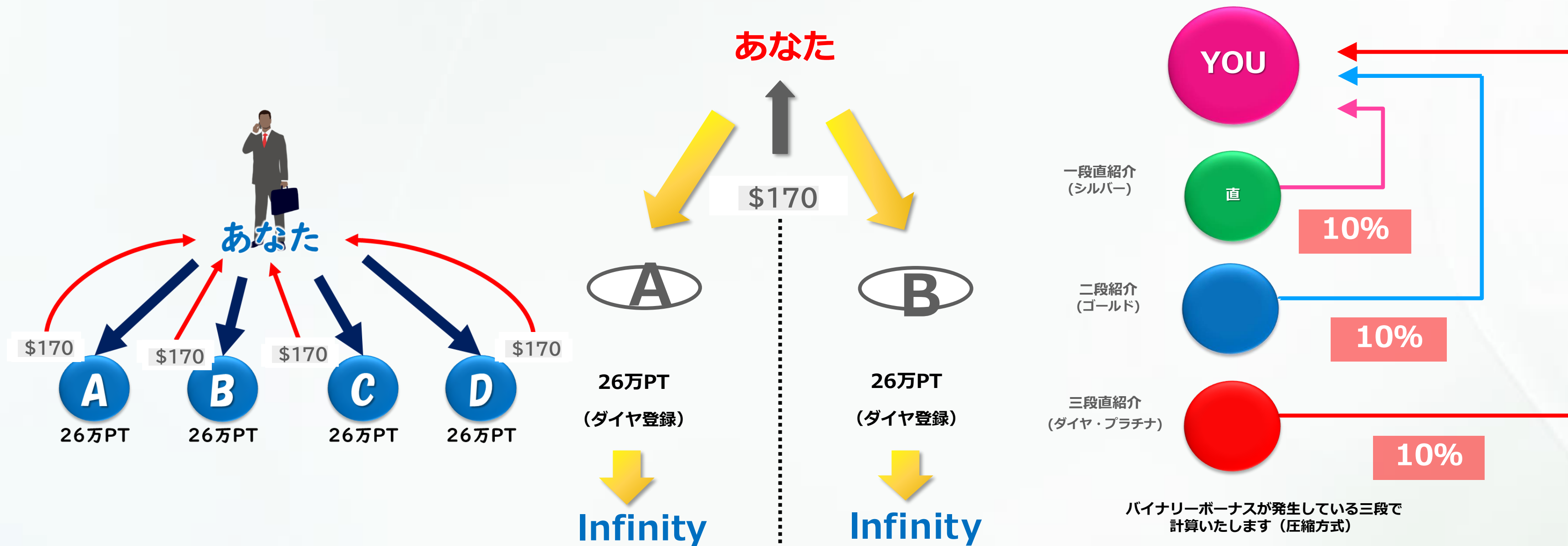
**1star=1:1(D6:6=Dx12)→ 2 Star**

# Titles



# Registration course and compensation plan

Regstration Course	Products	Wholesale Price	Points earned	Sponsoring	Binary	Matching	Monthly income limit	Daily income limit
Diamond	7	315,000円 \$21,000	260,000pt	10%	10%	10% 3 levels	1,080万円 \$72,000	36万円 \$2,400
Platinum	4	186,000円 \$1,240	150,000pt	10%	10%	10% 3 levels	360万円 \$24,000	12万円 \$800
Gold	2	97,200円 \$650	80,000pt	9%	10%	10% 2 levels	138万円 \$9,200	4.6万円 \$300
Silver	1	48,600円 \$325	40,000pt	8%	10%	10% 1st level	69万円 \$4,600	2.3万円 \$150



If you register with an overseas address, an additional shipping fee of 8,000 yen and customs duties and consumption taxes will be charged.

# Title list

## title (STAR)

title	Achievement conditions (achieved monthly)	Expected monthly income
1 star☆	Diamond registration is 4:4 left and right (3:3 for the first month of registration)	\$1,000-1,300
2star☆☆	1 star left and right 1:1	\$2,000-2,600
3star☆☆☆	2 stars on the left and right 1:1	\$6,000-6,600
Executive 3star☆☆☆	Achieved 3 stars for 3 consecutive months	\$10,000-13,000

## title (PLANET)

title	Achievement conditions	月収期待値
Mercury	Achieved 3-star independent 2-line training for 3 consecutive months	\$20,000-26,000
Earth	Achieved 3-star independent 3-line training for 3 consecutive months	
Venus	Achieved 3-star independent 4-line training for 3 consecutive months	\$53,000-66,000
Mars	Achieved 3-star independent 6-line training for 3 consecutive months	
Saturn	Achieved training of 9 3-star independent series for 3 consecutive months	
Jupiter	Achieved training of 12 3-star independent series for 3 consecutive months Or train 3 stars including yourself for 50 months cumulatively	\$130,000-200,000

Income is an expected value and is not necessarily guaranteed.

# Don Failla

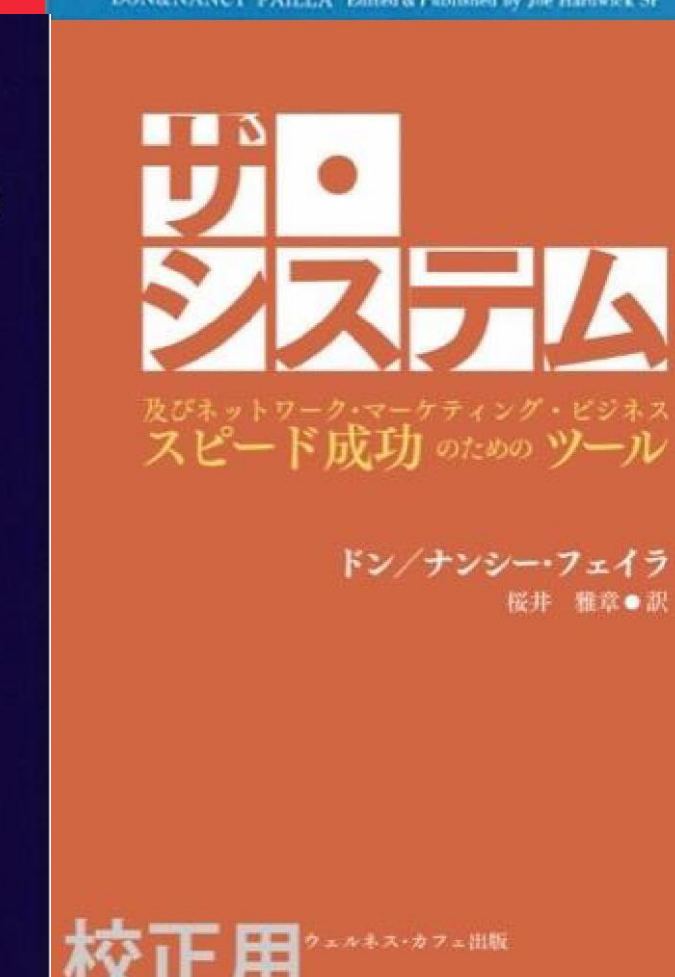
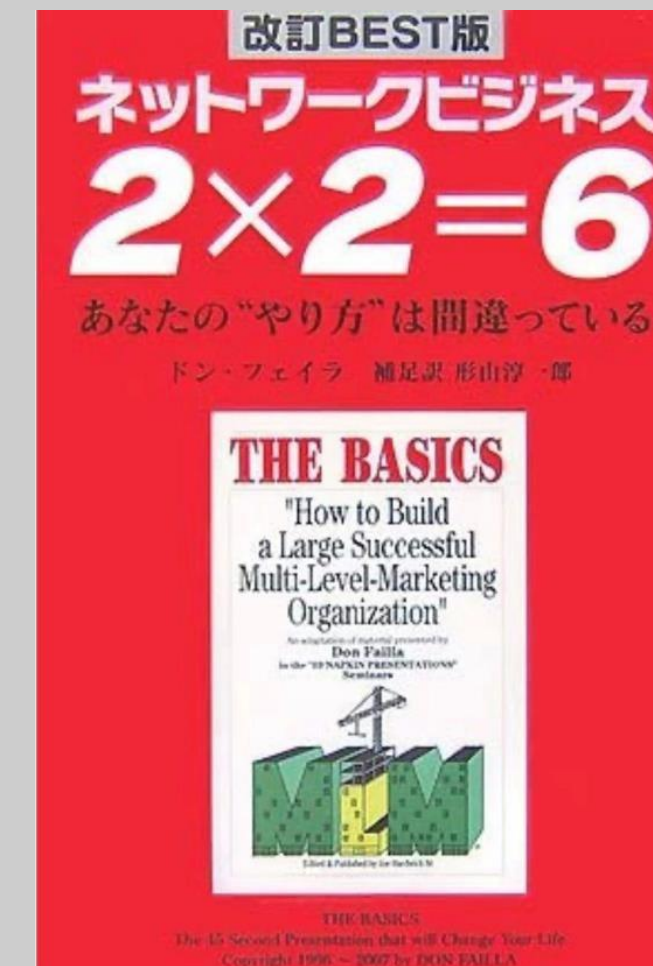
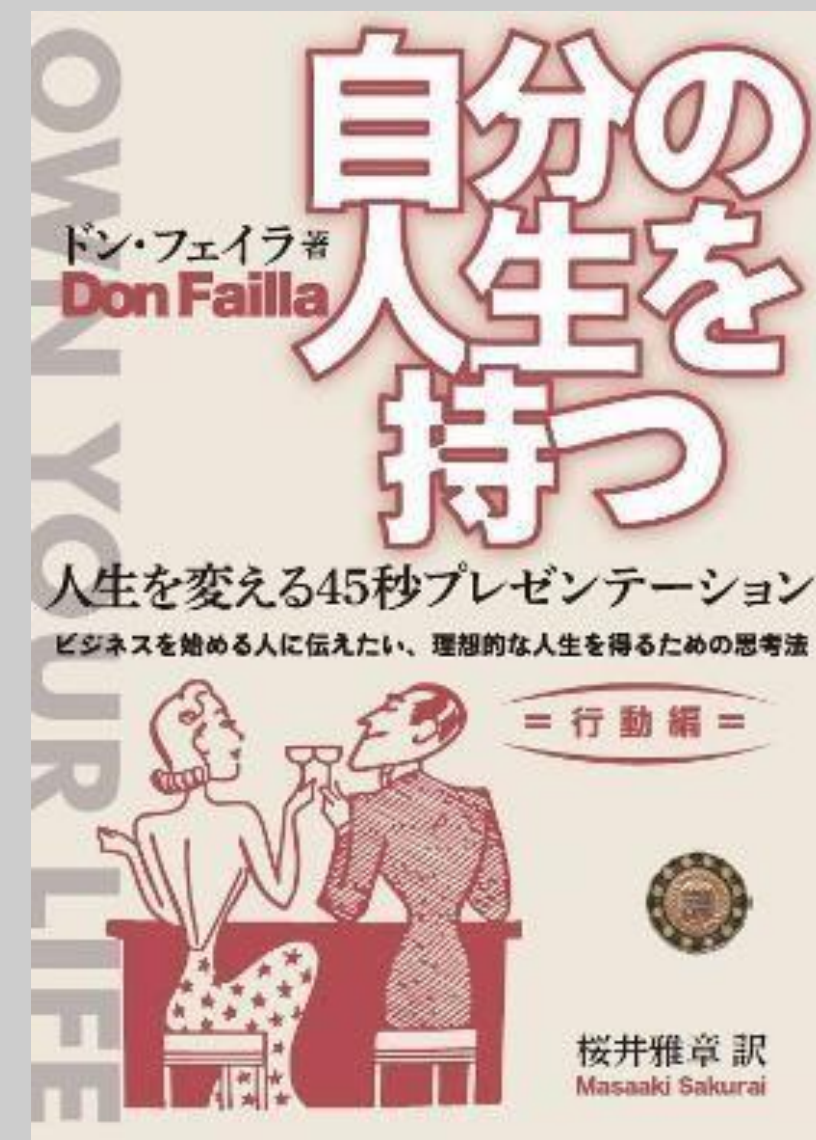
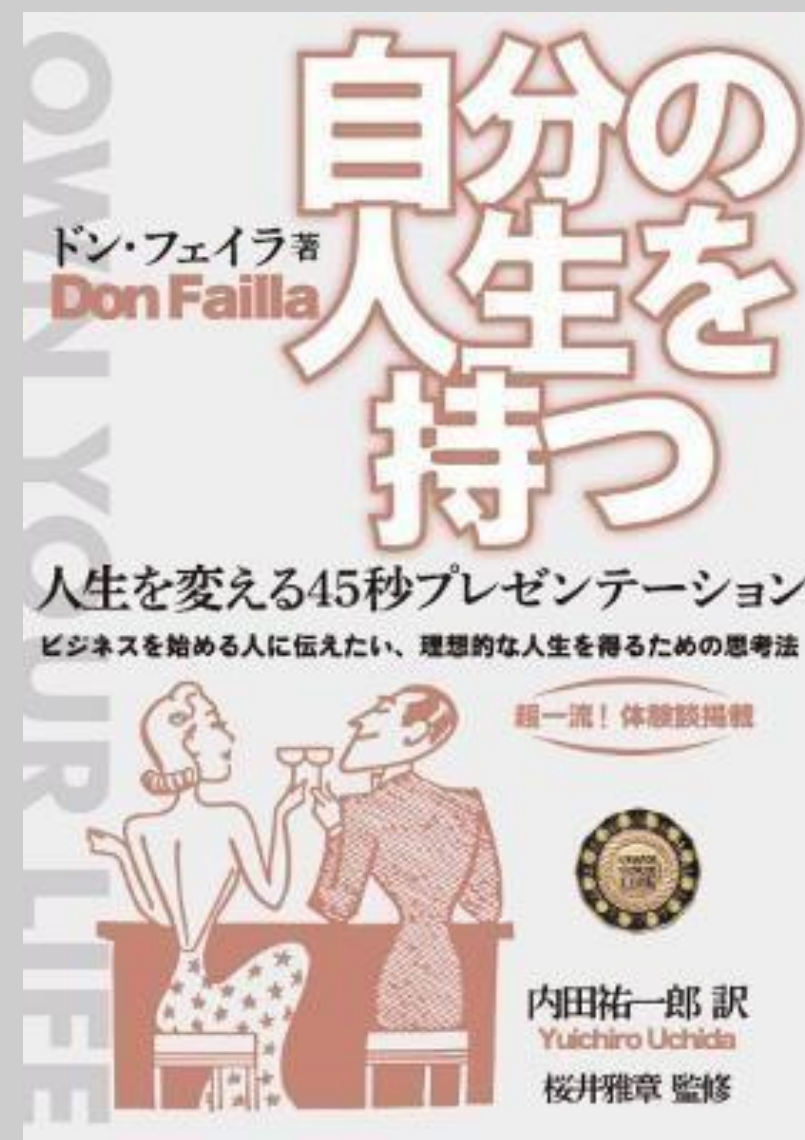
ドン・フェイラ

Don Failla is the living Success Story! Most of the people enjoy their dream of their lifestyle. They have been working on building up home based business for more than 44 years.

Don's book of "Own Your Life" has been translated in 24 languages and selling more than 10million copies globally. They also arranged seminars and tape recording for people to won their lives.

# We own all rights to Don Feira's Success Methods Education!

Best seller of over 10 million  
copies world wide!  
Bible of franchising business



# Attractiveness of N-Generation

## NMN market

From 17 million USD in 2020, to 96 million USD by 2027 and More are expected because of unexpected NMN growth.

## Circulation oriented business model. (Mutual help model)

Totally NEW business model to **revolutionaries** MLM business.

## Excellent business training system

The Don Failla training system shall lead everybody to success.

## Entrepreneurial support program

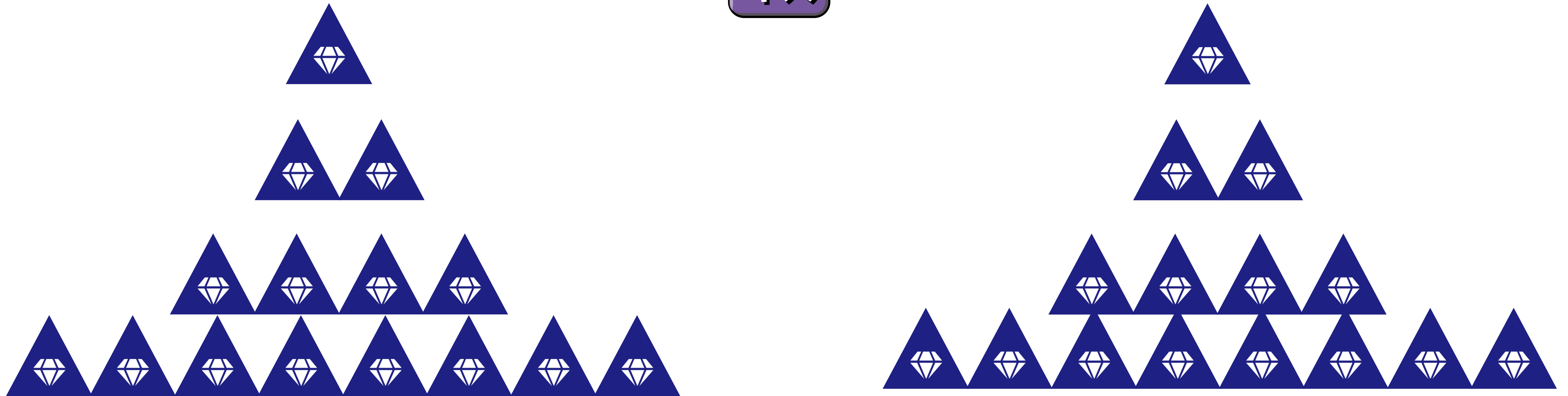
Entrepreneurs can get full support by N-Generation support program.

# N generation business possibilities

# Utilization and possibility of binary bonus

(relay where **one person** tells **two people**)

本人



You can make 30 business friends  
by having everyone do the same thing just 4 times.

**But you only told the first two**

Registra tion type	Introducing 2 Silvers					Introducing 2 Diamonds					Introducing the 4 Diamonds				
Initial cost	\$325 (1 product)					\$2,100 (7 products)					\$2,100 (7 products)				
	people	Sponsori ng	Binary	Matching	Total	peopl e	Sponsorin g	Binary	Matching	Total	people	Sponsori ng	Binary	Matching	Total
登録のみ	0	0	0	0		0	0	0	0	0					
1 リレー	2	42	26	0	68	2	340	170	0	510					
2 リレー	6	\$0	80	5	85	6	0	520	30	550					
3 リレー	14	\$0	180	20	200	14	0	1200	170	1370					
4 リレー	30	\$0	400	30	430	30	0	2600	590	3190					
5 リレー	62	0	820	80	900	62	0	5300	1400	6700					
6 リレー	126	0	1680	120	1800	126	0	11000	3000	14000					
7 リレー	254	0	3300	400	3700	254	0	22000	4600	28400					

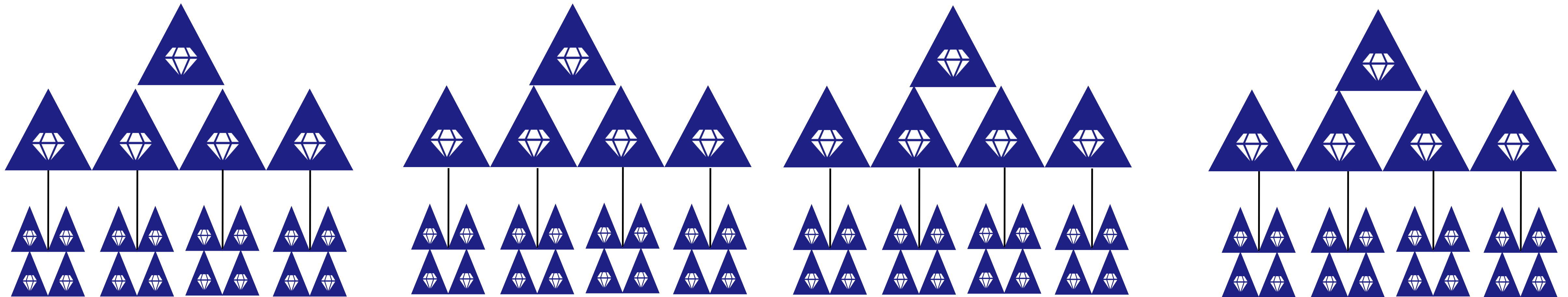
If you register with an overseas address, an additional shipping fee of 8,000 yen and customs duties and consumption taxes will be charged.

Income is an estimate and may vary slightly depending on the introducer, map placement, etc.<sub>48</sub>

# For people who want to earn more

(1 person relays information to 4 people)

本人



**Repeating the same thing 3 times**  
**You can create an organization of 84 people.**

On the other word, you can expand your organization and increase income  
in a short period of time

**<You can also receive matching bonuses from 84 positions! >**  
(For Platinum/Diamond registration)

Registra tion type	Introducing 2 Silvers					Introducing 2 Diamonds					Introducing the 4 Diamonds				
Initial cost	\$325 (1 product)					\$2,100 (7 products)					\$2,100 (7 products)				
	people	Sponsori ng	Binary	Matching	Total	peopl e	Sponsorin g	Binary	Matching	Total	people	Sponsori ng	Binary	Matching	Total
登録のみ	0	0	0	0		0	0	0	0	0	0	0	0	0	0
1リレー	2	42	26	0	68	2	340	170	0	510	4	690	690	40	1420
2リレー	6	\$0	80	5	85	6	0	520	30	550	20	0	450	\$676	3900
3リレー	14	\$0	180	20	200	14	0	1200	170	1370	84	0	14500	1000	15500
4リレー	30	\$0	400	30	430	30	0	2600	590	3190	342	0	59000	5500	64500
5リレー	62	0	820	80	900	62	0	5300	1400	6700	1,366	0	72000	27600	99600
6リレー	126	0	1680	120	1800	126	0	11000	3000	14000	4,096	0	72000	86900	158900
7リレー	254	0	3300	400	3700	254	0	22000	6400	28400	As long as the relay continues, the income will continue to come in and grow.				
8リレー	510	0	4600	600	5200	510	0	24000	13000	37000					

flow

diamond registration



Aim for 1 star



Support for the person you communicated to achieve 1 star  
(Achieved 2 stars)



Support distributors  
who under your position to get 1 star.

**On the other words, you should get 3 stars.**

**With just this, you can achieve a monthly income of  
\$6,600!! (¥1mn)**

# Summary

diamond registration



Get Mercury: \$20,000-26,000



relation



**Jupiter**

Monthly income \$130,000-200,000

N generation can make you simple and fast to get money.

**【Own your life】**

health, wealth, time, friends, and work.

**With N generation  
you can have it all !!**

First, let's make your dreams come true!

Second, for our families, communities, society,  
and the future.

A hand with a white ruffled wristband is pulling a black ring handle on a rustic wooden door. The door is opening to reveal a bright blue sky with fluffy white clouds. The door has several black ring handles and small metal rivets.

# **“OWN YOUR LIFE” With US**

**If you can understand  
the value of this business,  
it can change your life.**