

# Boundarist Movement

The Final Awakening for the Entire Planet | 2025.12.18 / Maui, Hawaii

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“Resonance opens the way.”

To exist. To act. To eternity.

*A Japanese family living off-grid in Maui — survivors of the 2023 fires — helps organizations build disaster resilience while reconnecting Japanese-Americans with their ancestral roots. This isn't consulting. It's partnership born from lived experience.*

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## What is a Boundarist?

**Someone standing at the boundary.** Someone who has experienced the moment when a system stopped working “as expected.” Not an attribute, but a state. Anyone can stand at the boundary someday.

## Two Types

**Outside Boundarist:** Someone pushed out of the system (housing loss, job loss, isolation, etc.)  
→ “It’s okay to exist.”

**Inside Boundarist:** Someone inside the system who sees its limits and acts on their own judgment  
→ “It’s okay to act on your judgment.”

## Seven Dependency Systems

Survival (shelter, body) / Social (relationships, family) / Economic (income, credit) / Institutional (visa, credentials) / Information (communication) / Internal (identity) / Temporal (generation)

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## Why a Movement?

- **Universal question:** “Am I allowed to exist?” — everyone feels this
- **No enemies:** doesn’t create division
- **Unstoppable:** decentralized, no organization
- **Born from real experience:** not marketing

## Contagion Model

Give → Receive → Resonate → Act → Give again

Gold soap labels are the seeds of the movement. Distributed directly to Inside Boundarists.

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## Proven Results

Situation	Outcome
Bank teller	Opened account despite no fixed address
Hotel manager	Provided room outside of policy
Resort staff	Provided facility access beyond organization
Historic Hana church	Lodging support agreement (Dec 24, 2025)

*Same conditions, different outcomes depending on presence of Inside Boundarist*

## Why Us?

**We don't fly in from the mainland. We spend half the year here on ESTA.**

Credential	Why It Matters
<b>2023 Maui fire survivors</b>	Built systems that work when the grid fails
<b>Off-grid since 2023</b>	72+ hours continuous operation proven
<b>Historic church partnership</b>	Lodging support agreement signed Dec 2025
<b>Forbes JAPAN contributor</b>	Credibility in Japanese business media
<b>Native Japanese speakers</b>	No translation barriers with Japanese partners
<b>Family of 3 living on-site</b>	We test everything on ourselves first

## Related Services

**Timeless Eternal Hope:** The practice of the philosophy

Service	Description
<b>Soul Carrier</b>	Help Japanese-Americans return ashes to ancestral graves, reconnect with roots
<b>Inscribe (Pearl Memorial)</b>	Proof of existence through laser engraving
<b>Preserve</b>	Disaster-resistant memory storage across 3 locations
<b>Sustain</b>	Off-grid independence support

**See our full catalog:** [Catalog.pdf](#) | **Media:** [Press Kit](#)

## Founders

Member	Role
<b>Takuya Sato</b>	Founder, technology, strategy, handmade soap

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Member	Role
<b>Mina Sato</b>	Co-founder, marketing, resin art
<b>Ito (age 5)</b>	Soap helper, heart of the family

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## Contact

- **Book a conversation:** [calendly.com/pearlmemorial/pearlmemorialsession](https://calendly.com/pearlmemorial/pearlmemorialsession)
- **Email:** [business@satotakuya.jp](mailto:business@satotakuya.jp)
- **Instagram:** [@pearl.memorial](https://www.instagram.com/pearl.memorial)
- **Our story:** [bit.ly/bouandarist](https://bit.ly/bouandarist)

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“This isn’t a revolution. It’s an awakening. Everyone wanted this. They were just waiting for resonance.”

*In memory of Pearl (2007–2025)*

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## Partnership: Industry Resonance Points

Where do “Inside Boundarists” stand in your industry?

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### Hotels & Resorts

[**Boundary**] - “Policy says no” vs “I want to help this family” - Following the manual vs seeing the guest in front of you - Efficiency pressure vs essence of hospitality

[**With Resonance**] - Culture where staff can act on their own judgment - A place where “real stories” are born - Sustainability becomes action, not words

### Ongoing Support Structure:

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Phase	What We Provide
<b>Initial setup</b>	System design, installation oversight, staff training
<b>Seasonal check-ins</b>	We’re on-island half the year — in-person support available
<b>Remote support</b>	Video calls for troubleshooting, system updates
<b>Knowledge transfer</b>	Your team becomes self-sufficient over time

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**Potential Collaboration:** - Backup power for guest-facing areas with ongoing maintenance guidance - “Resilience-ready” certification for marketing - Staff empowerment training with follow-up sessions - Sustainability storytelling for your brand

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### Condominiums & HOAs

[**Boundary**] - “No budget” vs “I want to protect residents’ safety” - Precedent vs reality changed after disaster - Residents asking “What happens if power goes out?”

[**With Resonance**] - Provide peace of mind with infrastructure, not words - Concrete improvements residents can see and trust - A community that can say “We’re prepared”

### Cost Estimates & Board Support:

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System	Cost Range	Coverage
<b>Common area backup</b>	\$15,000-50,000	Elevators, lighting, water pumps
<b>Communication hub</b>	\$3,000-8,000	Emergency radio, charging station
<b>Education program</b>	Included with hospitality	Resident workshops

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*We can help prepare board presentation materials with cost breakdowns and resident benefit analysis.*

**Potential Collaboration:** - Common area backup power systems with phased implementation options - Resident education workshops (we’ve conducted 5+ community sessions) - Emergency communication infrastructure - Board proposal package with ROI documentation

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## Real Estate Agents & Property Managers

[**Boundary**] - Sales targets vs client's real needs - New questions: "Is there backup power?" - Want to differentiate but don't know how

[**With Resonance**] - Turn resilience into competitive advantage - "Off-grid ready" as listing feature - Appeal to buyers who prioritize safety and quality

### Market Reality (Post-2023):

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Trend	Impact
<b>Buyer priorities shifted</b>	"Disaster preparedness" now top-5 question in Maui property searches
<b>Differentiation opportunity</b>	Only ~5% of Maui listings mention resilience features
<b>Closing advantage</b>	Properties with documented backup systems close faster with mainland buyers
<b>Premium potential</b>	"Off-grid ready" certification can justify higher asking prices

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**Potential Collaboration:** - Property resilience assessments with marketable reports - "Off-grid ready" certification program for listings - Buyer education materials (English/Japanese) - Sales training on resilience as competitive advantage

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## Developers

[**Boundary**] - Cost-cutting pressure vs long-term value - "Add it later" vs "Build it into the foundation now" - Want to prepare before the next disaster

[**With Resonance**] - Integrated design with off-grid from day one - Systems that adapt as technology evolves - Properties where "future-ready" is the selling point

### Cost & Compliance:

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Factor	Detail
<b>Pre-wire cost</b>	\$500-2,000/unit when integrated during construction (vs \$5,000-15,000 retrofit)
<b>Hawaii building codes</b>	We understand local requirements for solar, battery, and generator installations
<b>Differentiation</b>	Post-2023, "disaster-ready" is the top buyer question on Maui
<b>Marketing value</b>	"Built for resilience" positioning attracts premium buyers

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**Potential Collaboration:** - Pre-construction resilience consulting with cost analysis - Specification development aligned with Hawaii building codes - Model unit demonstrations for sales teams - Marketing materials highlighting resilience features

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## Tour Operators & Activity Providers

[Boundary] - Want to claim “sustainable” but reality doesn’t match - Infrastructure challenges in remote locations - Want to provide authentic experiences

[With Resonance] - Power and connectivity where the grid doesn’t reach - Off-grid adventure as premium product - Sustainability that’s more than words

### Package Concepts:

Experience	Description	Price Position
<b>Off-grid adventure</b>	Remote location with sustainable power	Premium tier
<b>Cultural immersion</b>	Soul Carrier story + ancestral connection	High-end experiential
<b>Resilience tour</b>	See how Maui rebuilds sustainably	Educational premium

**Potential Collaboration:** - Remote location power solutions (starting from \$5,000 for mobile setups) - “Off-grid experience” tour packages as premium offerings - Authentic cultural connection through Soul Carrier stories - Co-branded sustainability content

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## Tourism Bureaus & DMOs

[Boundary] - Tourism promotion vs community wellbeing - Visitor expectations changed after disaster - Practice required, not just promotion

[With Resonance] - Build messaging around resilience and responsibility - Tourism that strengthens, not burdens - Sustainable tourism in practice

### Measurable Outcomes:

KPI	Measurement
<b>Visitor sentiment</b>	Post-visit surveys on “responsible tourism” perception
<b>Community impact</b>	Local business participation rates in resilience programs
<b>Content reach</b>	Engagement metrics on resilience storytelling campaigns
<b>Cultural connection</b>	Soul Carrier program participation and family reconnections

**Potential Collaboration:** - Resilience storytelling content with measurable engagement - Community-first tourism models with impact tracking - Japanese visitor cultural programs (Soul Carrier) - Quarterly reporting on program outcomes

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## Construction Companies & Architects

[Boundary] - Client budget vs what's really needed - Old thinking: "Resilience is optional" - Responsibility of building this island's future

[With Resonance] - Resilience as feature, not afterthought - Off-grid systems designed and installed right - Knowledge sharing so teams can maintain

### Training & Follow-up Support:

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Phase	Support Provided
<b>Design phase</b>	Specifications, component selection, integration planning
<b>Installation</b>	On-site oversight, quality assurance, troubleshooting
<b>Handoff</b>	Comprehensive documentation, team training sessions
<b>Post-completion</b>	6-month check-in, ongoing consultation as needed

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**Potential Collaboration:** - Technical specifications and training with documentation - Installation partnerships with quality oversight - Maintenance knowledge transfer (your team becomes experts) - Long-term technical support relationship

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## Real Estate Investors

[Boundary] - Short-term returns vs long-term asset value - Reality: disaster risk = investment risk - Want to protect portfolio

[With Resonance] - Performance before, during, and after emergencies - Sustainability as premium feature - Connection with investors who prioritize long-term stability

### Investment Impact:

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Factor	Effect
<b>Insurance premiums</b>	Properties with backup power can see 10-15% reduction in disaster-related coverage
<b>Occupancy during outages</b>	Our partner properties maintained 100% operations during 2023 grid failures
<b>Asset protection</b>	Systems prevent damage from power surges and extended outages
<b>Resale value</b>	"Resilience-ready" properties command premium pricing post-disaster

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**Potential Collaboration:** - Portfolio resilience audits with ROI projections - Insurance optimization analysis - Premium positioning strategy for disaster-conscious buyers - Asset protection documentation for due diligence

## Local Residents

[Boundary] - “I need to prepare” vs “Where do I start?” - Experienced disaster. Want different outcome next time - Don’t trust outside consultants

[With Resonance] - Honest advice from a neighbor - Specific knowledge from someone who lives here - Culture of community support

### Our Community Work:

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Activity	Detail
<b>Workshops held</b>	5+ community preparedness sessions since 2023
<b>Neighbors helped</b>	Direct support to 10+ households with resilience planning
<b>Equipment shared</b>	Community charging hub during outages
<b>Knowledge shared</b>	Practical tips from lived experience, not theory

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**Potential Collaboration:** - Neighbor-to-neighbor workshops (free for community members) - Community equipment sharing programs - Local knowledge exchange events - “Prepared household” recognition

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## Common Across All Industries

Every industry has “Inside Boundarists.” People who don’t want to just follow the rules. People who want to help the person in front of them. People who feel something is wrong.

**We reach those people: “It’s okay to act on your judgment.”**

If it resonates, that’s enough. If it doesn’t, that’s okay too. It just needs to reach those who need it.

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# What We're Looking For & How We Work

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## Values Alignment

- Genuine commitment to sustainability (not just marketing)
  - Respect for local culture and community
  - Long-term thinking over short-term gains
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## Practical Support (Family First)

- **Family-friendly accommodation for 3** — We move as a unit. This is non-negotiable.
  - Comfortable environment for family (kitchen, laundry, space for child to play)
  - Access to facilities and resources
  - Introductions to relevant teams
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## Mutual Benefit

We Provide	You Provide
Expertise and labor	Platform and resources
Technical knowledge	Access and introductions
Documentation and storytelling	Accommodation and logistics

Together, we create what neither could alone.

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## Particularly Interested In

- Hotels & resorts with sustainability programs
  - Condominiums seeking disaster resilience
  - Real estate agents looking to differentiate
  - Developers building new projects
  - Tour operators creating sustainable experiences
  - Hawaiian cultural preservation organizations
  - **Inside Boundarists** — people who want to do the right thing within their organization
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## How We Work

Step	What Happens	Timeline
1. <b>Conversation</b>	Let's talk. No commitment. Just exploration.	30 min

Step	What Happens	Timeline
2. <b>Site Visit</b>	We see the property. You meet the family.	1-2 hours
3. <b>Proposal</b>	Clear scope. Clear expectations. Clear value.	1 week
4. <b>Collaboration</b>	Not remote consultants. On-site partners.	Varies
5. <b>Documentation</b>	We document the story. Your sustainability journey, on record.	Ongoing

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## About Us

- **Not consultants flying in from the mainland.** We spend half the year here on ESTA.
  - Built systems that work in disaster conditions
  - Forbes JAPAN contributor
  - Native Japanese speaker — bridge to Japanese market and culture
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## About Fees — Guest Hospitality Model

We operate on **gift economy principles** through a proven legal framework: the **Guest Hospitality Agreement**.

### What This Means

This is a **hospitality arrangement**, NOT consulting or employment. We become your guests, and any contributions we make are:

- Entirely voluntary and self-directed
- An expression of gratitude, not obligation
- Based on mutual respect and shared purpose

### How It Works

Element	Traditional Consulting	Our Hospitality Model
<b>Relationship</b>	Vendor-client	Friends & partners
<b>Obligation</b>	Contractual deliverables	Voluntary contribution
<b>Compensation</b>	Hourly/project fees	Gift of hospitality
<b>Duration</b>	Fixed project term	Flexible, relationship-based
<b>Outcome</b>	Defined scope	Organic, often exceeds expectations

### What We Ask For

- **Family-friendly accommodation** for 3 (we move as a unit — non-negotiable)
- Kitchen, laundry, space for our daughter to play
- Access to facilities and relevant teams
- The freedom to contribute as we see fit

## What You Receive

- Our full expertise, initiative, and labor
- Skills honed through disaster conditions
- Documentation and storytelling of your sustainability journey
- A genuine partnership, not a transactional relationship

## Our Track Record

This model has produced remarkable outcomes:

Partner	Contribution	Result
Religious organization	Complete off-grid solar infrastructure	Fully operational temporary housing
Permaculture farm	Large-scale property improvements	Sustainable systems still running
Historic Hana church	Community integration	Formal accommodation support agreement

## Legal Framework

Our Guest Hospitality Agreement is designed to:

- Protect both parties legally
- Ensure compliance with applicable laws
- Clarify that this is friendship-based hospitality, not employment
- Allow genuine contribution without work-for-accommodation concerns

## ESTA Constraint & Alternative Arrangements

**Important:** We visit the US on ESTA (Visa Waiver Program). Under ESTA, we cannot receive payment for work performed in the United States. This is why the **Guest Hospitality Model is our primary arrangement** — it's legally compliant hospitality, not employment.

For organizations that require traditional fee structures, the following options are available **for work performed in Japan or through our Japanese entity:**

Model	Description	Jurisdiction
<b>Project Fee</b>	Defined scope with fixed pricing	Japan-based work
<b>Revenue Share</b>	Success-based compensation	Japanese entity
<b>Hybrid</b>	Hospitality (US) + fees (Japan work)	Split

Let's discuss what makes sense for both sides.

## Let's Talk

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- **Full Catalog:** [Catalog.pdf](#)
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