



# From Paper to Platform

The Next Generation of Origami

Origami By Boice

Ann Arbor, Michigan, USA

**CFC 6**

May 14-17, 2026

Me Website  
boice@obb.design  
Email

# Why?

1,000,000 views. But nothing had changed.

Today is different.

---

# Origami has a problem

- The next generation is confusing.
- The gap between experienced folders and newcomers is widening.
- Social media is where the next generation already lives — we need to meet them there.
- Enthusiasts are siloed. Information sharing is lacking.

# What Every Origami Org Wants

## Sticky Communities

**What is a sticky community?**

A community driven by a hobby/niche but unreliant on it for bringing people together.

**What are sticky factors?**

A place to hang out.

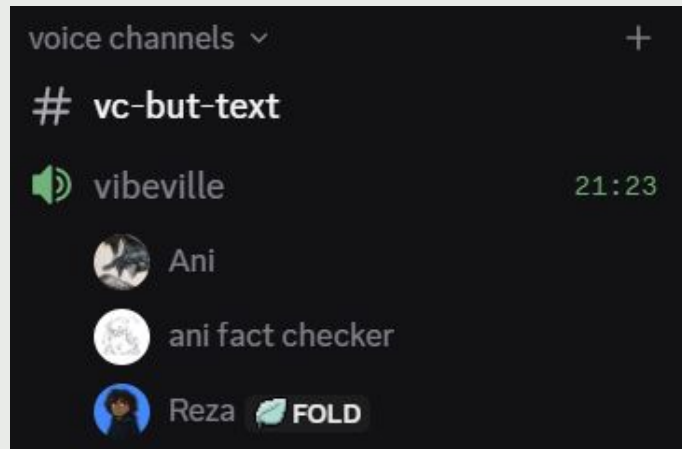
Activities to show up.

Stake in being around people.

# Origami Dan

## The Origami Discord Community

- 6000+ Members
- 40+ Countries
- Yearly Competition
- Large Cash Prizes
- Folders, Technicians, Designers, Paper makers



# How is it Possible

A team of passionate volunteers  
turned into leaders



# Volunteers

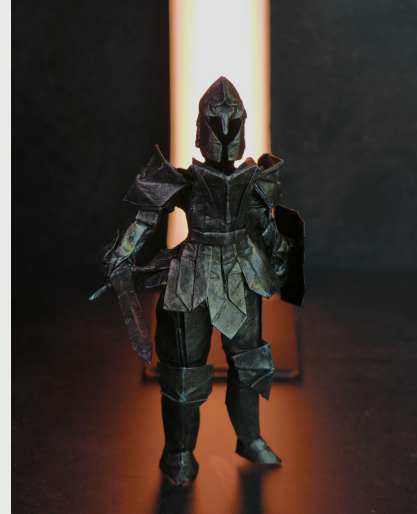
# The 6 D's Framework

# The 6 D's

Steps	Description	Example
<b>Document</b>	Capture what you are already doing and have done.	Google Docs, Video Recordings, Blogs, CFC
<b>Demonstrate</b>	Show the process in action	Actively show cases from documentation
<b>Do it Together</b>	Walk through the action together	Intern project, Job shadow, Assistant Role
<b>Delegate</b>	Let them try on their own	Volunteer Roles
<b>Debug</b>	Failing fast is learning fast.	Align with your goals
<b>Deploy</b>	Scale and repeat across needed roles	Exhibition Hosting, Event Marketing, Graphic Design, Sales, Outreach

# Origami By Boice

It's not just Passion



1



### Origami Two Headed Dragon Tutorial | Collapse

OrigamiByBoice • 107K views • 3 years ago

2



### Origami Two Headed Dragon Tutorial | Dry Shaping

OrigamiByBoice • 16K views • 3 years ago

3



### Origami Two Headed Dragon Tutorial | Final Shaping

OrigamiByBoice • 15K views • 3 years ago

4



### Origami Assassin Tutorial | Part 1

OrigamiByBoice • 43K views • 2 years ago

5



### Origami Assassin Tutorial | Part 2

OrigamiByBoice • 15K views • 2 years ago

1



## Crease Pattern Class Introduction

OrigamiByBoice • 31K views • 6 years ago

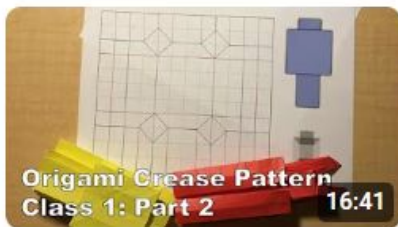
2



## Origami Crease Pattern Class 1 (Part 1)

OrigamiByBoice • 50K views • 6 years ago

3



## Origami Crease Pattern Class 1 (Part 2)

OrigamiByBoice • 24K views • 6 years ago

4



## Origami Crease Pattern Class 2 (Part 1)

OrigamiByBoice • 17K views • 6 years ago

6



### I was flown out for an Origami Convention

OrigamiByBoice • 3.3K views • 2 years ago

7



### Worlds Biggest Origami Event

OrigamiByBoice • 3.8K views • 1 year ago

8



### This is why MIT has insane Origami

OrigamiByBoice • 8.5K views • 1 year ago

9



### Origami Convention Guide for Beginners

OrigamiByBoice • 3.1K views • 8 months ago

10

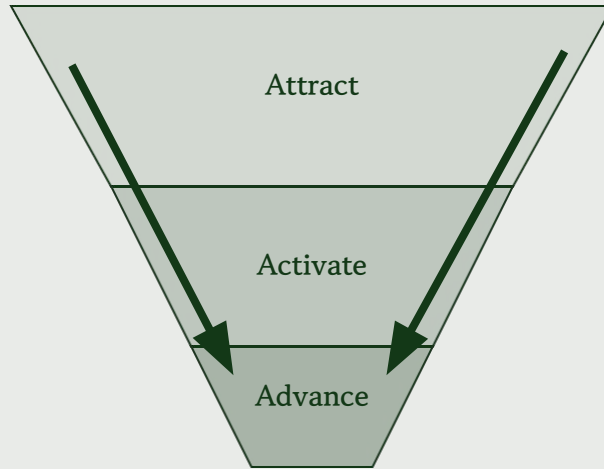


### I filmed EVERYTHING at an Origami Convention

OrigamiByBoice • 4K views • 6 months ago

# Social Media as a Tool

Non-folder



Lifetime Folder

# Three types of content

## **Viral Content**

Content that reaches outside the origami community.  
Uses mechanisms like hooks, curiosity gaps, call-to-actions to drive engagement and retention.

Brandon Wong, Angeline Cuvertino,

# @ThePlantPsychologist



Going Viral is about Value

Backflip vs Btwist

---

# Three types of content

## Nurture Content

Content that gives/develops the existing community.  
Tutorials fall into this category.

Jo Nakashima, Kimiro, Jeremy Shafer, Boice

# Three types of content

## Participation

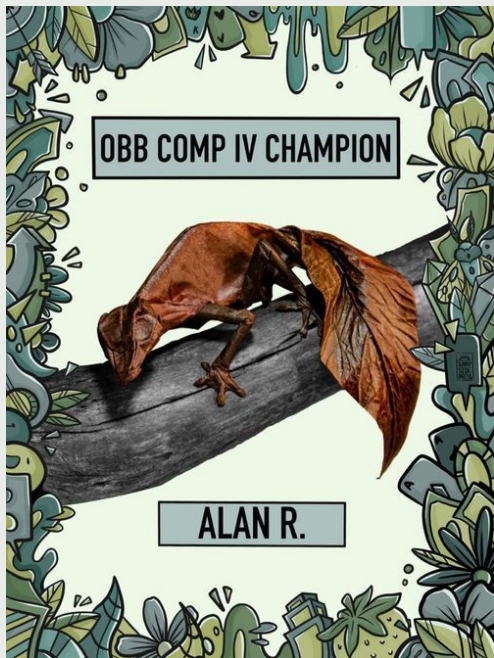
Convert casual folders into lifetime folders by providing growth opportunities.

There's so much content for newcomers and beginners but not much for enthusiasts.

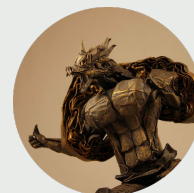
OBB Comp, IOIO, Origami-Dan

# OBB Competition

Creators and Folders unified,  
rewarded, and growing



\$7,000+ raised for aspiring  
origami artists with the support  
of folders from 30+ countries



See for yourself at [Boice.us](https://Boice.us)

# How does it work?

A New Way to Publish Diagrams

Paid Panel of celebrity Judges.

Global Leaderboard becomes a game.

Peer to Peer Skill Growth.

Supported by the Community.



Welcome to the OBB Competition IX.  
The challenge is the Plantcient Dragon  
designed by The Plant Psychologist!

What will you do to make your fold rise above the rest?

# A quick look at other industries

Pokemon

Rubik's Cube

TTRPG/Miniatures

Lego

Tricking/Parkour/Ninja  
Warrior



# Collaborations



Origami Artists aren't paid enough

Origami Artists pay to teach at Conventions

What are our options?

---

# For-Profit Partners

- Stores
- Brands



# Competition Sponsored by Stores

**Sponsored by**



**Paper Tree**  
The Origami Store

Your one stop shop for everything origami. Supporting the Origami Community for 50+ years. Shop local, shop Paper Tree.

**Prize**



**Origami**  
-SHOP.com

***For the folders since 2004***

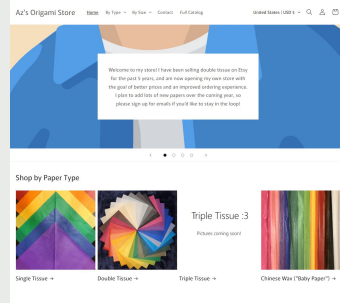
Brought to you by Origami-Shop. For the folders since 2004

Digital Book of your choosing  
from Origami-Shop.com + OWM 7 Tickets,  
and Digital Trophy:  
\$100 Total Value

# Paid at Conventions

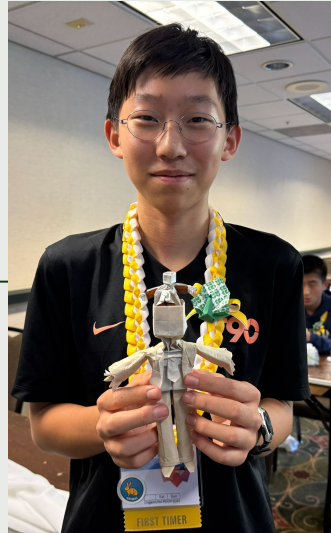


# Az's DT



50 square sheets for \$300 + shipping.

# Paper Tree



Paper Tree profits \$300

# Boice

Boice Profits \$75

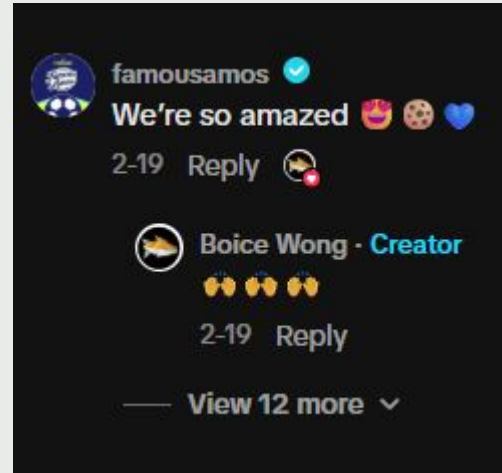
# Brand Deals

A side-effect of content creation

# \$3,500 for one 60 second video



Overpriced or Underpriced?



# Pricing a Brand Deal

Company X	How much does a customer make a company	\$81 annually
	How much does it cost to gain one customer	\$~20
Talent/Content Creator/Influencer	11.5 million views. 0.1% conversion rate. 11,500 customers.	\$230,000
	How much is a company willing to pay for a good talent?	\$?

# Non-Profit Partners

Origami Orgs

University Groups

Local Meetings



The easiest groups to reach are the ones we already have.





# University Groups

Big thanks to Jason Schneider and OrigamiUSA



Convention	Previous Attendance	Current Attendance	Percentage Increase
PCOC	1-2	11	450% to 1000%
COCON	1-2	9	350% to 800%
EBOC	1	5	400%

# Conclusion: What do we do now?

Don't wait on others

Invest in progression

Document your skills

Look out for community driven folders.

Create Content with a goal

Contact me

# Questions?

Contact

Me Website  
boice@obb.design  
Email

