KIZUNA QUEST Launches on Kickstarter to Help Families Create Meaningful Conversations

Japanese entrepreneur Shin Kawamoto created the family conversation card game after his father lost the ability to speak following a cerebral hemorrhage



VANCOUVER, BC, CANADA, September 29, 2026 /EINPresswire.com/ -- The project was inspired by Kawamoto's experience after his father suffered a cerebral hemorrhage at the age of 51 and lost the ability to communicate through words.

His father was still present. Kawamoto could still sit beside him and hold his hand. However, the ordinary conversations their family had once taken for granted were no longer possible.

"After my father lost the ability to speak, I realized there were hundreds of questions I had never asked," said Shin Kawamoto, founder of KIZUNA QUEST.

"I knew him as my father, but I had not fully known him as a person—his childhood dreams, his fears, his sacrifices, and the life he had lived before I was born."

That realization became the foundation of KIZUNA QUEST.

A Card Game Created From Unanswered Questions

Following his father's cerebral hemorrhage, Kawamoto began thinking about the questions he had lost the chance to ask.

What had his father dreamed about as a child?

What had been the happiest moment of his life?

What had he feared but rarely spoken about?

What sacrifices had he made for his family?

What had he wanted to say but never found the right moment to express?

Kawamoto also recognized that meaningful conversations can be difficult to begin, even within close families. Children may feel embarrassed asking parents personal questions. Family members may struggle to find the right words or repeatedly postpone a conversation until “next time.”

Kawamoto began imagining how a simple card could have changed those moments.

“If KIZUNA QUEST had been on our family table, I might have been able to draw one card and say, ‘Dad, this is today’s question,’” Kawamoto said.

“The card could have asked the question that I was too shy or unprepared to ask myself.”



KIZUNA QUEST was developed as a physical conversation card game that gives families a natural reason to begin those discussions.

Each card introduces a question related to memories, gratitude, emotions, dreams, family

experiences, or personal stories.

A Different Kind of Family Game

KIZUNA QUEST does not use a traditional competitive format.

There are no winners or losers. Participants do not need to answer first, give the funniest response, or provide a perfect answer.

A participant may answer the question, take time to think, pass, or simply listen.

The purpose is not to defeat another player, but to discover more about the people sharing the experience.

The game is designed to encourage families to listen, laugh, remember, and understand one another through a structured but informal conversation.

“Every person carries an entire world of stories, memories, fears, and hopes,” Kawamoto said. “Families can live in the same home and sit at the same table without fully discovering that world.”

Creating Space for Conversation in a Screen-Filled World

KIZUNA QUEST was also developed in response to the increasingly screen-filled routines of modern family life.

Digital communication allows families to exchange messages, photographs, and updates throughout the day. At the same time, uninterrupted face-to-face conversations can be difficult to create.

The game provides a simple reason to pause and focus on the person sitting nearby.

The project’s central message is:
“Put down the screen. Pick up one card.”

KIZUNA QUEST can be used during family meals, road trips, holidays, gatherings, classroom activities, or quiet moments at home.

A single card may create laughter, reveal an unexpected memory, help a child express an emotion, or give a parent and child an opportunity to discuss something they had never spoken about before.

Inspired by the Japanese Meaning of “Kizuna”

The name KIZUNA QUEST comes from the Japanese word “kizuna” (□), which describes the invisible bond connecting people.

That bond cannot be physically held, but it can be experienced when someone listens without interruption, when a person can speak honestly without being judged, or when family members feel that they do not have to carry their concerns alone.

KIZUNA QUEST translates that Japanese concept into a family conversation experience designed for households and communities around the world.
The game also incorporates Japanese-inspired characters and visual elements. Its ninja characters are presented not primarily as fighters, but as guardians of the bond between people.

From One Family’s Experience to Families Around the World

Kawamoto cannot return to the past and ask his father the questions that remain unanswered.

The project instead gives other families an opportunity to begin those conversations while they are still possible.

“KIZUNA QUEST is my way of turning regret into someone else’s memory,” Kawamoto said. “Maybe another son will ask his father the question I never asked. Maybe another daughter will hear a story from her mother that she carries for the rest of her life.”

The game is intended for parents, children, couples, grandparents, friends, educators, and others seeking a simple way to create more meaningful conversations.

“One question may seem like a small thing,” Kawamoto said. “But one honest conversation can become a memory that remains with a family for years.”

KIZUNA QUEST Launches Today on Kickstarter

The KIZUNA QUEST campaign launches today, September 29, 2026, on Kickstarter.

The campaign includes several reward options:

□Individual KIZUNA QUEST Standard Deck rewards
□A two-deck Duo option for supporters who want to keep one deck and share another
□Multi-deck packages for families, classrooms, and community groups

School and team implementation packages
Organization-level partnership options

The campaign is intended to introduce KIZUNA QUEST to families across North America and other international markets.

The broader mission is to establish a simple family ritual built around one meaningful question at a time.

Supporters can learn more and back KIZUNA QUEST

About KIZUNA QUEST

KIZUNA QUEST is a Japanese-inspired family conversation card game created by Shin Kawamoto and The Legendary Roots 88 Inc., a Canadian company based in British Columbia.

The project was inspired by Kawamoto's experience after his father suffered a cerebral hemorrhage and lost the ability to communicate through words.
KIZUNA QUEST is designed to help families pause, listen, ask meaningful questions, and create memories together.

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