



# SUI COUPONS PROJECT

Smart blockchain onboarding





01



# NFT ONBOARDING IS HARD

The avg. user needs motivation to start using the blockchain.

# | ONBOARDING TECHNIQUES



## PREVIOUSLY

- Mostly custodial services
- Creating a Metamask wallet seems complex (esp. w/o incentives)
- Minting is expensive in Ethereum
- Key Management is complex



## SUI COUPONS

- Minting is super cheap (**lazy minting is NOT required**)
- Motivate users, by creating accounts for them **and for free**
- **Top up** their accounts with gas
- Use Sui's **batching** functionality for (cheap) massive user-acquisition campaigns

# | Dashboard for Merchants

01

## **Pick a secure seed**

This will be used to generate user keys deterministically

02

## **Create user passphrases**

Each user is assigned a unique 12 word passphrase

03

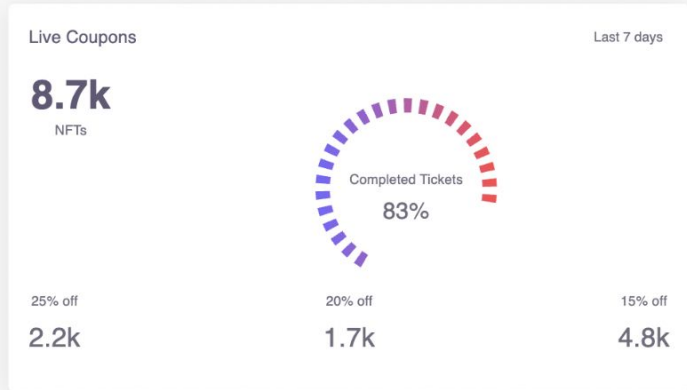
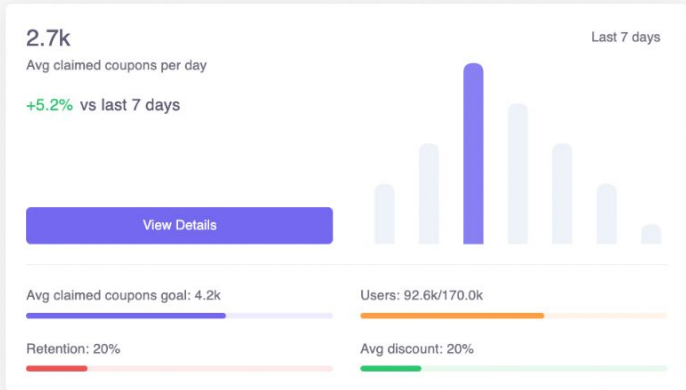
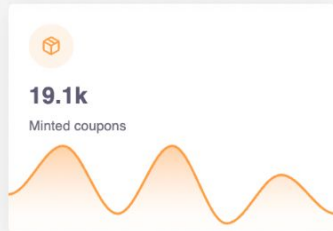
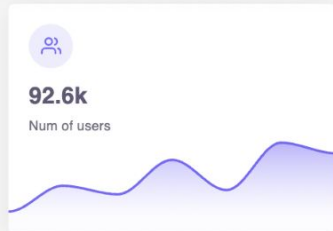
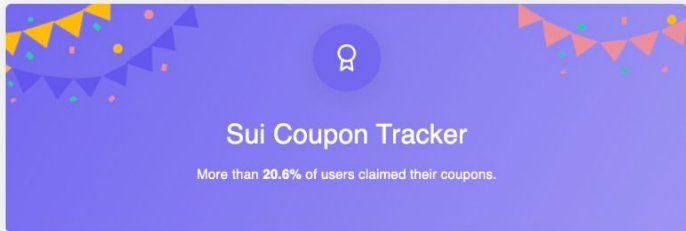
## **Mint NFT + gas top up**

Submit Sui transactions for each generated user account.

04

## **Email the NFT link + passphrase**

Users receive their passphrase and a Sui Explorer link with their NFT



Show 10

Search

Select Status

#		CLIENT	% DISCOUNT	MINTED DATE	CLAIMED	ACTION
#4987		<div><div>JS</div>Jordan Stevenson don85@johnson.com</div>	25%	04 Apr 2022	Yes	
#5000		<div><div></div>Stephanie Burns brenda49@taylor.info</div>	20%	04 Apr 2022	No	
#4925		<div><div></div>Tony Herrera smithliffany@powers.com</div>	15%	03 Apr 2022	Yes	

CAMPAIGNS

+ Create

List

APPS

Email

Chat

Todo

Calendar

ADMIN

Roles & Permissions >



## Create new Campaign

Campaign Name:

Adeniyi's Salad Bar

Discount %:

- 20% +

Expiration date:

2022-04-22

Email Template:

Coupon email description... bla bla bla

Message to be sent to the participants. Use @@\_LINK\_@@ and @@\_KEY\_@@ as placeholders

Emails:

chalkiakstos@gmail.com, adeniyi@mystenlabs.com

Emails of the participants, separated with new line

Clear

Mint NFT coupons & send emails



# e-mail users

send passphrase

Sui explorer NFT link

The screenshot shows a Gmail interface with a sidebar on the left containing 'Mail' (Inbox: 1,114, Starred, Snoozed, Sent, Drafts: 3, More) and 'Chat' (Spaces). The main content area displays an email from 'FoodCoupon Inc.' with the subject 'Welcome to the NFT Coupon Metaverse!'. The email body includes a promotional banner for '20% OFF ON ADENIYI'S SALAD BAR' by 'SUI BLOCKCHAIN'. Below the banner, the text states: 'FoodCoupon Inc. is the first company in the world to offer blockchain access for free to all of its users! To celebrate our innovative technology, we just created a Sui blockchain account for you, and already topped it up with a 20% discount coupon for use in the famous Adeniyi's Salad Bar.' The email then asks 'How can you use your Sui NFT coupon?' and provides two bullet points: 'You now officially own your first Metaverse coupon! NFT and cryptocurrency owners require a secret passphrase to protect their assets.' and 'We created a passphrase for you, so you can start using your blockchain coupon asap:'. The passphrase is listed as 'zebra island fabric world above patrol pet universe velvet between proud tiny'. A note says '\*use this passphrase in any wallet, such as Metamask, Exodus and Coinbase.' and another bullet point states 'You can always access your NFT in Sui Explorer'. At the bottom, there is a button labeled 'Browse Sui Explorer ->'.

Hey  
Evan!

Welcome to the NFT Coupon Metaverse!

**NFT** DISCOUNT COUPON  
**20% OFF**  
ON ADENIYI'S SALAD BAR  
SUI BLOCKCHAIN

FoodCoupon Inc. is the first company in the world to offer blockchain access for free to all of its users! To celebrate our innovative technology, we just created a Sui blockchain account for you, and already topped it up with a 20% discount coupon for use in the famous Adeniyi's Salad Bar.

How can you use your Sui NFT coupon?

- You now officially own your first Metaverse coupon! NFT and cryptocurrency owners require a secret passphrase to protect their assets.
- We created a passphrase for you, so you can start using your blockchain coupon asap:

**zebra island fabric world above patrol pet universe velvet between proud tiny**

\*use this passphrase in any wallet, such as Metamask, Exodus and Coinbase.

- You can always access your NFT in Sui Explorer 🙌

[Browse Sui Explorer ->](#)

68368F51377084951C3028FB78138946057F418B

Search



## Description

Object ID	68368F51377084951C3028FB78138946057F418B	
Version	19	
Read Only?	False	
Type	DiscountCoupon:DiscountCoupon	
Owner	61966325d733edff7bf06d1b2128d8c6150f548a	

## Properties

DISCOUNT  
20

EXPIRATION  
1649268935

ISSUER  
F5E8F59E90B...