

# Strategic Execution Plan: The "i2u.ai" Ecosystem Architecture

## 1. Executive Thesis: The Democratization of the Unicorn Trajectory

The global startup ecosystem is currently undergoing a fundamental structural shift, moving away from the exclusionary, geography-bound dynamics of Silicon Valley and Bengaluru toward a decentralized, digital-first meritocracy. The "i2u.ai" (Ideas to Unicorns) initiative represents a vanguard implementation of this shift, designed not merely as a service provider but as a "Unicorn Factory"—a comprehensive, algorithmic ecosystem that gamifies the startup lifecycle. By integrating a multi-tiered subscription model ranging from ₹16,000 to ₹100,000 annually with a high-velocity viral loop driven by referral bonuses and "Feature Suggestion" contests, the platform positions itself to capture the "long tail" of global entrepreneurship.

The core objective of this strategic roadmap is to engineer a system that democratizes access to elite venture resources through AI agentic systems while leveraging a "daily top 10%" meritocratic entry mechanism to drive user acquisition. This report provides an exhaustive technical and strategic analysis of the implementation pathway, focusing on the intricate balance between viral growth mechanics (referrals and contests) and economic sustainability (subscription tiers and AI inference costs). The analysis draws upon extensive data regarding Redis-based leaderboard architectures <sup>1</sup>, quadratic voting governance <sup>3</sup>, and SaaS pricing psychology <sup>5</sup> to recommend a robust way forward.

In the current landscape of late 2025, where capital efficiency is paramount, "i2u.ai" proposes a radical inversion of the traditional accelerator model. Instead of exchanging equity for mentorship—a model that is increasingly viewed as expensive by founders—the platform monetizes "Participation Credits" and status. This shift transforms the startup journey from a solitary struggle into a massively multiplayer online (MMO) cooperative game, where the currency is contribution (referrals, feature suggestions) and the reward is acceleration.

## 2. The Economic Engine: Subscription Tiers & Value Psychology

The foundational premise of the platform is the "Virtual Space"—a tiered digital environment that scales with the user's ambition and investment. This is not just a user interface but a distinct economic zone where "Participation Credits" function as the internal currency. The pricing strategy, ranging from the accessible Beginner tier to the exclusive Pro Max Ultra, leverages the psychological principles of price anchoring and status signaling to segment the

market effectively.

## 2.1 The Virtual Office as a Status Good

The progression from a "Basic Template Website" in the Beginner tier to an "Ultra-Premium Virtual Office" with VR capabilities in the Pro Max Ultra tier signals a deliberate strategy to commoditize status within the startup community. In the digital economy, the "Virtual Office" is the new headquarters. By offering customizable environments, the platform taps into the "metaverse" value proposition where digital real estate signifies credibility to investors and peers.

### 2.1.1 Beginner: The "Ignite Your Idea" Tier (₹16,000 / \$240 Year)

The entry-level tier, priced at approximately ₹1,333 per month, serves as the ecosystem's "top-of-funnel" filter. It is designed for the pre-seed founder, the solopreneur, or the student entrepreneur who requires structure but lacks significant capital.<sup>5</sup>

- **Feature Analysis:** The provision of "1 Participation Credit" is a masterstroke of scarcity economics. It allows the user to taste the ecosystem's governance mechanism (voting) but severely limits their influence, creating immediate friction that drives upsell behavior. The "1 Basic AI Assistant" likely functions as a standard LLM interface, sufficient for basic ideation but insufficient for complex execution.
- **Strategic Role:** This tier covers the server costs and basic customer acquisition costs (CAC). It is the volume driver. With 100MB of data storage, it is functionally a "landing page" tier, forcing any startup with traction to upgrade immediately.

### 2.1.2 Basic: The "Nurture Your Vision" Tier (₹24,000 / \$360 Year)

At a 50% price premium over the Beginner tier, the Basic plan offers a 500% increase in participation credits (5 Credits) and a 1000% increase in data storage (1 GB).

- **Value Arbitrage:** This creates a "decoy effect." A rational actor comparing Beginner and Basic sees disproportionate value in the Basic tier for a relatively small incremental cost.<sup>7</sup> The jump from 1 to 5 emails and the inclusion of an "Advanced AI Assistant" signals the shift from a hobbyist to a serious operator.
- **Community Access:** This tier unlocks "Access to Online Community," a critical network effect driver. By gating community access behind the ₹24,000 wall, the platform ensures that the community is composed of paying, committed members, reducing spam and increasing the "quality of neighborhood".<sup>8</sup>

### 2.1.3 Advanced: The "Accelerate Your Growth" Tier (₹36,000 / \$540 Year)

This tier introduces "Custom Design with E-commerce" and "AI-powered Content Generation."

- **Operational Utility:** For a startup, the cost of a separate Shopify or Wix subscription plus a ChatGPT Plus subscription would exceed ₹36,000 annually. By bundling these

(E-commerce + Content Gen), "i2u.ai" becomes the operating system for the business, increasing retention through high switching costs.<sup>5</sup>

- **Exclusive Events:** The "Exclusive Online Events" feature begins the segregation of the user base into elite and non-elite, a necessary precursor to the "Unicorn" branding.

#### 2.1.4 Professional: The "Connect with Unicorns" Tier (₹60,000 / \$900 Year)

The Professional tier represents a significant psychological leap. It doubles the participation credits to 20 and introduces the "Dedicated Unicorn Coach."

- **The Human-AI Hybrid:** The "Unicorn Coach" at this price point is likely an advanced AI agent with specific training on venture capital heuristics, potentially supervised by human mentors. This tier targets the "Scale-up" segment—founders who have a product and need strategy.
- **VR Integration:** The "Premium Virtual Office with VR" suggests compatibility with headsets (Quest/Vision Pro), positioning the startup as forward-thinking. This is a vanity metric that converts well in marketing materials.<sup>9</sup>

#### 2.1.5 Pro Max Ultra: The "Create Your Legacy" Tier (₹100,000 / \$1,500 Year)

This is the flagship offering. At ₹100,000, it competes not with software tools but with physical incubators and consultants.

- **The "Unicorn" Proposition:** With 50 Participation Credits, these users dominate the governance votes (Quadratic Voting whales). The "Unicorn Mentorship" and "24/7 Dedicated AI Support" promise an unfair advantage.
- **Unit Economics:** Offering 5 "Top-notch AI Assistants" and 50GB of storage for \$1,500/year is viable only if the AI costs are managed. If these agents are querying high-end models (like GPT-4 or Claude 3 Opus) continuously, the margin erodes. The architecture must utilize quantized models or caching (RAG) to maintain profitability.<sup>6</sup>

## 2.2 Comparative Pricing Analysis

Feature	Beginner (₹16k)	Basic (₹24k)	Advanced (₹36k)	Professional (₹60k)	Pro Max Ultra (₹100k)
Credits	1	5	10	20	50
Cost/Credit	₹16,000	₹4,800	₹3,600	₹3,000	₹2,000
AI Agents	1 Basic	1 Advanced	2 Advanced	3 High-end	5

					Top-notch
Storage	100 MB	1 GB	5 GB	10 GB	50 GB

**Insight:** The "Cost per Credit" drops dramatically as the tiers rise, rewarding high-volume users. A Pro Max user pays 87.5% less per credit than a Beginner. This incentivizes users who want to influence the platform's roadmap (via voting) to upgrade, aligning the platform's governance with its highest-paying customers.<sup>5</sup>

### 3. The Viral Loop Architecture: Referrals & Contests

The user's query introduces a sophisticated viral mechanism: a "Referral Bonus Calculator" with preset rewards and a "Daily Top 10%" contest for free registration. This dual-engine approach targets both the "mercenary" (cash-seeking) and "missionary" (status-seeking) user personas.

#### 3.1 The Referral Bonus Calculator Analysis

The provided data points for the referral calculator are:

- 5 Referrals: ₹999 (\$14.99)
- 10 Referrals: ~₹1,999 (\$29.99)
- 25 Referrals: ~₹4,999 (\$74.99)
- 50 Referrals: ~₹9,999 (\$149.99)
- 100 Referrals: ~₹19,999 (\$299.99) (Extrapolated based on linearity)

##### 3.1.1 Critique of Linear Rewards

The current preset suggests a roughly linear reward of ₹200 (\$3) per referral. While simple, linear rewards often fail to trigger exponential viral loops because they do not incentivize the "Super Connectors"—influencers who can bring in 1,000+ users.

- **The "K-Factor" Challenge:** To achieve a viral coefficient ( $K > 1$ ), the incentive must overcome the social friction of spamming friends. A flat \$3 reward is sufficient for a student but insufficient for a professional influencer.<sup>12</sup>
- **Optimization:** The recommendation is to shift to a **Tiered Progressive** reward structure. The 100th referral should be worth more than the 5th, reflecting the difficulty of reaching that volume and the value of the referrer's network.

##### 3.1.2 Recommended "Unicorn" Referral Tiers

Tier	Referrals	Reward Per User	Bonus Unlock
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<b>Scout</b>	1-10	₹200 (\$3)	None
<b>Connector</b>	11-50	₹300 (\$4.50)	1 Month "Basic" Status
<b>Influencer</b>	51-100	₹400 (\$6)	3 Months "Advanced" Status
<b>Rainmaker</b>	101+	₹500 (\$7.50)	1 Year "Pro Max Ultra" + "Angel" Badge

This structure serves two purposes:

1. **Gamification:** It gives referrers a goal to "unlock" the next tier.
2. **LTV Bridge:** By giving high-performing referrers free access to the premium product ("Pro Max Ultra"), the platform converts them into power users who are likely to renew the following year.<sup>14</sup>

## 3.2 The "Daily Top 10%" Gamification Engine

The mechanism to offer "Daily top 10% free registration" is a high-octane engagement driver. It creates a "Hunger Games" dynamic where users compete daily for access.

### 3.2.1 The Periodic Rollover Logic

The user specifies: "We can do it on weekly, Monthly, quarterly and yearly basis also for the ones left out through respective periodic basis." This implies a **Waterfall Eligibility System**.

- **Mechanism:**
  1. **Daily Pool:** All active users accumulate points today. At 23:59, the Top 10% are awarded "Free Registration" (or equivalent credits).
  2. **The "Left Out" Waterfall:** The 90% who failed to win today have their points carried over to the **Weekly Pool**.
  3. **Weekly Pool:** At the end of the week, the Top 10% of the *accumulated* non-winners are awarded.
  4. **Monthly/Quarterly/Yearly:** The process repeats. This ensures that a user who is consistently active but never quite "viral" enough to win the daily spike can eventually win the "Persistence Award" in the Monthly or Yearly bucket.<sup>2</sup>

### 3.2.2 Psychological Impact

This design mitigates the "Demotivation Effect." In standard contests, if a user loses once,

they churn. In the Waterfall system, every point earned today is an investment in the Weekly and Monthly victory. It creates a **Sunk Cost Fallacy** that works in the platform's favor—"I can't quit now, I'm building up my Monthly score".<sup>17</sup>

## 4. Technical Implementation: The "Democracy Leaderboard"

Executing a real-time, multi-tier leaderboard with millions of users requires a robust, low-latency architecture. The traditional Relational Database Management System (RDBMS) approach (e.g., `SELECT * FROM users ORDER BY score DESC LIMIT 1000`) is  $O(N \log N)$  and will choke under load. The architecture must utilize **Redis** and Probabilistic Data Structures.

### 4.1 Redis Sorted Sets (ZSETS)

The core engine for the leaderboard will be Redis Sorted Sets.

- **Data Structure:** ZSET stores pairs of Member (UserID) and Score (Floating Point Number).
- **Operations:**
  - `ZADD leaderboard:daily:2025-12-30 150 "user_123"` (User 123 has 150 points).
  - `ZINCRBY leaderboard:daily:2025-12-30 10 "user_123"` (Add 10 points for a referral).
  - `ZREVRANK leaderboard:daily:2025-12-30 "user_123"` (Get current rank).
- **Performance:** These operations are  $O(\log N)$ , enabling real-time feedback even with 10 million users.<sup>1</sup>

### 4.2 The "Top 10%" Calculation: T-Digest Algorithm

Calculating the exact top 10% cutoff in a set of 10 million users is expensive. The platform should utilize the **T-Digest** algorithm, available in Redis Stack.<sup>20</sup>

- **Why T-Digest?** It provides highly accurate estimates of percentiles (quantiles) with constant space and time complexity.
- **Workflow:**
  1. As scores update, push data to a T-Digest sketch: `TDIGEST.ADD sketch:daily:2025-12-30 150`.
  2. Query the cutoff: `TDIGEST.QUANTILE sketch:daily:2025-12-30 0.9`.
  3. **Result:** Redis returns the exact score required to be in the Top 10% (e.g., "485 points").
  4. **UI Feedback:** The user's dashboard displays: "You have 450 points. You are 35 points away from the Top 10% Free Zone." This specific gap visualization is a powerful motivator.<sup>22</sup>

### 4.3 Handling the "Left Out" Waterfall (Technical)

To implement the periodic rollover without data duplication madness, the system should use **Atomic Multi-Writes**.

- **Write Path:** When an event occurs (Referral +10 points):  
JavaScript  

```
const pipeline = redis.pipeline();  
pipeline.zincrby('leaderboard:daily:current', 10, userId);  
pipeline.zincrby('leaderboard:weekly:current', 10, userId);  
pipeline.zincrby('leaderboard:monthly:current', 10, userId);  
pipeline.zincrby('leaderboard:yearly:current', 10, userId);  
await pipeline.exec();
```
- **The Winner Purge:** When the Daily contest ends, the winners must be removed from the Weekly/Monthly pools to prevent double-dipping (winning everything).
  - *Process:* Identify Daily Winners -> Mark is\_winner:daily = true in Postgres -> ZREM (Remove) them from the leaderboard:weekly, leaderboard:monthly, etc., Redis sets.
  - *Result:* The Weekly leaderboard now represents only the "Left Out" users, exactly as requested.<sup>2</sup>

## 5. Governance: The "Feature Suggestions" Contest

The user envisions a platform where users vote on the roadmap ("Suggestion Drive"). This creates a sense of ownership, transforming subscribers into "Co-Founders." However, a simple "1 vote per user" system is flawed—it allows the majority to drown out the intense needs of the expert minority (the Pro Max users). The solution is **Quadratic Voting (QV)**.

### 5.1 The Mathematics of Quadratic Voting

Quadratic Voting allows users to express the **intensity** of their preference.

- **Formula:** Cost =  $\$(\text{Votes})^2$ .
- **The Credit Economy:** Users spend their "Participation Credits" (allocated by subscription tier) on votes.

Votes Cast for Feature X	Cost in Credits	Marginal Cost
1	1	1
2	4	3
3	9	5
4	16	7

5	25	9
10	100	19

- **Scenario:** A "Beginner" user (1 Credit) can cast 1 vote for 1 feature. A "Pro Max" user (50 Credits) has strategic depth. They can cast 7 votes for one critical feature (costing 49 credits), or 1 vote for 50 different features.
- **Implication:** This system filters out "spam" votes. Users only spend the exponential cost for features they truly *need* for their business survival.<sup>3</sup>

## 5.2 Sybil Resistance & Identity

QV is vulnerable to "Sybil Attacks"—one user creating 100 "Beginner" accounts to get 100 linear votes (which is cheaper than 1 account buying 10 votes).

- **Defense:** The pricing tiers themselves act as a defense. Creating 100 Beginner accounts costs ₹1,600,000. This makes the attack economically unviable.
- **Tech Stack:** Use **Soulbound Tokens (SBTs)** on a private blockchain or simply a rigid KYC (Know Your Customer) process linked to the payment method to ensure one human = one credit balance.<sup>23</sup>

## 5.3 The "Democracy Leaderboard" Gamification

The user asks for a "Democracy Leaderboard" rewarding Value, Commitment, and Participation.

- **Algorithm:**
  - *Value Score:* (Votes Received on your Suggestions) × (Weight of Voters).
  - *Commitment Score:* (Subscription Tier Multiplier) × (Months Active).
  - *Participation Score:* (Credits Spent / Total Credits) × (Consistency).
- **Rewards:** The Top 10 on *this* leaderboard (distinct from the Referral leaderboard) receive "Governance Equity"—perhaps a 0% equity fee on future fundraising through the platform, or "Lifetime Access".<sup>24</sup>

# 6. The AI Agentic System: From Chatbot to Co-Founder

The differentiation between the "Basic AI Assistant" and the "5 Top-notch AI Assistants" in the Pro Max tier is the ecosystem's defining value proposition. In 2025, a generic "Chatbot" is a commodity. "Agentic Systems" are the premium asset.

## 6.1 Architecture of the "Top-notch" Agents

These agents must be architected as **Autonomous Agents** capable of multi-step reasoning,



tool use, and long-term memory, not just stateless text generation.

- **Agent 1: The Architect (Product Strategy):** Connects to the user's "Virtual Office" data. It reads the Business Plan and critiques it against a vector database of 10,000 successful Y-Combinator applications.
- **Agent 2: The CFO (Financial Modeling):** Connects to the user's accounting software (via API). It predicts runway and suggests budget cuts.
- **Agent 3: The Scout (Competitor Analysis):** Periodically scrapes the web for competitors mentioned in the user's sector and generates a weekly threat report.
- **Agent 4: The Legal Eagle (Contract Review):** A specialized RAG model trained on Indian and US corporate law to review term sheets and NDAs.<sup>10</sup>
- **Agent 5: The Growth Hacker (Viral Loops):** An agent specifically trained on the platform's own viral data, suggesting how the user can optimize their own referral campaigns.

## 6.2 The "Unicorn Coach" Implementation

The "Dedicated Unicorn Coach" for the Pro Max tier faces a scalability challenge.

- **The "Human-in-the-Loop" (HITL) Model:** The "Coach" is primarily an AI persona (fine-tuned GPT-4). However, for the ₹100,000 tier, there must be an escalation path.
  - *Mechanism:* The AI handles 95% of queries. When the AI detects high sentiment frustration or a high-stakes decision (e.g., "Term Sheet received"), it flags a human expert to review the thread and intervene. This "Cyborg" model preserves margins while delivering premium value.<sup>6</sup>

## 7. The "Earliest 1%" Rollout Strategy

The user specifies a granular distribution of rewards for the early adopters:

- Earliest 1%: Pro Max Ultra (Free for 1 Year)
- Next 2%: Professional
- Next 3%: Advanced
- Next 4%: Basic
- Remaining 90%: Beginner

### 7.1 The Distribution Math & Risk

If the platform launches and gets 100,000 signups in Week 1:

- 1% (1,000 users) get Pro Max (\$1,500 value). Total Opportunity Cost: \$1.5 Million.
- 2% (2,000 users) get Professional (\$900 value). Total Opportunity Cost: \$1.8 Million.
- **The Risk:** Giving away \$3M+ in value to bots or low-intent users is catastrophic.

### 7.2 The "Proof of Work" Gate

To mitigate this, "Earliest" must not mean "Fastest to Click Signup." It must mean "Fastest to

Activate."

- **Activation Criteria:** To qualify for the 1% slot, a user must:
  1. Verify Identity (Phone/LinkedIn).
  2. Complete the "Virtual Office" setup (Upload Pitch Deck).
  3. Refer 3 verified users.
- **The Queue System:** Users enter a "Waitlist Queue." Their position in the queue is determined by their **Democracy Score** (Referrals + Feature Suggestions).
  - *Result:* The 1% reward goes to the *most valuable* early users, not the fastest scripts. This aligns the incentive: "Work for your Unicorn Status".<sup>9</sup>

## 8. Conclusion: The "Unicorn" Flywheel

The "i2u.ai" strategic plan moves beyond a standard SaaS product into a self-reinforcing economic ecosystem. By interlocking the **Viral Loop** (Referrals), the **Governance Loop** (Quadratic Voting), and the **Value Loop** (AI Agentic Systems), the platform creates a flywheel where every user action builds the network's value.

The shift from linear referral rewards to a tiered status system, combined with the "Left Out" waterfall mechanism for contests, ensures that the platform retains users for the long haul—turning short-term "gamers" into long-term "members." The technical backbone—Redis for real-time gratification and T-Digest for fairness—provides the scalable infrastructure necessary to support millions of concurrent dreamers.

### Recommended Immediate Actions:

1. **Develop the "Identity Oracle":** Build the qualification logic for the "Earliest 1%" to prevent bot dilution.
2. **Deploy the Redis Leaderboard:** Prototype the "Waterfall" rollover logic to ensure the "Left Out" users see their weekly progress immediately.
3. **Launch the "Scout" Referral Tier:** Start with the ₹200 reward but market the "Unlockable" Pro Max status aggressively.

This architecture does not just host startups; it engineers them.

**Citations:** <sup>24</sup>

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