

Vision Statement

Build a Sui-native decentralized intelligence layer that enables universal discovery, AI-powered search, and actionable on-chain interactions across NFTs, DeFi, game assets, and DAOs, providing a canonical dataset and embedding platform for the entire Sui ecosystem.

Strategic Objectives

1. Establish a unified, verifiable index of Sui assets.
2. Provide AI-powered semantic search and image search.
3. Enable actionable on-chain operations (buy, stake, join DAO) directly from search.
4. Offer embeddable widgets and developer APIs.
5. Maintain community-governed, permissionless indexers.
6. Operate on minimal budget and maximize ecosystem adoption.

Target Audience

- Sui dApp users seeking discovery and recommendations.
- Developers needing API for search and analytics.
- Game studios and NFT projects for asset exposure.
- DAO participants for decision-making and governance tools.

Core Components (Non-Technical Overview)

1. **Indexer Layer:** Continuously captures Sui events, normalizes metadata, and publishes canonical snapshots.
2. **AI Search Layer:** Provides semantic and image-based search across indexed assets.
3. **Action Layer:** Connects search results to on-chain operations (marketplace buys, staking, DAO interactions).
4. **Storage Layer:** Decentralized storage for metadata and digital assets (Walrus/IPFS).
5. **Frontend & Widgets:** User interface and embeddable search components for third-party apps.
6. **Governance:** Community-led oversight, dispute resolution, and parameter adjustments.

Value Proposition

- **For users:** Instant discovery, recommendations, and direct interaction with Sui assets.
- **For developers:** Access to canonical dataset, search API, and embed-ready widgets.
- **For the ecosystem:** Standardization of asset metadata and semantic discovery.

Milestones & Roadmap

Phase 0 - Community & Planning

- Form initial team and contributors.
- Define canonical data schema.
- Establish communication channels and governance outline.

Phase 1 - Indexer & Dataset

- Launch permissionless indexer capturing on-chain Sui events.
- Publish normalized snapshots and metadata schema.

Phase 2 - Semantic Search MVP

- Implement AI-powered semantic search (text and image).
- Provide minimal frontend for testing search functionality.

Phase 3 - Actionable Layer

- Integrate marketplace, staking, and DAO interactions.
- Ensure actions are securely connected to on-chain contracts.

Phase 4 - Developer Integration

- Launch embeddable widgets and public API.
- Provide onboarding guides and sample integrations.

Phase 5 - Security & Governance

- Conduct community audits and bug bounties.
- Transition governance to DAO or multisig framework.

Phase 6 - Scaling & Ecosystem Growth

- Expand AI capabilities (recommendations, alerts).
- Partner with studios and dApps for dataset adoption.
- Monetize optional analytics and API tiers.

Cost Optimization Strategy

- Use free-tier hosting (GitHub Pages, Cloudflare, Fleek).
- Run small AI models locally or on free cloud platforms.
- Leverage grants and community contributions for audits.
- Keep on-chain logic minimal to reduce gas and development costs.

KPIs for Success

- Number of indexed assets and active snapshots.
- Daily search queries and widget integrations.
- User engagement with actionable search results.
- Developer adoption of API and embeddings.
- Community participation in governance.

Risk Management

- Legal compliance with NFT/game asset TOS.
- Smart contract and indexer security.
- Metadata tampering and off-chain integrity.
- Ensuring gasless user experience does not compromise decentralization.

Conclusion

By focusing on a zero-to-low-cost strategy, community governance, and AI-powered discovery, the Sui Intelligence Layer positions itself as the foundational discovery and interaction hub for the Sui ecosystem, providing immediate value to users, developers, and projects while laying the groundwork for long-term growth and adoption.