

# SUIREF — Product Document

Verified Referrals for Real Developer Growth at Sui Hubs

September 03, 2025

# 1) Executive Overview

SUIREF is a referral and attribution system purpose-built for Sui Hubs. It turns community invitations into on-site verified visits and on-chain receipts. The result is trusted growth data, fair rewards for real community builders, and a reusable playbook for scaling developer hubs.

This document focuses on business outcomes, operations, and measurement—keeping technical details lightweight while preserving auditability on-chain.

## 2) The Problem We Solve

- Vanity metrics and fake signups distort performance; resources are misallocated.
- Community teams struggle to prove that invitations lead to real people in seats.
- Rewards and sponsorships are gamed by multi-accounting and location spoofing.
- Lack of clean data makes it hard to scale what works across hubs.

### 3) SUIREF Solution (Business-First)

- Location-gated claim: Points unlock only when the invitee checks in at the hub.
- Unique identity: Exactly one username ↔ one wallet address (no multi-mapping).
- Transparent incentives: On-chain badge + public leaderboard for trusted recognition.
- Operationally simple: 2-tap staff flow at the front desk; no app-store friction.
- Auditable: Referrals and claims are written to Sui for clear, portable records.

Optional roadmap: privacy-first face verification at the desk (off-chain, consented) to further deter impersonation. No biometrics are ever stored on-chain.

## 4) Who Benefits

- Sui Foundation: Clean, comparable metrics across hubs; better budget allocation; sponsor-ready reporting.
- Hub Operators: Less fraud, higher-quality traffic, and lightweight check-in workflow.
- Community Builders: Fair rewards tied to real, in-person developer engagement.

## 5) Core User Journeys

- Referrer creates a SUIREF profile (unique username + avatar badge).
- Referrer shares their username with invitees.
- Invitee arrives at the hub; staff checks in the visit on a desk/tablet UI.
- Invitee enters the referrer's username; SUIREF verifies location and writes a claim on-chain.
- Leaderboard updates; referrer earns points and qualifies for perks.

## 6) Operational Flow (Front Desk)

- Desk tablet shows simple form: 'Enter referrer username'.
- System verifies invitee is on-site (geo-fence within venue radius).
- If valid: claim is recorded on-chain; referrer points increment; success screen shows.
- If invalid: clear error ('Duplicate referral', 'Referrer not found', 'Outside venue').
- Daily/weekly exports: verified visits, top referrers, and event ROI summaries.

## 7) Anti-Gaming & Trust

- Location-gated check-in prevents remote farming.
- One username ↔ one address blocks multi-mapping and identity recycling.
- Public leaderboard creates social accountability and transparency.
- (Roadmap) Face check at the desk—opt-in, off-chain—reduces impersonation attempts



## 8) Key Metrics & Reports

- Verified Visits (new vs. returning) and Referral Conversion Rate.
- Top Referrers & Cohorts; streaks and momentum tracking.
- Event ROI: verified visits per event; cost per verified visit.
- Retention: share of invitees returning in 30/60/90 days.
- Hub Health: traffic by day/time; seasonality and campaign uplift.

## 9) Pilot Plan — Sui Hub Lagos (6–8 Weeks)

- Objectives: Prove lift in verified visits and referrer activation; validate staff workflow.
- Resources: Foundation reward pool, ops approval for front-desk flow, co-marketing (social + signage).
- Success Criteria: 200–400 verified visits;  $\geq 25\%$  invite→arrival for active referrers;  $\geq 30\%$  return in 30–60 days; sponsor interest for next phase.

## 10) Economics & Business Model (Post-Pilot)

- Hub Subscription: Advanced analytics, automation, and white-label options.
- Event Packs: Limited-time campaigns (streaks, tiers, seasonal rewards).
- Brand/Sponsor Integrations: Co-branded rewards; sponsored badges/leaderboards.
- Platform API (future): Allow partner communities to run SUIREF-style programs on Sui.

## 11) Risks & Mitigations

- Operational friction → 2-tap UX, staff training kit, and clear signage templates.
- Privacy concerns → No PII/biometrics on-chain; opt-in face check remains off-chain; clear consent copy.
- Adoption lag → Seed with Foundation-backed rewards; spotlight early referrers; social proof via leaderboards.

## 12) Governance & Compliance

- No personal biometrics on-chain; location used only for on-site verification.
- Clear terms for rewards; transparent criteria published alongside leaderboards.
- Open reporting templates for Foundation reviews and sponsor audits.

## 13) Roadmap (Next 6 Months)

- M1-M2: Mainnet rollout; staff dashboard & signage kit; automated rewards.
- M3-M4: Multi-venue management; streaks, tiers, seasonal campaigns.
- M5-M6: Optional face check integration; partner API for external communities.

## 14) The Ask

- Green-light a 6–8 week pilot at Sui Hub Lagos.
- Provide a Foundation reward pool and co-marketing support.
- Joint post-pilot review to scale to additional hubs.

Contact: X / @SuiHubAfrica — <https://x.com/SuiHubAfrica>

## One-Liner

SUIREF helps Sui reward the people who actually bring developers through the door—measured fairly, and at scale.