SUIREF — Verified Referrals for Real Developer Growth

- Business-First Pitch for Sui Foundation

SUIREF

- Verified referrals that grow real developer communities at Sui Hubs
- Turn invitations into in-person verified visits
- Reward genuine community builders
- Measure developer flow with trusted data

Pilot target: Sui Hub Lagos • Duration: 6–8 weeks

Executive Summary — Why SUIREF, Why Now

- Attribution today is noisy; fraud is cheap. Vanity metrics waste budget.
- SUIREF turns referrals into on-site verified visits and on-chain receipts you can trust.
- Outcome: Clean, comparable metrics across hubs → better allocation of Foundation re[...] sponsor budgets.
- Ask (Pilot): 6–8 week deployment at Sui Hub Lagos with Foundation reward pool, ops s[...] and co-marketing.

Problem

- Fake signups & multi-accounting inflate numbers; rewards get farmed.
- Hard to prove that a referral led to a real developer walking into a hub.
- Community managers spend time on logistics—not on quality growth.
- Impact: Wasted rewards, misleading KPIs, weak signal on where to invest.

Solution (Simple)

- Referral identity: One unique username ↔ one wallet (no multi-mapping).
- Location-gated claim: Points unlock when the invitee checks in on-site.
- Recognition & incentives: On-chain badge + public leaderboard.
- On-chain receipts: Immutable records replace spreadsheets and guesswork.

"Only authentic, in-person conversions count. Attribution you can trust."

Who Benefits

- Sui Foundation: Hard attribution, efficient spend, scalable hub playbook, stronger spor story.
- Hub Operators: Quality growth and low-friction staff check-in.
- Developers/Referrers: Fair recognition; bots can't game in-person visits.

Developer Flow (Tracked)

- Invite → Arrival → Check-in → Participation → Return Visit → On-chain Engagement
- SUIREF captures the critical conversion: Arrival + Check-in.
- Enables downstream analysis: who/what actually brings builders into the hub.

Key Metrics for the Foundation

- Verified Visits (new & returning)
- Referral Conversion Rate (invites → arrivals)
- Top Referrers & Cohorts
- Event ROI (verified visits per event, cost per verified visit)
- Retention (visit #2 in 30/60/90 days)
- Hub Health (traffic by day/time, streaks, momentum)

Anti-Gaming & Trust

- Location-gated claims: Staff-assisted, on-site check-in.
- Unique identity: One username ↔ one wallet prevents multi-mapping.
- Optional roadmap: Face-verification at the desk (off-chain, consented; no biometrics o
- Transparent incentives: Public leaderboard + social proof discourage manipulation.

UX in 90 Seconds

- Create profile (username + avatar badge).
- Share username with a friend.
- Friend arrives at the hub → staff validates and checks them in.
- Friend enters referrer's username → claim recorded on-chain.
- Leaderboard updates; points accrue; rewards/perks apply.

No app-store friction. Desk tablet fits existing front-desk routines.

Pilot — Sui Hub Lagos (6–8 Weeks)

- Objectives: Prove lift in verified visits and conversion; validate staff workflow; produce rollout playbook.
- Needs: Reward pool funding, co-marketing (social + signage), ops sign-off for check-in
- Success Criteria: 200–400 verified visits, ≥25% invite→arrival for active referrers, ≥30 day return, sponsor interest for next cycle.

Business Model (Post-Pilot)

- Hub Subscription: Advanced analytics & automation.
- Event Packs: Streaks, tiers, seasonal campaigns for events.
- Brand/Sponsor Integrations: Co-branded rewards and badges.
- Platform API (future): Enable other communities to run SUIREF-style programs on Sui.

Why Sui Foundation Should Back This

- Move from vanity metrics to verified developer flow.
- Anti-Sybil by design, not after the fact.
- Reusable playbook for global hubs and touring events.
- Sponsor-ready ROI: We fund verified developer visits, not clicks.

Roadmap (Next 6 Months)

- M1–M2: Mainnet rollout; staff dashboard & signage kit; reward automation.
- M3–M4: Multi-venue support; streaks, tiers, seasonal campaigns.
- M5–M6: Optional face-verification (privacy-first, off-chain); partner API.

Risks & Mitigations

- Operational friction → 2-tap staff flow + clear signage.
- Privacy concerns → No PII/biometrics on-chain; opt-in face-check off-chain.
- Adoption lag → Seed with Foundation-sponsored rewards and referrer spotlights.

The Ask

- Pilot at Sui Hub Lagos (6–8 weeks): reward pool, signage, and co-marketing.
- Ops alignment for on-site check-ins and access to hub calendar for event-level reporti
- Post-pilot evaluation with Foundation to scale across hubs.

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

One-Liner

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