

SUIREF: On-Chain Referral & Attendance for Sui Hubs

Purpose: Secure, verifiable referral & attendance tracking that turns community activity at physical hubs into measurable developer growth on Sui.

1) Executive Summary

- **Problem:** Hubs drive developer adoption, but referrals and physical attendance are hard to verify and reward fairly. Current tracking is manual, fragmented, and vulnerable to gaming.
 - **Solution:** SUIREF creates a **verifiable on-chain identity** (username ↔ wallet) and **location-gated claims** so points are earned only when the referred developer **physically visits** a Sui hub.
 - **Outcome:** Transparent attribution, fraud-resistant growth incentives, and a live **leaderboard** of community impact.
 - **What's included:** On-chain profiles, referral records, location-gated reward claims, and simple dashboards for hubs & Foundation.
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2) Problem & Opportunity

- **No reliable attribution:** It's unclear which advocates actually bring developers to hubs.
 - **Gaming risk:** Screenshot-based or form-based claims are easy to fake.
 - **Operational overhead:** Manual checks slow down staff and frustrate newcomers.
 - **Opportunity:** Reward **real contributions** with automated, trust-minimized verification that scales across hubs and programs.
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3) What SUIREF Does

- **On-chain profiles:** A unique **username** bound 1:1 to a wallet address; prevents duplicates and enables clean reporting.
 - **Referral records:** Immutable, queryable on-chain links between **referrer** → **referee**.
 - **Location-gated claim:** Points only mint when the referee is **at the hub** (geofence + on-site confirmation) — dramatically reduces fraud.
 - **Leaderboards & rewards:** Real-time ranking by verified impact; configurable monthly prizes or grants.
 - **Privacy-aware:** Uses pseudonymous wallet primitives; no personal data required. Future facial recognition is **opt-in** and privacy-preserving (for high-stakes events only).
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4) How It Works (At a Glance)

1. Advocate creates a SUIREF profile (username, avatar, wallet).
2. Advocate shares their **username** with newcomers.

3. Newcomer visits the hub; staff verifies presence.
 4. **Location-gated claim** is submitted; smart contract updates referrer's score.
 5. Dashboards update instantly; points roll up to **leaderboards**.
 6. Foundation or hubs distribute monthly rewards to top referrers.
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5) Why Now (for Sui Foundation)

- **Attribution clarity:** Tie real-world engagement to on-chain records.
 - **Growth flywheel:** Public leaderboards motivate healthy competition and sustained referrals.
 - **Program ROI:** Better signal on which hubs, cities, and programs convert interest into long-term builders.
 - **Trust:** On-chain proofs reduce disputes and support transparent grants.
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6) Pilot Proposal (30–45 Days)

Scope: Launch at 2–3 hubs (e.g., Lagos/Yaba + 1–2 others).

- **Targets:** 300+ profiles created, 200+ verified hub visits, 100+ valid referrals.
 - **Controls:** Geofence radius + staff QR approval; duplicate/loop referrals blocked on-chain.
 - **Deliverables:** Weekly dashboard, final readout with CAC proxy, funnel insights, and anti-fraud analysis.
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7) Success Metrics (North Stars)

- **Verified hub visits** (unique wallets per hub/day)
 - **Valid referrals** (distinct referrer→referee pairs)
 - **Conversion:** New profiles → first hub visit
 - **Referrer retention:** % earning points across multiple weeks
 - **Top referrer distribution** (anti-sybil signal)
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8) Incentives & Rewards (Configurable)

- **Points → Rewards:** Swag, event tickets, vouchers, micro-grants.
 - **Leaderboards:** Monthly and quarterly; highlight top 10.
 - **Quests:** Extra points for workshops, hackathon participation, or content creation.
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9) Product Roadmap (Business-First)

Phase 1 (Pilot):

- On-chain profiles, referrals, and claims
- Geofenced verification + staff QR confirmation
- Basic ops dashboard (leaderboard, hub stats)

Phase 2 (Scale):

- Multi-hub rollout; automated leaderboards by region
- Attendance badges (NFTs) for events; attendance streaks
- Partner integrations (DevRel programs, learning tracks)

Phase 3 (Trust+ UX):

- Optional **facial verification** for high-value events (opt-in; local processing where possible)
 - Additional presence checks (Wi-Fi/BLE beacons) to curb GPS spoofing
 - Mobile check-in app & self-service kiosk
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10) Risk & Mitigation

- **GPS spoofing:** Geofence + staff QR + optional Wi-Fi/BLE + (future) facial verification.
 - **Duplicate referrals:** 1:1 username↔address mapping; on-chain duplicate checks.
 - **UX friction:** Social sign-in, clear in-hub signage, kiosk fallback.
 - **Privacy concerns:** Pseudonymous by default; sensitive features are opt-in and transparent.
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11) Implementation Overview (Non-Technical)

- **On-chain:** Lightweight Sui Move module records profiles and referral events.
 - **Off-chain:** Web dApp for signup, claiming, and dashboards.
 - **Identity:** Username bound to wallet; prevents multiple addresses per username.
 - **Verification:** Location-gated claim with staff confirmation.
 - **Observability:** Real-time leaderboard and exportable analytics for hubs/Foundation.
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12) Budget & Support (Illustrative)

- Pilot build & ops (6–8 weeks): engineering, design, QA
 - On-site operations: signage, kiosk/tablet setup, staff time
 - Rewards pool: monthly prizes; tiered by hub/city
 - **Ask from Sui Foundation:** Pilot sponsorship + placement in official channels (to maximize adoption)
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13) Team & Roles

- **Product & Ops:** Pilot coordination, partner management, reporting
 - **Engineering:** Smart contracts, app, dashboards
 - **Community Leads:** Hub activation, onboarding, weekly momentum
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14) Next Steps

1. Approve pilot scope, hubs, dates.
 2. Share hub geolocations; confirm geofence radii.
 3. Provide a Foundation POC for weekly reviews.
 4. Launch in 2–3 weeks; weekly reporting; final decision on scale-up.
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Appendix A — Location-Gated Claim (Plain Language)

- **Goal:** Only award points when the referred developer is **physically at** a recognized hub.
- **Method:** The claim UI checks device location is within a small radius of the hub; a staff member confirms via QR or code.
- **Result:** A signed on-chain event that increments the referrer's score.
- **Future:** Optional facial verification (opt-in) & BLE beacons for more robust presence proofs.

Appendix B — What Makes SUIREF Different

- **Proof over promise:** Attendance is verified, not assumed.
 - **Aligned incentives:** Advocates win by bringing builders to hubs, not by gaming forms.
 - **Composability:** Program data is on-chain; portable across hubs and regional programs.
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Contact & Pilot Availability

- Ready to run a 30–45 day pilot with 2–3 hubs.
- We'll deliver weekly dashboards and a final ROI readout to inform scale-up.