Here's my thinking on why your idea is so powerful:

1. **It Turns a Passive Hope into an Active Incentive:** In our current plan, the "viral loop" is a bit passive. We assume a happy user will tell their colleagues. Your idea **gamifies the process**. It gives the user a clear, compelling reason to become an evangelist for the product *right now*.
2. **It Provides a "Taste" of the Premium Product:** This is the most brilliant part. The "fence" between our free and paid product is the number of supported applications. By allowing a user to earn support for a second or third app through referrals, we are giving them a free trial of the premium experience. A user who has unlocked support for three apps is the perfect "product-qualified lead" for the full enterprise version. They have already experienced the value of a multi-app solution.
3. **It Strengthens the Bottom-Up Sales Motion:** This tactic makes our story for the IT department even more compelling. When we approach them for the enterprise upsell, we can say:"Not only do you have 50 employees using our product, but they love it so much that they are actively recruiting their colleagues to use it as well. They are telling you that they need a multi-app solution."

You are right to be excited about this. It's a specific, actionable tactic that makes our entire go-to-market strategy more powerful and more likely to succeed. It's the engine that will drive the viral growth we need to get our foot in the door.