

# BlockCred-Sui: Waitlist Strategy Guide

## 1. Define Your Ideal Customer Profile (ICP)

Who would need credential management (on-chain or off-chain)?

### Education & Certification

- Universities / Colleges: Issue verifiable degrees/diplomas on-chain
- Online Learning Platforms (e.g. Coursera, edX): Credentialing teams

### Professional Licensing & Certification

- Certifying bodies (e.g., PMI, CFA): Issue, revoke, verify licenses
- Trade Unions & Guilds: Medical, Legal, Engineering councils

### Employers & Hiring Platforms

- Tech Companies / HR Depts: Verify candidate credentials
- HR SaaS (Workday, Greenhouse): Integrate verifiable credentials

### Government & Public Sector

- Ministries of Education / Labor: Digitize national records
- Immigration Authorities: Verify academic/work credentials

### Financial Institutions

- KYC/AML Automation: Credential-based identity verification

## 2. How to Reach & Attract Them (Waitlist Strategy)

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## A. Segmented Landing Pages

- Custom pages: /for-universities, /for-certification-bodies, etc.
- Highlight pain points + benefits + Join Waitlist CTA

## B. Inbound Content Strategy

- Blog ideas: On-chain credentials, degree fraud, hiring trust
- CTAs to waitlist on every post

## C. Outbound Prospecting

- Platforms: LinkedIn, Crunchbase, AngelList
- Outreach Message:

Hi [Name], Im building BlockCred-Sui a verifiable credential platform on Sui. Were opening early access for organizations like [Company Name] to issue, manage, and verify credentials securely. Would you be open to trying it out or giving quick feedback?

## D. Web3 & Edu/HR Conferences

- Target: EdTech Week, HR Tech Conference, Web3 Summit, ETHGlobal

## E. Partnerships / Pilots

- Offer free pilot programs to:
  - 35 universities or certifying bodies
  - HR teams of remote-first startups

## 3. Waitlist Incentives (To Maximize Conversions)

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- Early Access / Beta Tester badge
- Free usage for X months
- Priority onboarding/support
- Co-marketing (e.g. "Trusted by X University")

### 4. Suggested Tech Stack for Waitlist

- Frontend: Next.js / React
- Forms: Typeform, Tally, native React forms
- Backend: Supabase / Firebase
- Email Automations: Mailchimp / ConvertKit
- UI: Add viral mechanics (referrals, priority queue)

Bonus: Sample Waitlist Hook

BlockCred-Sui

Verifiable Credentials. Decentralized. Trusted.

Join 200+ institutions and hiring teams rethinking how we issue and verify credentials.

[Join Waitlist ]