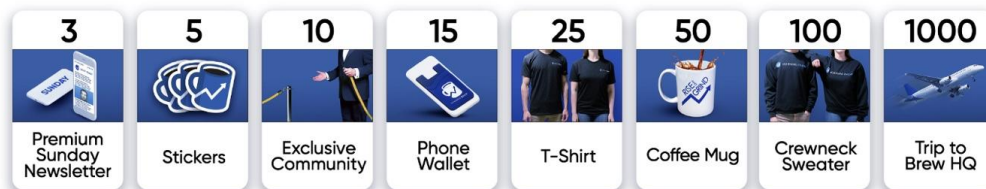


# SuperWorld Rewards Program

Milestone-based rewards program, similar to Morning Brew's (calculated and demand-driven program):



A graphic we use to display all of our rewards

Our first reward at just **3 referrals** is Light Roast, an exclusive Sunday newsletter.

Light Roast is effective for two main reasons:

1. It's likely that additional "exclusive" content is aligned with the interests of a reader who already enjoys receiving the Brew.
2. It's completely free for us. We don't need to purchase raw goods, ship products, etc. You share the Brew three times, and we'll add you to an additional email list at no real cost to the business.

**10 referrals:** readers gain access to our exclusive "Insider" community. The private Facebook group, which is quickly approaching 10,000 members, is *the* place to discuss the latest stories, trends, and events in business, pursue career opportunities, and network with other like-minded Brew readers. Again, this reward comes at no real cost to Morning Brew.

To this point: In exchange for 10 referrals, we have provided value in the form of premium content, an exclusive community, and swag...all at the cost of \$1.25.

**NOTE: This program assumes 10 x SW coins is equal to 1 plot of land on the real estate map, or 0.1 ETH.**

### **Referrals—Rewards**

3 = 1 SW coin + SW digital asset  
5 = 2 SW coins + SW digital sticker pack  
10 = 3 SW coins + **Admission into #teamsuperworld**  
15 = 4 SW coins/FREE plot of land (*coins exchanged*)  
25 = [SW T-Shirt](#)/Premium digital asset  
50 = [SW mobile AR headset\\*](#)  
100 = [SW branded hardware NFT wallet](#)  
1000 = [Trip to SuperWorld HQ](#)

### **Repurrals—Rewards**

1 = 5 SW coins + SW digital asset  
3 = 10 SW coins + **Admission into #teamsuperworld**  
5 = 25 SW coins + SW digital sticker pack  
10 = 30 SW coins + [SW mobile AR headset\\*](#)  
15 = 40 SW coins + SW Premium/Bronze digital asset  
25 = 50 SW coins + SW Silver digital asset  
50 = 100 SW coins + SW Gold digital asset + [SW branded hardware NFT wallet](#)  
100 = 200 SW coins + SW Platinum digital asset  
250 = [Trip to SuperWorld HQ](#)

**Referrals** = Referrals to sign up to a SW user account (*mobile app or webapp map*)

**Repurrals** = Referrals that equal a purchase/real estate map sale

**#teamsuperworld** will have a further insider Affiliate Program and rewards for sharing content etc.

*Text in blue = items that cost and may be excluded for financing reasons, and/or included at a later date.*

\*Aryzon headset: [https://www.aryzon.com/get-aryzon?utm\\_source=kickstarter&utm\\_medium=link](https://www.aryzon.com/get-aryzon?utm_source=kickstarter&utm_medium=link) (Branded Aryzon Headset orders with 500+ Headsets in quantity can be requested via [info@aryzon.com](mailto:info@aryzon.com))

1. Every subscriber has a unique referral code associated with their account (mine is d8aabc).
2. Using this referral code, generate a unique referral link for you to share with others (mine is <https://www.morningbrew.com/daily/r/?kid=d8aabc>).
3. When someone (whom we'll refer to as subscriber X) signs up using your unique referral link, they are forever linked to your account. You will always be their "referrer."
4. Uses a double opt-in process to confirm every email is legitimate (nice try poop@gmail.com). After subscriber X signs up, they'll be prompted to confirm their email.

5. Clicking the link to confirm their email triggers an action on Sailthru to send an API request to our database.
6. That request will tell us that subscriber X has just confirmed their email, meaning that you (as the referrer) should receive credit for that transaction.
7. My referral count will be incremented by 1, and you may or may not receive a transactional email alerting you of the update (depending on how many referrals you have...but more on that in a bit).

Providing free rewards and incentives always invites nefarious actors. In addition to requiring referrals to double opt-in and confirm their emails, I've implemented a few defensive measures:

1. Using a third party email validation software to validate every email address that enters our ecosystem.
2. Receiving an email every time someone hits a milestone that displays all of their referrals' emails (it's very easy to identify fake and/or disposable emails).
3. Having a list of 600 (and growing) fake email domains that we blacklist.
4. Blacklisting said nefarious actors from being able to refer any additional people.
5. Blocking specific IP addresses from submitting emails at any time.

I've also built an integration with Forest Admin to create an admin panel with custom functions that allows our lovely interns the ability to provide some basic level of "customer service." With thousands of people referring others every single day, there are plenty of opportunities for readers to get confused or potentially fall through the cracks.

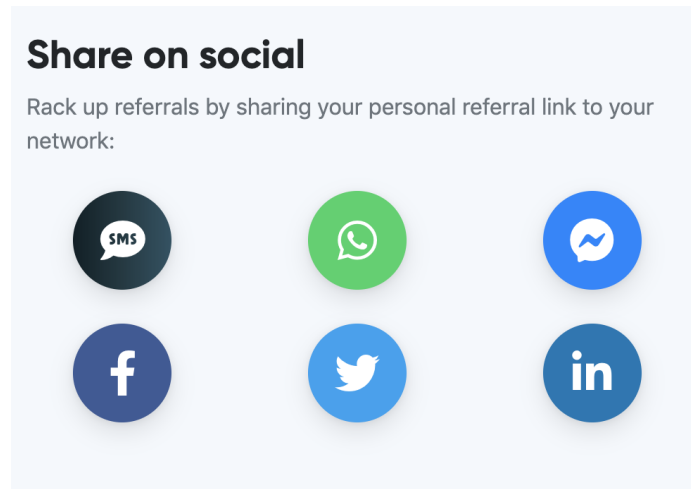
Our admin panel makes it simple to adjust readers' referral counts and ensure they are getting the proper rewards. It's extremely important that you're able to effectively manage the referral program and take care of those who are going out of their way to share your product with others.

Provide users with their unique referral link along with explicit directions on how to use it. We also added a "Copy Link" button to make it even easier to copy to your clipboard.

Allow users to refer others via email. Users can manually enter in people's emails or access their contacts via a 3rd party integration with Cloudsponge, which allows them to import contacts from Gmail, Yahoo, or Outlook. Again, not everyone knows their colleagues' emails by heart, so we make it simple to import contacts with a few clicks.

Within the form for the email content, we provide a pre-drafted "blurb" explaining the Brew and its value proposition. This prevents the user from wasting their time coming up with a way to explain it to a friend, and quite frankly — we probably can explain it a bit better. However it is editable, so if the user so chooses, they can add their own flare to the message or start from scratch.

Lastly, we provide a section dedicated to sharing on social platforms (and SMS, WhatsApp, and Messenger on mobile). By pressing any of these sharing buttons, a user's unique referral link is appended to a pre-drafted message waiting to be shared with their network.



Minimalist referral landing page with copy clearly stating friends referred them.



### You've got some smart friends.

They sent you here, to Morning Brew – the free daily email that covers the latest from Wall Street to Silicon Valley in just 5 minutes.

Written in a witty and conversational tone, it makes reading the news actually enjoyable.

enter email

subscribe