



Welcome to the WayFinders Program!

www.w-chain.com/wayfinders

The WayFinders Program empowers influencers, creators, node operators, and Web3 enthusiasts to shape the future of the W Chain Network. This handbook outlines the program's structure, roles, responsibilities, rewards, and procedures to ensure clarity and success.

Message from our Founder

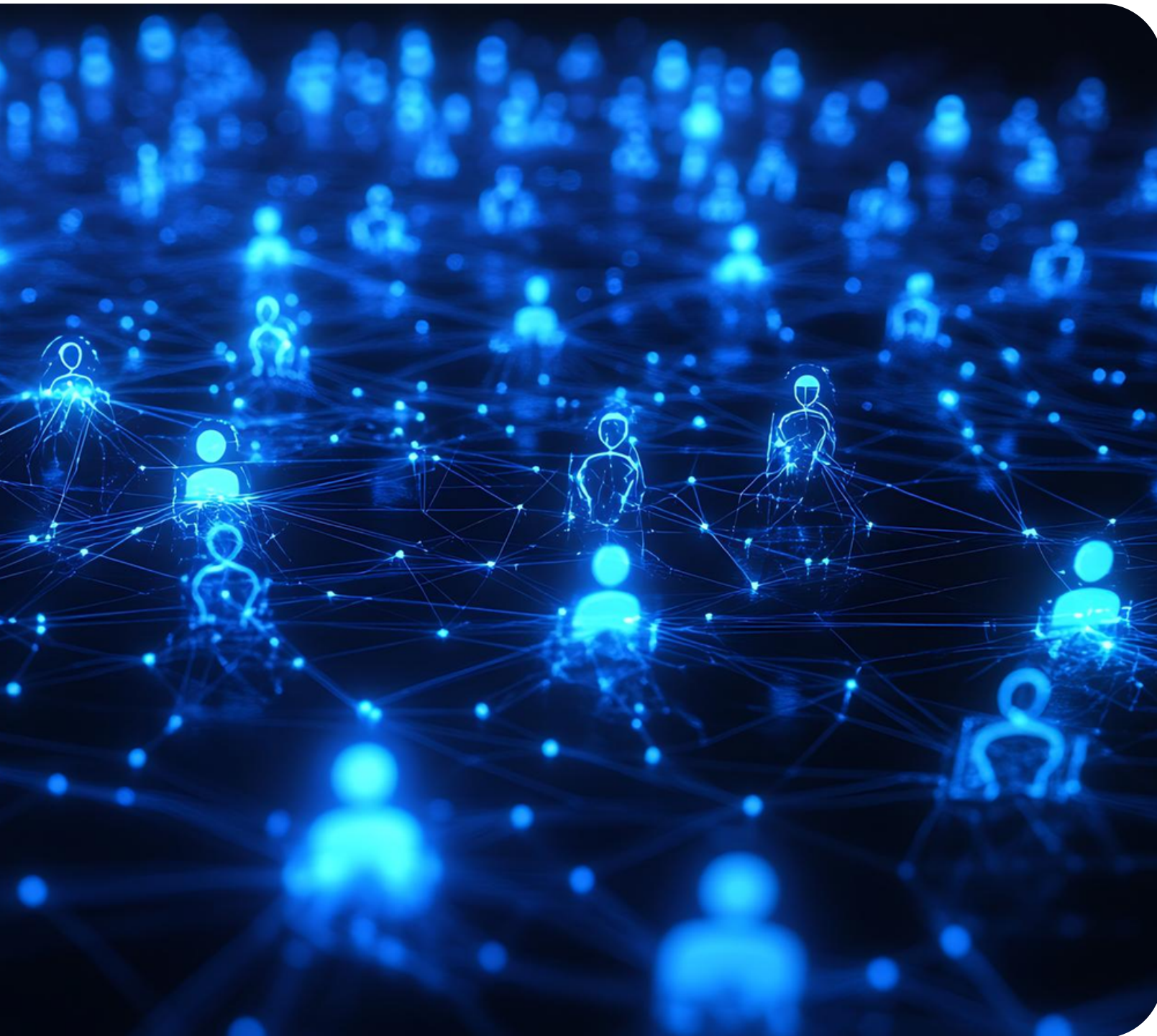


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“At W Chain, we are creating a blockchain that is purpose-built for global payments. Our vision is for W Chain to become the central switch for all payments globally, providing interoperability across all digital currencies, including CBDCs. As the payment ecosystem evolves, W Chain will serve as the backbone, offering unparalleled scalability, security, and flexibility. We are committed to building a global, future-proof solution that addresses the complexities of modern payment systems.”

Anish Jain
Founder & Group CEO

Program Overview



Objective:

Build a vibrant community to promote W Chain's Layer 1 blockchain, WCO token, W Swap, and ecosystem growth.

Platform:

X (Twitter), Telegram, YouTube, TikTok, blogs etc.

Structure:

Three tiers (Elite, Premium, Rising WayFinders) with tailored roles and rewards.

Tier Structure

WAYFINDERS

TIER 1: ELITE

WHO

- W Chain node operators & high-stake validators.
- Top-tier influencers with deep Web3 expertise. (50K+ Followers) – Optional

RESPONSIBILITIES

- Drive technical discussions (node operations, governance, staking).
- Host AMA sessions & Twitter Spaces with the core team.
- Create high-value content (whitepaper breakdowns, deep dives).

KPI 1

+50,000 monthly impressions (Twitter, YouTube, blogs)

Impressions Defined:

- Twitter: Post reach (analytics.twitter.com).
- YouTube: Views per video (Studio Analytics).
- Blogs/Medium: Total reads (Medium Stats or Google Analytics).

Verification:

- Submit **screenshots of platform analytics** at month-end.
- Must tag **@WChainNetwork** in posts.

KPI 2

+5,000 engagements (likes, retweets, comments).

Engagements Defined:

- Twitter: Likes + Retweets + Replies + Quote Tweets.
- YouTube: Likes + Comments + Shares.
- Discord/Telegram: Reactions + Thread Replies.

Exclusions:

- Bot/spam interactions are filtered out.
- Only organic engagement counts.

KPI 3

Host 2+ AMAs/month.

AMA Requirements:

- Must be live (Twitter Spaces, Discord, YouTube).
- Minimum 30-minute duration with Q&A.
- Must cover W Chain updates, tech, or ecosystem growth.

Verification:

- Post AMA recap + attendance metrics (e.g., "500+ live listeners").

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TIER 2: PREMIUM

WHO

- W Chain whales & long-term holders.
- Mid-sized influencers (5K–50K followers) – Optional

RESPONSIBILITIES

- Promote W Chain adoption (staking, partnerships, dApps).
- Create market-focused content (price analysis, ecosystem updates).
- Moderate Discord/Telegram discussions.

KPI 1

Content Reach (20,000+ Monthly Impressions)

Sources:

- Twitter threads, YouTube shorts, or TikTok clips.
- Must include \$WChain hashtag for tracking.

KPI 2

Engagement (2,000+ Monthly Engagements)

Breakdown:

- 1,000+ likes, 500+ retweets, 500+ comments.
- Or equivalent on other platforms (e.g., 1,000 Discord reactions).

KPI 3

Community Moderation (50+ Weekly Messages)

Qualifying Actions:

- Answering questions in Discord/Telegram.
- Reporting scams/fake accounts.
- Guiding new users (e.g., "How to stake \$W").

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TIER 3: RISING

WHO

- Active community members wanting to grow.
- New creators passionate about Web3 (300–5K followers). – Optional

RESPONSIBILITIES

- Post weekly content (memes, threads, short videos).
- Engage in community challenges.
- Participate in referral programs.

KPI 1

Content Reach (20,000+ Monthly Impressions)

Sources:

- Twitter threads, YouTube shorts, or TikTok clips.
- Must include \$WChain hashtag for tracking.

KPI 2

Engagement (2,000+ Monthly Engagements)

Breakdown:

- 1,000+ likes, 500+ retweets, 500+ comments.
- Or equivalent on other platforms (e.g., 1,000 Discord reactions).

KPI 3

Community Moderation (50+ Weekly Messages)

Qualifying Actions:

- Answering questions in Discord/Telegram.
- Reporting scams/fake accounts.
- Guiding new users (e.g., "How to stake WCO").

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Expectations



Adhere to community guidelines
(no spam, respectful interactions).



Tag **@WChainNetwork** or **\$WCO**
in content.



Submit report at the end of each
month for KPI verification.



Refer to [W-Chain Press Kit](#) for
official assets.



Support

Reach existing Wayfinders via [Telegram](#) or visit the WayFinders FAQ [here](#).



Feedback

Monthly calls or quarterly AMAs.

What to expect next



Template of Monthly Submission:

A template will be shared upon application approval.



Leaderboard:

Leaderboard will get kickstarted soon, stay tuned for this.



Public Content Calendar:

Get periodic updates on product features, partnerships, milestones, etc.



Thank You

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