

"SINGULARITY SCAVENGER HUNT" (GAMIFIED ONBOARDING EXPERIENCE)

Proposal: Singularity Scavenger Hunt (Gamified Onboarding Experience)

Introduction

The Singularity Scavenger Hunt is a gamified onboarding initiative built around a central interactive experience: **the Secret Code Discovery Game**. This core challenge invites participants to decode cryptic clues hidden across the SingularityNET ecosystem—from blogs and community videos to Discord messages and AI tools—guiding them deeper into the platform's features and culture.

By rewarding users with AGIX tokens, this initiative transforms exploration into a game, accelerating platform onboarding, fostering engagement, and igniting viral excitement on social media.

Objectives

- Provide an engaging and educational experience for new users.
- Increase familiarity with SingularityNET's AI marketplace and tools.
- Foster a sense of community through collaborative and competitive elements.
- Drive organic social media engagement and brand visibility.
- Reward active participants and incentivise deeper involvement in the ecosystem.

The centerpiece of the scavenger hunt is the **Secret Code Discovery Game**, where participants hunt for encrypted messages and decode them to reveal the next clue or challenge.

How it Works

Each stage will include a **unique code** hidden within:

- SingularityNET blog posts
- SingularityNET videos
- Past community event recaps
- Discord channel messages

Participants will:

1. **Find the clue** (e.g. "Search the April blog post for a word in binary").
2. **Decode the message** (e.g. hidden message = "NEXT HINT: Discord #ai-lounge").
3. **Unlock the next task or earn points**, verified through Discord bots.

Example Puzzle

Clue: "In the latest blog post about decentralized governance, a word hides in plain sight. Translate the first letters of each paragraph."

Hidden Code: "HUNTSTART"

Result: The user types `/hunt HUNTSTART` in Discord to unlock the next level.

Game Structure

The scavenger hunt will consist of multiple stages, each featuring a unique challenge that participants must complete to progress:

1. **Secret Code Discovery:** Clues are hidden in SingularityNET blogs, videos, and community discussions, requiring users to decode messages. (MEE6 (Premium))
Example: "Find the hidden word in SingularityNET's latest community blog."
2. **Social Media Mission:** Players share insights, memes, or AI-generated content on Twitter or Discord to spread awareness.
Example: "Create an AI-generated artwork and tweet it with #SingularityScavengerHunt."

Implementation Strategy

1. **Platform Integration:** The scavenger hunt will be executed using the following platforms:
 - a. **Discord:** Main hub for challenge coordination, clue drops, and user interactions.
 - b. **Twitter (X):** Social media engagement with AI-generated content challenges and hashtag tracking.
2. **Leaderboard & Rewards:** Participants earn points for each completed challenge, with top scorers receiving AGIX rewards and exclusive badges.
3. **Community Engagement:** Leverage ambassadors to promote and facilitate the event.
4. **Gamified Mechanics:** Introduce achievements, time-based bonuses, and hidden easter eggs to enhance excitement.
5. **Marketing & Outreach:** Use teaser campaigns and influencer partnerships to attract participants.

To execute the **Singularity Scavenger Hunt**, you can leverage the following platforms:

1. Discord (Primary Community Hub)

- Use **Discord Bots** (e.g., MEE6, Dyno, or custom bots) to manage challenges, track progress, and provide automated responses.
- Implement **hidden clues and AI interactions** within dedicated channels.
- Gamify participation with **leaderboards and role-based rewards**.

2. Twitter (Social Engagement & Missions)

- Utilize **hashtags & retweets** to drive virality.
- Conduct **social media missions** where players post AI-generated content or hunt for clues in SingularityNET-related tweets.

Step-by-Step Execution Plan

Week 1 – Pre-Launch & Setup

- Finalize scavenger hunt structure (levels, clues, reward system).
 - Design teaser campaign assets (3–4 graphics, 1–2 short videos).
 - Publish Discord announcement post with hunt details.
 - Configure Discord bots (MEE6, leaderboard bot, custom commands).
 - Prepare ambassador onboarding guide + toolkit.
 - Kick off teaser content rollout on Discord & Twitter (e.g., countdown).
 - Conduct internal walkthrough/test run of the scavenger hunt flow.
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Week 2 – Launch & Stage 1 Challenge

- Officially launch the scavenger hunt.
 - Drop Stage 1 challenge (Secret Code Discovery).
 - Publish announcement posts across Discord and Twitter.
 - Release participant orientation thread/video (“How to Play”).
 - Activate real-time support thread/channel on Discord.
 - Post a short community recap or spotlight at the end of the week.
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Week 3 – Challenges & Engagement

- Drop Stage 2 challenges:
 - 1x Secret Code Discovery
 - 1x Social Media Mission
 - Update leaderboard based on current progress.
 - Share top community submissions (memes, AI art, etc.).
 - Post a mid-point recap update (highlight key players/content).
 - Moderate discussions and provide hints where needed.
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Week 4 – Final Challenge & Wrap-Up

- Drop final challenge (deep engagement with SingularityNET AI tools).
- Launch feedback survey for participants.
- Create and share the winner announcement + highlight reel.
- Distribute AGIX rewards to top participants.
- Publish final report (KPI snapshot & performance summary).
- Run a post-event appreciation campaign to thank contributors and players.

Time frame

It should run for a month.

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Step-by-Step Execution Plan

1. **Pre-Launch (2-3 Weeks Before Event)**
 - Announce the scavenger hunt via social media, Discord, and the SingularityNET website.
 - Create teaser content and short explainers to build anticipation.
 - Recruit community ambassadors and moderators to oversee the event.

- Finalize challenge designs and automate necessary bot functionalities.
- 2. **Launch Week**
 - Drop the first challenge and provide hints across Discord and Twitter.
 - Ensure real-time support for participants via Discord.
 - Start tracking leaderboard progress and engagement metrics.
- 3. **Mid-Event Engagement**
 - Introduce surprise bonus challenges to keep momentum high.
 - Encourage social sharing through exclusive content rewards.
 - Host a live Q&A or trivia session for additional user engagement.
- 4. **Final Challenge & Event Closure**
 - Release the final **Secret code discovery**, which requires deep engagement with SingularityNET's AI services.
 - Conclude with a **winners' announcement** and distribute AGIX rewards.
 - Gather feedback through surveys to refine future scavenger hunts.

Time frame

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Roles, Responsibilities & Compensation Breakdown

Here's a refined breakdown of the roles, responsibilities, and associated payments for the Singularity Scavenger Hunt initiative.

1. Project Manager (Operations) (Eric Davies) –

- Oversee the entire scavenger hunt execution from start to finish.
- Define objectives, structure, and timelines for the event.
- Coordinate between different teams (marketing, development, moderation).
- Ensure smooth execution of challenges and manage crisis resolution.
- Track KPIs (engagement, onboarding, participation rates).
- Generate a final report on event performance and improvements.

2. Bot Wrangler / Technical Lead- (advance)

(one-time setup, with minor tweaks during event)

- Set up and manage Discord bots for automation (MEE6, custom bots, leaderboard tracking).

- Ensure proper integration of scavenger hunt mechanics with Discord & Zealy.
- Troubleshoot technical issues and ensure fair game mechanics.
- Implement automated response systems for hints, clues, and progress tracking.

3. Community Communications Coordinator – (Kateri)

- Serve as the primary link between participants and the promotional team during the initiative.
- Coordinate with the Social Media Manager to ensure timely posting of teaser content, challenge updates, and leaderboard highlights.
- Monitor hashtag usage and community sentiment, providing regular insights to improve engagement.
- Serve as the main point of contact for participants during the scavenger hunt on Discord and Twitter (X).
- Help moderate challenge discussions and maintain an inclusive, encouraging atmosphere.
- Provide summary updates or mini-recaps at key event stages to keep everyone informed and hyped.

4. Content Creator / Designer – (Gorga)

- Design promotional graphics, challenge teasers, and event banners.
- Create infographics and visual guides for AI challenges.
- Develop a consistent branding style for event assets.
- Assist with short explainer videos for onboarding users.

Financial breakdown

Custom Discord Bot Development (one time)	470 Agix
Project Manager	470 Agix
Content Creator/ Designer	470 Agix
Community Communications Coordinator	470 Agix
Rewards Pool (USD)	625 Agix
Total cost (in a month)	2505 Agix

Note: The total budget is 2,505 AGIX. Prices are subject to change.

Conclusion

The Secret Code Discovery Game makes onboarding feel like a spy mission into the world of decentralized AI. With AGIX rewards and platform integration, this experience has the potential to transform curiosity into community loyalty and make SingularityNET not just a place to explore AI—but to adventure through it.