



Decoding Community led Growth

cap^x

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Early Adopters

- The community is backed by a base of early adopters members "OG" role series.
- From Ambassadors to moderators, It gives an opportunity to the community to show there skill and earn Capx token.

Onboarding

Capx uses a referral model to motivate members to invite and redirect them to join the community at the same time.

- Users can set up their Capx Account and get prompted message to enter a referral token and get invited into the community at the same time.
- This also makes members explore incentives by referral programs.

Incentives

- Unlike starting with Airdrops, Capx chooses a transparent way to distribute tokens.
- They introduced IOU tokens ('I Owe You'), They're called xCapx tokens.
- These tokens were on-chain so it helped to build transparent and Genuine approach.

Community Engagement :

Capx introduced Game nights, Quiz events on weekly basis.

- To avoid any inconsistency or inconveniences for participants, Games were chosen from Discord Activities which covered all the participants to join with zero clicks extra outside the event.
- Community loved the innovative Quizes and even demanded more. These Quizes targeted beginners of web3 who's passionate to learn and thrive more and up to date with Capx Updates.

Moderation and Dual Layer Security :

Captcha Bots: to verify only humans get onboarded only.

Beemo: To detect raid using automatic AI.

1. Discord automod
2. Regex message filtering to delete any links.
3. Dyno/Wick automad layer to detect raids and community harms.
4. Logging every event and activity to backtrack any incidents

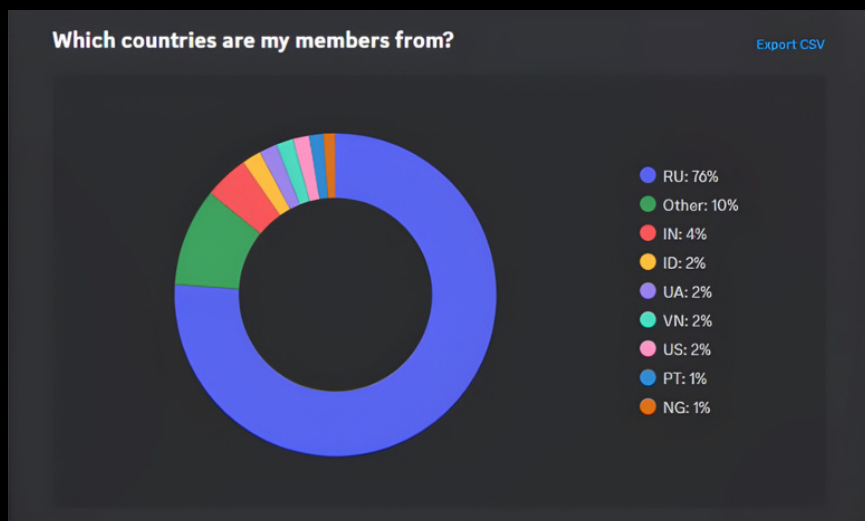
Game night Activities:

1. Discord game activities
2. Quiz
3. Rumble
4. Gartic & others

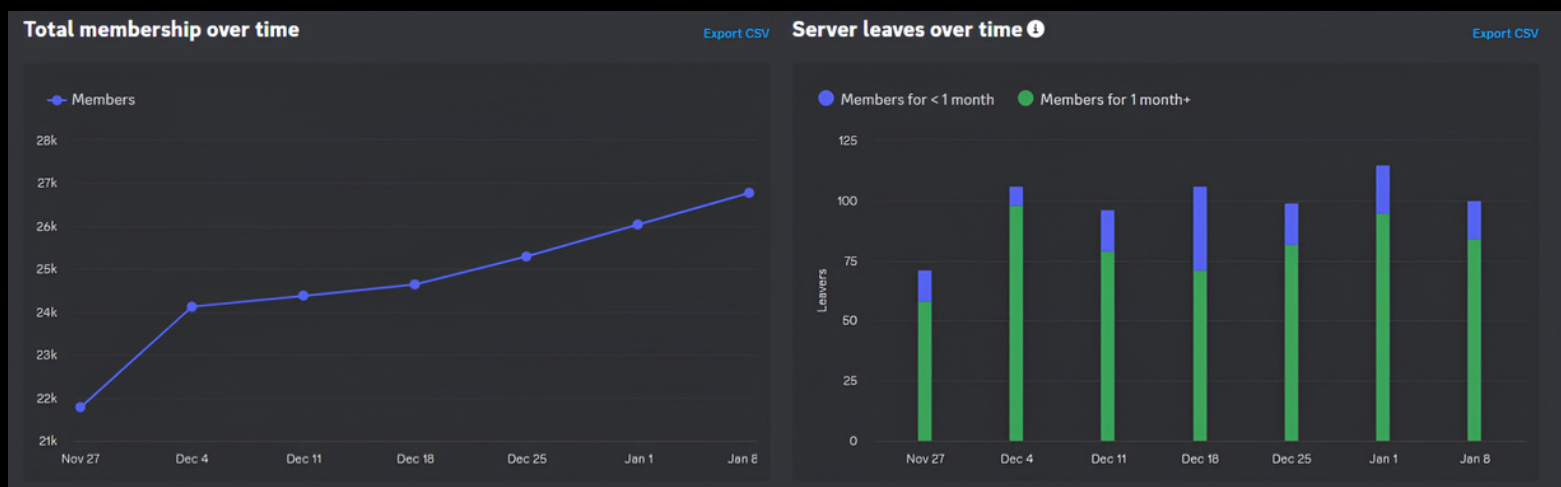
KPI Bots:

1. ActivityRank
2. Serverstats
3. Arcane
4. UnbelievableBoat
5. Self developed ticket bots

Community Insights:



Globally epic – earn tokens and redeem smiles, making every task a joyful journey on the world's most fun platform!



Real-life Impacts :

- The 'Just SendIT World Tour', a collaboration between @ArcanaNetwork and @CapxClub, was launched with ecstatic vibes, promising 30 events, 30 days, and 30 cities filled with excitement. Globally, more than 70 offline meet-ups were orchestrated, bringing people together around the world for epic gatherings.
- The Capx Club enables colleges/organisations and provides them a framework and Capx Scouts to organise offline events in their own region.



Capx 2.0 is coming!

(Check comments for more details.)

Join the **Capx** revolution today!

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