



ShadowFox Referral Program

Transparent. Fair. Impact-Driven.

Campus Ambassadors & Club Referral System

ShadowFox Referral Program

Two pathways designed to empower student leaders and campus communities to grow together whilst earning rewards for genuine impact.

Campus Ambassadors

Individual student leaders representing ShadowFox on campus, driving awareness and inspiring peers to join meaningful learning experiences.

Club Referral System

College clubs and student communities partnering with ShadowFox to enhance events, boost engagement, and reward active participation.

Campus Ambassador Referral Flow



Share
Program

Student
Registers

Student
Completes

Points
Approved

Rewards
Redeemed

A streamlined journey from outreach to reward, ensuring every step is tracked and valued fairly.

How Ambassador Impact Is Measured

Understanding Your Points

Pending Points

What They Represent: Initial outreach effort and registration activity.

Formula:

$$\text{Pending Points} = \text{Total Registrations} \times 5$$

Approved Points

What They Represent: Real learning impact validated through program completions.

Formula:

$$\text{Approved Points} = (\text{Pending Points} \times \text{Quality Factor}) + (\text{Total Completions} \times 25)$$

Where:

- **Quality Factor = 1.0** if completion ratio $\geq 20\%$
- **Quality Factor = 0.5** if completion ratio $< 20\%$

Only approved points count towards ranking and rewards.

Why Quality Matters

Our quality-first approach ensures fairness, protects programme integrity, and rewards ambassadors who drive genuine engagement.

Rewards Genuine Engagement

Quality metrics ensure ambassadors who inspire real learning outcomes receive the recognition they deserve.

Prevents Misuse

Completion ratios filter out low-quality referrals, protecting the system from gaming or artificial inflation.

Protects Program Credibility

Maintaining high standards preserves ShadowFox's reputation and value for all participants.

Ensures Fair Leaderboards

Merit-based rankings reflect true impact, creating healthy competition amongst ambassadors.

Club Referral System

Built for college clubs, societies, and student communities



How Clubs Earn Points

- Event-based promotions driving program awareness at club activities
- Workshop registrations linked to club initiatives and sessions
- Student participation tracked through unique club referral codes
- Verified completions reflecting quality engagement from club members

Clubs transform routine events into value-generating opportunities whilst supporting member development.

Club Points & Rewards

Club Points Formula

Pending Points

Pending Points = Total Registrations × 5

Approved Points

Approved Points = (Pending Points × **Quality Factor**) + (Total Completions × **25**)

Where:

- **Quality Factor = 1.0** if completion ratio ≥ **20%**
- **Quality Factor = 0.5** if completion ratio < **20%**

The screenshot displays a 'LEADERBOARD' section with the heading 'Track Your Impact. Compete. Rise.' Below the heading, a text block explains that ambassadors can track referral registrations and conversions, and that top ambassadors are highlighted monthly and rewarded with exclusive perks, recognition, and growth opportunities. A 'View Full Leaderboard' button is located below the text. To the right, a 'Top 3 Ambassadors' list shows the following data:

Rank	Name	University	Points
#1	Akshay	Christ University	2725
#2	Vinay	Pimpri Chinchwad University	2435
#3	Vishnu K	HKBK College of Engineering	1155



Club Redemption Benefits

ShadowFox Goodies for Events

Branded merchandise to enhance your next campus event

Merchandise for Prizes

Reward top club participants with exclusive items

Discounted Certifications

Subsidised learning pathways for club members

Sponsored Workshops

Funded technical sessions delivered by industry experts



Why Clubs Benefit



Run Better Events

Access resources and incentives that elevate event quality and attract larger audiences.



Offer Tangible Rewards

Provide real prizes and certifications that motivate member participation and loyalty.



Increase Participation

Drive higher turnout and engagement through valuable learning opportunities.



Partner with a Verified Platform

Align your club with a credible ed-tech brand that enhances your reputation.

Fair Use Policy

Maintaining programme integrity protects all participants and ensures rewards go to those who drive genuine impact.

1

No Fake or Duplicate Referrals

All registrations must be from real, unique students. Multiple accounts or fraudulent sign-ups are prohibited and monitored.

2

Only Genuine Participation Rewarded

Points are awarded based on authentic engagement and verified completions, not just clicks or registrations.

3

Misuse Leads to Adjustment or Disqualification

Violations result in points deduction, removal from leaderboards, or permanent programme exclusion depending on severity.

 **Note:** Our automated systems continuously monitor referral quality. Suspicious patterns trigger reviews to maintain fairness for all ambassadors and clubs.



**Lead with
Integrity.
Build Real Impact.
Let the System
Reward You.**

ShadowFox - Real Skills. Real Leadership. Real Network.