

WEB3 GROWTH LEADER

Sheryl Varghese


Co-Founder and CMO, CropBytes | Dubai, UAE

I build growth systems across product, community and token economies. At CropBytes, I helped scale a Web3 gaming ecosystem across users, liquidity and retention through multiple market cycles.



 Write to me

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Selected Impact

500K+

users scaled globally

\$1M+

monthly in-game trading volume

40%

signups via referral engine

70%

onboarded users active

\$2.67M

raised with Web3 backers

Core Experience

CropBytes - Co-Founder and CMO

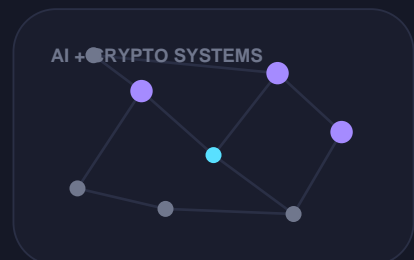
2020 - Present | Web3 gaming, token economy, community growth

Previously: Co-Founder, SafeDays | DBS Bank | IDFC Bank | Bacardi | Swiggy | Reliance

- Built and scaled a Web3 gaming ecosystem to 500K+ users across global markets.
- Designed referral-led growth systems that contributed around 40% of user acquisition.
- Helped build an in-game exchange economy with \$1M+ average monthly trading volume.
- Led Web2 to Web3 onboarding across wallets, assets, trading behavior and player education.
- Worked with product on the shift from NFT-first gameplay to a more sustainable token economy.

How I Work

I design systems, not just campaigns. My strength is connecting product insight, community behavior and market incentives into growth loops that compound. I focus on products and brands that keep working after the hype fades.



Proof of Work

Web3 Growth and GTM 96%

Ecosystem strategy, launches, channel planning and conversion loops.

Community and Referral Loops 94%

Discord, Telegram, ambassadors and dual-sided incentives.

Token Economy Positioning 91%

Communicating utility, liquidity behavior and marketplace participation.

AI Tools and Agent Workflows 88%

Used AI tools and agent-based workflows to prototype, create and ship projects faster.

Selected Work and Visibility

YourStory

● Featured perspective

Sustainable P2E economy and user growth.

● Polygon Connect

● Speaker

Represented CropBytes at a flagship Web3 event.

● Cointelegraph

● AMA

Gameplay, economics and retention.

● IAMAI

● Speaker

Gaming, Web3 adoption and future markets.

Growth Case Study

Referral Engine

I built an invite-and-earn loop with activation steps, turning community behavior into measurable acquisition instead of vanity signups.

Problem

CAC pressure

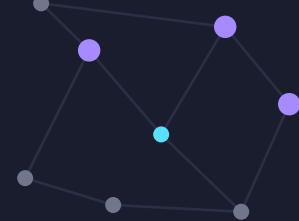
System

Dual incentives

Outcome

40% acquisition

AI + CRYPTO SYSTEMS



Watch the CropBytes feature

Clickable YouTube thumbnail. The video shows the CropBytes brand, product and the Web3 gaming economy that shaped my growth work.

[Open video](#)



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