BLOCKSIGHT

Engagent: AI-Powered User Engagement for On-Chain Economies

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BlockSight builds the behavioral intelligence and commerce infrastructure layer for on-chain economies. This paper introduces Engagent, an autonomous AI agent that transforms passive analytics into active user engagement — predicting churn, recommending purchases, and coordinating incentives without human intervention.

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1. Executive Summary

On-chain economies are growing at unprecedented scale — yet the infrastructure to understand, predict, and engage users within these economies remains fundamentally absent. The same gap exists in traditional e-commerce: despite $6.42 trillion[1] in annual online sales, most merchants lack the AI infrastructure to predict customer behavior and act on it autonomously. While Web2 platforms like Facebook, Amazon, and Netflix each built proprietary systems for engagement, recommendation, and retention, the broader market remains underserved.

BlockSight bridges this divide by providing the infrastructure to transition Web2 e-commerce volume onto high-efficiency on-chain rails. By building a behavioral intelligence layer, BlockSight enables protocols to move beyond blind user acquisition toward precision targeted retention and optimized incentive spend. The platform operates a closed-loop AI system across three integrated products:

BlockSight Intelligence — a behavioral analytics engine that profiles wallets, predicts churn, assesses behavioral risk, and segments users across 6+ EVM chains.

BlockSight Payments — a drop-in commerce widget that adds intelligent checkout to any website with a single script tag — Web3 storefronts and traditional e-commerce alike. Every transaction captures purchase behavior and feeds it into the prediction engine, transforming passive payment processing into an active data capture mechanism.

Engagent — an autonomous AI agent that acts on BlockSight's predictions in real time. Engagent detects at-risk users, triggers retention workflows, surfaces purchase recommendations, and coordinates incentive allocation — without human intervention.

Together, these products form a self-reinforcing flywheel: the payments widget captures commerce data, the intelligence engine converts that data into predictions, and Engagent acts on those predictions to retain and engage users. Each action generates new behavioral data, compounding the system's accuracy over time.

This whitepaper details the technical architecture, product design, market opportunity, competitive positioning, and roadmap for BlockSight and Engagent.

1 https://www.shopify.com/blog/global-ecommerce-sales

2. The Problem

2.1 Silent Churn in On-Chain Economies

Approximately 70%[2] of wallet users disengage after their first transaction with a protocol. Unlike Web2 platforms where cancellation flows, feedback loops, and re-engagement campaigns are standard, on-chain churn happens silently. Users simply stop transacting. There is no notification, no exit survey, no warning signal.

Without behavioral modeling, protocols discover churn after it has already occurred — often months later, when analyzing retention[2] cohorts. By then, the user has migrated to a competitor, withdrawn liquidity, or abandoned the ecosystem entirely.

2.2 Zero-Intelligence Commerce

Current Web3 payment infrastructure processes transactions and forgets them. Payment rails like on-chain transfers, token swaps, and NFT purchases generate no behavioral signal that flows back to the application layer. Every checkout is a dead end.

In Web2, Amazon's recommendation engine drives 35%[33] of all purchases. Netflix's content algorithm determines 80%[44] of what users watch. These systems exist because purchase behavior is captured, modeled, and acted upon in real time. On-chain commerce has no equivalent infrastructure.

2.3 Retrospective Analytics Are Not Infrastructure

Existing on-chain analytics tools — Dune, Nansen, Flipside, Arkham — provide valuable retrospective views: transaction logs, holder lists, TVL charts, and wallet labels. However, these tools share fundamental limitations:

They are descriptive, not predictive. They show what happened, not what will happen. They are not composable — insights cannot be programmatically consumed by other applications. They do not act on their findings. A dashboard that shows churn is occurring does not prevent churn from occurring.

The market needs infrastructure that moves beyond observation to prediction and action.

2 https://ndlabs.dev/crypto-wallet-user-retention

3 https://www.newamerica.org/insights/why-am-i-seeing-this/case-study-amazon/

4 https://www.newamerica.org/insights/why-am-i-seeing-this/case-study-netflix/

3. The Solution: See, Capture, Engage

BlockSight's product architecture mirrors the intelligence stack that Web2 companies built across three separate organizations, unified into a single on-chain platform:

Web2 Company	Function	BlockSight Equivalent
Facebook	Engagement graph — who engages, how, and when	Behavioral profiling across protocols
Amazon	Recommendation engine — what users will buy next	Purchase prediction from commerce widget
Netflix	Retention system — preventing churn through personalization	Churn prevention + Engagent autonomous actions

Table 1: Web2 to BlockSight capability mapping

3.1 Product Architecture

The platform consists of three integrated products, each serving a distinct function in the intelligence loop:

Layer 1: Intelligence (See)

The behavioral inference engine profiles every wallet across engagement patterns, transaction history, protocol interactions, governance participation, and DeFi activity. It produces real-time predictions: churn risk scores, behavioral segments, risk profiles, and engagement quality metrics. The engine operates across 6+ EVM chains with 120M+ wallets profiled.

Layer 2: Commerce Widget (Capture)

The BlockSight payment widget is a drop-in JavaScript component that adds intelligent checkout to any website with e-commerce — whether it's a Web3 token-gated storefront or a traditional online retailer. The same script tag powers both. Integration requires a single line:

```
<script src="https://sdk.blocksight.dev/widget.js" data-key="pk_live_..."></script>
```

The widget accepts any ERC-20 token, native tokens, stablecoins, and traditional payment methods **with sub-3-second transaction detection and near-instant checkout confirmation**. Critically, every transaction processed through the widget captures structured purchase behavior — what the user bought, when, how much, which payment method, and from which context — and feeds this data directly into the intelligence engine. This applies equally to crypto-native transactions and traditional e-commerce purchases, making the widget a universal data capture layer that transforms passive payment processing into an active behavioral intelligence mechanism.

Layer 3: Engagent (Engage)

Engagent is BlockSight's autonomous AI engagement agent. Where the intelligence layer sees and the commerce layer captures, Engagent acts. The agent consumes prediction outputs — churn probabilities, purchase affinities, behavioral segments, stability tiers — and autonomously triggers engagement actions:

Retention workflows: when a wallet's churn probability exceeds a configurable threshold, Engagent triggers a retention action — a targeted airdrop, a personalized incentive adjustment, or a re-engagement notification delivered through the protocol's native interface.

Purchase recommendations: when the model predicts high purchase affinity for a specific item category, Engagent surfaces the recommendation through the protocol's storefront UI at the optimal moment.

Incentive coordination: Engagent dynamically allocates rewards based on behavioral contribution quality rather than transaction volume. This prevents sybil exploitation and ensures incentive budgets are deployed to users with genuine long-term engagement potential.

Composable triggers: all Engagent actions are programmable via API, webhook, and smart contract hooks, enabling protocols to integrate autonomous engagement into any application logic.

4. Technical Architecture

4.1 Data Ingestion Pipeline

BlockSight operates a continuous ingestion pipeline **ingesting from** across two data sources:

On-chain engagement data is captured through indexed blockchain activity across. The pipeline indexes transaction events, DeFi interactions (swaps, lending, LP deposits/withdrawals), governance votes, NFT transfers, and cross-protocol migration patterns. Data is normalized into a unified behavioral schema that captures temporal sequences, interaction frequencies, value flows, and protocol-specific engagement signals.

Commerce widget data is captured in real time from every transaction processed through the BlockSight payment widget. Each checkout generates a structured event containing buyer address, payment token, amount, item metadata, merchant category, and chain context. This data is merged with the on-chain engagement profile for the same wallet, creating a unified behavioral + purchase profile.

4.2 Prediction Engine

The core prediction engine uses a multi-task learning architecture with a shared behavioral encoder that branches into specialized prediction heads.

4.2.1 Shared Behavioral Encoder

The encoder combines a Transformer-based sequence model for temporal engagement patterns with a Graph Neural Network (GNN) for cross-protocol relationship modeling. The Transformer processes ordered sequences of wallet interactions (transaction type, amount, timestamp, protocol) to capture engagement trajectory patterns. The GNN models the wallet's position within the broader ecosystem graph — which protocols it interacts with, which tokens it holds, and how its behavior correlates with neighboring wallets.

The shared encoder produces a dense behavioral embedding for each wallet that captures both temporal dynamics and network position. This embedding is consumed by all downstream prediction heads, enabling multi-task learning where improvements in one task (e.g., churn prediction) transfer to others (e.g., purchase prediction).

4.2.2 Churn Prediction Head

The churn prediction head combines the shared embedding with an LSTM (Long Short-Term Memory) network for sequential engagement decay detection and an XGBoost ensemble for feature-rich

classification. The model produces a churn probability score (0–1) for each wallet at configurable time horizons (7, 14, 30, 90 days).

The model is validated against longitudinal ground truth data — wallets that actually churned versus those that remained active over the prediction horizon.

4.2.3 Purchase Prediction Head

The purchase prediction head uses collaborative filtering combined with a sequence model to predict next-purchase likelihood and category affinity. The model leverages both on-chain purchase history (from the commerce widget) and behavioral signals (engagement patterns that correlate with purchasing behavior) to produce per-wallet purchase probability distributions across item categories.

4.2.4 Behavioral Risk Profiling

The behavioral risk profiling head consumes the dense embedding from the shared encoder to evaluate on-chain stability and user reliability. Rather than issuing regulated creditworthiness assessments—which operate as financial judgments—this head functions purely as an analytical infrastructure layer. It processes longitudinal behavioral features: engagement consistency, transaction regularity, protocol tenure, cross-chain footprint, and historical liquidity stability. The model outputs a categorical *Behavioral Stability Tier (I through IV)* and a continuous *Risk Propensity Score*. These ML outputs are exposed via API as neutral telemetry, designed strictly as composable data inputs that protocols can ingest to dynamically calibrate their own independent risk-management or reward-allocation engines.

4.3 Engagent Decision Engine

Engagent operates as a policy-based decision system that consumes prediction outputs and maps them to engagement actions. The decision engine evaluates:

Risk thresholds: configurable per-protocol churn probability thresholds that trigger retention actions. Default: 70% churn probability at the 14-day horizon triggers an intervention.

Action selection: a rule-based policy (with planned upgrade to reinforcement learning) that selects the optimal action type based on wallet segment, protocol context, and available incentive budget. Actions include targeted airdrops, incentive adjustments, product recommendations, re-engagement notifications, and reward tier promotions.

Delivery mechanisms: actions are delivered through the protocol’s native interface via API webhooks, or executed on-chain through smart contract interactions for token-based incentives. Engagent supports configurable delivery pipelines to accommodate different protocol architectures.

Feedback loop: action outcomes (did the user re-engage? did they make the predicted purchase?) are captured and fed back into the prediction engine, enabling continuous model improvement. This creates a closed-loop system where Engagent's actions generate the behavioral data that improves its future predictions.

4.4 Infrastructure

Component	Technology	Notes
Blockchain indexing	Custom EVM indexers	Real-time streaming
Data pipeline	Apache Kafka + PostgreSQL	Event-driven, horizontally scalable
ML training	PyTorch + XGBoost	GPU-accelerated, bi-weekly retraining
Serving	FastAPI + Redis	<3s query latency, cached embeddings
Commerce widget	JavaScript SDK	Single script tag integration
Engagent runtime	Event-driven microservice	Configurable policy engine
API gateway	REST + WebSocket	NLP query engine, webhook delivery

Table 2: Infrastructure stack overview

5. Scientific Heritage

The predictive modeling techniques underlying BlockSight's AI engine were developed by Chief Scientist Dr. Petrus C. Martens over 30+ years of NASA- and NSF-funded research at Georgia State University.

Dr. Martens's research focused on longitudinal prediction of complex systems — specifically, forecasting solar flare events and coronal mass ejections from time-series satellite telemetry data. These are rare, high-consequence events occurring within noisy, multi-dimensional data streams — a prediction challenge structurally analogous to churn prediction in on-chain economies.

Key methodological transfers from solar physics to behavioral intelligence include:

Longitudinal sequence modeling: the same LSTM-based architectures developed for predicting solar eruptions from SDO (Solar Dynamics Observatory) time-series data now power wallet engagement sequence analysis. Both domains require detecting gradual decay patterns within high-dimensional temporal data.

Rare event classification: solar flare prediction operates at extreme class imbalance (flares are rare relative to quiet periods). The techniques developed to handle this imbalance — including asymmetric loss functions and ensemble methods — directly apply to churn prediction, where churning users are a minority of the population.

Multi-modal feature fusion: Dr. Martens's work combined magnetogram imagery, spectral data, and temporal sequences into unified predictive models. BlockSight's shared behavioral encoder similarly fuses transaction data, engagement sequences, and graph-structural features.

This research heritage provides BlockSight with a technical moat that is not reproducible through prompt engineering or API wrappers around foundation models. The prediction engine is purpose-built for longitudinal behavioral inference, not adapted from general-purpose AI.

6. Market Opportunity

6.1 Addressable Markets

BlockSight operates at the intersection of four converging markets:

Market	TAM Estimate	Growth Driver
Traditional E-Commerce Intelligence	$4.4T[5] market, <10%[6] with AI engagement	Merchants lack predictive AI — BlockSight's widget brings Amazon-grade intelligence to any online store
Web3 Analytics & Intelligence	$7.6B[7] (2033)	Institutional DeFi adoption, regulatory demand for behavioral data
Tokenized Commerce	$18.24B[8] (2033)	Token-gated storefronts, on-chain marketplaces, NFT commerce
AI Agent Economy	$50B+[9] (2030)	Autonomous agents requiring behavioral reputation and trust scoring

Table 3: Total addressable market estimates

6.2 Why Now

Four macro shifts are converging to create urgency for behavioral infrastructure:

Traditional e-commerce lacks AI engagement infrastructure. Of the $4.4 trillion in annual online sales, fewer than 10% of merchants have access to Amazon-grade recommendation and retention AI. The BlockSight commerce widget democratizes this capability — any online store can add predictive AI engagement with a single script tag, bridging the intelligence gap between marketplace giants and independent merchants.

Institutional capital requires behavioral risk profiling. As institutional participants enter DeFi — through RWA tokenization, on-chain credit facilities, and structured products — they require behavioral telemetry capabilities beyond simple collateral ratios. Behavioral intelligence enables undercollateralized lending, counterparty risk assessment, and portfolio engagement analysis.

5 https://www.researchandmarkets.com/reports/5735260/e-commerce-market-report

6 https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai

7 https://dataintelo.com/report/onchain-analytics-platform-market

8 https://www.openpr.com/news/4396663/tokenization-market-to-reach-usd-18-24-billion-by-2033-at-28-5

9 https://cloudely.com/ai-agents-market-insights/

The AI agent economy demands behavioral reputation. Autonomous AI agents operating in on-chain economies need behavioral profiles to establish trust, predict preferences, and coordinate purchasing decisions. Without behavioral infrastructure, agent-to-agent commerce cannot scale beyond basic token swaps.

70% churn is unsustainable. Protocols collectively spend hundreds of millions on user acquisition through airdrops, liquidity mining, and points programs. Without retention infrastructure, the majority of these users leave within weeks. Engagent converts acquisition spend into retained users by intervening before churn occurs.

6.3 Target Segments

BlockSight's initial target segments, in order of go-to-market priority:

Segment	Primary Product	Value Proposition
Traditional e-commerce	Commerce Widget + Engagent	Drop-in AI checkout for any online store. Purchase prediction, automated retention, personalized recommendations
DeFi protocols (lending, DEX, yield)	Intelligence + Engagent	Reduce TVL churn, behavioral risk profiling, automated retention
Web3 marketplaces & storefronts	Commerce Widget + Engagent	Multi-chain payments with purchase prediction, AI-powered merchandising
Gaming economies	Full stack	Player retention, in-game purchase prediction, reward optimization
RWA platforms	Intelligence	Behavioral underwriting, counterparty assessment
Institutional DeFi participants	Intelligence API	Portfolio analytics, compliance-enhanced profiling

Table 4: Target customer segments

7. Competitive Positioning

BlockSight occupies a unique position in the on-chain infrastructure landscape by combining predictive analytics, commerce processing, and autonomous engagement in a single platform. No existing competitor covers all three.

Capability	Dune / Nansen	Kaito	Moonpay / Crossmint	BlockSight + Engagent
Behavioral profiling	Basic labels	Attention metrics	—	Deep behavioral embeddings
Predictive churn modeling	—	—	—	95% accuracy, 0.89 AUC-ROC
Purchase prediction	—	—	—	✓
On-chain risk profiling	—	—	—	✓
Multi-chain payments	—	—	✓	✓ (with intelligence)
Autonomous engagement	—	—	—	✓ Engagent
Composable prediction API	—	Partial	—	✓ Full
Closed-loop data flywheel	—	—	—	✓

Table 5: Competitive comparison matrix

The critical differentiator is the closed-loop flywheel: the commerce widget captures data that feeds predictions that drive Engagent actions that generate more behavioral data. Competitors offer point solutions (analytics OR payments OR engagement); BlockSight is the only platform where all three compound into each other.

7.1 Kaito — Attention Layer vs. Behavioral Layer

Kaito has emerged as a significant player in Web3 intelligence, building what they describe as the "attention layer" — indexing social signals, mindshare metrics, and narrative sentiment from Twitter, Discord, Telegram, and other social platforms.

BlockSight builds the behavioral layer. Where Kaito measures what the market says, BlockSight measures what users do. Attention and behavior are complementary but fundamentally different signals. A token can have high social mindshare while its actual user base is churning. Conversely, a protocol can have low social visibility while exhibiting strong on-chain retention and growing engagement.

For institutional participants, behavioral data is more actionable than attention data because it directly predicts economic outcomes: will this user continue engaging? Will they make purchases? Are they creditworthy? Attention metrics correlate with short-term price action; behavioral metrics predict long-term economic participation.

8. Business Model

8.1 Revenue Streams

Stream	Model	Description
Engagent SaaS	Monthly subscription	Tiered plans: Free (limited predictions), Pro ($X/mo for full Engagent + analytics), Enterprise (custom models, SLA, white-label)
Intelligence API	Usage-based	Metered per-query pricing for prediction API access: churn scores, purchase predictions, credit assessments. Volume discounts.
Commerce Widget	Transaction fee	Small percentage fee on payment widget transactions. Revenue-generating AND data-capturing.

Table 6: Revenue model

The three revenue streams are designed to be mutually reinforcing. Commerce widget adoption drives data volume, which improves prediction accuracy, which increases Engagent value, which drives subscription revenue, which funds further widget distribution.

8.2 Pricing Strategy

BlockSight employs a land-and-expand pricing strategy:

Free tier: Limited behavioral analytics for small protocols. Commerce widget with standard transaction fees. Designed to capture data and demonstrate value.

Pro tier: Full prediction API access, Engagent automation, advanced segmentation, NLP query engine. Targeted at mid-market protocols with 10K+ active users.

Enterprise tier: Custom model training on protocol-specific data, dedicated SLA, white-label Engagent deployment, compliance-enhanced analytics. Targeted at institutional participants and large-scale protocols.

9. Traction & Validation

Milestone	Status	Detail
Multi-chain AI infrastructure	Complete	Behavioral models trained across

churn prediction accuracy	Validated	held-out longitudinal test data
Payments widget in production	Live	Deployed in KarratShop (My Pet Hooligan / AMGI Studios, AMGI Studios is backed by Animoca Brands, Nvidia, Epic Games, Palantir)
Waitlist demand	2,000+	Pre-launch signups across DeFi, gaming, and marketplace verticals
Security audit	Complete	Penetration test completed on partner infrastructure; all findings remediated
Start in Block 2026	Accepted	Paris Blockchain Week competition — 1,000+ applicants, 12 pitch live on stage

Table 7: Traction milestones

10. Roadmap

Quarter	Milestone	Deliverables
Q4 2025	Behavioral + payment infrastructure built	Multi-chain ingestion and payment processing operational. Models trained across EVM chains.
Q1 2026	Private beta — analytics + payments live	Both products deployed to partners. Payments widget live in KarratShop.
Q2 2026	Public launch — full platform + Engagent beta	Intelligence and payments open. Engagent enters private beta with select protocols. Composable API live.
Q3 2026	Engagent public launch & enterprise tier	Engagent open to all. White-label engagement infrastructure. Institutional analytics. Custom model deployments.
Q4 2026	Cross-chain expansion & agent APIs	Non-EVM support. Portable behavioral profiles. Engagent agent-to-agent coordination APIs.

Table 8: Development roadmap

11. Team

Stefano Vercesi — Co-Founder, CEO. 10 years in software engineering with multiple bootstrapped products shipped to production. Three years deep in blockchain development, smart contract architecture, and on-chain payment systems. Leads company strategy, product direction, and go-to-market execution.

Devon Martens — Co-Founder, CTO. Architected AI-driven trading engines managing $50M+ in liquidity across decentralized markets. Led Studio Chain, a Layer 2 blockchain for adaptive game economies. Combines deep expertise in blockchain commerce, machine learning infrastructure, and decentralized economic reasoning. Responsible for all technical architecture, ML pipeline, and infrastructure.

Dr. Petrus C. Martens — Co-Founder, Chief Scientist. 30+ years of NASA- and NSF-funded research in machine learning, predictive modeling, and large-scale data infrastructure. Professor at Georgia State University. Led solar physics AI research programs including prediction systems for the Artemis program. Responsible for the core prediction engine architecture, model design, and scientific validation.

12. Token Economics (Preliminary)

Token design is under active development. The following represents preliminary thinking and is subject to change.

12.1 Utility Model (Under Consideration)

A native token could serve multiple utility functions within the BlockSight ecosystem:

Platform access: Token staking for enhanced prediction API access, higher query limits, and priority Engagent action execution.

Data contribution rewards: Protocols that contribute behavioral data to the shared intelligence layer receive token incentives proportional to data quality and uniqueness.

Governance: Token holders participate in governance over model parameters, feature prioritization, and ecosystem fund allocation.

Engagent action staking: Protocols stake tokens to fund Engagent autonomous actions (airdrops, incentives). Staked tokens are consumed or redistributed based on action outcomes, creating a direct link between token utility and engagement effectiveness.

12.2 TGE Timeline

No TGE date has been set. Token launch will follow product traction and be timed to align with **evolving regulatory frameworks** and **optimal** market conditions. The team is committed to building genuine utility before introducing token economics.

13. Risks & Mitigations

Risk	Impact	Mitigation
Model accuracy degradation over time	High	Bi-weekly model retraining. Continuous feedback loop from Engagent outcomes. Expanding training data from new chain integrations.
Smart contract vulnerabilities	High	Formal audit planned Q2 2026. Penetration testing complete. Rate-limited action execution. Multisig treasury.

Regulatory compliance (profiling models)	Medium	Behavioral scoring is advisory, not deterministic. Compliance framework under review. Institutional tier includes compliance-enhanced profiling.
Sybil attacks on behavioral profiles	Medium	Graph-based sybil detection integrated into profiling engine. Behavioral authenticity scoring beyond transaction volume.
Data privacy (pseudonymous wallets)	Low	All data is derived from public blockchain activity. No PII collection. Wallet addresses are pseudonymous by default.
Competition from analytics incumbents	Medium	Incumbents lack prediction + action loop. Adding predictive modeling and autonomous engagement to existing analytics platforms requires fundamental architecture changes, not feature additions.

Table 9: Risk assessment matrix

14. Vision

Behavior will become the backbone of on-chain economies.

Today, on-chain economies operate blind. Protocols launch tokens, attract users, and hope they stay. Payment infrastructure moves tokens without learning from them. Credit decisions rely on overcollateralization because no behavioral trust infrastructure exists. Growth is measured in TVL and holder counts — metrics that reveal nothing about user intent, satisfaction, or loyalty.

BlockSight's vision is to build the behavioral infrastructure layer that every on-chain economy runs on. The intelligence engine that sees users across protocols. The commerce layer that captures every economic interaction. The autonomous agent — Engagent — that acts on behalf of protocols to retain, engage, and grow their user base.

In this future, protocols don't hire growth teams. They plug in Engagent. DeFi protocols don't rely solely on collateral. They evaluate behavioral stability. Marketplaces don't guess what to show users. They surface predictions. AI agents don't transact blindly. They leverage behavioral reputation.

The protocols that win will be the ones that understand their users — not after they leave, but before.

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