



AMBASSADOR PILOT

Kracked Devs Ambassador Pilot

Starter Handbook · 90-Day Pilot Edition

A practical public handbook for selected community builders helping more Malaysians discover, learn, and build with AI.

Welcome to the Kracked Devs Ambassador Pilot — a focused 90-day programme for selected community builders who want to help more Malaysians discover, learn, and build with AI.

This handbook explains how the pilot works, what ambassadors are expected to do, how contributions are recognised, and how Kracked Devs will support you throughout the journey.

The pilot is intentionally lightweight, practical, and flexible. You are not expected to do everything. You will choose one primary track, complete one meaningful contribution per month, and help build a healthier AI builder community.

1. Programme Purpose

Kracked Devs is building more than a tech community. Our mission is to grow the next generation of AI builders, creators, founders, and innovators across Malaysia.

The Ambassador Pilot helps local communities take their first steps into building through meetups, beginner-friendly sessions, content, campus outreach, co-building activities, and thoughtful community support.

Every contribution should move people closer to one outcome: more Malaysians confidently learning, experimenting, and building with AI.

What this pilot is

- A 90-day learning and contribution programme for selected ambassadors.
- A practical opportunity to build leadership, communication, community, and event experience.
- A structured way to recognise consistent and meaningful contribution.
- A supported pathway for people who want to help others start building.

What this pilot is not

- It is not a full-time or part-time job.
- It is not a requirement to run weekly events.
- It is not a competition to do the most tasks.
- It is not a promise of paid work, internships, prizes, or sponsorships.
- It does not give ambassadors authority to make legal, financial, or sponsorship commitments for KD.

2. The Ambassador Promise

Kracked Devs Ambassadors are community builders who help people feel welcomed, inspired, and ready to build. The role is designed around consistency, not pressure.

During the pilot, each ambassador makes a simple commitment: choose one track, complete one meaningful contribution per month, submit a light update, and follow KD's community standards.

If you want to do more, you can earn more XP and unlock additional recognition. Extra activities are encouraged, but they are optional and should not come at the cost of studies, work, health, or personal responsibilities.

3. Minimum Monthly Commitment

Commitment	Standard
Contribution	One meaningful contribution per month.
Update	One monthly update through Zealy or the approved reporting flow.
Check-in	Attend when scheduled, or send an async update if unavailable.
Time	3–5 hours per month for the basic pilot commitment.

4. 90-Day Pilot Structure

Stage	Focus	What Ambassadors Do
Onboarding	Understand the mission, expectations, and tracks.	Join onboarding, read this handbook, choose a primary track, and select a first-month mission.
Month 1	First small win.	Complete one simple contribution such as a small meetup, content piece, campus introduction, online session, or event support role.
Month 2	Repeat or improve.	Repeat your first contribution with better structure, or support a slightly larger KD activity.
Month 3	Showcase and review.	Contribute to a showcase, workshop, collaboration, or final pilot activity, then share feedback.

5. Ambassador Tracks

Choose one primary track. You may help with other activities, but your primary track is the main reference point for expectations and XP review.

Track	Best For	Typical Contributions
Campus Ambassador	University students or people connected to student communities.	Introduce KD to clubs, share opportunities, support campus sessions, and help students discover AI-building activities.
Community Host	People who enjoy gathering and welcoming others.	Host small meetups, online co-building sessions, discussion circles, and beginner-friendly community touchpoints.
Content Ambassador	Writers, creators, designers, editors, and storytellers.	Create event recaps, builder stories, short tutorials, community updates, or useful AI learning content.
Technical Facilitator	People comfortable explaining tools, demos, or beginner workflows.	Support or lead beginner AI sessions, vibecoding workshops, project walkthroughs, and small build-along activities.
Partnership Scout	People who are confident making introductions.	Suggest venues, introduce university clubs or community partners, and identify collaboration opportunities. KD must approve official commitments.

6. First-Month Mission Menu

The first month is about building confidence and momentum. Choose one mission that fits your track and availability.

Mission	Good Fit	Evidence Needed
Host a small AI study or co-building session	Community Host / Technical Facilitator	Attendance count, photo or screenshot if appropriate, short recap.
Help KD run one online vibecoding session	Technical Facilitator / Community Host	Session link, role played, attendance or participation notes.
Publish one approved event recap or builder story	Content Ambassador	Published link or submitted draft, plus short explanation of purpose.
Introduce KD to one university club	Campus Ambassador / Partnership Scout	Club name, contact context, and next-step status.
Invite potential builders into one KD activity	Any track	Names or handles where appropriate, activity joined, participation proof.
Welcome new members in the community channel	Community Host	Short summary of who was welcomed and how they were guided.
Support preparation for a beginner workshop	Technical Facilitator / Content Ambassador	Slides, checklist, demo notes, or other preparation output.

7. How XP Works

Kracked Devs may use Zealy or another approved quest system for XP and contribution tracking. This makes contribution visible, fair, and easy to review.

Zealy is not extra homework. It is the place where ambassadors submit completed quests, provide evidence, and receive XP for verified contribution.

- XP is awarded for verified contribution.
- Most pilot quests require manual approval.
- Evidence may include links, photos, screenshots, attendance counts, recaps, or organiser confirmation.
- KD may decline XP for low-quality, duplicate, misleading, incomplete, or unapproved submissions.
- XP helps with recognition and progression, but does not guarantee limited rewards.

8. Starter Quests and XP Levels

Quest	XP	Frequency
Complete Ambassador Onboarding	25	Once
Choose Your Ambassador Track	10	Once
Introduce Yourself to the Ambassador Group	10	Once
Read and Accept Ambassador Guidelines	15	Once
Submit Monthly Ambassador Update	20	Monthly
Attend Monthly Check-in	10	Monthly
Complete One Monthly Contribution	50	Monthly
Host Small Meetup or Co-Building Session	50	Repeatable
Submit Event Recap Within 72 Hours	25	Repeatable
Create Useful AI or Builder Content	40–75	Repeatable
Support Campus Collaboration	100	Repeatable
Lead Beginner AI Workshop	100	Repeatable

Level	XP	Meaning
Explorer	0+	New ambassador in onboarding or early contribution stage.
Builder	250+	Reliable contributor who has completed useful activities.
Community Lead	750+	Consistent contributor with strong community value.
Senior Ambassador	1,500+	High-quality ambassador with proven reliability and impact.
Regional Lead	3,000+	Invite-only leadership pathway with clearly scoped expectations.

9. Contribution Evidence Standards

Evidence protects the fairness of the XP system. It also helps KD understand what is working, what needs support, and what can be celebrated publicly.

Contribution Type	Evidence Required
Event or meetup	Event title, date, attendance count, photo or screenshot if appropriate, short recap, and key learning notes.
Content	Link or file, short explanation of purpose, and confirmation that the content is original or substantially created by the ambassador.
New member onboarding	Who was welcomed, where they joined, and proof of at least one meaningful participation action.
Campus or community outreach	Group name, contact context, what was proposed, and next-step status.
Venue or partnership lead	Organisation or contact name, opportunity summary, and KD confirmation before major XP is awarded.
Workshop or technical session	Topic, materials or demo notes, attendance, feedback, and follow-up opportunities.

10. What KD Provides

Ambassadors should feel supported, not left alone to figure everything out. KD will provide a simple operating layer for the pilot.

- A clear onboarding session and this handbook.
- Access to the approved ambassador channel or group.
- Templates for event requests, event recaps, monthly updates, and basic content.
- Monthly check-ins or office hours where possible.
- Guidance on event formats, beginner-friendly session design, and community communication.
- Promotional support when requests are submitted early and approved.
- Review and approval for official events, partnerships, budgets, and high-XP claims.
- Recognition for consistent, high-quality contribution.

11. Tools and Operating Stack

Tools should help ambassadors report, promote, and coordinate without turning the role into admin work.

Tool	Purpose in the Pilot
Discord or approved community channel	Main community space for announcements, sessions, state or campus groups, and ambassador support.
Zealy or approved quest system	XP submission, evidence review, starter quests, and monthly contribution tracking.
Google Forms / Tally	Ambassador applications, event feedback, and simple registration forms.
Google Sheets / dashboard	Internal KD tracking for sign-ups, attendance, activities, XP, and follow-up.
Canva or approved template library	Social post templates, event posters, story graphics, recap formats, and session thumbnails.
GitHub or project links	Optional proof of member projects, build outputs, or showcase submissions.
Link-in-bio page	Optional ambassador profile link containing approved KD links, community invite, and event registration links.

Tracking principle

Only track numbers that KD will actually review and use. During the pilot, avoid overwhelming ambassadors with daily dashboards. The minimum useful metrics are:

- monthly contribution completed;
- attendance or reach where relevant;
- evidence submitted;
- new members who actually participate;
- content or event recap submitted;
- support needed from KD.

12. Optional Growth Plays

These activities can help the community grow, but they are not baseline expectations. Use them only when they fit your track, capacity, and KD approval status.

Growth Play	Best Use	Pilot-Safe Version
University club collaboration	Campus Ambassador / Partnership Scout	Start with one introduction, one small club session, or one co-hosted workshop. Do not promise official partnerships without KD approval.
Free beginner workshop	Technical Facilitator / Campus Ambassador	Run a 60–90 minute beginner session using an approved KD module or template. Keep the topic simple and beginner-safe.
Quarterly physical meetup	Community Host / State or campus group	Only after there is enough local interest. Start small. Budget, venue, food, and promotion must be approved before commitments are made.
Cross-promotion with local tech events	Partnership Scout / Content Ambassador	Attend or support existing hackathons, meetups, or career events with approved KD messaging and links.
Referral link system	Any ambassador	Use one approved referral or tracking link per ambassador so KD can understand which outreach channels are working.
Ambassador-to-hire pathway	High-performing ambassadors	Top ambassadors may become eligible for paid bounties, contract work, partner introductions, or recommendation letters when fit and budget exist. This is an opportunity pathway, not a promise.
Friendly state or campus leaderboard	Mature chapters only	Use as a light recognition mechanic after the pilot, not as pressure during onboarding. Reward quality and consistency, not spam.

A growth play is successful only if it creates real community value. Sign-ups alone are not enough. KD should look for participation, learning, projects, feedback, and repeat engagement.

13. Pilot Scorecard and Scale Roadmap

The pilot scorecard is intentionally realistic. The goal is to prove that the programme is useful, fair, and sustainable before expanding.

Area	Healthy Pilot Target
Ambassador activation	3–7 selected ambassadors onboarded and active.
Contribution completion	Each active ambassador completes at least 2 meaningful contributions across 90 days.
Community activity	At least 3 total activities across the pilot, such as meetups, workshops, recaps, onboarding actions, or campus introductions.
Member activation	New members should not only sign up; at least some should attend, participate, post, build, or return.
Reporting health	Monthly updates submitted with evidence and support needs.
Workload health	Most ambassadors remain within the 3–5 hour monthly baseline unless they voluntarily choose more.
Quality signal	Positive feedback from attendees, ambassadors, or KD team review.

Phase	Timing	Goal
Phase 1 — Pilot	First 90 days	Test tracks, XP, reporting, support, and ambassador workload with a small group.
Phase 2 — Focused expansion	Next 2–3 months	Add a small number of additional campuses, communities, or states where KD has strong candidates.
Phase 3 — Chapter/squad model	After repeatable proof	Introduce co-ambassadors or junior ambassadors so no person becomes the single point of failure.
Phase 4 — League or national campaigns	Mature stage only	Run friendly challenges, larger showcases, or interstate activities once local communities are stable.

14. Burnout Prevention and Coverage

Ambassador burnout is one of the biggest risks in community programmes. The pilot is designed to protect ambassadors from carrying too much alone.

- No ambassador should be the only person responsible for a recurring community activity for too long.
- Ambassadors may pause or take a lighter week when studies, work, exams, health, or family responsibilities require it.
- Ambassadors should communicate early if they need a break. Honest pauses are allowed; ghosting is not expected.
- KD should celebrate small wins publicly, not only large events or high XP totals.
- Where possible, pair ambassadors or assign backup support for larger sessions.
- Monthly check-ins should include a workload question: "Is this still manageable?"
- Graduated or senior ambassadors should help carry the session load over time; new ambassadors should not run everything forever.

Coverage principle

A healthy programme has backups. If a state, campus, or community becomes active, KD should eventually aim for at least two trusted people who can support each other. One-person chapters are fragile.

15. Rewards and Recognition

The pilot recognises contribution through XP, levels, public appreciation where appropriate, certificates, and access to future opportunities. Some rewards depend on availability, partner support, quality of contribution, and KD's final approval.

Reward Category	Examples	Availability
Included in the pilot	Ambassador status, onboarding, templates, approved channel access, XP tracking.	Available to accepted pilot ambassadors.
Completion recognition	Certificate of contribution and priority consideration for future KD activities.	Available after completing pilot requirements.
Conditional recognition	Social feature, recommendation letter, merch, partner opportunities.	Based on contribution quality, reliability, and availability.
Limited opportunities	Paid work, internships, sponsored certifications, hardware, conference trips.	Not guaranteed. Offered only when budget, partners, and fit are confirmed.

16. Events and Community Activities

Events should be simple, useful, beginner-friendly, and aligned with KD's mission. Ambassadors do not need to create large events to make a meaningful impact.

Minimum event standard

- Clear title and target audience.
- Approved date, location, or online link.
- Beginner-friendly explanation of what participants will do or learn.
- Simple registration or attendance method.
- Respectful, inclusive environment.
- Attendance count and recap submitted after the event.
- No financial commitment unless KD approved it in advance.

Event request template

- Event title, date, time, and location or online link.
- Target audience and expected size.
- Format: meetup, workshop, co-build, talk, demo, or showcase.
- Support needed from KD.
- Budget needed, if any.
- Promo help needed.
- Risks, concerns, or approvals required.

Event recap template

- Event name and date.
- Attendance count.
- What happened.
- Three highlights.
- Feedback or issues.
- Photos, screenshots, or links.
- New members, projects, or follow-up opportunities.
- Suggested next step.

17. Ambassador Boundaries

Clear boundaries help ambassadors contribute confidently without overextending themselves.

Ambassadors are not expected to:

- Pay for venues, food, prizes, advertisements, tools, or transport unless KD has approved reimbursement in writing before the expense.
- Guarantee event attendance numbers.
- Teach advanced technical topics alone if they are not comfortable.
- Represent KD in legal, financial, sponsorship, political, or commercial commitments.
- Promise jobs, internships, prizes, investments, grants, or paid work on behalf of KD.
- Run weekly events unless they voluntarily choose that cadence.
- Be available at all times in Discord, WhatsApp, or other community channels.

18. Conduct and Brand Standards

Ambassadors represent the spirit of Kracked Devs. The standard is simple: be useful, respectful, honest, beginner-friendly, and community-first.

Conduct expectations

- Treat beginners with patience and respect.
- Create welcoming spaces for people from different backgrounds and experience levels.
- Avoid harassment, discrimination, intimidation, or exclusionary behaviour.
- Do not misrepresent your role, authority, or relationship with KD.
- Escalate serious incidents, safety concerns, or conflicts to the KD team promptly.

Brand and communication expectations

- Use KD's name and visual materials accurately and respectfully.
- Do not announce official partnerships, sponsorships, paid opportunities, or major events without approval.
- Do not make exaggerated claims about AI, KD, sponsors, jobs, funding, or guaranteed outcomes.
- Keep public communication clear, helpful, and aligned with the mission of growing Malaysia's AI builder ecosystem.

19. Monthly Update Template

Monthly updates should be short. The goal is to help KD understand progress, blockers, and support needs.

Ambassadors can use this structure:

- What did I complete this month?
- Which track does this contribution support?
- Who did it help, and approximately how many people were reached?
- What evidence am I submitting? Link, photo, screenshot, recap, or organiser confirmation.
- What went well?
- What was difficult?
- How many hours did I roughly spend?
- What support do I need from KD?
- What is my planned contribution next month?

20. How to Succeed as a KD Ambassador

- Start small. A useful 8-person session is better than an overpromised event that does not happen.
- Be consistent. One meaningful contribution every month is the foundation of the pilot.
- Document your work. Recaps, photos, links, and notes make your impact visible.
- Stay beginner-friendly. Many people are curious about AI but unsure where to begin.
- Ask for support early. KD can help more effectively when requests are made before the last minute.
- Protect your energy. The pilot should build your confidence, not burn you out.
- Think community before ego. The best ambassadors help others feel capable and welcomed.

21. Pilot Completion

At the end of 90 days, KD will review the pilot with ambassadors. The review will consider contribution quality, consistency, community impact, feedback, workload, and programme improvements.

Possible next steps include continuing as an ambassador, changing tracks, pausing the role, becoming eligible for future leadership opportunities, or helping KD shape the next version of the programme.

The most important outcome is not simply the number of quests completed. The real goal is to build a repeatable, healthy, and meaningful ambassador structure that helps more people across Malaysia begin building with AI.

22. Your First Seven Days

After onboarding, keep the first week simple and focused. The goal is to understand the programme, choose a track, and commit to one realistic first action.

Day	Action
Day 1	Read this handbook, complete the Start Here quests in Zealy, and join the approved ambassador channel.
Day 2	Choose your primary ambassador track and introduce yourself to the ambassador group.
Day 3	Select one first-month mission that fits your schedule and strengths.
Day 4	Confirm any support needed from KD, especially for events, content, venues, referral links, or promotion.
Day 5	Prepare the basic materials, outreach message, event idea, content draft, or club introduction for your mission.
Day 6	If relevant, personally invite a small first circle of potential builders. Quality conversations matter more than mass invites.
Day 7	Share your first-month mission plan and expected timeline with KD. If you are hosting a session, run it even if the first group is small.

Final note

The best ambassadors do not need to be the loudest people in the room. They are reliable, welcoming, honest, and willing to help others take their first step. Start small, document your work, ask for support early, and build the kind of community you would want to join.