# Miscellaneous Mechanics

# **Loyalty MVP Version**

# Stage 1

- Create proto-loyalty program (cashback) for current Babka customers.
- Include Loyalty program in LIF re-launch

### Stage 2

- Enroll partners to create webshop, items, bonuses
- · Establish loyalty points value and accrual metrics
- · Create "show users balance"
- · Possibility to accumulate points by buying through the Web Shop
- Bonus points account in Babka login
- · Showcase of goods available for bonus points

Sourced from: Loyalty Program MVP

# Xsolla B2B Babka Loyalty as 3rd party program for Partners

[Note: all developers mentioned that this is not desired as most of their loyalty systems are built into the game before the first line of code.]

### Internal/ In-Game

Xsolla sells loyalty orbs and mechanics to partners for promotions and retention.

The challenge here is that incorporating 3rd party loyalty in-games that are already developed is very hard to patch, because often the games loyalty system is built into the base mechanics of the game. Retrofitting loyalty into it after the fact is out of sequence.

### **External/ Cross-Promotion**

Xsolla offers loyalty orbs and drops to partners for cross-promotions and engagement.

Developers are concerned with losing users to other games, so this has to be developed fairly and strategically so the gains are clear and risks mitigated.

Benefits: Retention, increase in LTV, increase in ad watch rate, increase in user-base.

# Loyalty Reference Materials: The Loyalty Program Presentation is a synthesis of the 80 Level Loyalty Report. The Report is key takeaways from the Interviews. **Loyalty Program Presentation** Loyalty program presentation 2 | Xsolla **80.LV** Loyalty Report [Report] How to increase profits with a loyalty platform [Unedited, Full Report] Figma Babka Pay Loyalty with Orbs UI 🗦 https://www.figma.com/file/RngZ5QZCfatNvfuab5ITWa/Babka-Drafts?node-id=0%3A1&t=YFVx38ABFMjs1fAz-0 - Co nnect your Figma account Miro Loyalty Flow m https://miro.com/app/board/uXjVOCvEX3s=/ - Connect your Miro account **Loyalty Program MVP ■** Loyalty Program MVP

# **Loyalty Program VIP**

**■** Loyalty program/Vip customers

# **Loyalty Token Economy**

2021-11-22 loyalty token economy, utility, tiers, rewards and claims

# Babka Orbs/ Zeebeedee killer (Micro-payments in game)

A Babka Orb that competes with and supersedes Zebedee, which enables programmable payments and small transactions to power economies for virtual worlds with near-zero fees. That is, it takes the big transaction fees out of blockchain-based cryptocurrencies such as Bitcoin and enables much smaller transaction sizes.

- LOON-2297: Babka Orbs (aka Zebedee killer) CLOSED
- **□** [CANVAS] Babka Orbs (aka Zebedee killer)

Loyalty Brief Task History

# Re Plan: Babka Loyalty

Last updated:	Confluence:	RE Keeper:
Update sent to RE:	Jira:	Major Stakeholders:
First sent to RE:		
<b>■</b> Key Outcome - Focus		
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Key Reference:		
Objective:		
Plans:		
What's working:		
NA (In a 41 - 12 - 4)		
What's not:		
Plane Adjustment:		
Plans Adjustment:		



# Babka Game Integrations (Babka In-Game Outposts + Metasites Integrations)

Based on Shurik's vision to "create a babka office in Fortnite Creative Mode and other games (Roblox, Minecraft and etc)," this Loonshot is exploring the representations that Babka can take on across games and metasites. Crucially, this involves scouting relevant games and metaverse worlds for Babka character integrations, as well as creating an underlying system to better understand ROI from these integrations.

In considering effective Babka metrics for in-game outposts/integrations, we need to consider the building of Babka across 4 primary domains: product adoption, revenue streams, brand awareness, and narrative engagement.

Core Product Adoption	Revenue Streams	Brand Awareness	Narrative Engagement
UA through account formation	Orbs Purchases	Introduce Babka as a character that can take on different visual forms in each game/experience	Introduce Babka as a narrative character that can be explored further outside of game
UA through enabling conversion of ingame currency to Babka Orbs	Inventory Item Purchases	Introduce Babka's personality as a character who stores items and gives orbs	Reveal unique elements of Babka's backstory
Retention through building engagement around Babka Orbs currency system	Babka Pay/Marketplace Revenue	Introduce Babka as a checkout mechanism	Create fun game mechanics that are based on Babka's personality and drive interest in ongoing engagement with the storyworld
Babka Product Integrations			Offer Babka Quests

# **Product Integrations**

Within a game or metasite, these integrations are typically support with the following product functionalities:

# **Babka Marketplace**

- · Seamless Checkout
- Checkout with In-Game Currency
- Purchased items will be visible within Babka Account
- Most useful if it drives account formation and if Orbs can be given as a reward for transaction to bring users back to the account

# **Babka Currency**

- In-game Currency is automatically integrated with Babka Marketplace, Babka Pay, and Babka Wallet
- · Babka can enable game-specific loyalty based on purchase history of user
- Babka can enable game-specific loyalty or rewards based on use of player referral code
- · Retention for gamers that want to utilize their Babka Orbs

# **Babka Quests**

An integration that allows characters to offer multi-step quests that can be tracked across properties that integrate Babka. These quests can be integrated with the Babka Account by:

- In-game achievements or achieve actions can fulfill Quest requirements
- · Quest Achievements tracked in Babka Passport

- Items earned through quests automatically synced to Babka Backpack
- · Orbs earned through quests automatically synced to Babka Wallet

### **Babka Drops**

Babka Drops functionality can be used to offer players items or orbs within the game and have those items populate within their Backpack or Wallet

# In-Game Integration Types

### **Branded In-Game Store**

A location within the game or metasite that is branded to be Babka-related and has locational interactions centered around purchasing items (restaurant, bar, marketplace, flower shop) with Babka providing both the narrative theming and the backend functionality.

Potential elements for this in-game store are:

- 1. Babka Marketplace
- 2. Babka Locational Theming
- 3. Babka Quests that are synced with Babka Passport
- 4. Mini-games that offer Orbs and Items as rewards for Account Re-Engagement (using Babka Drops functionality?)

#### Uses:

- Most useful if it drives account formation and if Orbs can be given as a reward for transaction to bring users back to the account
- · Can introduce Babka as a character who stores items and gives orbs
- Can provide a useful tool for games, so may not need to be a costly integration (ie. can be a tradeoff between backend product and character integration)
- ROI depends on amount spent vs. audience size, but can be effective even in games with fewer players

# Nushi or Babka Character

Nushi or Babka can show up as a characters in-game that matches the game's aesthetic while retaining core features of their identity.

Can become especially effective if interaction with Babka character is not only conversational, but also allows some product functionality like:

- 1. Babka Marketplace/Checkout
- 2. Babka Drops: Offering Objects with Babka Backpack integration
- 3. Babka Drops: Offering Orbs with Babka Wallet integration
- 4. Babka Quests that are synced with Babka Passport
  - a. A variation on an explicitly Nushi or Babka Character are NPC Characters who can offer Babka Quests

#### Uses:

 Most useful when building broad awareness of Babka as a character and driving curiosity around engaging with Babka outside of the game

- · Will likely be a more costly integration for games that we don't own (ie. non-LTG or non-metasite experiences)
- Most effective ROI in games with high volume of players
- · Can introduce Babka as a character who stores items and gives orbs if product functionality is integrated

# Babka Universe Interoperable Item

Narrative objects have utility in the game in a way that showcases Babka mechanics.

### Uses:

- · UA for storage of item in inventory
- Can provide an on-ramp to metasites/LTG games where the item has narrative interoperability
- Can be kickstarted through a partnership with Drops
- · Most effective ROI in games with a high volume of players

# **Babka Mini-Games**

### Uses:

- Introduce Babka's personality as a character who stores items and gives orbs
- Create fun game mechanics that are based on Babka's personality and drive interest in ongoing engagement with the storyworld
- UA and Retention for gamers that want to utilize their Babka Orbs
- · Most effective ROI in games with a high volume of players

# **Babka Quests:**

### Uses:

- Provide linkages across Xsolla properties
- Drive retention and re-engagement across quest stages
- LOON-2194: Babka In-game Outposts IDEAS BACKLOG
- **■** Babka Outpost in games

# Re Plan: In Game Outposts

Last updated:	Confluence:	RE Keeper:
Update sent to RE:	Jira:	Major Stakeholders:
First sent to RE:		
<b>■</b> Key Outcome - Focus		
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Key Reference:		
Objective:		
Objective:		
Plans:		
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What's working:		
What's Working.		
What's not:		
Plans Adjustment:		

# Babka Twitch Virtual Influencer

LOON-5404: Babka Twitch Virtual Influencer RESEARCH

**■** Brief: Babka Mocap Content Concepts

# Re Plan: Twitch Virtual Influencer

Last updated: Update sent to RE: First sent to RE:	Confluence: Jira:	RE Keeper: Major Stakeholders:
<b>■</b> Key Outcome - Focus		
Key Reference:		
Objective:		
Plans:		
What's working:		
-		
What's not:		
-		
Plans Adjustment:		

# [CANVAS] Babka Twitch Virtual Influencer

Epic ticket: 1 LOON-5404: Babka Twitch Virtual Influencer RESEARCH

# Source:

PROBLEM What are the crucial problems faced by customer or Xsolla? Babka brand awareness	SOLUTION What is your solution, what makes it the must-have product?  Create Babka as a virtual influencer, with her own Twitch stream, playing games and doing improv, dropping items, etc.	VALUE PROPOSITION Why it is worth to be developed, how does it fit into Xsolla business? Popular trend	UNFAIR ADVANTAGE How do you stand out from competitors, what are you unique?	CUSTOMER SEGMENTS Who can you help or how it may add to Xsolla growth? Gamers Metaversen users
	EXISTING ALTERNATIVES What is your direct competitor, what other ways customers can address their problems (products or services)?  ◆ Discover The Top 12 Virtual Influencers for 202 3 - Listed and Ranked!	REVENUE STREAMS How it should be monetized? New users in Babka wallet from virtual influencer; Twitch monetization; Revenue from dropping items	RELATED PRODUCTS What are related Xsolla products (existed or in dev)? Babka brand Metaverse	EARLY ADOPTERS What is the specific characteristics of the ideal customer? Metaverse fans