Babka Referral Payouts RE Plan

> "By default, all links in story3, x.la and metasite are referral. Every time I like a story or a metasite and want to share it with my friends/followers, I will earn 10% of the new users' lifetime spend. It did not count if the users are not new. Old users who have been inactive for 90 days will become my referrals because I will reactivate them, and I will earn 10% going forward. By default, 10% goes to blue orb balance — money I can spend on metasites or unlocking new stories (hard currency). When my balance reaches $200, Babka should offer me the option of upgrading my account to pro by going through the KYC/AML/Tax interview process and rerouting my royalties to my linked credit card/blockchain wallet.
>
> Users will able to chose design for the card. babka, Xsolla, x.la or story3, 80.lv and others."
>
> Founder Vision Notes: 🏧 Babka payouts

Date:

First published: Jan 03, 2023

Objective:

Create a referral system that rewards Babka users with revenue share for user acquisition and reactivation via Payouts functionality that will increase overall Babka UA and Revenue.

Plans:

- Define scope of link referral system
- Define scope of Babka Payouts

What's working:

- TBC

What's not:

- 🔁 LOON-5159: Link shortener with referral capabilities DUPLICATES/MERGED   is a blocker

Plans Adjustment:

- TBC

Babka User Acquistion RE Plan

Last updated: Mar 15, 2023	**Confluence:** ☰ ⓘ Babka User Acqusition	**RE Keeper:** @Ishan Shapiro
Update sent to RE: Jan 6, 2023	**Jira:** TBC	**Major Stakeholders:**
First sent to RE: Jan 6, 2023		

> ▣ **A billion Babka users with credit card linked will make Xsolla irreplaceable.**
>
> **Our UA average cost $0.05 = $50M over the next 5 years**
>
> *Founder Vision notes:* 👶 Babka UA Vision

Objective:

Develop a plan for overall Babka UA across channels, products and publishers. Set targets of total users, user activation, retention, and scaling rates.

Plans:

- A multi-pronged User Acquisition Campaign. User Acquisition is divided among:
  - Babka Pay
    - We will gradually offer Babka Pay as an option within Paystation without hurting core business
    - We will foreground the Babka Pay option within all of new initiatives in the Babka ecosystem
  - Support
    - Some users will sign up for Babka after following support ticket flows.
  - Cloud Gaming
    - Xsolla's Cloud Gaming will require a Babka Account. The game launcher will also require this.
  - LTG
    - Partnering games like Pacer and Life is Feudal will require Babka Accounts
  - XTRA
    - Metasites
      - Initially minor UA, will open in April to a closed beta.
      - By mid-year we want to have secured contracts with brands. Babka Pay will be the primary payment option, and users will needs an Orbs balance through Babka in order to travel in the metaverse.
    - Drops
      - Drops take advantage of influencer reach to receive items and set up Babka Accounts.
      - We want to move from ~$50/user towards a few dollars by the end of the year.
      - Create estimates based on spring Drop schedule and assumptions
  - Story3
    - Babka Login is implemented in Story3 and we have a basic payment system.
    - Story3 can become a text metaverse that attracts many writers and readers to Babka
  - Loopshots

- Loonshots
  - The Twitch Virtual Influencer can become a news outlet and entertainment hub that brings people to Babka.
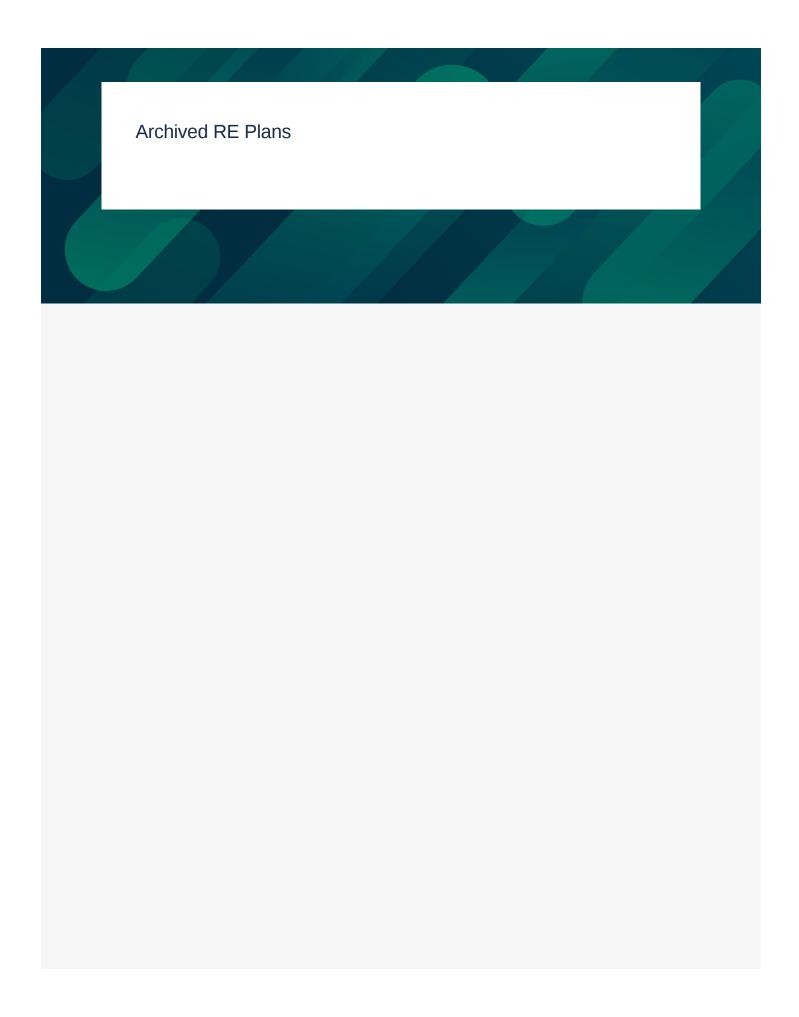 - Multiverse
  - XWork

What's working:

- GDC and our first drops will give us good data on user acquisition numbers.

- Develop dashboard and visualization for overall Babka User Acquisition

What's not:

- We do not have much data yet on what strategies work and which ones don't.

Plans Adjustment:

- Will make adjustments after GDC and ahead of the soft launch.

Archived RE Plans

Babka @ GDC RE Plan

Last updated: Mar 15, 2023	**Confluence:** 🗒 Babka @ GDC 2023	**RE Keeper:** @Michael Petralia
Update sent to RE: Jan 25, 2023	**Jira:** TBC	**Major Stakeholders:** @Ishan Shapiro , @Berkley Egenes , @Elspeth Lawson
First sent to RE: Jan 25, 2023		

> 🗒 Place Babka at the entrance to the Moscone Center. Make Babka pose for photos with all strangers. Everyone in the industry will wear a badge with their name and company name on it. I want a photographer with the latest corporate iPhone, not a camera, to take a few good pictures and also take pictures of the badges. Offer to take pictures on strangers' iPhones as well. I want you to configure iPhones so that they automatically upload photos to the corporate Google Photos cloud, even if it means having two or more iPhones and someone running to a hotel room with wifi every hour. Photographers should be sweetes people you can hire who are comfortable offering strangers a photo, scanning their badge, and promising them a free picture. After all, having a real photographer who is paid for shots and leads for xsolla may not be such a bad idea with a big camera.
> The office team should receive materials from the show and post them on all social media platforms, including linkedin, twitter, facebook, instagram, snapchat, tik tok, and youtube shorts in real time like news co. Post from Babka, tagging people and their company names, congratulating them on their previous game success, sharing excitement about upcoming games, and making appropriate entertaining comments. Featuring #GDC23 and #babka.
> I believe that when you tag people's names, they may appear in their friends' feeds, and when you tag games, there is a good chance that gamers who follow will notice it as well. Especially if the social media team retweets these good pictures. That could be a nice mystical first impression. and immediate industry validation.
>
> From Founder vision notes: 🗒 Vision for GDC from Shurick

Objective:

Execute Shurick's vision at GDC.

Babka loves games and her the biggest celebrities are game developers. Babka and Nushi will be present in person on a step & repeat to welcome game developers to GDC, gain followers, and meet the makers of some of their favorite games.

Expand and launch Babka's social media footprint through customized posts and photos with game developers.

Plans:

- Babka and the robotic Nushi cat will be present at the Babka Activation in the South Hall of the Moscone Center.
- We have a media team working with Ishan Shapiro, Gabriel Shalom, and Noah Crowe to produce
  - Social Media content
  - Video interview content
  - Film
- We are bringing a marketing agency to pair Babka and Nushi with influencers to gain followers and attention.
  - Working with Nikita Zaytsev, Menshi, and others
- We are bringing a media publisher to create news about Babka and Nushi.
  - Will meet with Shurick and Ishan

- develop a day by day schedule w/ staffing
- Babka socials have been spun up
- Social media strategy will use AI and the narrative will be Babka and Nushi enrolling visitors into a Quest to help them.
- Video producers will develop the post show nurture campaign which will be ready by the time of the soft launch of the new Babka.com
- Michael Petralia to lead Babka event pre-production, build, outsourcers, etc.
- Deploy new ad spend to accelerate Babka followers towards 1 million.

What's working:

- GDC is giving us prime real estate - a large lobby space for Babka to meet and greet all the developers and a private room in the convention center for the performers, handlers, and office team to prep & work from
- We will have high foot traffic.
- We've decided on a stance of Mystery around Babka and Nushi, as opposed to selling them as products while we are on the floor at GDC.
- The Nushi Robot looks amazing, and will attract many people

What's not:

- Uncertainty around Babka association with Xsolla delayed some design choices

Plans Adjustment:

- We have a new budget that we need to allocate quickly.

Babka Web3 Wallet RE Plan

L ast updated: Mar 15, 2023	**Confluence:** 📄 ⍰ Babka Wallet Brief ⍰	**RE Keeper:** @Ishan Shapiro
Update sent to RE: Jan 16, 2023	**Jira:** TBC	**Major Stakeholders:** Eugene Maleev, Pavel Zaharov, Rytis Joseph Jan, Daniil Ketov, Pierce Myers
First sent to RE: Jan 16, 2023		

Objective:

Implement the Magic Link wallet solution at Babka.com, in order for users to manage blockchain assets, to receive Drops, and to integrate RSCs. We want new crypto users to have a non-custodial wallet that *also* gives them security and has a low barrier to entry.

Plans:

- Implement Magic Links 'Magic Wallet Service'. We are using our own Auth Solution (Babka Login)
- We have negotiated an enterprise agreement with Magic Link which has a base monthly fee, and only charges per MAU above 500,000k.
- Implement an API Library like web3.js or Tatum for calling the wallet (eg. the user can send an NFT).
- Integrate Magic SDK into Babka.com and into the Metasites UI Overlay.
- Continue to deeper relationship between Babka Core Team and
    - Login team
    - RPBL
    - Inventory (for digital items mgmt)
- Integrate with NFT Checkout minting solution with Eugene Maleev and Pavel Zaharov of RPBL
- Work on Binance and Crypto.com partnership with Rytis
- Integrate NFT Standard with Rytis
- Integrate RSC (Daniil)
- Work closely with Arsen in Q2 as we continue to develop internal solutions.
- Make Inventory pipeline with Metasites team (also potentially IGS for dragging and dropping items from the Babka Wallet)

What's working:

- We're nearing the complete integration of Magic Link ahead of the April 10th soft launch
- We have found a design flow that accommodates NFT Checkout – in which a user brings their own wallet (MetaMask or WalletConnect) – and the core Babka wallet.

What's not:

- We need to build an API for interacting with the wallet as soon as possible.

Plans Adjustment:

-

Archived RE Plans

Babka Brand RE Plan

Last updated: Mar 15, 2023	**Confluence:** 🔖 Babka Lorebook	**RE Keeper:** @Ishan Shapiro
Update sent to RE: Dec 30, 2022	**Jira:** ◎ INITIATIVE-698: [Solution] B2C Brand Babka `IMPLEMENTING`	**Brand Keeper:** @Ishan Shapiro
First sent to RE: Nov 14, 2022	⊞ LOON-3928: Babka brand `SCALING/SPIN-OFF`	**Major Stakeholders:**

Objectives:

In early Q1 2023, we hit the ground running, ready to execute on an aligned Babka Roadmap, GTM Strategy, Product Design, Development, Content Production and Events.

Further into Q1, we're nearing the completion of the new Babka.com UX, the Babka GDC Activation, the Babka Bot, the Metasites UI Overlay, and the integration of a non-custodial Babka Wallet with Magic Link. We have also made significant progress on the Babka Twitch Virtual Influencer, the Nushi Robot, and the narrative-world context of Babka and Nushi, which is becoming richer.

Plans:

`IN PROGRESS`

- Send and publish individual Babka-related RE plans: Ⓡ Babka RE Plans
- New Babka.com designs are circulating throughout the ecosystem, and are schedule for soft launch April 10th.
- Babka UI Overlay for Metasites
  - Weekly sync set with Metasites team (@Ellie Harisova , @Maksim Shiyanov & @Pavel Elizarov)
  - We have working demos of the Metasites UI Overlay, in coordination with the Login team. For launch April 10th.
  - RE: plan in development here: 🗎 Babka Overlay for Metasites RE Plan
- Wallet Integration
  - In February we signed a contract with Magic Link to implement their 'Magic Wallet Service' (MWS). Critical to our strategy, we are using our own Auth Solution (Babka Login) and are *only* implementing Magic's non-custodial key management tech, which is the core of their wallet offering.
    - For calling that wallet, which gives the user the ability to send an NFT, we are looking at API libraries like Tatum and Web3.js to facilitate that. Magic does not include that functionality.
    - We are coordinating with the NFT Checkout Solution, which enables a user to bring their own wallet (eg. Wallet Connect, MetaMask) for certain check out flows.
  - We met with the team from Vatom Studio (Vatom Wallet) to inform our NFT drops design.
- Babka Twitch Virtual Influencer
  - Babka Core team has a working MoCap studio environment for streaming from a 3D Babka Mesh.
  - We can cut video content from this studio environment, and are working on implementing the voice.
- Hire Key Babka Roles
  - We have a Babka Core Team which includes Production Managers, Writers, Narrative Designers, Product Designers, and Product Strategists.
  - Updated Miro Map of Team Babka
- Events Strategy

- We are close to GDC. The Babka Core team is in charge of the Babka Activation in the South Hall.
  - We have a great Nushi Robot Cat and Babka. There is media plan and marketing spend which have been prepared with Shurick to grow the visibility of the characters. KRs for GDC are followers on social media and emails from possible users.
  - Read more about Babka @ Events here: 🔲 Babka @ Events
- Create central Jira space for tracking Babka tasks is not yet complete.
- We have nearly completed the Login Widgets, Wallet Tab, Backpack Tab, Blue Orbs and Gold Orbs UI, and the Backpack Tab for Babka.

READY TO START

- Completion of the Backpack Tab, with Hexagonal Tiles.
- Full Design of Blue and Gold Orbs with Legal, RPBL, and Inventory teams.
- Present Q2 Plan for Babka at Townhall / Loonhall.
- Further Develop Core User Experience of Babka.com
  - Priority from Shurick is: Wallet orbs, Keychain, Backpack, Furniture Storage, Wardrobe, Garage
  - RE Plan in development here: 🔲 Babka.com RE Plan
- Update Brand Book (tweaks, not full revamp)
  - replace existing orbs, & some Babka 3d assets
- Develop creative internal onboarding materials for Babka Brand, Shurick's vision for her, and her expression in ecosystem products + services + partners
- Acquire all relevant Babka domains and socials in 🟩 Babka Greenbook

ON DECK

- GDC Content Production Plan
  - Align and support our GTM strategy and UA goals.
  - Feature/product release schedule with Babka (for example, release of Babka Pay in stages).

What's working:

- Working demo of Metasite UI Overlay from cross-team coordination.
- Integration of Non-Custodial Wallet
- Designs are under production for Q2 planning .
- Rest of Babka team onboarded.
- GDC Strategy is ready.
- Overall Jira space being defined with Nick Bondarenko.

What's not working:

- N/A

Plans adjustments:

- Looking for ways to further align the multiple teams which work on Babka-related systems.

Archived RE Updates

> ⌄ Click here to expand...
>
> **Objectives:**
>
> In Q1 2023, hit the ground running, ready to execute on an aligned Babka Roadmap, GTM Strategy, Product Design, Development, Content Production and Events.