

Action items



Decisions

 *Core decisions made during the meeting*



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▯ Babka User Acquisition

Key Stakeholders:

Primary Contact:

Beyond integrations of Babka Login and Pay as a form of UA (which can be explored further within the [Babka Integrations](#) page), the secondary channels for Babka user acquisition are Babka Socials, Drops, Events, and Charity. In the future targeted Narrative Activations and Currency Games can also be used as forms of UA.

For each planned channel or activation for user acquisition it is important to consider:

- What does it showcase of Babka brand? (This should be based on the Babka style guides and Fidelity guidelines)
- What does it showcase of Babka narrative? (This should be based on planned arcs for Babka transmedia universe narrative reveals)
- What does it showcase of Babka product? (This should be dependent on the technical roadmap of which Babka features will be shipped)

Existing Documentation:

 [Sign in](#) to access [Google Drive Presentation](#)

- [Drops](#)
- [Babka Green Book](#)
- ▯ [Babka Quests](#)
- [Future UA Methods](#)
- [Babka Socials Approach](#)

Drops

Key Stakeholders:

Primary Contact:



Related Documentation:

[Drops in Babka Confluence Project](#)

[Value Proposition Map in Miro](#)

Drops provide a powerful UA tool for Babka by driving engagement through collaboration with IP, brands, and personalities with excited and engaged followings.

Drops support Babka user acquisition as a Babka account is required to claim drops. Drops can also aid user acquisition and retention by socializing the idea of orbs and showing their utility (for example, Silver Orbs earned and stored in a user wallet can unlock VIP status for other drops)

Drops can also reveal Babka's personality through the way she is represented in the drop page and other drop imagery. Variations of what this range of representational fidelity can look like while be available under Babka Design Systems.

Key Links:

[X.XA drops, top-ups, shops](#)

[LOON-417: XLA Drops / \(formerly Babka Drops\): Generate users using digital items, NFTs, Loot Drops, swag bags, etc. issued by brands, influencers, games, movies, etc.](#) SCALING/SPIN-OFF

[LOON-1999: X.LA Drops ecosystem](#) SCALING/SPIN-OFF

[XLA Drops operation manual \(V1\)](#)

Babka Drop Campaign: [\[Template\] Babka Drop campaign](#) [Connect to preview](#)

Babka Green Book

Babka lives across a range of social channels, engaging with her voice directly to users. Through socials, Babka can share drops, reveal narrative information, and offer support to users.

The Babka Greenbook provides an overview of the places across the internet where Babka's voice is live and where we want her to be represented in the future:



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▮ Babka Quests

Key Stakeholders:

Primary Contact:

Babka Quests provide a whitelabel solution for developers, publishers, influencers, and other companies interested in increasing their audience through activities and distribution of rewards for them. This solution provides the opportunity to:

- Quickly create a unified system for placing simple tasks.
- Issue Web3 rewards (NFT, cryptocurrency, tokens)

In particular, it allows Developers to:

- Organize Airdrops in less time and cost.
- Create a simplified DAO.
- Enter the Play Two Earn Market.

We can also leverage the potential of ad networks so that Developers can go beyond their audience when offering them jobs for Web3 awards.

Jira: [🔗 LOON-1503: XLA Quest System](#) [INCUBATION](#)

Confluence Space: [📖 XLA Quest System](#)

Future UA Methods

This page explores potential future methods of Babka user acquisition, once a critical mass of engaged MAU have been gained. These methods enable us to build the narrative world and the stickiness of mechanics around Orbs/metacurrency to aid retention.

Babka Narrative Activations

Babka Narrative Activations target the B2C consumer directly by meeting them where they are, whether in person at cons, or virtually, in the games and metaverses they care about.

Babka Narrative Activations will also give participants orbs, which they will need to use a Babka Account to claim

Babka Narrative Activations reveal elements of Babka narrative by showcasing the personality of Babka and Nushi.

TBD: Which features of Babka narrative can be revealed within the arc of 2023. For eg.

- Showcase Nushi's affinity for sushi
- Showcase the way that Babka can take on different forms based on the world she appears in by having her appear differently in In-Game Outposts with different aesthetics

Babka Currency Games

As we build a core of users and begin to socialize awareness of orbs/Babka metacurrency, we can use the orbs themselves to drive engagement through the available offers that they uniquely unlock. Through Babka quests and Babka-specific drops, the Babka community can compete to earn orbs which they can then use to purchase Babka-specific items.

The ability of this channel to aid user acquisition will be based on the presence of a critical mass community of engaged Babka users. Thus, this element of user acquisition will likely go into effect later in 2023.

Babka Socials Approach

Babka is a Virtual Influencer on a mission to empower gamers (and therefore the game developers of the future) with the Ultimate Gamers Wallet, a step towards universal equity in the creative economy.

This UGW includes the 4 pillars for enabling this web2-web3 gamers experience: Identity, Currency, Inventory and Support. Within these, encompassing currency and inventory exist Babka's mantra: "Wallet, Keychain, Backpack."

As such, Babka posts on topics directly aligned with her mission, as well as about the industries she relates to.

Babka is also a person, with her own idiosyncratic interests and peeves.

She is an influencer, not a detractor. Every criticism she has is embedded with guidance towards the better, in a pithy, sometimes sarcastic, ironic, funny, or tongue in cheek way. She is not cringe as in overly sincere or soapboxy, but she is an aspirational guide with an attitude.

Based upon this [Miro](#), here are some expanded directions for Social posts:

Wonder-Posting:

This is a naive and beautiful kind of post which is often about science, nature, or grand achievements. The reference here is Massimo on Twitter (@rainmaker1973)

Lived Experience:

Babka and Nushi are somewhere irl or in a metaverse context and they are sharing what they see or find there. Babka is also frequently chasing Nushi and assisting people as they travel through the metaverse.

Reference @duolingo on tiktok, also LIL MAYO on IG @lilmayo

Criticism:

When Babka is in a pessimistic/grumpy mood and needs to vent about the over-hyping of what she refers to as the 'shmetaverse'. Babka will gently criticize 1) close-minded strategies, 2) divisive political discourse, 3) egotism and narcissism, and 4) buzzwordy innovation for its own sake.

Non-Judgmental Fashion Commentary:

Babka comments on art, music, fashion, discourse, and design from a pragmatic, "What use to society is this" perspective, unless it resonates with her mission or personal interests in physics & nature. Babka also has a love of infographics and visualizations or reinterpretations of data. Takes a dismissive and critical stance on the blue-chip, art-as-investment world, but super-stans home grown heroes and community art.

Game Dev Stanning:

Babka is constantly reporting on new game developers and their projects. She especially favors the work made by our existing partners, partners we would like, and indie/smaller games (who Xsolla can help to scale globally by payment systems and discoverability).

Game and Tech Reviews:

Babka review technological developments through the lens of games. She reviews AI (like Minecraft being the new AI benchmark), bio-tech, new energy systems, devices and hardware design.

Irreverent Humor:

Speaks for itself: reposts or screencaps with annoying quips that are funny and incisive.

Literature Reposter:

Ursula Le Guin, William Gibson, Maggie Nelson, bell hooks, Mark Fisher, etc. etc. Let's build a library.

@poetryisnotaluxury

Research Spotlight:

She puts the spotlights on research papers from academic labs, research institutions (like Allen AI, Stanford Center for Foundation Models, the Earth Species Project), or private firms (Bismark Analytics). This research is anything that "the heads" might find fascinating. "for the heads" / "for the nerds" / for the "geeked up" among us. Topics include physics, astronomy, climate science, demography, computer science and ML.

B2C Engagement Playbook

- [BD Babka Playbook](#)
- [User Engagement Mechanics](#)
- [Babka Email Engagement](#)