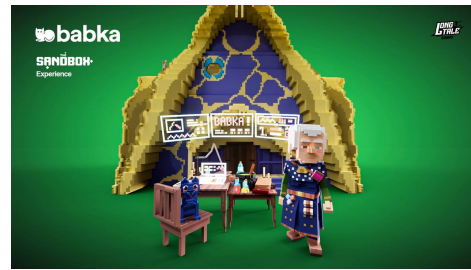


LTG <-> Babka Integration RE Plan

Last updated: 5 May, 2023	Confluence:	RE Keeper: @Ishan Shapiro
Update sent to RE: n/a	Jira: YO-231: Babka Integration: Sandbox (LTG) IN PROGRESS	Major Stakeholders: @Evgeniy Romin
First sent to RE: n/a	YO-57: Babka Integration: Long Tale Games IN PROGRESS	
	YO-58: Babka Integration: Life is Feudal SELECTED FOR DEVELOPMENT	
	YO-59: Babka Integration: Pacer BACKLOG	



Objective:

The objective is for us to utilize LTG properties to pilot all levels of Babka account, product and character integrations.

Plans:

- Integrate Babka end-to-end into LTG properties:
 - Landing pages
 - Babka Login
 - Orbs
 - Pay
 - Support
 - Characters
 - NFT Checkout
- Track all LTG ↔ Babka integrations in these Jira tickets: [LTG brand](#), [Life is Feudal](#), [Sandbox Experience](#), [Pacer](#)
- Bi-weekly meetings to advance integrations

What's working:

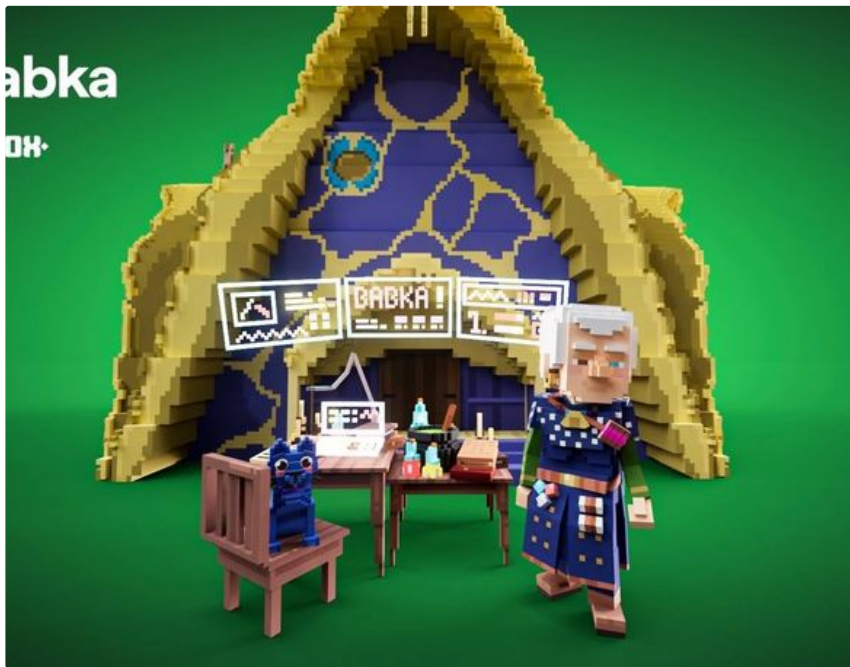
- Babka has been integrated into the LTG Sandbox Experience. See @ 3:00
[LTG EXPO in The Sandbox - Walkthrough](#)
- Via use of Cloud Gaming overlay, Babka will be integrated into all relevant LTG properties

What's not:

- lack of regularly scheduled check-ins between Babka Brand and LTG

Plans Adjustment:

- Schedule bi-weekly meeting between Babka Brand and LTG
- Track tasks, link tasks, label tasks and set timelines in Jira plans



Conversational Commerce RE Plan

Last updated: May 3rd, 2023	Confluence:	RE Keeper: @Ishan Shapiro @Pierce Myers
Update sent to RE: n/a	Jira: BABKA	Major Stakeholders:
First sent to RE: n/a		

Key Outcome - Focus

Key Reference:

Objective:

Natural conversation, whether text or voice, is the most frictionless form of information exchange. The rapid development of AI language tools in the last five years has made it feasible to insert natural language into many User Experience touch-points. For us, conversational commerce will increase our conversions and will forge deeper trust and relationality between users and our brand.

We have two unfair advantages. One is that we are leaning into 'characterization' with a character-first brand, and are doing this before it has become cool, which it inevitably will as AI expands. The second is our existing payment infrastructure and deep industry connections.

The Objective with Conversational Commerce is to insert Natural Language dialogue into as many payment points as possible. We want to be an industry leader in new formats of user engagement and payment.

Plans:

- Hire a business head for conversational commerce with a background in AI UX and software management
- Build on the success of the Babka Discord Bot by adding additional features to it.
 - DialogFlowCX
- Explore how LLM providers can be fine-tuned and custom tailored with checkout user flows in mind
- Define the voice and tone of Babka, who will often be the facilitator of Conversational Commerce
- Create a scope and detailed plan that outlines what is needed to achieve this

What's working:

- The Babka Discord Bot can successfully facilitate the creation of drops using only natural language for scheduling, user lists, item specification, etc.

What's not:

- N/A this project is just beginning

Plans Adjustment:

- N/A this project is just beginning

Babka Twitch Virtual Influencer RE Plan

Objective:

The overall objective of the Babka Twitch Virtual Influencer is to create a real-time Babka – operating in the form of a virtual influencer – who has her own streams (twitch, youtube), plays games, drops items, does improv, and keeps gamers up to date on the latest news in gaming and technology. If Babka has the right tone, sense of humor, and knowledge then the Twitch Virtual Influencer can be a strong avenue for:

- Bringing attention to the brand
- Acquiring new users
- Creating revenue opportunities via Announcements and Recommendations for drops and partners

Plans:

- Loonshots kickoff is May 17th to graduate to Incubation stage
- Build a MoCap studio environment for streaming on Twitch / Youtube
- Order the Movella/Xsens Awinda MoCap suit for the LA office
- Configure Nushi Robot to stream live to Twitch
- Create a content production pipeline for quickly creating and publishing content with Babka & Nushi models in Unreal scenes
- Write and plan the content that Babka will deliver on stream via creative briefs and a content schedule
- Plan how the Babka Twitch V.I. can be used not just for content marketing, but for advertising campaigns for Babka Releases
- Begin with our first streams in the mid-May/early-June

What's working:

- We have a functional 3d model of the Babka Twitch Virtual Influencer which is fully rigged – face and body – in UE5.
- LiveLink face with Apple's AR-Kit and Rokoko Motion Capture data are combined in the original Babka 3D mesh to enable real-time facial expressions and body movement
- Babka can now stream on Twitch from the New York scene, or any other Unreal environment
- See some early demos in the NYC Unreal Scene here: [LINK](#)

What's not:


- Realtime AI Voice Skin for actors is still an emerging technology We are following along with [Resemble.ai](#)'s developments and the wider marketplace to implement this technology when it is ready.

Plans Adjustment:

- Emphasize content development over technical development in Q2.


Loonshots RE Plans

 Re Plan: Babka Bot

 Re Plan: Babka Loyalty

 Re Plan: In Game Outposts

 Re Plan: Twitch Virtual Influencer

 RE Plan: Nushi Robot

Babka Cards RE Plan

Babka Bot RE Plan

Objective:


The first objective was to implement a viable Babka Discord Bot that facilitates the scheduling of drops via messaging in natural language. This has been successfully implemented. The Q2 objectives are to 1) explore new implementations of the existing DialogFlowCX architecture at other payment points in our ecosystem, such as in Webshop or BabkaPay and 2) to research, scope, and prototype the use of LLMs and/or other natural language architectures within staging environments.

The long term objective is to create an AI engine which enables smooth conversational commerce using Natural Language Processing techniques. Conversational commerce will increase conversions, open up new payment points in game environments, and will create a state-of-the-art user experience.

Sprillow's Babka Bot documentation:

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

Sprillow's Babka Bot demo video:

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

Plans:

- Hire a business head for Conversational Commerce who can oversee the integration of the Babka Bot
- Implement DialogFlowCX in other payment points and use cases in our ecosystem
 - Create new 'Intent Classification' trees in DialogFlow
 - Inventory management
 - Checkout flows
- Upgrade Support architecture with automation
- Integrate Babka Bot into Metasites dialogue windows
- Research and Scope natural speech and Babka voice (Resemble.ai)

What's working:

- We have a successfully implemented Discord Bot using DialogFlowCX. This bot enables a Discord administrator to initiate a drop, schedule it, specify a list of inventory items, and specify users who shall receive it.
- The DialogFlowCX NLP module can be extended to other use-cases in our ecosystem.

What's not:

- We do not have dedicated team members working on this project in Q2. Sprillow, the vendor who built the Babka Bot prototype, will be focussing on other technical areas during Q2.

Plans Adjustment:

- Expand the number of team members who are dedicated to the Babka Bot and Conversational Commerce generally.

Babka SDK RE Plan

Last updated: Jan 19, 2023

Confluence:

RE Keeper: Pierce Myers

Update sent to RE:

Jira:

Major Stakeholders: Andrey Epanov, Ishan Shapiro

First sent to RE:

Key Outcome - Focus

Key Reference:

Objective:

To build a Babka SDK so that Babka's identity, currency, and inventory solutions can be efficiently implemented in different contexts.

Plans:

The Plan for Q1 is to scope the Babka SDK project so that by Q2 (after GDC) we can begin packaging Babka into an SDK. At present, Babka is not complete enough to begin the actual development work. By the beginning of Q2, we will have an MVP for the Babka, and therefore can begin the SDK package.

Pierce Myers and Ishan Shapiro will work with Andrey Epanov and others from the SDK team.

What's working:

We have solid references from the Xsolla SDKs, and we are getting ahead in this project by discussing it months before its development becomes feasible.

What's not:

In the past, we have had specific products removed by Unity from the Unity Store. For this reason, we may need to make bespoke arrangements with certain entities to ensure that the Babka SDK can be made available.

Plans Adjustment:

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