

? Babka Brand F.A.Q.

Internal FAQs

From: [Babka PR/FAQ](#)

Note: Some of these answers may reflect a slightly older understanding of Babka, and will be updated as we develop current language to reflect the Babka vision.

Q: Why *Babka*? What does Babka mean?

A: In Russian, the word babka (бабка), has multiple meanings, from a traditional cake or chestnut to an old wife and grandmother. We chose to lean into the folklore of an old lady or grandmother that shows up throughout game stages and locations to help gamers with support, content, and purchases.

Q: Why do we want to launch it?

A: While Xsolla's the primary focus is B2B, it's a strategic decision to move towards B2C for increasing the volume of microtransaction payments for Xsolla's partners and therefore increasing Xsolla revenue. We earn when our partners earn.

Q: What are Babka revenue streams?

A:

1. Microtransactions - once a gamer makes a payment in game, Xsolla charges 15%: 5% Xsolla payment processing fee, 10% payout to referrer bringing the gamer to the game.
2. Trading fee 5% (*subject to change, need to investigate and build unit economy*) - Babka provides a marketplace for selling memorable and in-game items, as well as NFT marketplace for Hollywood
3. Babka drops funding wrap investments for prepaid users - revenue from investing into minimum guarantee for customer originators
4. Babka Gift Cards with cashback (WIP) - *need to build unit-economy*

Q: What is the market size?

A: There is no exact number, but let's estimate. In 2021, the global market revenue is estimated as \$189.3 billions (TAM). There is no exact number, but let's estimate. In 2021, the global market revenue is estimated as \$189.3 billions. We are focusing on the microtransaction business model, which predominates in Free-to-play games. According to Statista ([mobile](#), [desktop](#), [console](#)), in 2021, F2P will generate revenue of \$101.5 billions (SAM). Our ambition is to gain 10% of the global market of microtransactions in games.

Q: What is about the market size of NFT?

According to this [source](#) NFT sales volume surges to \$2.5 bln in 2021 first half. But that might be the future.

Q: How does Babka affect our partners?

A: Babka will be introduced in the form of Support widget on Pay Station, Babka will be integrated into Pay Station as a new payment method (similar to PayPal), Babka will be placed on the post-payment page in the form of a banner soliciting gamers to visit [Babka.com](https://babka.com) and check their payment transactions, as well as in email receipts.

Q: Can our partners exclude Babka from Pay Station?

A: Yes, they need to send an email to their Account Manager at Xsolla

Babka Lorebook Architecture

This document provides an overview and architecture for navigating the document hierarchy of the Lorebook.

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What is Babka?

Babka is an innovative identity, currency, and ownership system that is based on data tracked across worlds and game experiences and supported by a powerful AI functionality. Babka builds on core Xsolla technologies to create consumer products that deliver a seamless experience for users that puts the power of the metaverse in their hands. To support this product experience, Babka is built on a cohesive metacurrency system that provides a way to navigate the interrelationship between identity, currency, and inventory in the metaverse.

In addition, Babka is unique in its use of experiential storytelling to build out a narrative experience for users. This narrative plays out through both narratively oriented drops as well as the brand design systems as a whole. Babka as a character fronting the brand becomes a powerful tool for user acquisition.

For a more complete overview:

Babka Brand: The Basics

Babka Product Ecosystem

Babka is a product ecosystem that provides a seamless identity, currency, and inventory system to provide continuity across game, brand, and metaverse experiences. These features include integrated Login, Pay, and Support systems as well as a UI Overlay that uses Babka as the user experience throughline across Metasites. Babka also provides core account functionality that enables users to manage all aspects of their identity and ownership on their own terms. The product components designed across these user touchpoints and across Babka user integrations should feature a shared design language.

Babka Account

Babka users can access a dedicated account space on [Babka.com](#), followed by an app experience, that not only allows them to see the existing representations of their identity, currency, and inventory, but also launch experiences, equip items, and participate in drops that are relevant to them.

Babka Login

Babka Login can be integrated across sites to provide a seamless account identity system along with interoperability of assets. On the backend, Babka login can also be correlated with user's Xsolla login to game publisher accounts in order to allow easy sign-in across a range of publishers. Fundamentally, Babka Login is a User Acquisition tool which enables us to integrate our account with other partners and projects. The first of these UA domains for Babka Login will be LTG, [X.LA/Metasites](#), and Story3.

Babka UI Overlay

As a UI overlay for metasites, Babka offers a streamlined, contextually relevant version of the experience that offers login/identity verification, pay and checkout/minting, inventory access, and overall support.

Babka Pay

Babka Pay will be rolled out as a new button within PayStation. Babka Pay will also be the default payment system for across LTG, [X.LA/Metasites](#), and Story3. Babka Pay will transform into a payment method for gamers that can be used in any game, separate from Xsolla.

Babka Support

Babka not only provides dedicated support through users' Accounts, where they can track their digital orders and request refunds, but also offers an always-on quiet support presence across product integrations.

Babka Product Integrations

Metasites

Babka's core integration with Metasites enables tracking and integration between player actions, purchases, and currency. Babka's functionality enables it to be a key layer of Metasites.

X.LA

Babka is the core system utilized by the Xtra commerce ecosystem and the XLA revshare ecosystem. The metacurrency layer and shared identity for revshare provide a throughline across experiences that incentivize engagement and drive adoption.

Long Tale Games

Babka can be integrated at a deeper fidelity with Long Tale Games, with the ability to lean into interoperable assets with different narrative affordances across each game. Babka as a character can appear in multiple games, showcasing her ability to take on a variety of forms.

Story3

As a foundational integration with Story3, Babka provides the login and identity system for contributors to track their changes, as well as a currency and payment system that enables fractional ownership and revshare payments.

Game Publishers

Babka can be integrated at different levels of fidelity and functionality across game publisher partners. Deeper integrations mean that publishers can use Babka as a tool for easier UA by making it easier to onboard users through shared identity and currency systems, as well as potentially interoperable assets.

Babka User Flows

Understanding the scope of user touchpoints is key to building out a cohesive user experience. Mapping of user experience across these touchpoints, understanding key flows, and experimenting with UX/UI decisions are key parts of the design prototyping process.

Currently, the key categories here are:

[Key Babka Flows](#), which touches on both Core Account Flows and Integrated Babka Flows

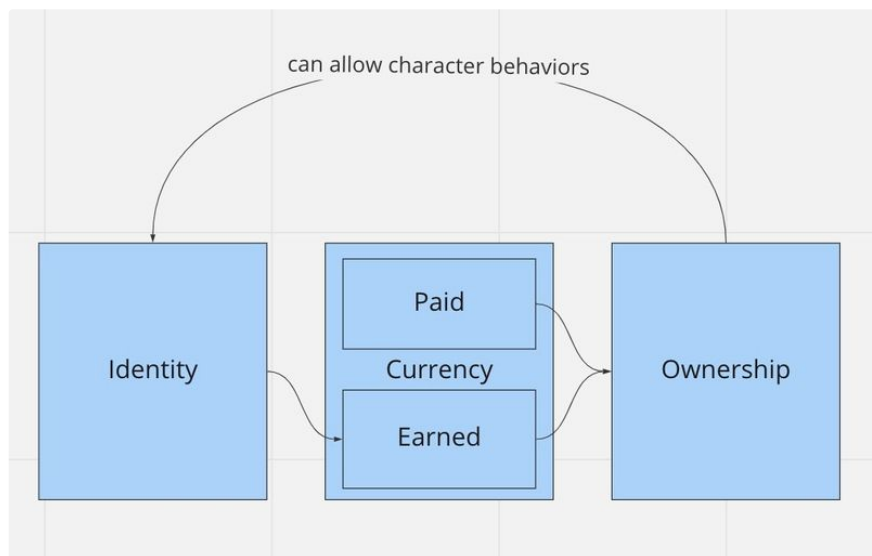
[Babka Account Site Map](#), which features initial prototypes of new Account page functionalities

Babka Systems

By starting from a gamer-first audience, Babka is able to build a product ecosystem that not only makes identity, currency, and inventory available on-demand, but also provides an underlying metacurrency system that:

1. Allows an interplay between character progression, ownership, and earned and spendable currency
2. Offers currency-as-a-service for partners that integrate Babka across their gaming and experiential offerings. This currency-as-a-service accounts for various methods of user behavior tracking input and provides a way to convert this into usable cross-game currencies.

These Babka core systems are enabled by the fact that they exist within a shared wallet system.



Navigating the relationship between Identity, Currency, and Ownership becomes especially important in the context of gaming ecosystems. Ownership can sometimes be earned through identity/character progression, while other ownership is only possible through hard currencies. Ownership can then also impact identity through the leveled-up mechanics it enables for players. Tracking these elements alongside each other is important for building balanced game mechanics and systems.

Babka Identity

Babka Inventory

Babka Metacurrency/Orbs

Babka Brand and UA

Babka Brand

Babka is unique in its placement of a fully realized transmedia character at the core of its product experience. Instead of operating as a mascot, Babka can be reached out to for support and actively offers product services to users. Beyond that, Babka has her own story to tell and shares these narratives across mediums, gameworlds and metasites. As a meta-character Babka has the ability to exist both inside and outside of games, at whichever level of integration is the most appropriate.

Given these unique considerations, the consistency of the Babka brand across the ecosystem requires extra care. Babka's representational fidelity within the product needs to be specifically considered, in addition to brand fidelity as a whole. Functionally, what high-touch, medium-touch, and low-touch versions of Babka's presence looks like can vary across integrations.

Babka: The Storyworld

Babka is a narrative experience ecosystem that reveals narrative and world over time across product touchpoints, experiential touchpoints, and branded/marketing touchpoints. Babka exists in our world through inspiring us in the video games she is able to inhabit. As characters from dreams are made real through art, and then Cosplayers bring this art to life into the walkable world, Babka is made real through her interactions with gamers in video game worlds. Babka can exist within the reality of any video game, and in any game where human characters cannot tread, she sends her cyber-cat Nushi to lead gamers to her outposts which reward them with items that can help them in the games they are playing. As more and more players engage with Babka, her ability to help them expands beyond the screen into the walkable world. She is the cross-game metaverse merchant, and our digital-physworld mentor.

Babka User Acquisition

Drops

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

Babka Events

Events provide a prime opportunity to showcase what Babka means at a product, brand, and narrative level. Through playful interactions, event guests will be able to participate in fun game mechanics that introduce them to product functionality and onboard them as users. In addition, each event provides the ability for Babka as a character can make an appearance, and for associated narrative reveals.

Babka Socials

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.

Babka Charity

Babka Charity ensures that doing good is built into the core of Babka Pay functionality from the ground up, by providing a way to encourage users to donate through seamless UX.

Babka Quests

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.

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.

How Do I Get Involved?

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Copy of Vision for GDC from Shurick

Babka at the entrance to the Moscone Center from 8 a.m. to 8 p.m. every day.

Babka poses for photos with all strangers. (Everyone in the industry will wear a badge with their name and company name on it.)

Gear:

Iphones

- configure iPhones so that they automatically upload photos to the corporate Google Photos cloud

Badge Scanner:

- get an expensive badge a scanner device from Berkeley to collect all emails from strangers

Personelle:

I phone Photographers

- Sweetest people you can hire who are comfortable offering strangers a photo, scanning their badge, and promising them a free picture.

Professional Photographer (brings own pro camera)

- paid for shots and leads for xsolla

Process:

Iphone photographers with the latest corporate iPhones:

- Take a few good pictures
- Scan badges / get email
- Offer to take pictures on strangers' iPhones as well.
- Someone runs to a hotel room with wifi every hour:
 - The office team receives materials from the show
 - 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.
 - Note: (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.)
 - send them emails about babka pay and other products powered by Xsolla with their pictures with babka.