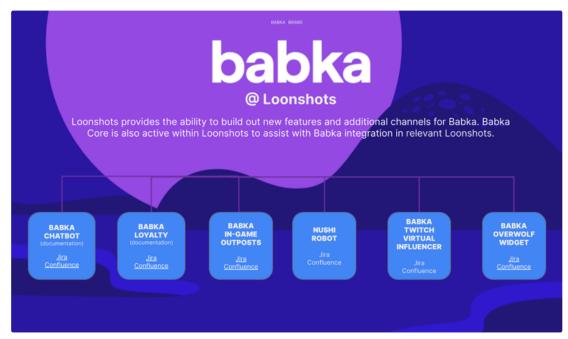
# Babka @ Loonshots



from Babka Brand 2023 Kickoff Presentation

Loonshots provides the ability to build out new features and additional channels for Babka. Babka Core is also active within Loonshots to assist with Babka integration in relevant Loonshots.

# Selection

#### **Babka Widget for Overwolf**

- **IDENTIFY SELECTION** LOON-4373: Babka Widget for Overwolf SELECTION
- **■** Babka Widget for Overwolf

# Ideation

#### **Babka Loyalty/Social Currency**

- LOON-2926: Babka Loyalty / Social Currency IDEAS BACKLOG
- Babka Social Currency

# **Babka In-Game Outposts** LOON-2194: Babka In-game Outposts IDEAS BACKLOG **■** Babka Outpost in games **Babka Bot** LOON-1594: Babka bot RESEARCH **Babka** bot Incubation **Backlog** Free Food For Locals from Babka **№** LOON-2178: Free food for locals from Babka IDEAS BACKLOG Visual Novels Babka ■ LOON-3014: Use visual novels engine to create babka stories and co-branded landing pages IDEAS BACKLOG **Babka Charity Blogger PR** ■ LOON-419: Babka Charitable Event Support (Bloggers) IDEAS BACKLOG Steam API business with Babka brand ■ LOON-2025: Steam API business with Babka brand IDEAS BACKLOG Babka credit from Figg ■ LOON-2248: Babka credit from Figg IDEAS BACKLOG **Babka Miner** LOON-3141: Babka miner IDEAS BACKLOG Babka Player ID LOON-3765: Babka Player ID IDEAS BACKLOG Paystation Digital Schwag Bag for Babka UA ■ LOON-2733: Add a package to the Pay Station for Babka users IDEAS BACKLOG

# Babka B2B Website

LOON-2658: Babka b2b website discontinued

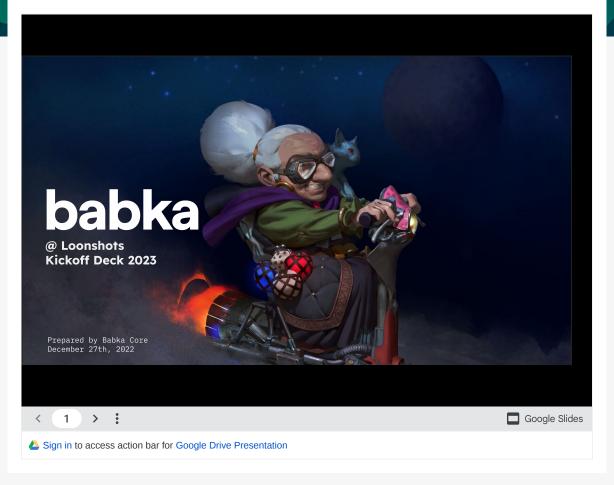
# Babka Tribe Kick-off

Date: 12/27/2023

Watch the video:

▲ Sign in to access Google Drive File

Presentation Deck:



# Babka Bot

Initially created for a Discord Merchant Bot, this loonshot will be used for all experimental development of Babka bot across all mediums, including the development of the core Babka bot engine/infrastructure with the AI backend that supports her.

LOON-1594: Babka bot RESEARCH

Babka bot

# Re Plan: Babka Bot

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

# Babka Loyalty

The Babka Loyalty Loonshot team is focused on understanding the logic behind an implementation of a social currency, and in the process better understanding the logic behind the Orbs/Metacurrency system as a whole.

This Loonshot is currently in a documentation phase, working with Commons Engine to scope out the logic behind the Babka Metacurrency system.

The Babka Loyalty Brief provides an overview of current considerations around Loyalty, existing documentation, and relationship to Orbs logic.

LOON-2926: Babka Loyalty / Social Currency IDEAS BACKLOG

**■** Babka Social Currency

# Babka Loyalty Brief

Prepared by Noah Crowe & Ishan Shapiro, 11-18-22

Shared w/ Shurick, Anton, Kirill, other stakeholders tbc 11-18-22

Feedback from Stakeholders:

Feedback integrated from Stakeholders:

Lorebook (official):

From Google Doc:

△ Sign in to access Google Drive Document

## Loyalty Introduction

Babka Loyalty supports customer retention, increases satisfaction, deepens engagement and raises ARPU (average revenue per user) of Babka users.

Babka Loyalty Orbs, a type of Babka Orb, represent a yet to be implemented incentivization system designed to provide a continuum of engagement and reward for both casual and super gamers. Babka Loyalty Orbs function to convert casual gamers into super gamers with VIP accounts by incentivizing and gamifying engagement across the metaverse.

Babka Loyalty Orbs are accrued and stored as orbs in a user's Babka Wallet - a custodial web2/web3 digital wallet, identity and digital item vault.

Babka Loyalty Orbs may share similar mechanics as traditional rewards points/miles/etc, but will increase in utility and affordances over time. Loyalty Orbs may be earned by doing simple tasks, such as creating a Babka account, linking your web2 logins and web3 wallets, reposting/sharing/referrals/etc. Loyalty Orbs may also be earned for engaging in a Babka Quest, performing well, learning, performing actions based on game events, by joining a "guild", engaging in social interactions, uploading, moderating, support, etc., as well as for being a streaming influencer with Babka.

For Internal Reference: Loyalty Program for Babka (80LV MRA report)

### **Loyalty Backstory**

Those who play the hardest win the most. Those who play the most win the hardest to find items and boss levels. Loyalty orbs are Babka's simple way of identifying gamers who can help her achieve her goal. While they may not know this goal, they know that Babka Loyalty Orbs are incredibly valuable because they can buy what other orbs cannot. Loyalty Orbs help gamers extend their gaming dollar into new gaming experiences, and therefore, help Babka serve more and more worlds. Babka's goal is to unite all gamers into developing a world where everyone wins (even if you lose a game here and there). Loyalty Orbs can be traded in but never transferred from a Babka account. They show Babka who her leaders are, whether they are leading through interaction with games, or being influencers who draw people to games.

## **Core Logic of Babka Loyalty**

- Each gamer earns loyalty orbs for behavior that promotes Babka's goals
- · Users hold Loyalty Orbs in their Babka Account
- · Loyalty can accrue but not be transferred to another user
- Loyalty can level up to VIP status with special perks
- Loyalty may be designed to degrade over time (decay factor)
- · Loyalty is most effective when built into the base layer
- · Users can find information about their Loyalty Orb holdings and possibilities via their Babka account
- · Loyalty orbs primary function is to reward good behavior with perks that promote more of that behavior

# Types of Loyalty Programs

These types are collected from various iterations on Loyalty @ Xsolla, referenced in the bibliography.

#### **Xsolla B2C Direct Loyalty**

Direct from Xsolla to Babka customers. This encourages users to use their Babka Account for more of their gaming purchases.

#### **Babka Account**

Earn loyalty orbs based on multiple criteria:

- · subscriptions paid through babka account
- # of games/ accounts linked to their babka account
- # cards linked to account
- · (add any other metrics here)
- · Effectively works like airline miles

## **Loyalty Bonuses**

- Survey shows 50% of respondents would like cashback rewards (though initially Shurick was opposed to this idea)
- Certain critical # of loyalty orbs in Babka account would qualify users for free video game drops into their account.

#### **IVIP Babka Account**

Special status and perks for Power Users

#### **Power Users**

- · well-known blogger/influencer with a large number of followers
- players from TOP projects
- TOP bug bounty reporters
- long/regular payment history
- · short but good payment history with large payments

#### Benefits

- Special incentives especially "social-status" type: unique skins, non-transferable items
- · Priority chat
- More in VIP Loyalty Program

#### Action Items:

- We need a VIP user mark in Xsolla chat, Zendesk and tools for support agents to work.
- Partners need to be able to tag their users with VIP status

#### Key points for designing loyalty programs

- · bring something useful and to the customer
- develop certain things to make your game/service/platform different from others
- · your system should motivate to spend more
- · clear instructions and presentation of the program to the users
- multi-bonuses on one platform, for all your products
- create a currency that cannot be taken out of the platform
- both the developer and the players must win using your loyalty program
- · create something unique for whales (use the word ONLY one/unique gift for ONLY one player etc)
- be loyal but not risky, the program must be strict (otherwise a user with a large number of "coins" will destroy the ecosystem of the game or platform)
- take into account the psychology of the user: it is easier to calculate the benefit in a particular currency. For example, Steam gives bonuses and calls them "dollars", Google Play has Google points, etc

#### Loyalty from the Partners/Developers Perspective

- As a partner, I want to launch a virtual currency, which will be the currency of the bonus store, in order to distribute it
  to users for purchases.
- As a partner, I want to assign a percentage of currency accrual for purchases in the online store to any product or to
  each individual product in the form of a bonus (this option is simpler), so that the user understands how many bonus
  points he will receive for the purchase.
- As a partner, I want to have products that are available only for bonus points, so that active users of the loyalty program can buy these products.
- As a partner, I want to allow opening an account in the Web Shop so that the user understands how many bonus points he has on his account.
- As a partner, I want to create a separate storefront or block for products available for bonus points, so that the user can buy bonus products.
- As a partner, I want to see purchases / sales, currency balance, etc. in order to improve the results of the loyalty program.

#### **Loyalty Orbs**

#### Purple Orbs (TBD)

Loyalty / Mystery/ Superpower?? (TBC)