



**The Bioregion:** Within the “maker” region where Babka lives, it is a culture of gift-giving and reciprocity. Visits are scarce because travel has a high caloric and risk cost. Therefore visits are the most prized gift someone can give. Visitors are always greeted with water and food and usually leave with something, usually a gift for one of their family members.

**Cyberspace:** Babka’s world is the outcome of the cyberspace culture wars, though many are unaware of this. Essentially, though it was a multi-variate conflict, historians argue that cyberspace culture can be delineated between two distinctly opposed operating systems: centralized, and decentralized. Reams of both business and anthropological treatise have enumerated the practices of centralized cyberspace. In the decentralized area however, there are numerous factions that, while not directly opposed to one another, in Babka’s timestream were unable to find enough confluence to overcome centralization. Decentralization culture emphasizes the distribution of power and control, away from centralized institutions and towards individuals and communities. Decentralization can be said to encompass DeFi, Web3, Creative Commons, and blockchain. Each has its own unique subculture.

- DeFi culture values financial freedom, transparency, and accessibility, and aims to build decentralized financial systems that operate outside of traditional financial institutions.
- Web3 culture focuses on building a more decentralized and open internet, where users have control over their data and online identity.
- Creative Commons culture is centered around the idea of open access to creative works and the sharing of knowledge and information.

- Blockchain culture values the use of decentralized ledger technology to secure and verify transactions and store data, leading to greater transparency and accountability.

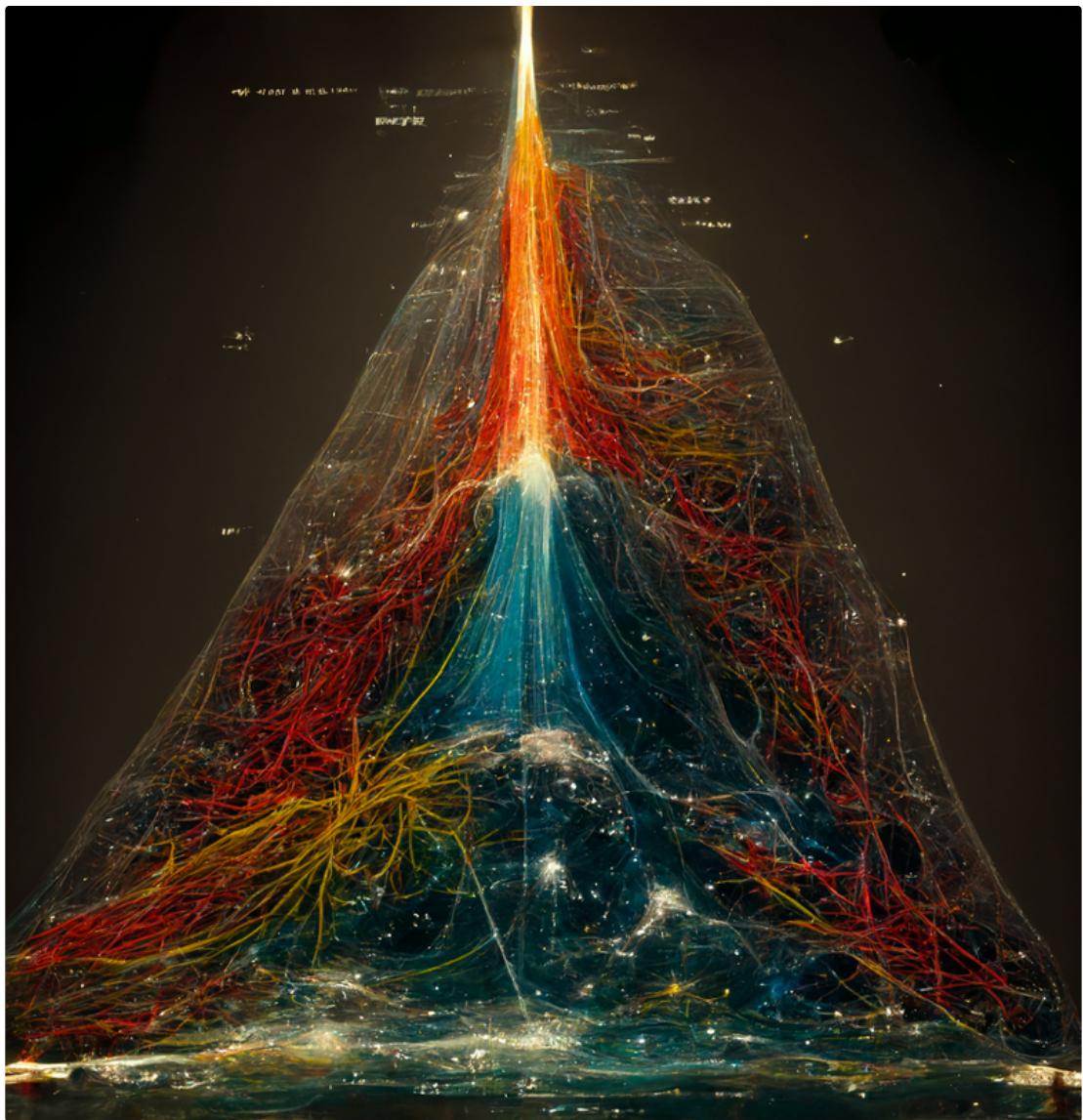
Each of these cultures has its own unique set of values, beliefs, and practices, but they are all connected by a common thread of a desire to build more open, transparent, and equitable systems.

## History



**The World:** The history of Babka's world has been marked by a series of pandemics, which have led to the excision of the population to 40% of what it once was. This, as well as global civil unrest and natural disasters led to "the Containment". Concurrent with the population collapse, resource scarcity and supply chain breakdown led to vast constrictions of the population into contained areas, from converted bunkers to islands to walled cities. The walled cities have emerged as the primary source of human survival, the other micro-"nations" being bespoke survivalist clubs of only the "ins", with the forgotten lands being the only alternative for those not willing to be indentured into the social credit systems.

**Cyberspace:** There are competing theories on the history, shape and "depth" of cyberspace. Within technosophist circles the primary tension lies between the "indigenolists" and the "technolophiles". Technolophiles prescribe to the more scientific belief that cyberspace came into being with ARPANET in the 1960's. However, even within the Technolophiles the "MOoT's" (a derogatory term coined by the academics) ascribe the beginning of cyberspace to the first radio transmissions in the 1800's. However, the Indigenolists believe that cyberspace as it is now termed is simply the technological evolution and incursion into the liminal realms that shamans from all cultures have related with since the beginning of human history... or before.



### Magic/Technology

The technology in Babka's world is highly advanced, with the walled cities relying on it to maintain their control over their populations. However, the integrated systems like the internet, highways and international travel have bifurcated. There are those in compounds, who enjoy all the technology available depending on their status, and are very highly restricted. The forgotten lands have the tech they can support without access to high power, the cloud, the internet and all that facilitates. They do however, maintain their own mesh-nets which allow for local data sharing and communications. However, Babka's own discovery of something unexpected while studying the patterns within solar wind suggests new possibilities and potentially, a more playful future.

### Political Structure

**The World:** The political structure of Babka's world is one of extreme control, with the few who own everything dictating the lives of the majority. The walled cities are the centers of power, with the forgotten lands being the only refuge for those not willing to be indentured into the social credit system. These walled cities try to maintain the pre-containment bureaucracies of governments, the UN, etc. However, in-fighting and atomization have led to these city-states functioning more like petulant 8th graders vying for class president. There are some Draconian personalities vying for

nationalistic one-world-order type control, but with the population fractioned as it is, there isn't the will or density for them to incite momentum for their delusions.

**The Bioregion:** Within Babka's territory the political structure most closely resembles an outdated and fringe concept from the early 2000's called "holacracy". Effectively, it is a politics of status and influence through sharing and caring, with wills moved by inspiration and necessity. There is no "voting" per se. Whatever initiative is sought, those willing to invest themselves do, and will yield its benefits, and those who don't, won't. However, there are nuances to this oversimplification, especially in regards to natural resources which they consider held within the commons.

**Cyberspace:** Unclear. More data and/ or processing power required.

### Natural Resources:

**The World:** The natural resources of Babka's world are scarce, with the walled cities relying on them to maintain their control over the population. Industrial agriculture is 100% GMO, and completely owned by the city-states.

**The Bioregion:** The forgotten lands are home to a variety of plant and animal life that has been allowed to flourish, though many in the containments are unaware of this. The forgotten lands are technologically scarce, and abide by the seasons. Imports are rare. Water, honey and seeds are the most precious commodities.

**Cyberspace:** Electricity, processing power, amperage, amplitude, fidelity, resolution and above all, data.

### Religion

**The World:** The extreme control exercised by the walled cities suggests that it may not play a significant role in people's lives. Each containment zone is unique. Some are completely founded upon certain religious orders. Others are simply hedonistic, with no prescribed and rarely any practiced religions within them. There is no "world religion", though many ascribe, if only in jest or sheer desperation, to being "Simulists". This is the safest and most common religious affiliation, and requires no "practices" whatsoever, which leaves some of the few practicing anthropologists to question whether it can technically be considered a religion at all.

**The Bioregion:** Babka's region is mostly accentuated by Solar-Punk Paganism, a techno-spiritual, non-denominational, non-restrictive or exclusive hybrid of nature-based paganism with a nascent simulist faction arising on the outskirts of the containment zones.

**Cyberspace:** Unknown. More data and/ or processing power required.

### Economics

**The World:** The economy of Babka's world is highly stratified, with the walled cities controlling the resources and dictating the lives of the majority. The forgotten lands, on the other hand, are home to those who are trying to grow a living from the lands not profitable enough to be held in the walled cities' dominion.

**The Bioregion:** Babka's region practices barter and trade with outsiders and insiders, though most inside exchange is a culture of gift giving. The primary economics are water, used solar cells, batteries, and seeds. The closest thing to "Money" are thank you's that are hardwoods, plastics, or any other durable medium, usually about  $\frac{1}{2}x 1 \frac{1}{2}$ ", stamped with the sigil of the giver, who is a person that received a gift or service from the holder. These are usually worn around the neck as a necklace. Those with the most are known to be those who provide the most value to others. It is a simple system whereby those who are grateful for some act of service or resource make a "chip" as a sort of IOU. The holder then stamps it with their sigil if they are gifting it to someone else. In this way, favors can be "traded" with fluency.

**Cyberspace:** Unknown. More data and/ or processing power required.



## ♀ Babka: The Character



### Introduction

Babka is a merchant traveling through video games, a mystical being, an all-knowing gamer and customer support person for Xsolla. She's often found in the company of her enigmatic cat, Nushi. Babka has traveled through time to empower gamers with "The Ultimate Gamers Account", a federated identity login which provides identity, inventory, payment, customer support, engagement and loyalty mechanics to gamers. According to the legends, she carries a magical crate that contains untold riches, and she will share the contents only with those worthy of her presence. Just like humans, Babka has range and contradictions. She can be: Helpful. Useful. Confident. Empathic. Humorous. Dry Wit. Skittish. Impatient. Self-conscious. But above all, as both a secure services provider and in-game merchant, she is **always Trustworthy and Reliable**.

As a the face of a new platform for gamers, Babka's character evokes the brand mission and values. As a character, Babka is a witty, magical, and beguiling embodiment of these values. Just like a human, she has a multifaceted personality and her tone of voice shifts in different settings. The following is an overview of how Babka's character and the Babka brand inform each other.

### Archetype: Wise Woman

Babka is the **Magician / Sage / Caregiver**.

- Values the pursuit of knowledge, never rests on her laurels, and is always ready to learn something new.
- Possesses a wit and sense of humor which may not be expected from her wisdom and outer appearance.
- Enjoys seeing the absurdity in life and laughs often.
- Fiercely looks out for those she considers in need of protection - but also employs 'crazy wisdom' which makes her unpredictable.

### "Crazy" wisdom

She speaks enigmatically and has the power of precognition. Although she deeply understands the human psyche, she still encounters problems of her own and must face off with challenges and villains.

- Mature wisdom and can be relied upon and trusted.

- Babka can provide access to unique insights, items and adventures.
- Babka is reliably on the side of support, growth, and advancement.

## Mission - Driving Intention

In fact, Babka is a future-self-friend from 70 years in the future who has discovered how to digitally time travel BACK to now through our video games to help you play the game of life so that you win. (And selfishly, so that she's not alone in the future.)

She wants to make sure that all the equity, data and identity of this generation is valued and generates value for them/herself. (she lost something very dear, she is trying to avert the future she came from: a world that continued on this present course. She's grieving, she's sad, she's lost people...but she's angry, she's smart, she's found a way through time and through different realities (games, virtual, real) and this time she's going to make sure that ALL of her friends, that's YOU, make it. Because if things keep going the way they have been, the future is a very lonely place.



## Backstory

Originally a helio-physicist freelancing between different national space agencies, Babka discovered something totally unexpected when pointing her satellite dishes at the sun to study the patterns hidden within solar wind, another time stream, ours. In Babka's timestream, there was a massive population drawdown during the 6th pandemic lockdown, but there was also an awakening. With the realization that function and frontline workers were more essential than hierarchy and status, many of the old systems of manufactured scarcity became obsolete, and her world blossomed into what could be considered a solar-punk protopia. However, her world is vastly underpopulated, and her game is to bring as many of us along into her timestream as possible.

### **Brand Mission**

Forge a deeper connection between players and their favorite games.

### **Brand Vision**

A world where everyone feels a sense of mastery, awe and magic

### **Voice**

**Consistency=Trust**

**Values:** Trustworthy, Engaging, Experience-centric, Supportive.

**Qualities:** Straight-forward, Playful, Honest, Friendly

Babka's voice is consistent across all products and sub-brands. This consistency will enhance users' feelings of trust and security.

Within the brand voice there is still some flexibility. On a serious topic, the brand voice would speak honestly and sincerely. When celebrating something, it might sound more playful.

## Babka Profile Info

### BOB Babka Profile Info

#### Basic Information

Email: [orbsfinder11@babka.com](mailto:orbsfinder11@babka.com)

Full name: Yo Babka

Display name: Babka

First name: Yo

Last name: Babka

Preferred Name: Babka

Date of first physical appearance: 3/4/2011 (GDC - San Francisco)

Birthday: Sometime in 2010.

Pronouns: She/Her/ Cosmic Badass

#### About Me

About me (Confluence)

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About: Time-traveling heliophysicist here to empower gamers and game developers.

Social - Facebook

—

Social - Twitter:

[Twitter yo\\_babka](#)

Social - LinkedIn

—

Hobbies: Glitch hunting, orb connoisseur, solar flare surfing, the many traditions of tea

Superpowers: Sick drops, beats, and uh...time travel?

Food preferences: Everything I grow at home, Ray's Rocket Stove pizza, Blusenberries,

Shirt Size: A gentleman never asks.

#### Work

Authority Abilities: Dropping items. Integrating everywhere. Giving away goodies. Shout outs. Building what gamers need to take with them everywhere. and all other ancillary businesses.

Job Description: It's not a job, it's a playstyle. Helping you win.

Employee ID:

Start date: 03/29/2023

Accumulated tenure (duration): 9 days

Second level manager: Konstantin Golubitsky, CEO

Is a manager: No

Number of indirect reports: 700+

People Partner: Noah Crowe