Plans:

- Send and publish individual Babka-related RE plans: 🅁 Babka RE Plans
- Babka UI for metasites
  - Weekly sync set with Metasites team (@Ellie Harisova , @Maksim Shiyanov & @Pavel Elizarov)
  - Entering design sprint after the break
  - RE: plan in development here: 📄 Babka Overlay for Metasites RE Plan
- Evaluating Wallet Integration Providers
  - Coordinating amongst stakeholders to make a Babka Wallet decision ASAP
    - Magic Link and Web3Auth are looking best for ease and speed of integration of production-ready tech
    - Meet with key stakeholders first thing this year across Xsolla, XTRA and Loonshots to make decision
  - Testing Aerie (from Nest), Vatom Studio (from Vatom) to inform NFT drops studio for Drops, independent of wallet functionality
- Hire Key Babka Roles
  - Onboard rest of Babka Core team starting 1/3
  - Updated Miro Map of Team Babka
- Develop Events Strategy
  - Meet next week with Berkley, Elspeth and others to discuss Babka @ GDC
  - Read more about Babka @ Events here: 📄 🎪 Babka @ Events
- Create central Jira space for tracking Babka tasks

- Send out link to Babka Kickoff meeting to all@xsolla.com after the break
- Present Babka at Townhall / Loonhall in February
- Confirm and Schedule Babka Offsite in last week of January
  - Core team + invitees to attend
- Develop Core User Experience of 🐱 Babka
  - Priority from Shurick is: Wallet orbs, Keychain, Backpack, Furniture Storage, Wardrobe, Garage
  - RE Plan in development here: 📄 Babka.com RE Plan
- Update Brand Book (tweaks, not full revamp)
  - replace existing orbs, & some Babka 3d assets
- Develop creative internal onboarding materials for Babka Brand, Shurick's vision for her, and her expression in ecosystem products + services + partners
- Acquire all relevant Babka domains and socials in 📗 Babka Greenbook

- Develop Content Production Plan
  - align and support our GTM strategy and feature/product releases (for example, release of Babka Pay in stages).

What's working:

- Coordinating product teams for Q1 Planning
- Rest of Babka team finally being onboarded
- overall Jira space being defined with Nick Bondarenko

⌄ 3rd update: 30 Dec 2022

Babka Brand RE Plan Update #3

Epic & Objectives: 🔷 LOON-3928: Babka brand `SCALING/SPIN-OFF`

Lorebook: 📄 🏠 Start here!
Full RE Plan: 📄 Babka Brand RE Plan

Brand Keeper: Ishan Shapiro
Update date: 30.12.2022

Objectives: In the rest of Q4, organize the Babka Brand to effectively go to market at scale in 2023 with a suite of experiences, features and products.

In Q1 2023, hit the ground running, ready to execute on an aligned Babka Roadmap, GTM Strategy, Product Design, Development, Drops strategy, Content Production and Event Planning.

New Plans:

- Send out link to Babka Kickoff meeting to all@xsolla.com after the break
- Present Babka in 2023 at the next January Xsolla Town Hall
- Continue building out the Babka Lorebook: 📄 🏠 Start here!
- Send and publish individual Babka-related RE plans: 🅁 Babka RE Plans
- Schedule regular coordination meetings between Babka Core and Babka Product Owners going forward in 2023
- Prioritize conversation with Xsolla events team to scope bringing Babka to GDC
- Confirm and schedule Babka Offsite in 3rd week of January
  - Babka Core + key stakeholders/invitees to attend
- Choose a wallet integration provider ASAP
  - Magic Link and Web3auth are looking most likely for ease and speed of integration
  - Testing Aerie (from Nest), Vatom Studio to inform NFT drops mechanics, independent of wallet functionality
  - Meet with key stakeholders first thing this year across Xsolla, XTRA and Loonshots to make decision
- Acquire all relevant Babka domains and socials

What's working:

- Completed Babka Brand Kickoff for Xsolla leadership: ⚽ Babka Brand 2023 Kick-off
- Completed Babka @ Loonshots Kickoff: 📄 Babka Tribe Kick-off
- Published the Babka Lorebook, going forward the source of canonical info on Babka: 🗂 Babka Lorebook
  - contains information on Babka the Character, Babka Brand, Storyworld, Systems, Product Ecosystem, Integrations, Wallet, Inventories, User Flows and more
  - If you have questions about Babka, please start at the Lorebook. If you can't find what you're looking for, message @Noah Crowe, Babka's Lorekeeper
- Onboarded two vendors this week for Loonshots in a documentation phase for Babka Chatbot and Babka Loyalty - RE plans to follow.

What's not:

- Dev & design resources for Babka.com still unclear
- Babka tasks spread out across many JIRA spaces

Plans Adjustment:

- Sync with KG after the New Year on Babka resources
- After the New year, consult with PMs to consolidate and create a canonical JIRA space for Babka Brand PM

⌄ 2nd update: 01 Dec 2022

Objectives:

In the rest of Q4, organize Babka, Siniy and the Babka Brand to effectively go to market at scale in 2023 with a suite of experiences, features and products.

New Plans:

- **Creating Kickoff deck for Babka Brand**
    - Present at Townhall / Loonhall
- **Babka UI for metasites**
    - kickoff with Anton & Alexey scheduled for later this week
- **Review submitted Babka Budget w/ KG**
- **Evaluating Wallet Integration Providers**
    - Waiting on creative design concepts for Babka integration user pathways from Magic Link team
    - Waiting on access to Vatom's admin interface for evaluation

What's working:

- N/A

What's not:

- still waiting on budget confirmations to bring on key hires before holidays

Plans Adjustment:

- N/A

1st update: 14 Nov 2022

Objectives:

In the rest of Q4, organize Babka, Siniy and the Babka Brand to effectively go to market at scale in 2023 with a suite of experiences, features and products.

Plans:

- Launch first Babka drop with LTG for LIF on December 18: Roadmap IN PROGRESS
- Hire Babka Core Squad (two pizza team): Team Babka (map of all relatives of Babka) NEED BUDGET APPROVAL
- Update Brand Book (tweaks, not full revamp) NOT STARTED
- Publish Babka Lorebook in Confluence IN PROGRESS
    - Lorebook will contain "Babka Canon" - approved briefs on all core Babka world elements such as Orbs, Wallet, Keychain, Backpack, Wardrobe, Garage, Vault, etc, as well as use of Babka.com, links to approved styleguides, key integrations, press kits, playbooks, etc.
- Create overall Babka Product/Feature Ecosystem Map IN PROGRESS
    - This will help coordinate development and reduce duplication/disorganization
    - My team is digging deep into the confluence to pull together all previous materials on each feature set/product into Briefs for alignment with Shurick on Vision (for example, Babka Orbs)
    - Currently being mapped and will socialize as ready with relevant stakeholders
- Compile overall 2023 Babka Roadmap IN PROGRESS
    - Combines all product/feature set roadmaps, dependencies, integrations etc.
    - Will help to clarify prioritizations and gaps in staffing requirements, etc.
- Develop Core User Experience of Babka.com READY TO START
    - Includes Wallet, Backpack, Wardrobe, Vault, Keychain, Garage, Barn/Stables, etc.

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- Babka.com has a bridge between Web2 and Web3
- Babka dedicated Metasite development in 2023
- Will send separate RE plans specific to Babka.com and Babka Metasite integration as they develop
- Babka Metasite integration w/ Babka Pay, Blue Orbs, Gold Orbs with XLA Metaverse Team **READY TO START**
    - Will send plan in a separate RE.
- Create Financial Models for: **IN PROGRESS**
    - Babka Brand overall (inc. loonshots, xsolla, xtra ua costs)
    - Babka Products
    - Babka Loonshots in Ideation
- Develop Go to Market Strategy **ON DECK**
    - we will develop a super creative, playful engaging transmedia GTM strategy after we have a good sense of our product/feature roadmaps for 2023 all together
- Develop Content Production Plan **ON DECK**
    - align and support our GTM strategy and feature/product releases (for example, release of Babka Pay in stages).

What's working:

- Upcycling as much info as possible of the quality work from the last 18 months on different Babka products/components/etc such as Loyalty, Orbs, etc
- Ishan is getting integrated in some Babka approval flows and product/design teams
- Hired 3 people onto Babka Core (Noah, Pierce, Rachel) who are integrating effectively, and hiring on more this week
- Structuring a 2 pizza team in Loonshots as the Babka Brand Core Squad
- Budgets for this Babka Core squad in development within Loonshots
- Working with Asya Rumyantseva from Loonshots on Babka Finmodels, collecting all other Babka revenue and budgets
- Coordinating with Anton on integrating on the Xsolla side of Babka
- Working with LTG on Life is Feudal landing page
- Working with Kirill, Polina & Ekaterina on Babka design
- Integrating with Web Studio for landing page development (will write separate RE plans on landing pages)
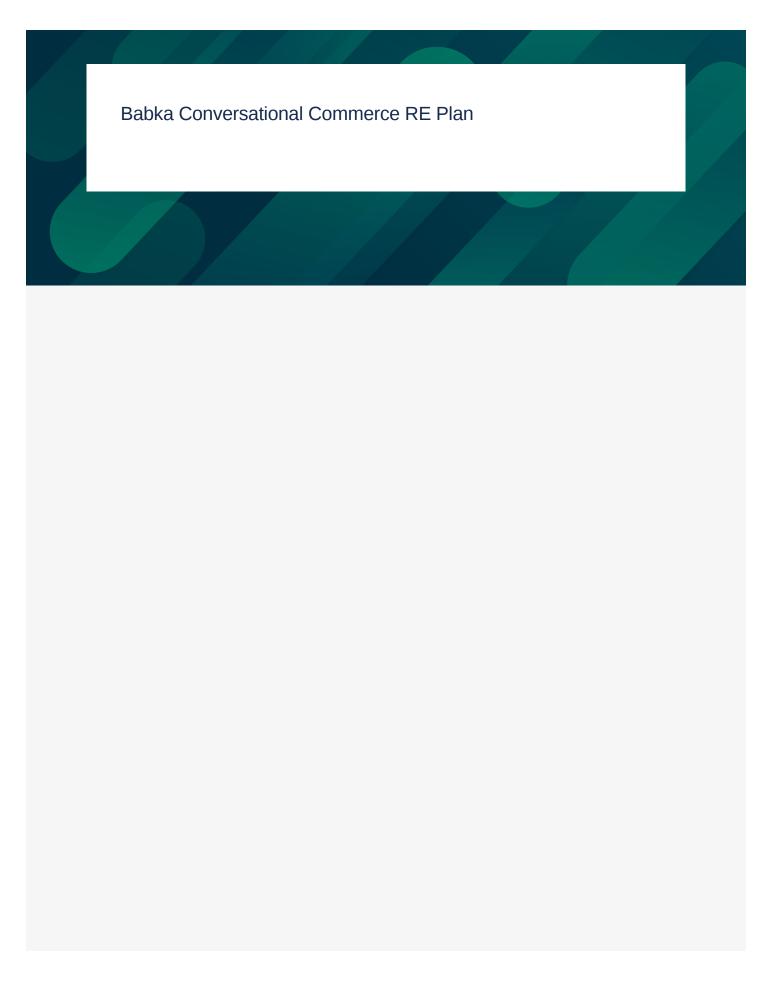- Working with Alexey and his team to support Babka integrations in Metasites with Orbs

What's not working:

- Different Babka teams are still thinking about Babka on a product level, not a brand level
- Blurred lines between divisions of Products and Feature sets within the overall Babka experience (what is its own product? what is a core feature of Babka.com, or having an Babka account overall?) that leads to lack of coordinated UX that won't retain users, or scale as a cohesive experience
- According to Xsolla's quarterly planning structure, I have been told there are limited resources/capacity for design & technical development of Babka which is not already on existing Product roadmaps for Q4/Q1 2023
- It's taken time for me to get introduced and integrated across all product, design, dev teams
- Lack of formal title for me on Babka means lack of clarity for people on which processes it's necessary to include me as a decision-making authority regarding the execution of Shurick's vision
- Lack of clarity on Budget Keeping for Babka Brand across Xsolla, Product teams, Loonshots, Xsolla Marketing, Xtra UA

Plans adjustments:

- Develop creative internal onboarding materials for Babka Brand, Shurick's vision for her, and her expression in ecosystem products + services + partners

- Create and source Babka Brand Core Team who fills the gaps in existing capacity of our resources needed to execute GTM strategy, and whose authority about Babka is recognized in Loonshots, Xsolla and Xtra, and who works and collaborates with all of them
- Socialize Ecosystem map, Roadmaps, and GTM strategy to all relevant stakeholders in prep for 2023
- Align product and feature roadmaps to support overall GTM strategy so it's not disjointed and we can build momentum
- Coordinate the development of an overall Finmodel reflecting Shurick's Economics of Alignment model with all relevant Babka Budget Keepers
- Have a conversation with @Konstantin Golubitsky and @Constantin Andry about my role on Babka - Shurick mentioned cousin? ;)

Babka Conversational Commerce RE Plan

RE Plan Template

Last updated:	**Confluence:**	**RE Keeper:**
Update sent to RE:	**Jira:**	**Major Stakeholders:**
First sent to RE:		

> **Key Outcome - Focus**
>
> ***Key Reference:***

Objective:

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Plans:

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What's working:

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What's not:

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Plans Adjustment:

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🫓 Babka Brand: The Basics

Introduction

Babka is a fictional character created by Shurick Agapitov in 2020 and incubated within Xsolla as strategic intellectual property. Babka, accompanied by her cat Nushi, are multiverse trans-media characters who interact directly with consumers across channels and products, including in live experiences and events. Currently she exists as an illustrated graphic novel character, a 3d visual model, a support chatbot, a website, social account, and more. She exists to forge a deeper connection between gamers and their favorite games. And she aspires to be completely unforgettable.

Babka (B2C) brand is a non-imposing character gracefully integrated into game titles based on a determined level of presence, from something as simple as a BabkaPay, login or checkout button to a fully rendered, AI-enhanced interactive in-game character.

Every interaction with Babka, even a simple customer-support query, is flavored with a bit of play, humor, and wit. Babka also stands for seamless experiences with technology. She facilitates smooth check outs and makes routine actions as un-corporate as a woman who rides a zero-gravity scooter can be!

The Babka brand, character, and product ecosystems are distinct, but connected varietals of the brand experience.

Babka: The Why

As web 2.0 transitions into web3, a new dimension and therefore level of complexity is being introduced to users of the internet. Just as Apple recognized that intuitive user interface was the key to the adoption of the home computer, the Babka brand recognizes that being the secure, trusted, intuitive interface for seamlessly navigating from web2 into web3 and games will make Xsolla indispensable, first for gamers, then for game developers, and then for casual browsers of the metaverse who want to participate in the new cloud-based, immersive, social experience of art and commerce.

Babka: The How

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. 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. By providing an intuitive, responsive feature set for navigating between games, web2 and web3, Babka becomes indispensable to gamers, game developers, and future users of the new internet.

Babka is unique in its use of experiential storytelling to build out a narrative experience for users. Babka is inspired by games, and serves games and gamers. Thus to maintain brand-product-UX coherence, we must consider every touchpoint with Babka as part of a larger, trans-media ARG. This narrative plays out through both narratively oriented drops as well as the brand design systems as a whole. As a character, Babka's presence will transcend browser, games, web3 and the physical world. Hence, how we integrate Babka into games and any other social experience must be based upon her foundational premise: a benevolent merchant who is here to help everyone (gamers, game developers, any future partners, and us) win. To suspend our audiences disbelief and create one of the first web3 characters whose story could feasibly be real, we must ensure every integration and appearance of Babka emerges from a coherent story spine. She can adapt and go anywhere as long as we tell a cohesive story.

Babka's Relation to Xsolla - The Present

Babka is in the process of being integrated into Xsolla. There is more clarity provided about this in Babka Brand 2023 Kickoff, but the Babka Core team is strategically placed to interface with Xsolla, Loonshots, and Xtra.

The physical aspects of Babka as a character and brand are in the process of a makeover for technical updates and to make Babka more culturally sensitive and globally relevant. Full UE5 renderings and an operable bodysuit are currently being updated and reimagined. In the meantime, Nushi the worlds 1st electric blue cyber cat is ready to lead the way for live events. In the meantime Babka's socials are being spun up and already engaging people digitally.

Babka's feature set is in development. Babka currently functions in support, Babka account and Babka pay. There is some pushback both externally from game developers and internally from BD's who manage these game dev accounts. All of this is to be expected and celebrated. As we identify which features are most valuable to developers and which

instances of the brand they are resistant to, we will be able to customize Babka's integration to the best advantage of each stakeholder.

Babka's Relation to Xsolla - The Future

As a fully functional consumer facing brand with her full suite of services and features, Babka will be the quietly ubiquitous, humble yet playful indispensable ally for gamers and by extension, for game developers. Babka gives a face and personality to the integration of web3 into our daily lives. She personalizes a new technological domain that for most of the population is too abstract and conceptual to grasp. Eventually, the easiest way for even homemakers to claim the newest promotions and experience their favorite stores in the metaverse will be to register a Babka account. The value and gravity Xsolla will bring to the negotiating table when we have 1 billion users will enroll previously unreachable clients into our Babka-powered ecosystem.

Babka & XTRA

XTRA is responsible for Babka UA, as well as selling Metasites to brands and companies. Babka is both the access point to claiming drops, and to accessing Metasites through Blue Orbs (cloud compute tokens) held in the Babka account. XTRA leverages influencers and Drops to guide users to opening a Babka Account. As a family-friendly brand offering services which require security and trust (Identity, Currency and Inventory) it is essential to partner with appropriate brands, products and services whose quality will reflect beneficially on the public perception of Babka as a trusted brand.

Babka & XLA

XLA produces metasites to companies as well as RSC's for developing web3 projects and functions as a shortlink for promotions and campaigns. Babka is the account through which users pay for cloud compute time to access these Metasites, store their avatar, inventory, identity and currencies for use within Metasites. Babka account will also be a wallet that people can connect their RSC's to to receive automatic payments in revenue share.

Babka & Loonshots

Loonshots are Xsolla's experimental design and development lab. For any company to stay ahead of the curve, it must innovate. Loonshots are where we innovate. *Any new idea from anyone for Babka features, products or UA can be incubated within Loonshots*.

Final Thoughts

The long term resilience of Xsolla relies on creating a user-facing brand and service that is irreplaceable in the new internet. From Metasites to Drops to spin-offs from Loonshots like Story3, our operational philosophy is, "All Roads Lead to Babka". Why? Because crypto-currencies pose a not-so-existential threat to all payments processors in the future. When we have 1 Billion users with credit cards attached to their Babka accounts, and Babka is one of the primary ways people access the new internet; Web3, we are irreplaceable.