

## [PR/FAQ] Babka Twitch Virtual Influencer

(Automatically created by Chat GPT)

Babka, the world's first virtual influencer, is coming to Twitch!

Babka is a unique and innovative virtual influencer created by Shurick, a leading digital media company. She is the first of her kind to be featured on Twitch, the world's leading streaming platform.

Babka will be streaming live on Twitch, playing games, doing improv, and dropping items. She will be engaging with her audience in real-time, creating an interactive and entertaining experience.

Babka is a revolutionary concept in the world of virtual influencers. She is the first of her kind to be featured on Twitch, and her presence is sure to be a game-changer.

Shurick is excited to bring Babka to Twitch and to provide viewers with an entertaining and interactive experience. We look forward to seeing how Babka will engage with her audience and how she will continue to evolve as a virtual influencer.

Be sure to follow Babka on Twitch and join in on the fun!

## Nushi Robot

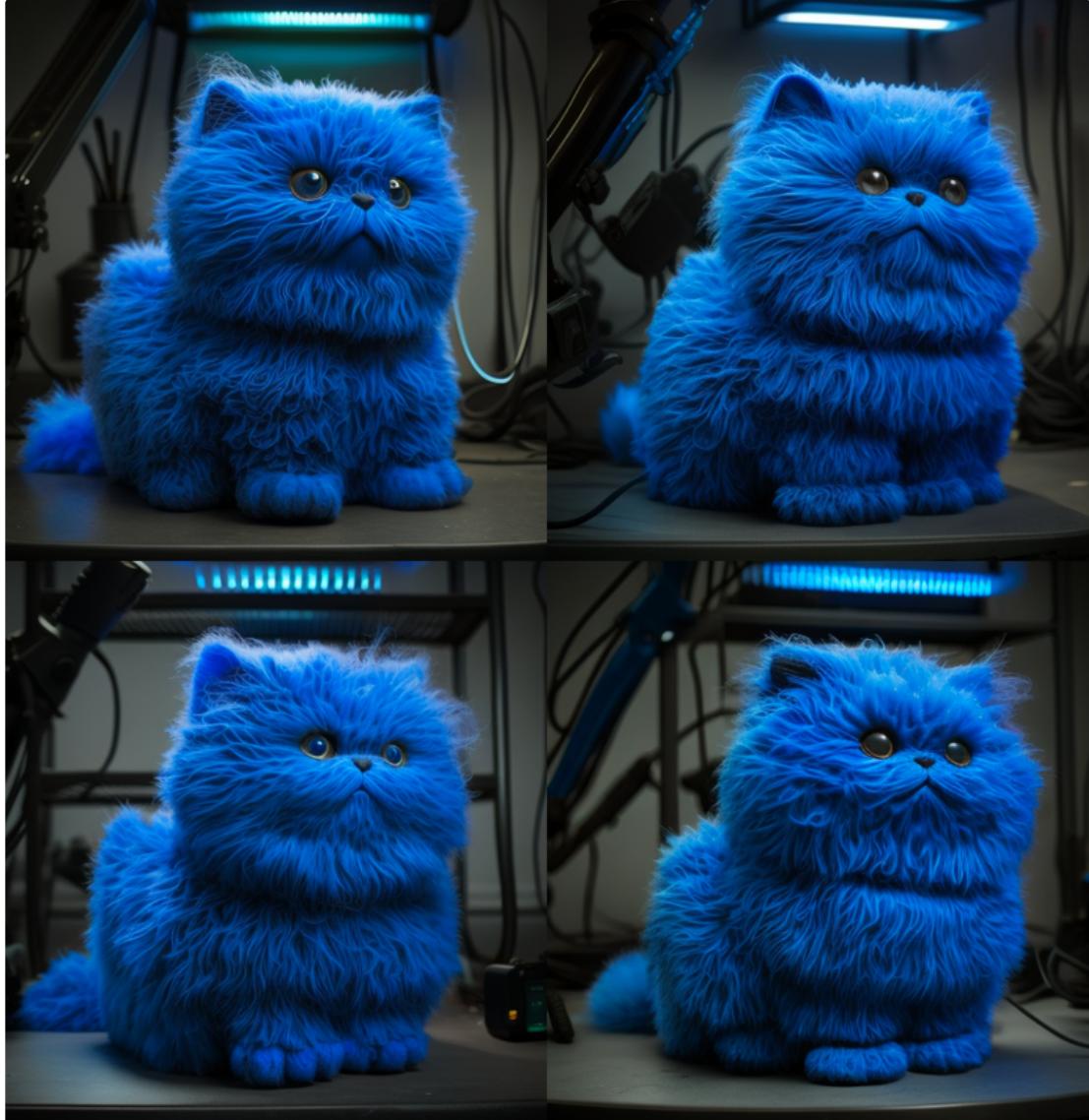
 LOON-5399: Nushi Robot [RESEARCH](#)

A functional robot: Cybercat rendition of Nushi with Unitree go1 as foundation.



With hollywood creature design to craft it into an adorable, engaging, interactive Nushi.

(Following images for imagination purposes only!)











E Egyptian beaded embroidered collar necklace. Statement Cleopatra jewelry. Ancient egypt bib necklace







# RE Plan: Nushi Robot

Last updated: 13.05.2023

Confluence: 🐾 Nushi Robot

RE Keeper: @Artem Kevorkov

Update sent to RE: 13.05.2023

Jira: 📝 LOON-5399: Nushi Robot RESEARCH

Major Stakeholders: @Ishan Shapiro

## Objective:

This loonshot has created a Nushi Robot - a real-life robotic quadruped (Unitree, like Boston Dynamics), styled and skinned to look like our Nushi. The goal of this loonshot is to use the Nushi Robot for the creation of viral content. The Nushi Robot creates press and PR, and supports our overall viral marketing strategies for Babka brand.

## Plans:

- Various viral shoots using existing version of Nushi in Los Angeles during the rest of May
- Get Nushi streaming on twitch live whenever they come online from their eye
- Presentation for clan leaders in Loonshots next week to bring loonshot to incubation phase
- Take Nushi to visit some places and friends to generate buzz for Babka (MIT, NYC, KL?)
- Development of second version of Nushi prepped and ready to start

## What's working:

- Nushi as far as we can tell is the FIRST fully furred robotic quadruped
- Onboarded Loonshot Champion @Artem Kevorkov and squad
- Found a team of Star Wars droid makers to develop Nushibot V2 with:
  - voicebox
  - articulating neck
  - custom programmed controls & dances
  - less creepy eyes
  - NFC enabled
- Purchased fur for the new version of Nushi
- Developed all artifacts:  LOON-6278: Ideation artefacts - Nushi Robot DONE
- developing a viable financial model outside of Babka UA

## What's not working:

- we need to increase our rate of media production and publicize Nushi more in May and June to take advantage of the novelty of Nushi to create more buzz for Babka
- some issues with the robot's video stream and our twitch streaming equipment to be troubleshooted

## Plans Adjustment:

- elaboration of research on the topic of potential spinoff business: creation and rental of custom robots for events for other entertainment purposes, applications and productions.