


⚽ Babka Brand 2023 Kick-off

Date: 12/22/2023

Location: Los Angeles

Participants: @Antonina Binetskaya @Anthony Mendoza @Arseny Neustroev @Aleksandr Sayfuranov
(Unlicensed) @Arsen Yeremin (Unlicensed) @Anton Zelenin @Alex Barkaloff (Unlicensed) @Berkley Egenes
@Constantin Andry @Elena Krivtsova @Ishan Shapiro @Konstantin Golubitsky (Unlicensed) @Kirill
Romanovsky @Michael Petralia @Marina Solokhina @Nikolay Bondarenko @Noah Crowe @Pierce Myers
@Rytis Joseph Jan @Rachel Joy Victor @Thinagaran K Haridass @Vladimir Telyatnikov (Unlicensed)

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The server cannot process the request because it is malformed. It should not be retried. That's all we know.



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Nushi Robot RE Plan

Objective:

The objective of the Nushi Robot is to produce viral media content in global cities or at recognizable landmarks around the world. The Nushi Robot exists in the uncanny valley, and produces a wide range of emotional responses from those who interact with it, both joy and happiness as well as fear and awkwardness.

Plans:

- Take the Nushi Robot to trade shows and to densely populated areas of cities in our target markets.
- Twitch stream from Nushi's camera eye (called NushiVision)
- Increase the interactive and affective qualities of the Nushi Robot, giving it greater capacity to signal its emotion (purring, movements), listen to people, and use some kind of language.
- Have drops and other promotions be linked to Nushi's travels to create hype and followership among people, both online and off.
- Upgrade Nushi's aesthetic and autonomy.
- Take Nushi to Santa Monica pier in Los Angeles.
 - Then to Indonesia (Jakarta), Malaysia (KL), and Korea.

What's working:

- The first model, a Unitree Robot, works well with its blue fur and eyes. It creates attention wherever it goes.
- GDC was successful, and the booth created a good amount of attention.

What's not:

- Being a cat, it is challenging to create channels for Nushi to interact with gamers.
- The cat is not physically perfect, because it is a research machine, not a consumer product.

Plans Adjustment:

- Focus on content production shoots.

Babka RE Plans

This page will be the repository for all RE@xsolla.com updates sent out by the Babka Core team.

- [Babka OKR RE Updates](#)
 - [KR-2618 - Babka Features & Capabilities](#)
 - [KR-2619 - Integrate Babka into 100 Projects](#)
 - [KR-2620 - Babka User Acquisition](#)
- [Babka.com RE Plan](#)
- [Babka Integrations RE Plans](#)
 - [Babka Overlay for Metasites RE Plan](#)
 - [X.LA <-> Babka Integration RE Plan](#)
 - [LTG <-> Babka Integration RE Plan](#)
- [Conversational Commerce RE Plan](#)
- [Babka Twitch Virtual Influencer RE Plan](#)
- [Loonshots RE Plans](#)
- [Babka Cards RE Plan](#)
- [Babka Bot RE Plan](#)
- [Babka SDK RE Plan](#)
- [Babka Referral Payouts RE Plan](#)
- [Babka User Acquisition RE Plan](#)
- [Archived RE Plans](#)
 - [Babka @ GDC RE Plan](#)
 - [Babka Web3 Wallet RE Plan](#)
 - [Babka Brand RE Plan](#)
 - [Babka Conversational Commerce RE Plan](#)
- [RE Plan Template](#)

Babka OKR RE Updates

[KR-2618](#) - Create 25 Features and Capability for Babka

RE Plans

[KR-2619](#) - Integrate Babka into 100 Projects

RE Plans

[KR-2620](#) - Babka User Acquisition

RE Plans

KR-2618 - Babka Features & Capabilities

April 24th, 2023

KR-2618 - Create 25 features and capabilities for Babka

Our goal is to create 25 features and capabilities across the Babka Product Ecosystem in 2023.

Plans

- All major and minor features and capabilities in development and selected for development can be found in this Jira board: [BABKA](#)
- You can see our roadmap for development of features and capabilities in this plan: <https://xsolla.atlassian.net/jira/plans/1374/scenarios/1374?vid=2525#plan/backlog>
- Q2 will focus on three key areas of development:
 - Technical Debt
 - UX Optimizations
 - New Features
- Prioritized features for development in Q2:
 - Drops
 - RSCs + NFT Standard
 - Payouts
 - Profile
 - Keychain
 - Babka AI
 - Babka Virtual Influencer
 - Nushi Robot GEN002
 - Babka Overwolf App

What's Working

- Babka now has a dedicated tech team known as Babka Core Tech Team
- Continuing with outsource developers onboarded in Q1
- Delivered documentation and prototyping phase of 3 loonshots.
- [Babka.com](#) redesign is about to be ready to deploy
- Babka Overlay is just about ready to deploy
- Nushi is a total hit across the socials

What's Not Working

- [Babka.com](#) relaunch has faced delays from a variety of teams stemming from the significant coordination of tech teams, which continues through launch to prod
- Vacations and Holidays in relation to launch schedules needs to be planned out ahead of time
- Babka brand team and leadership has not had a chance to test live demo of full functionality of UI overlay or [Babka.com](#)

Plans Adjustments

- Streamline integration of features from multiple tech teams for deployment to prod. bug squashing and clean demos before launch of redesign to Babka.com
- Make sure to coordinate holiday/vacation schedules around product launch windows.


▼ March 16th, 2023 RE update

KR-2618 - Create 25 features and capabilities for Babka



Our goal is to create 25 features and capabilities across the Babka Product Ecosystem in 2023.

Plans

We currently have in Q1 development on track the following features and capabilities:

-  **Babka**
 - Babka self-custodial wallet
 - Buy Gold and Blue Orbs with Babka Pay
 - Auto top up Gold & Blue Orbs
 - Add/delete payment cards to account
 - Initial subscriptions & subscriptions management
- Babka Backpack
 - Drag and drop hexagonal UI
 - Receive mintable digital item via Drops
 - Holds both NFTs and mintable digital items
 - NFT checkout minting flow
- Babka Overlay
 - Modular UI & backend, reusable in other products such as Cloud Gaming
 - Auto top up in overlay
 - Gold Orbs + Blue Orbs tracking time in metasites
- Babka Discord Bot (Loonshots)
 - Working prototype of chatbot architecture through which Discord admins can schedule a drop, specify items and name a drop via chat with Babka, and Babka can drop items to discord users with connected Babka accounts.
 - Xsolla API integration underway for SKUs and publisher accounts
- Babka Twitch Virtual Influencer (Loonshots)
 - Babka's rigged skeleton & face hooked up to Unreal, Rokoko mocap, livelink
 - She can tweet/post/stream
 - She can talk
 - She can dance
- Nushi Robot (Loonshots)
 - First incarnation of physical Nushi (they/them) being delivered by GDC on a Unitree Go1 EDU robotic quadruped base
 - Live streamable video from a camera in their eye
 - Also dances

What's Working

- Project management between tech teams for Babka UI overlay and  has made a big difference in staying on target for soft launch.
- On target with documentation/prototyping phases of three loonshots
- Anticipated accurately the need for more dev resources, and allocated budget & resources to onboard two teams of outsourcers contributing to making Babka Overlay and  redesigns happen.
- One by one, Babka Tribe is onboarding Champions to key prioritized loonshots. Solid support from PM Clan in this area, and many others within Loonshots.

What's Not Working

- A dedicated Babka Brand tech team responsible for the core Babka experience can minimize compromises by related product teams that in turn increases risk to their revenue targets. Dedicated tech team for Babka can help to accelerate feature / capability development, and coordinate these integrations via good documentation with product teams.
- We still haven't onboarded project management for Babka Brand Team across an increasing diversity and velocity of tasks outside of Loonshots, and Product development. These include content production, event production, and marketing.
- Navigating the shift in Q1 of Babka Brand Team from Loonshots to Xsolla, and shift in the processes of Loonshots, has resulted in sub-optimal planning and artifact creation / loonshots process
- Babka Brand is recruiting more Champions in Loonshots to help us accelerate more features and capabilities!

Plans Adjustments

- Bring on dedicated Babka Brand PM post GDC for Q2 planning and beyond
- Support development of more Loonshots through the proper process of with Champions into incubation and scaling
- Develop more structure, incentives and invitations for Champions and others to come join us in growing the Babka Tribe.

KR-2619 - Integrate Babka into 100 Projects

KR-2619 - Integrate Babka into 100 projects

RE Update in Confluence: [LINK](#)

Babka Integrations JIRA Board: [LINK](#)

Babka Integrations JIRA Plan: [LINK](#)

Plans

- Support all product teams and divisions to *integrate Babka everywhere* with clear guidelines, documentation and support
- Continue developing Babka Product Integration Technical Documentation, work in progress here: [GitBook](#)
- In Q2, prioritize native support of NFT Standard, RSCs and Payouts throughout Babka account - key blockers for a variety of product integrations
- Continue to develop Babka in Xsolla SDK, NPM packages, etc for ease of integration
- Maintain the Babka Feature/Capability Plan to give a clear view of Babka's developments on an ongoing basis
- Scope and prioritize strategic Babka account integrations with key partners for user acquisition

What's Working

- Initial technical documentation lays the groundwork for greater internal and external integrations of Babka
- Having Babka's own project spaces within JIRA significantly helps track all
- Modular design approach to the Babka technical architecture in Q1 sets us up well to facilitate bespoke integrations

What's Not Working

- Separation between the Babka and Xsolla brands tends to cross wires in terms of product development, partnership development and therefore integrations
- Cross-division collaboration (Xsolla, XTRA, Loonshots) still has plenty of room for optimization
- Integrations have been slow in Q1 because of the development of core infrastructure
- Babka Login flow needs to be redesigned and optimized

Plans Adjustment

- Distribute labeling infrastructure for Babka-related integrations to facilitate massive coordination
- Set up check-ins with key business heads to review and accelerate Babka integration efforts
- Coordinate with Xsolla Marketing/BD on products and partnerships that involve Babka

▼ March 16th, 2023

KR-2619 - Integrate Babka into 100 projects

Last of our key results for Babka Brand is 100 project integrations by the end of the year. Project integrations can be of several types. Integrations in projects may be on the technical level, the product level, the partnership level, the metanarrative level, the character level. They may have a technical nature, or a narrative nature, or both.

Plans

To reach 100 integrations we have started within our ecosystem (Xsolla, Loonshots, XTRA, XLA, LTG). Currently active integrations are in various stages - design, prototyping, development, incubation and scaling.

[List of Babka Integrations](#) (currently 17 as JIRA tickets, there are quite a few more we need to document)

- Support all product teams and divisions to *integrate Babka everywhere* with clear guidelines, documentation and support
- Publish technical integration guides for Babka Account
 - Babka Login (done)
 - Babka Wallet (documentation)
 - Orbs (Gold & Blue, to start) (documentation)
- Publish character integration guides for Babka & Nushi
- Import all integrations as linked JIRA tickets to this OKR and keep up tracking and a roadmap.
- Publish Babka NPM package for customizable Babka Brand components (Login, Wallet, Backpack, Keychain, Orbs etc).
- Continue to document, prototype and develop Orbs Metacurrency System
- Scope Babka account integrations with key partners such as Binance, [Metaverse 3D Avatar Creator | Ready Player Me](#), etc
- In Q2, prioritize native support of NFT Standard and RSCs throughout Babka account and product integrations.

What's Working

- Many teams / squads reaching out proactively to Babka Brand to talk about integrations ahead of deadlines, this is appreciated
- Multiple tech teams stretching themselves to take on many more story points than usual while balancing existing priorities
- Documentation underway as the features/functionality gets built and formalized in our tech stack
- Preparing core brand & character assets for use across platforms (Babka & Nushi models)

What's Not Working

- Necessity to formalize data policies and compliance so as to avoid unnecessary exposure of Babka Brand
- Babka does not yet support Payouts and needs KYC/AML to do so

Plans Adjustment

- Work with [@Eugene Maleev](#) on KYC/AML, Orbs System, Story 3 and Payouts
- Develop pitch for Chase x Babka co-branded credit card that drops items to a Babka user's account with every purchase.
- Keep organizing how we track integrations and estimate possible user acquisition scaling rates based on roadmaps and releases of products/platforms within our ecosystem.

KR-2620 - Babka User Acquisition

April 25th, 2023

The key result for Babka Brand is 20 million users with Babka accounts by the end of 2023. As of April 25th according to [Babka Metrics](#) dashboard we have 698,311 users with a Babka account. MAU and DAU targets will be set in Q2 after the launch of updated [Babka](#) and Babka Overlay.

Plans

- Continue our marketing campaign that started at GDC through the relaunch of [Babka](#) and the Metasites soft launch
- Publish more media, more regularly, through the socials
- Launch the new [Babka](#) so that we can invite users in while increasing activated and MAUs.
- Develop as much core utility and functionality as possible in [Babka](#) and in the UI overlay through Q2 in prep
- Negotiate contracts with Comic Con and Gamescom
- Align with business heads on release weeks, announcements, etc for a Q3 marketing blitz anchored by our events
- Many integrations in the pipeline across Loonshots, XLA, XTRA & Xsolla ecosystems that will result in accelerated rates of user acquisition in Q2 and beyond
- It's in the Q2 plans of Babka Login and Pay to resolve the user db issue
- Develop Babka account analytics and social listening dashboards

What's Working

- Successful launch of Babka and Nushi as virtual influencers at GDC to a warm reception
- 45% (455k!) to our goal of 1m social followers on @yo_babka and @yo_nushi socials
- Babka and Nushi on [Tiktok](#), really works.
- Launched Babka's Gifts giveaway with over 10k email leads gathered so far: [Babka's Gifts](#)
- Tests on ad units of different social platforms are providing us insight and intelligence into what sorts of mechanisms are effective for leads, follows, views, etc.
- Efficient use of marketing spend leaves us potential to hit 1m social media follower target over the next 2-3 weeks

What's Not Working

- Through Q1, we did not push traffic to [Babka](#) due to awaiting updates to core UX of [Babka](#)
- Due to core feature development & technical architecture overhaul, Babka was not able to facilitate UA through partnerships in Q1
- We now have the foundation of documentation which is ready for strategic integration partners who have massive UA potential
- Some legacy technical decisions, technical debts and product alignments still create some friction to progress on the integrations side, which we should prioritize in order to scale our UA effectively
- Responsiveness of external marketing agency not enough for highly agile viral social media campaigns
- Backlog of media content for publishing to the socials