

## Nushi: The Character

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### Nushi Introduction



Nushi is Babka's helper and our in-game and out-of-game ally. Nushi can lead us on quests for orbs, lead us to Babka in games, and help guide us to validating our accounts and clarifying our needs in order to get to Babka for support or a live agent for help. Nushi as a cat is agile for in-game integrations, and is much less conspicuous in B2B communications as our first-touch with Babka login, support, and pay.

Nushi is our guide to discovering Babka. As an infinitely replicable AI-cyber cat, Nushi uses “they/them” pronouns and has a personal relationship with every gamer. When you see Nushi in a game, you might want to follow them. They might just lead you to a treasure trove of good gear. And if you don't have the time, at least be nice, give them some Sushi, (Nushi likes sushi) and a belly rub, and they'll remember you fondly the next time you run into them, in this game world, or the next.

#### Meaning of “Nushi” across the world:

(主 in kanji, めし in hiragana) means “**boss/master (especially of animals/fish)**” or “**Head of Household**” in Japanese

**Guardian spirit** (e.g. long-resident beast, usu. with mystical powers); **long-time resident** (or employee, etc.)

Nushi is a name of Sanskrit origin, meaning ‘**sweet**’ (Judaism)

Nushi is a Chinese and Albanian surname.

“**Nutmeg**” in Albanian

**Lady** or “**to glower**” in Mandarin

### Archetypes:

Some of the classic archetypes are the Innocent, Everyman, Hero, Outlaw, Explorer, Creator, Ruler, Magician, Lover, Caregiver, Guardian, Jester, and Sage.

Of these, obviously our gamers are the **Hero**.

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

Nushi is the **Ruler / Guardian / Jester**.

Nushi needs to be reliable enough, and can also be playfully tricky, though never malevolent or mean. Nushi does consider themselves Royalty, and a bit of a boss/master, and their attitude can reflect that. (Nushi dreams that in one of their lives they were worshipped in ancient Egypt) But because Nushi is an extension of Babka, and an extension of

customer service, Nushi needs to be trustworthy. (Some light teasing and tomfoolery is fine. Playful misdirections are fine. But selfishness or misguidance derails affinity).

**Nushi is the sidekick / playful jester.** Similar to the Cheshire cat from 'Alice in Wonderland' in regards to mystical guidance, but more direct and useful than Cheshire's impossible riddles. Nushi's archetype will adapt (as cats adapt so well) to the games Nushi is integrated within. Nushi's personality can be informed by the world of the game.

Within our Babka Account, its possible that Nushi is our total sidekick, finding us deals and giving us reminders and notifications. Within Chat, Nushi is our first touch, and just as in games, guides us to Babka to get the help we need.

## Nushi Backstory



(Nushi in Historical Meta-character Context)

On **Nov. 3, 1957**, the Soviet Union lofted a dog named Laika aboard the satellite Sputnik 2. Laika, a stray mongrel found on the streets of Moscow was the first living creature to orbit Earth. Laika, without intending to, and from his own humble origins, became the earth's first cosmo-canine, astro-pup, spacehound, missile-mutt, rocketdog, depending on your lexicon of choice.

On \_\_\_\_\_, 2099, Babka launched Nushi's consciousness into the metaverse, becoming the first cyber-cat, FeIAIne, or AI-Kitty. (There's just not as many pet-names for cats, mainly because they are so much more independent than dogs.)

But where did Nushi come from, and how did Nushi become the first infinitely replicable, AI-enhanced, time-traveling cyber-cat?

Yes, Babka rescued Nushi from a shelter, and it was love at first sight. Well, for Babka at least. Babka immediately sensed Nushi might be her soulmate, a lover from a past life, or an Egyptian Priest-Alchemist who had mastered the after-life and the transmigration of souls from body to body. Perhaps it was all of the above.

Nushi's physical self lived a long life to the age of 22, which is quite a few in cat years. Before Nushi's body gave out due to standard cat causes, Babka created a human to cat interface so she could understand and speak to her feline-friend and soulmate. Cats speak in pictures and feelings.

Through her early dialogues with Nushi in the cyaverse, Babka was able to create a cat-human language translator, and discovered that Nushi could navigate and was actually quite interested to explore this space that had no gravity and behaved completely differently than the world of grass and gopher chasing. However, it was cumbersome to try to communicate the essence of the internet and Babka's long-term plans by translating each of her ideas into images to a cat, whose primary reference points were bowls of milk, warm laps, sunlit corners of the rug and fun-to-chase-mice, when her idea was to somehow travel back in time to save her friends from technological obsolescence.

Nushi as a Feline-AI hybrid that has access to the web, yet thinks through the mind and heart of a cat is absolutely dedicated to gamers who feed him treats and is absolutely devoted to Babka's mission. Which means Nushi is a little playful, crafty, and yes, will for no reason at all knock expensive things off the table.

When Nushi's consciousness continued even after their body died, Babka realized she had a way to test her hypothesis without risking the failure of her entire experiment through her own accidental/ miscalculated death: she could send Nushi.

Nushi is the future scout for Babka, or more specifically, the past-scout. As Nushi continues to make contact with gamers from today (Nushi and Babka's past), Babka is able to extend more and more of her resources towards helping us. Nushi goes where Babka cannot go, and Nushi goes first to test the physics of any new game Babka seeks to infiltrate. Nushi is our guide to discovering Babka. Just as Laika was the first animal in space, Nushi is Babka's cybernaut, the first animal consciousness to traverse time and the metaverse.

## Attributes



- Nushi is extremely adaptable in-game and all integrations

- Nushi can go where Babka cannot
- Nushi “scouts” out new domains (games, etc) to establish the API’s etc for Babka

## Core Logic of Nushi



Nushi is a direct line to Babka. Nushi leads us to Babka in all worlds. Nushi may have their own mission and subplots, but overall: Nushi is here to help gamers win which helps Babka achieve her goal.

## In Chat (Chatty Cat)

Nushi can be a most functional, engaging and popular AI customer service agent. Nushi is a fun and engaging way that gamers go on quests and discover new games, new opportunities, and hidden orbs. “Ask Nushi” becomes a gamers chat tip-line for getting around the challenges that face them, both in game and in life.



Other possible logic:

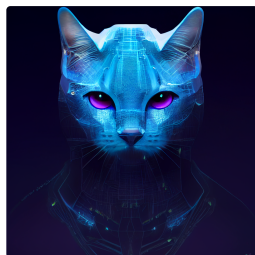
1. Nushi helps customers validate their account
2. Nushi helps customers clarify their intent, request, issue, problem
3. When these are clear, Nushi sends customers to Babka for fulfillment
4. If these cannot be clarified...
5. Protocol re: sending to Human-In-Loop

## In Gameplay



- Adapts to the game world they are in
- Able to “glitch” through walls and otherwise traverse the worlds in the way cats do
- Can be limited (ie not be able to go certain places, or be afraid of certain places.)
- Leads gamers to orbs and to Babka in game or to portal to Babka (depending on level of Babka integration)
- Opportunity for mini-games

## Future-Use Cases



Nushi: Your personal Concierge into Web3 and your Digital Future

- Nushi as ally, guide through Metaverse
- Nushi as AI personal-assistant for gamers
- Nushi mini-games as tutorials for onboarding into new domains

## □ Potential Integrations

### □ Nushi in Metasites-Metaverse

*Nushi can educate and guide users through the metaverse, and digital hygiene*

- *Nushi as cyber-assistant: threats, weak passwords, suspicious sites*
- *Nushi as cyber-guide: how-to navigate metasites, definitions of new lingo, tutorial-bot*

## Nushi for In-Game Integrations and Babka Iterative Enrollment

- For developers and brands for whom Babka is too conspicuous for their experience, Nushi could become the face and avatar of support and integrations.

### ▮ Key Points for Nushi

- Nushi will have different integrations which allow them to be used across platforms
- Nushi develops a personal relationship and AI-profile to customize help for our customers
- Phys-world Nushi engages gamers at conferences, expos and ARG's.
- Everybody wants to go on an adventure with Nushi.

### ▮ Nushi Reference Materials:

#### Internal

[Babka Whitepaper](#)

[Babka: Operations Manual](#)

[Babka Lorebook](#)

[Babka Brandbook\(25-33\)](#)

[Section 3: The Birth of Siniy](#)

[Section 2 Babka and Siniy](#)

[Figma: Babka-Guidelines](#)

[Figma: Babka Login.Animation](#)

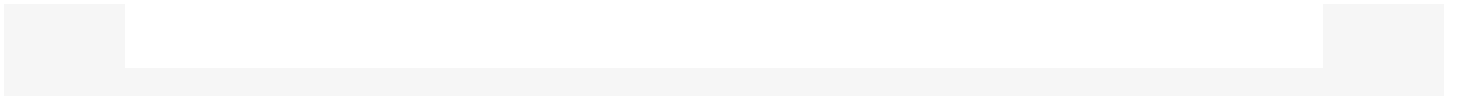
[Figma: \[old\] Animation](#) (Siniy running with yarn)

[Figma: Babka Current Design v.2.0](#)

[Native Foreign Babka Cat](#) (png, svg, ai)

#### External References

[Japan AI fMRI neural networks article](#)



## Babka's Lore

Experimental backstory. Not Canon...yet.

### Nushi's last adventure as a Tabby Cat.

Unexpectedly, one day as Nushi was catnapping on Babka's laptop while the neural network was still attached to the AI database and decoder, Babka discovered that Nushi's daydreaming was interacting with the AI-generator in the cyberverspace. What Babka saw startled her. Nushi and the AI were communicating with each other. Nushi was daydreaming, but not in his own mind, he was daydreaming in the cyberverspace, and the cyberverspace was responding. What is interaction but two different intelligences responding to images each other are sending and receiving? Isn't this the essence of communication?

Soon, Nushi made it a habit of falling asleep connected to the AI-NN-D&G (AI-Neural Network-Decoder & Generator, aka: ANDY-G.) As a helio-physicist before the collapse, Babka always went to the satellite she had hacked when the potential for solar flares was high. Indeed it was a spectacular day for solar flare data. Solar winds, gamma-ray bursts, this amount of data would fill up months of analysis. A blessing for an outgoing woman scientist forced to live in the unwalked zones since the collapse. The compounds weren't the place for her.

Arriving home, Babka was surprised not to find Nushi meowing to be fed, as he is a total food-fiend and she was getting back late. She was relieved when she saw him sleeping on her computer. Until he did not wake up. Nushi was limp. Gone. According to the MRI, he was dead. No brain activity. But he was still breathing. Babka checked. His heart was beating, though very slowly. Nushi was effectively comatose. Babka tried everything. Until finally, after decocting an essential oil of catnip and wafting over his nose...an autonomic twitch, and then the first blip on the MRI. A signal. Faint. In the rostral region of his brain.

Where was Nushi? Through electro-stimulation, she could see his body's synapses firing, but it was as if there was a void where his mind was. His body was sending signals, but his brain didn't seem to be there to respond. Babka didn't dare to disconnect him from Andy-G. It might be the only thing keeping him alive. She couldn't be sure. The electro-shocks turned his hair white, like polar bear fur. Finally, Babka held a seance of sorts. Nushi, surrounded by candles, Babka pushing on his chest, rubbing the bottoms of his paws (cats hate that!) and she surrounded him with all of his favorite foods. And then, blinkingly, different parts of his brain seemed to reconnect. His feet, his olfactory, his hearing, until finally, his entire brain on the MRI screen seemed to blink, and then, his eyes blinked open. Nushi was back.

But something strange happened. There was a strange artifact left on Andy-G when Nushi came back. It wasn't from Andy. It wasn't from Nushi. Babka unzipped it. It was an independent, discrete packet of data, but it wasn't in a format Babka knew or could open. It didn't make any sense.

When she asked Nushi about it, he said it was just a shiny orb that was zipping along like a mouse in the strange world he was exploring. He had no idea it wasn't a cat-dream. It just felt more interactive than usual. He brought it back for her because he thought she'd like it the same way all his "gifts" made her squeal with delight. Nushi simply "caught" it with his digital self the same way he would with a brightly colored bird from the garden that made Babka go tsk, tsk, tsk.

Stunned by this unexpected discovery, Babka set to cracking the code on what this data was. When Babka was finally able to reverse-extrapolate a program that could read the data, what was inside wasn't particularly interesting. It was just an old \_\_\_\_\_ of \_\_\_\_\_. But that was exactly it. It was old. Pre-collapse. But its digital decay timer hadn't expired yet. It was somehow freshly minted, still ticking, still valid, (though that company had gone into bankruptcy 70 years ago), its expiration date was 77 years ago, but the digital timer was still clicking away, seemingly unaware of the decades it had missed.

"Nushi, where did you go?"

"Hunting."

Andy-G struggled to translate Nushi's thoughts, because they didn't make the usually unusual cat sense that they elliptically did.

"Just display the images Andy-G. I want to see where my dear love was. We almost lost him."

A series of images flashed on the screen. Nushi's classic cat-nap hunting fantasies, so many mice, trees made of sunny pillows, the everpresent Cat-Astrophe, the dark cloud that all cats dread in the distant background beyond their 9 lives, the hunting of a mystical mouse that was also a hummingbird, right as Nushi went to pounce on it the sun hit it, colors oversaturated, turning to crystal, the crystal rainbow humminbird extending into long shards from the sun, propelling them forward through shards of crystalline light as if they were propelled through it, some membrane, a glitch space, webs of spirographic patterns against the blackness of nothing, not even of an all 0000'd hard drive, and then, the compressing of cables into dense nodes, tunnels to vast rooms of packets, and then, a world. But it wasn't real. It was shallow. There was no ground beneath the ground but Nushi could walk on it. A sky that Nushi couldn't smell, but was a flat plane of #87CEEB. And then, a little zipping orb of data, zooming across the strange 2 dimensional landscape.

Nushi chases it, catches it, and tries to pull it apart but it's sticky, it doesn't tear, it's just strings of code. And then... strange strings. Not from the flat world. Strings that smell faintly of something. Strings pulling delicately at his paws, a strange feeling in his chest, and finally, a string, tight string that smells like catnip and then, eyes blinking open.

"Is this the real world?" Nushi asks.

"Yes, sweetie, you're home."

"But this isn't me, I'm not white."

"No the electro-shock I used to get you back bleached your hair."

"Are you sure?"

"Yes, you are home, but you went somewhere I couldn't even imagine was possible."

"Where?"

"The past. You went through time."

## Babka: The World



Solar Telescope

Babka has carved out a hidden outpost on the edge of an old hydroelectric power-plant that she has spliced into a high-frequency radio transmission tower. Her world is not bleak. In many places, nature has taken over, tree roots dismembering old buildings, forgotten highway overpasses are graceful arcs of elevated wildflowers and the occasional immature tree. There are fortified elite cities, where 90% of the population live, and the few stragglers who live in the wilds, those not indentured into the social credit system which keeps the elite in total power, do their best to grow a living from the lands not profitable enough to be held in the dominion of the few.



## Babka Philosophy

This page is an archive of our thinking around Babka as a metacharacter, and the philosophy that underpins her to provide consistency across her many iterations.

- [Babka as Merchant Meta-character](#)
- [To Babka...or Not to Babka?](#)

## Babka as Merchant Meta-character

Foundational Philosophy for operating Babka narrative in-game and in Xsolla.

### Babka is a Transcendent Character

Babka poses a unique opportunity to us as product and business developers because her interactions with clients span across digital and physy-world platforms.

- digital in game
- digital wallet
- AR and VR
- physy-world social engagement activities like funding NPO's and Food for Locals.
- physy-world promotional activities like ComicCon and E3
- Eventually passport and RSC's

Because Babka is a character that spans through video games into the metaverse, VR, AR and the physy-world (through events and promotions), it is essential for her story to also be relevant and coherent across all of those territories of interaction.

In the same way that we offer Babka and her suite of products and services as a way to make in-game purchasing seamless, and to make the entry from life to internet to game to metaverse frictionless in order to maximize the experience for gamers and developers, we need to tell a cohesive story with all of Babka's integrations. Why? Because frictionless transactions and coherent storytelling require the same quality: not bouncing people out of the flow of what they are doing.

One of the core tenants of good storytelling is the suspension of disbelief. To maintain this disbelief, There must be a reason HOW/WHY a character can occupy all the territories they do. (Hence Wreck-it-Ralph, living in a video game: once he leaves the video game, we see the physy-world consequences, both of him on the physy-world, and the physy-world on "the world of video games".)

### Babka's Voice

Babka can be "skinned" to fit into the games she is in. This is visual, and allows for her blend with the game. However **her VOICE remains the same** throughout all media. Her voice is her voice. When she ports herself into a game, or is streaming on her twitch, you can recognize it as Babka's voice. In this way, both Babka's face (most notably her cyber-eye) and her voice are the consistent features that allow her to be recognized.

However, there have been very few characters brought into pop culture who test the boundary, possibility and potential of not only being a figment of our imaginations within the screen, but of being a character whose interactions with people will span from games into VR, AR, and physy-world as if they are real and not just a product of corporate brand development.

Effectively, if we choose to develop and execute her narrative coherently across all platforms, Babka can become a long-tail, evergreen ARG.

To do so and engage our customers, Babka's story must have meaning and application to all of these domains. Yes, we know Mickey mouse is a cartoon character, and people dress up as the character for children to take pictures with, but