

Babka opens a virtual gift shop in a metaverse platform, where she will be selling virtual goods, NFTs and also discussing about the potential of the gifting economy.

"Babka's Game Jam" : Babka hosts a Game jam, where participants have to create a game based on a theme that Babka provides, and the best game will be rewarded with cryptocurrency prize.

"Babka's Instagram Challenge" : Babka starts a viral Instagram challenge where participants have to post their own creative pictures and videos related to gaming and technology, with the best entries winning cryptocurrency prizes.

"Babka's Virtual escape room" : Babka creates a virtual escape room in a metaverse platform, where players have to solve puzzles and work together to escape.

Babka's Voice Brief

- [Character Description](#)
- [Voice Designer Brief](#)
- [Practice Script for Voice Talent](#)
- [Lists of References for Sound and Character](#)
 - [Famous Actors for Sound Reference](#)
 - [Voice Actors for Sound Reference](#)
 - [Voice References: Children's Movie Characters](#)
 - [Character References from Video Games](#)
 - [Wise Female Elders from Books](#)

Character Description

Babka is an in-game merchant and guide into new technologies like web3, the metaverse, crypto, revenue sharing contract and the gifting economy. Babka is a meta-character that will engage in games, at conferences and expos like comic-con, have her own Twitch stream, Instagram, Podcast etc.

Babka is a hip wise adventurer and scientist from the future, who time travels across platforms and worlds. She finds things in the hidden corners of games, and is your future-self-friend who wants you to WIN all the games that you play, and especially at the game of life.

She shares Xsolla's motto, "Enjoy the Game."

Alternates:

"If you're playing the game, you're already winning."

"The only way to lose is to not play the game."

Voice Designer Brief

Overall, the voice of Babka should be approachable, friendly, and relatable, while also conveying a sense of authority and knowledge as a guide into new technologies and a mentor to players. The voice should be able to convey a wide range of emotions and convey the sense that Babka has been around the block a few times, and has seen it all.

Voice: The voice of Babka should be unique, and evoke a sense of reassurance, trustworthiness, playfulness, wisdom and adventure. The voice should have a maturity to it, with a hint of a grandmotherly tone, but gristly around the edges.

Tonality: The tone of Babka's voice should be upbeat and enthusiastic, with a sense of warmth and friendliness. It should also convey a sense of authority and knowledge, as Babka is a guide into new technologies and a mentor to players.

Emotional Range: Babka's voice should be able to convey a wide range of emotions, from excitement and encouragement to reassurance and wisdom. It should be able to convey the sense that Babka has been around the block a few times, and has seen it all.

Pacing: Babka's voice should have a moderate pacing, not too fast or too slow. This will help to convey the sense that Babka is taking the time to explain things clearly and patiently to players.

Characteristics: The voice of Babka should have a hip, forward-thinking quality to it, as she is from the future and is well-traveled across platforms and worlds. Additionally, it should have a hint of accent which will make Babka more relatable, friendly and approachable.

Use: The voice of Babka will be used in in-game interactions, as well as in various multimedia content such as Twitch streams, Instagram posts, podcasts and conference or expos events like comic-con.

Practice Script for Voice Talent

"Welcome, my dear! I'm Babka, your guide to the future of technology. Are you ready to dive into the world of web3 and the metaverse? Let's make sure you're equipped with all the tools you need to win the game of life!"
(Excited and enthusiastic)

"Don't be afraid to try something new, my child. With the power of crypto and revenue sharing contracts, we can create a gifting economy where everyone wins. Trust me, it's worth it in the long run." (Wise and reassuring)

"I've been around the block a few times, and let me tell you, the hidden corners of these virtual worlds hold some real treasures. Follow my lead and I'll show you the way to victory." (Playful and adventurous)

"It's not always easy, but remember to enjoy the game. Life can be a rollercoaster, but it's all worth it in the end." (Sage and philosophical)

"Join me on my Twitch stream, Instagram, and Podcast. Let's explore the future of gaming together. See you in the metaverse!" (Energetic and inviting)

Lists of References for Sound and Character

Famous Actors for Sound Reference

All of these celebrities have a unique, recognizable voice and have a wide range of acting experience, including playing roles that involve a sense of wisdom, authority, and mentorship. They also have a strong ability to convey a range of emotions and have a maturity in their voice that would fit well with the character of Babka. Additionally, they have the ability to convey a sense of playfulness, hipness and adventure that would be suitable for the role. They have a good experience in the entertainment industry and known for their ability to fit different roles.

Meryl Streep

Helen Mirren

Judi Dench

Sigourney Weaver

Cicely Tyson

Viola Davis

Ellen Burstyn

Jane Lynch

Voice Actors for Sound Reference

All of these voice actors have a wide range of experience in voice acting, including playing characters with a sense of wisdom, authority, and mentorship. They also have a strong ability to convey a range of emotions and have a maturity in their voice that would fit well with the character of Babka. Additionally, they have the ability to convey a sense of playfulness, hipness and adventure that would be suitable for the role. They have a good experience in the voice acting industry and known for their ability to fit different roles.

June Foray

Tress MacNeille

Grey DeLisle

Jennifer Hale

Nika Futterman

Cree Summer

Grey Griffin

Kath Soucie

Tara Strong

[Cree Summer](#)

Voice References: Children's Movie Characters

All of these characters are wise and loving, and most of them have a playful side as well. They are all female elders and are from popular children's movies. They are all known for their wisdom, kindness and playfulness and serve as a guide and mentor to the main characters in the movie. They are known for their positive impact on the children and the story.

Grandmother Willow from "Pocahontas"

Grandma from "Coco"

Grandma Sophie from "An American Tail"

Mrs. Potts from "Beauty and the Beast"

Queen Elinor from "Brave"

Grandma Fa from "Mulan"

Fairy Godmother from "Cinderella"

Grandma Tala from "Moana"

Grandmother from "The Secret of NIMH"

Grandma from "Up"

Nonna from "The Incredibles"

Mama Coco from "Coco"

Mrs. Tweedy from "Chicken Run"

Grandma from "Rugrats"

Grandma from "The Land Before Time"

Grandma from "Tom and Jerry: The Movie"

Grandma from "The Lion King 1 1/2"

Grandma from "The Ant Bully"

Grandma from "Bolt"

Mrs. Calloway from "Home on the Range"

Character References from Video Games

All of these characters are wise and loving, and most of them have a playful side as well. They are all female elders and are from popular video games. They are all known for their wisdom, kindness and playfulness and serve as a guide and mentor to the main characters in the game. They are known for their positive impact on the story and the players. They are known for their ability to convey a range of emotions and have a maturity in their voice that would fit well with the character of Babka.

Granny Rags from "Dishonored"

Elara Dorne from "Mass Effect"

The Great Deku Tree from "The Legend of Zelda: Ocarina of Time"

The Elder from "The Elder Scrolls V: Skyrim"

The Dragonborn from "The Elder Scrolls V: Skyrim"

The Grandmother from "Firewatch"

The Matriarch from "Halo Wars 2"

The Oracle from "The Last of Us"

The Queen of Dragons from "Dragon Age: Origins"

The Dragonborn's mother from "The Elder Scrolls V: Skyrim"

The Ancestor from "The Elder Scrolls III: Morrowind"

The Matron from "Dragon Age: Inquisition"

The Matriarch from "Dragon Age: Origins"

The Prophet of Truth from "Halo 2"

The Prophet of Regret from "Halo 2"

The Prophet of Mercy from "Halo 2"

The Prophet of Contrition from "Halo 2"

The Librarian from "Halo 4"

The Matriarch from "Halo 5: Guardians"

The Grandmother from "Oxenfree"

Wise Female Elders from Books

All of these characters are known for their wisdom, kindness, playfulness, intelligence and mentorship. They are all older characters and are from popular books. They are all known for their wisdom, kindness and playfulness and serve as a guide and mentor to the main characters in the book. They are known for their positive impact on the story and the readers. They are known for their ability to convey a range of emotions and have a maturity in their voice that would fit well with the character of Babka.

Professor McGonagall from the Harry Potter series

The White Witch from The Chronicles of Narnia series

Glinda the Good Witch from The Wizard of Oz series

The Grand High Witch from The Witches series

The Fairy Godmother from Cinderella

The Fairy Queen from The Tales of the Otori series

The Old Woman Who Lived in a Shoe from Mother Goose Rhymes

The Grandmother from Little Red Riding Hood

The Fairy Godmother from Sleeping Beauty

The Fairy Godmother from Snow White

The Fairy Godmother from Cinderella

The Wise Woman from The Moth Man Prophecies

The Fairy Godmother from Beauty and the Beast

The Fairy Godmother from The Little Mermaid

The Fairy Godmother from Aladdin

The Fairy Godmother from The Hunchback of Notre Dame

▮ Babka @ Events

Key Stakeholders:

Primary Contacts:

Brand Director: Ishan Shapiro

Marketing Director: Michael Petralia

Lorekeeper: Noah Crowe

Events provide a prime opportunity to showcase what Babka means at a product, brand, and narrative level. Through playful interactions, event guests will be able to participate in fun game mechanics that introduce them to product functionality and onboard them as users. In addition, each event provides the ability for Babka as a character can make an appearance, and for associated narrative reveals.

Babka is slated to be physically in-person (in costume) at multiple events in 2023. We have a choice - we can do the ordinary, the expected booth and promotions, or we can create an immersive, narratively coherent experience that brings gamers into the world of the brand.

📋 Objective

Create a framework for high-impact, high-reusability and high-reliability event activations that generate user acquisition, PR and earned media using the Babka Costume and Xsolla's Events experience and expertise.

As Xsolla attends many trade shows and events throughout the year, we want to have a presence at the B2C relevant tradeshow for Babka. These "Babka activations", or live experiences will include a core activation infrastructure that can be deployed by various teams around the world.

We will have multiple concepts for Babka activations at different levels of complexity and budget, starting at at the simplest and most lightweight, to a more involved Babka Experience.

Start with the the Events Overview Deck below, then check out Babka [🌱 Core Event Components](#), view the [📅 Babka Events 2023](#), and dive into the [🌟 Babka Live Activation Concepts](#) creative concepts.

Babka Activation Creative Concepts:

[🍹 Babka's Lemonade Stand](#)

[🍵 Babka's Merchant Tea Lounge](#)

[🍷 Babka's Babka's \(Food Cart\)](#)

[🧵 Babka's Cosplay Repair Station](#)

[👤 Babka's Orbs: Racer Edition](#)



400. That's an error.


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





 [Sign in](#) to access action bar for [Google Drive Presentation](#)

Key 2023 Events

Babka and Nushi will make select appearances at key B2C events in 2023. These include at a baseline:

 [BABKA @ E3 2023 \(Cancelled - See Xsolla Lounge\)](#)

 [Babka @ Gamescom: Cologne, Germany Aug23-27, 2023](#)

 [Babka @ Gstar: Busan, Korea Nov 16-19](#)

Key Documents

Xsolla Marketing Roadmap:

 [Sign in](#) to access [Google Drive Spreadsheet](#)

Events Template: The Events Template provides key considerations for Babka team to work alongside marketing to consider in advance of each event with regards to Babka presence.

🧩 Core Event Components

The core components for our Babka Activations are:

Babka:
the character costume

Nushi:
the robotic blue cat

Orbs:
our metacurrency system

The core mechanics for our Babka Activations are:

Drops:
the goodies we give away

Quests:
the missions, if you choose to accept

In combination, these components and mechanics can be applied in a variety of ways, across mediums, to create effective transmedia live event activations.

Babka: The Character Costume



We have three of these incredible Babka character suits, the idea being that one suit can be in Los Angeles, Kuala Lumpur, and Berlin, so that local teams may deploy a Babka activation, where relevant.

⚠️ Technical Requirements for Babka Suit

- The Babka suit weighs quite a bit
- Only someone 5'6" and smaller can fit inside it
- requires 2-4 "handlers" to manage her moving through a crowd at an expo.

- Mascot actors are only allowed to work for 30 minutes at a time.

- From: [BABKA COSTUME INSTRUCTIONS.docx](#)

Nushi: The Robotic Blue Cat

Within Loonshots, we are currently developing a physical prototype of Nushi.

Our initial build will be with the Unitree Go1 EDU robotic quadruped. From here, we will 'skin' the robot using Hollywood costume/prop designers to be our beloved Nushi.

The loonshot is to create a beloved, adorable physical version of Nushi that can be used at live events, appear alongside influencers that will be a viral sensation. Because cats are memetic. And we can be the first to create a 'skinned' robot.

The Unitree Go1 EDU is meant for research purposes and comes with an SDK for working with the robot. We aim to customize behaviors, as well as capture POV from Nushi's eyes.



Unitree Go1 EDU



Sphero Bolt Robot

Orbs: our metacurrency system

We will be experimenting with different manifestations of Orbs, that offer different types of utility, including special chances at drops. These may be of various design, color and size, which may include:

- Containers for goodies
- Orb shaped drinking containers (filled with lemonade - what else??)
- Robotic orbs for in-person minigames (Sphero Bolt)
- Custom Tennis Balls
- TBD!

