

WELCOME TO THE METAVERSE



SID BHATTACHARYA

**BY 2026 25% OF THE GLOBAL POPULATION
WILL SPEND AT LEAST ONE HOUR A DAY IN THE
METAVERSE FOR VARIOUS PURPOSES SUCH AS
WORK, SHOPPING, EDUCATION, SOCIAL
INTERACTION AND ENTERTAINMENT.**

Gartner

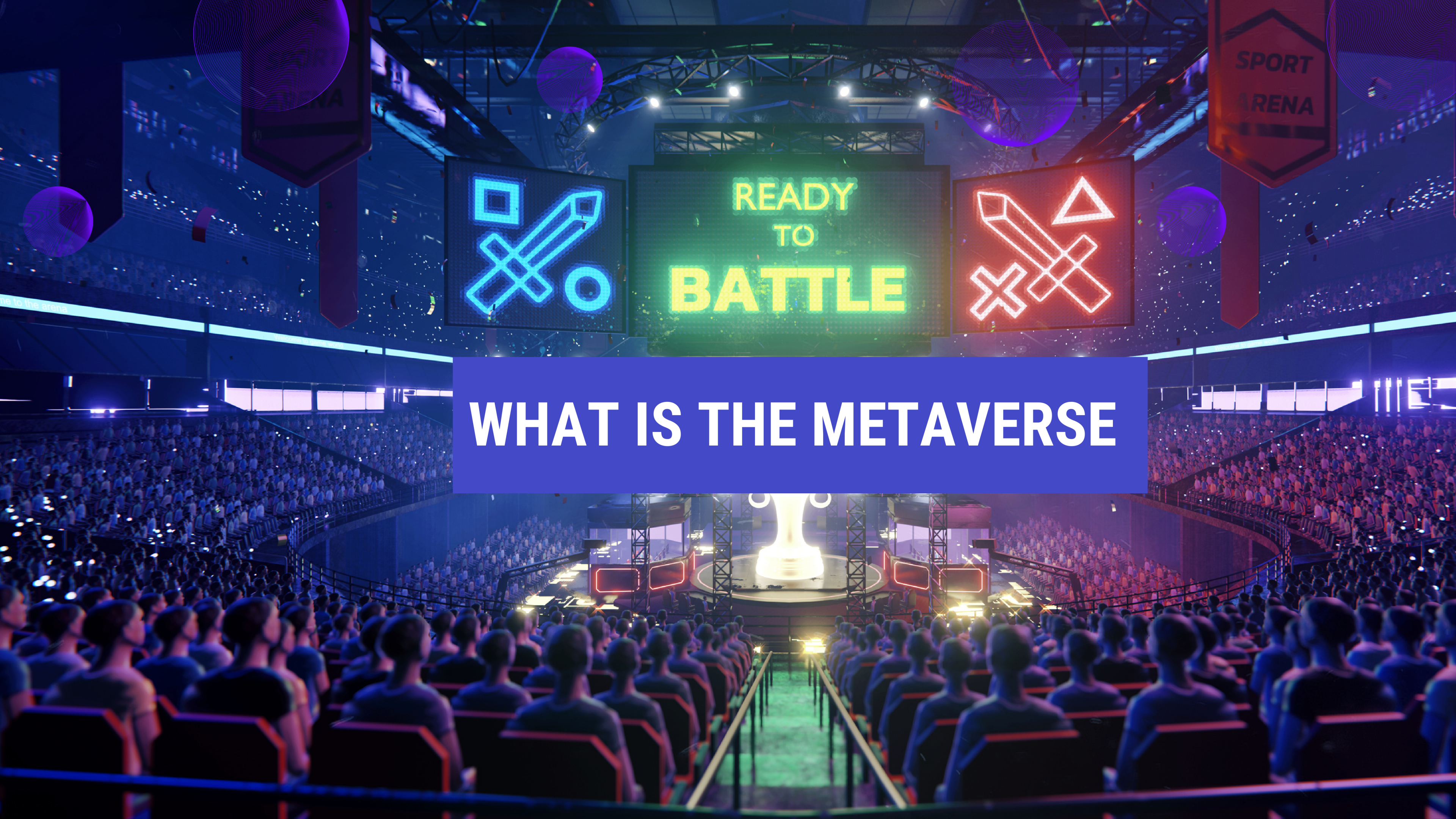
TOP 10 TECH TRENDS IN 2023

Forbes

7 LAWS OF THE METAVERSE

1. No one knows what the Metaverse is (The metaverse is everything, everything is the metaverse)
2. The Metaverse is at the same time dead and making trillions in 2030
3. The Metaverse is always coming in 5 to 10 years, every year
4. Words about the Metaverse are more profitable than the Metaverse itself
5. The open Metaverse is built of walled gardens
6. Nobody knows how to come from a strategy to a realisation
7. The Metaverse is the Internet, Mark Zuckerberg, or both





WHAT IS THE METAVERSE

WHAT IS THE METAVERSE ?

The metaverse is a collective virtual shared space, created by the convergence of virtually enhanced physical reality and physically persistent virtual space, including the sum of all virtual worlds, augmented reality, and the internet.



WHAT IS ITS PURPOSE

The metaverse has many potential applications, including entertainment, work, education, commerce, leisure, and social interaction. It could be used for events, tourism, real estate, and other purposes.



The background is a solid dark purple. It features several glowing purple spheres of varying sizes, some with concentric circles inside, scattered across the upper half. The lower half is dominated by a series of wavy, horizontal lines in a lighter shade of purple, creating a sense of depth and movement.

LET'S FIRST LOOK AT THE POPULAR GAMING METAVERSES

Games provided a realistic virtual experience and were a logical next step in the metaverses

ROBLOX



230 MILLION USERS

The background is a dark blue gradient. It features several purple spheres of varying sizes, some with concentric circle patterns, floating in the upper half. The lower half is dominated by a series of wavy, horizontal lines in a lighter shade of blue, creating a sense of depth and movement.

**ROBLOX HAS OVER 50% OF USERS UNDER
THE AGE OF 13**

The background is a dark blue gradient. It features several purple spheres of varying sizes, some with concentric circle patterns, floating in the upper half. The lower half is dominated by a series of wavy, horizontal lines in a lighter shade of blue, creating a sense of depth and movement.

**THESE USERS WILL BE BUILDING GAMES
AND BUYING AND SELLING DIGITAL
ASSETS IN THE METAVERSE**

The background is a solid dark blue. It features several purple circles of varying sizes, some of which are filled with a fine, concentric line pattern. At the bottom, there are large, flowing, wavy lines in a lighter shade of blue, creating a sense of movement and depth.

**THESE WILL BE YOUR CUSTOMERS IN
7-10 YEARS**

PARADIGM SHIFT

Creator Economy



Generalized AI

No-code Tools

Network Effects



Faster processors, Low cost of compute, improved network connectivity



165 MILLION USERS

FORTNITE®



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85 MILLION USERS

The background is a solid dark purple. In the upper half, there are five spheres of varying sizes, each composed of many concentric, slightly offset purple lines, giving them a 3D, vibrating appearance. In the lower half, there are two large, undulating waves made of many thin, horizontal purple lines, creating a sense of motion and depth.

**LET'S NOW LOOK AT THE POPULAR
DECENTRALIZED METAVERSES**



BLOCKCHAIN BASED METAVERSES

ROBLOX

19M VISITORS TO THE GUCCI GARDEN



“NIKELAND” SOCIALIZE AND DRESS THEIR AVATARS
IN DIGITAL GOODS LIKE AIR JORDANS AND NIKE
BLAZERS.





DECENTRALAND

ESTEE LAUDER FASHION WEEK

ACURA'S VIRTUAL CAR SHOW ROOM

SANDBOX



**THE SNOOPVERSE LAUNCHED IN THE SANDBOX WITH
122 LANDS, 67 PREMIUM LANDS, EXCLUSIVE NFTS,
AND THREE SMALL ESTATES.**

The background is a solid dark purple. In the upper half, there are five light purple spheres of varying sizes, each composed of many concentric circles. In the lower half, there are two large, wavy, light purple shapes that resemble hills or waves, also composed of many concentric lines. The text is centered in the middle of the image.

AND UP AND COMING METAVERSES

Microsoft Mesh

OFFICIAL TRAILER



The background is a solid dark purple. It features several light purple spheres of varying sizes, some of which have concentric circles inside them, scattered across the upper half. The lower half of the image is filled with a series of wavy, horizontal lines in a slightly lighter shade of purple, creating a sense of depth and movement.

**THERE IS ROOM TO GROW FOR THE NEW
METAVERSE**

UP AND COMING

**MICROSOFT'S ACQUISITION OF
ACTIVATION BLIZZARD**

**WALMART HAS PLANS TO OFFER VIRTUAL
CURRENCY AND NFTS**

FACEBOOK HORIZON WORLDS

WHY ARE THERE DIFFERENT TYPES OF METAVERSE?

EVERY COMPANY HAS ITS OWN VISION

SOME AGREE ON HAVING COMMON PROTOCOLS

**SINCE THE COMMON PROTOCOLS ARE A WORK IN
PROGRESS**

OTHERS WANT TO PROVIDE THE BEST EXPERIENCE

WEB3 PROVIDES SOME KEY TENETS FOR THE METaverse

DECENTRALIZATION: THE USE OF DECENTRALIZED TECHNOLOGY, SUCH AS BLOCKCHAIN, TO CREATE A NETWORK THAT IS NOT CONTROLLED BY ANY SINGLE ENTITY.

OPEN-SOURCE: THE USE OF OPEN-SOURCE TECHNOLOGY TO ALLOW ANYONE TO ACCESS AND BUILD ON THE NETWORK.

INTEROPERABILITY: THE ABILITY OF DIFFERENT NETWORKS AND PLATFORMS TO COMMUNICATE AND WORK

IMMERSIVE EXPERIENCES: THE METaverse IS MEANT TO BE IMMERSIVE, WHERE USERS CAN INTERACT WITH VIRTUAL ENVIRONMENTS AND DIGITAL ASSETS JUST AS THEY DO IN THE PHYSICAL WORLD.

TRANSPARENCY: THE ABILITY FOR USERS TO SEE AND UNDERSTAND THE INNER WORKINGS OF THE NETWORK.

SECURITY: THE USE OF ADVANCED SECURITY MEASURES TO PROTECT USERS' DATA AND PREVENT MALICIOUS ACTORS FROM GAINING ACCESS TO THE NETWORK.

AUTONOMY: THE ABILITY FOR USERS TO HAVE FULL CONTROL OVER THEIR DATA AND INTERACTIONS WITHIN THE NETWORK.

COMMUNITY-DRIVEN: THE NETWORK IS DEVELOPED AND GOVERNED BY THE COMMUNITY THAT USES IT.

RELEVANT WEB3 TECHNOLOGIES

BLOCKCHAIN IS A DIGITAL LEDGER THAT RECORDS ALL TRANSACTIONS.

NON-FUNGIBLE TOKEN (NFT) IS A UNIQUE DIGITAL ASSET THAT REPRESENTS OWNERSHIP OF A DIGITAL ITEM, LIKE A PIECE OF ARTWORK, MUSIC, OR EVEN TWEETS.

A WEB3 WALLET IS A DIGITAL WALLET THAT ALLOWS USERS TO STORE, MANAGE AND USE THEIR DIGITAL IDENTITIES, CRYPTOCURRENCIES, AND NFTS.

DECENTRALIZED AUTONOMOUS ORGANIZATIONS (DAOs) ARE ORGANIZATIONS THAT ARE RUN BY THE PEOPLE WHO OWN THEM, RATHER THAN A CENTRALIZED GROUP OR AUTHORITY.

SMART CONTRACTS ARE DIGITAL CONTRACTS STORED ON A BLOCKCHAIN THAT ARE AUTOMATICALLY EXECUTED WHEN PREDETERMINED TERMS AND CONDITIONS ARE MET.

IN GENERAL, ALL OF THESE TECHNOLOGIES ARE BASED ON BLOCKCHAIN, WHICH IS A DECENTRALIZED AND TRANSPARENT TECHNOLOGY PROVIDES A SECURE WAY TO STORE, TRANSFER, AND MANAGE DIGITAL ASSETS WITHOUT THE NEED FOR INTERMEDIARIES.

WHAT IS A WEB3 METAVERSE

1. Decentralized using blockchain
2. Provides central identity via web3 wallet
3. Ownership via NFTs
4. Enables commerce via smart contracts, cryptos, tokens
5. Organizes via DAO (Decentralized autonomous organizations)

Not all metaverses will be decentralized

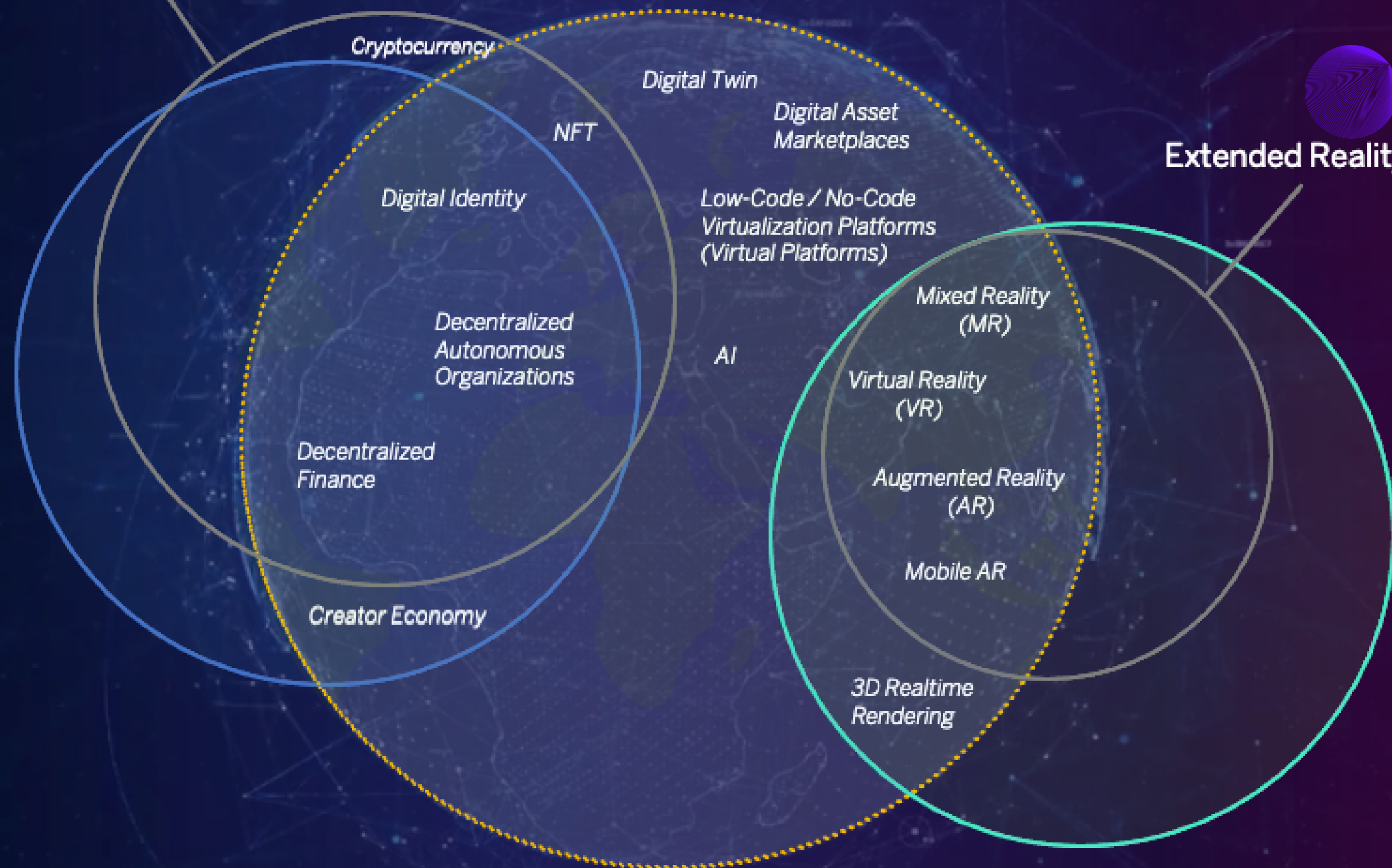
WHAT ARE THE BENEFITS OF A WEB3 METAVERSE

1. Censorship resistant and autonomous
2. Not influenced by one single company's mission
3. Operates using common protocols which provide interoperability
4. Collaborative and community-driven

Web3 and Metaverse

Distributed Ledger Technology

Web3



**Immersive
Computing**



METaverse BUSINESS APPLICATIONS



COMMERCE

Virtual stores, marketplaces and other commerce-related spaces to buy and sell land, goods and services.



SOCIAL INTERACTION

Virtual bars, clubs, and other gathering places where people can meet and interact with each other.



EDUCATION

Learn and interact with each other and with educational materials in a fully immersive, interactive environment.



SIMULATION & TRAINING

Digital twins of existing physical structures, office environments and others.



BRAND VISIBILITY

Virtual spaces for product launches, festivals, and other live events.




WORK

Virtual co-working spaces and other shared work environments.



WHY IS NOW A TIME TO INVEST IN A METAVERSE STRATEGY



TOP 3 INDUSTRIES

ADOPTING THE METAVERSE

RETAIL
ENTERTAINMENT & MEDIA
MANUFACTURING

5 STATS TO CONSIDER IN 2023

01. \$800 BILLION

Market size by 2024

02. \$5 TRILLION

Could add to global economy by 2030

03. 400 MILLION

Active users across all platforms in 2022


04. \$120 BILLION

Active investments in the metaverse in 2022

05. BY 2026, 25% OF PEOPLE

Will spend time an hour in the metaverse

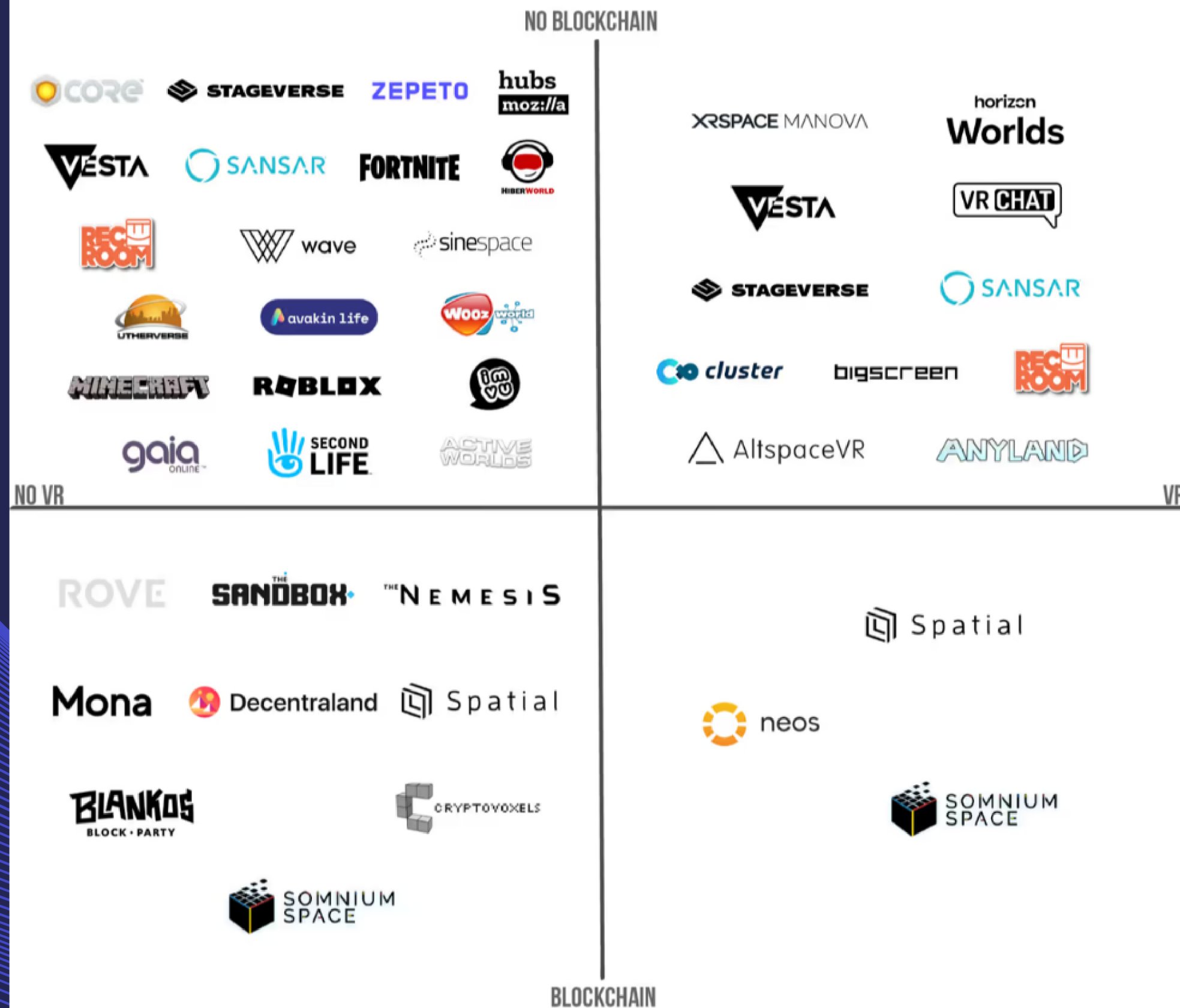


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**COMPANIES WORKING TO MAKE THIS
A REALITY**

MAP OF THE METAVERSE²⁰²²

vincos.it



Source: <https://vincos.it/map-metaverse/>



EXPERIENCE

DISCOVERY

CREATOR ECONOMY

DECENTRALIZE

SPATIAL COMPUTING

HUMAN INTERFACE

INFRASTRUCTURE



COMPANIES WORKING ON THE METAVERSE LAYERS

1. **INFRASTRUCTURE** (5G, WIFI, GPUS)
2. **HUMAN INTERFACE** (VR HEADSETS, AR GLASSES, HAPTICS)
3. **DECENTRALIZATION** (BLOCKCHAIN, AI, EDGE COMPUTING)
4. **SPATIAL COMPUTING** (3D VISUALIZATION)
5. **CREATOR ECONOMY** (DESIGN TOOLS, DIGITAL ASSETS, AND E-COMMERCE ESTABLISHMENTS)
6. **DISCOVERY** (CONTENT ENGINE DRIVING ENGAGEMENT: ADS, SOCIAL MEDIA, RATINGS, REVIEWS)
7. **EXPERIENCES** (VR VERSION OF DIGITAL APPS FOR GAMING, EVENTS, WORK, AND SHOPPING)

Source: <https://www.netscribes.com/into-the-metaverse/>

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NEW EXPERIENCES



Digital content on
top of the real
world



The virtual objects
are placed into a
virtual world.



MR

Digital content that
interacts with the
real world.

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What it is, some popular gaming and decentralized metaverses

02

WHAT ARE CUSTOMERS DOING IN THIS SPACE

Nikeland, Gucci NFT Bags, Balenciaga

03

WHY IS NOW THE TIME TO INVEST IN A METAVERSE STRATEGY

25% of people by 2026 will be on the metaverse including GenZ

04

COMPANIES WORKING TO MAKE THIS A REALITY

Game Developers, Chip Manufacturers and others

05

TECHNOLOGY MATURITY

Next 5-10 years, Risks to know and gaps

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EXPERIENCE THE METAVERSE

Business use-cases, Roadmap to the metaverse



TECHNOLOGY MATURITY



5 METAVERSE PLATFORM GAPS

01. CENTRAL IDENTITY

Web3 Wallet with identity, NFTs, cryptos and credentials

02. MULTIVERSE = CROSS METAVERSE EXPERIENCE

Example: Going from Roblox to Omniverse using your central identity

03. NFT MARKETPLACE INTEGRATION

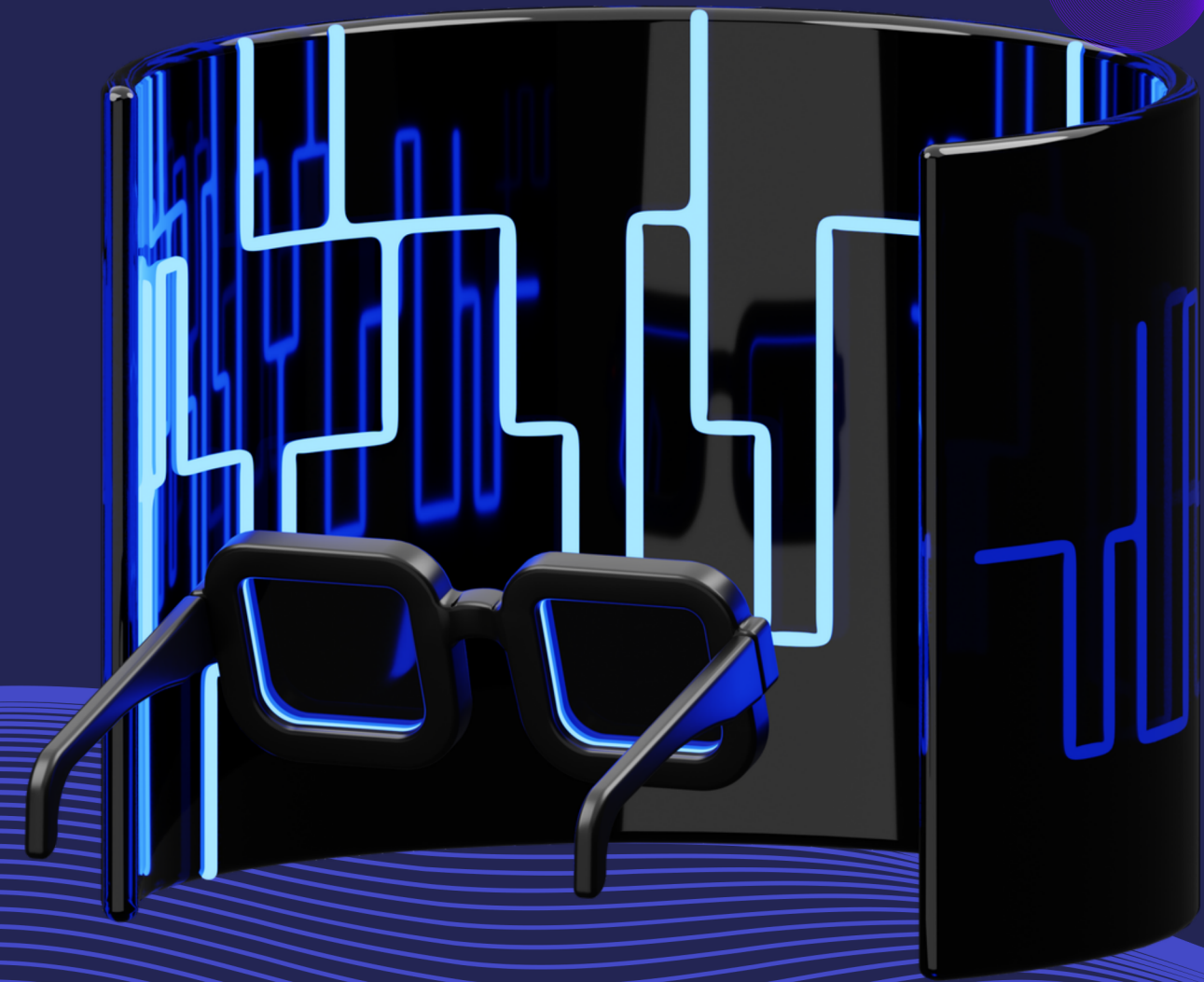
Opensea and other platforms integrating with metaverse platforms

04. TRUST AND COMPLIANCE

To prevent online harassment, fraud while staying compliant with the local laws

04. IMMERSIVE BUSINESS USE CASES

Business use cases around hybrid work, collaboration, selling, brand exposure, well-being, and personal development



5 RISKS TO CONSIDER

01. INTEROPERABILITY

Currently, there is no way to interoperate identities, currencies, tokens, and digital assets across platforms

02. DECENTRALIZATION

A lack of central authority or regulation could result in security vulnerabilities and other risks

03. TRUST

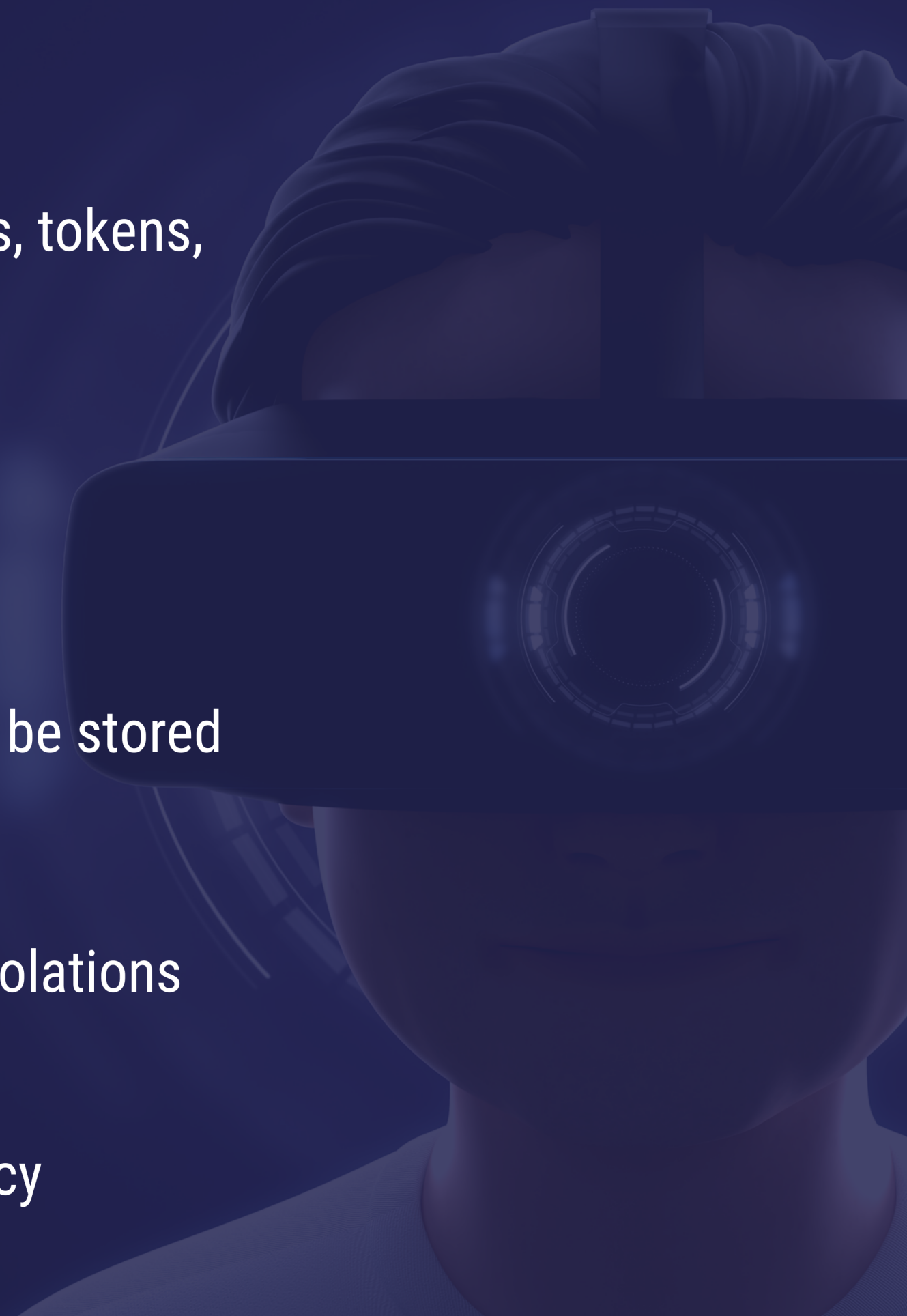
Personal and financial data, digital assets, and identities will be stored and exchanged

04. LEGAL & REGULATORY

Illegal activities, privacy breaches, and intellectual property violations

05. SOCIAL AND BEHAVIORAL IMPACT

Addiction, increased social isolation, and the erosion of privacy



CONTACT US



Email Address

siddhartha.bhattacharya@sap.com

WHAT IT IS AND WHAT IT ISN'T



What is the Metaverse?

The metaverse is a collective virtual shared space, created by the convergence of virtually enhanced physical reality and physically persistent virtual space, including the sum of all virtual worlds, augmented reality, and the internet.



Is the Metaverse same as Virtual Reality?

The metaverse is a broader concept that encompasses virtual reality, augmented reality, and other virtual spaces that can be accessed through the internet.



How can people interact with the Metaverse?

People can interact in the metaverse using avatars, which are digital representations of themselves that they control. Avatars can communicate with each other using text, audio, or gestures, and can interact with virtual objects and environments in a variety of ways.



How does the Metaverse work?

The metaverse is a virtual world that is accessed through the internet and requires some form of virtual reality or augmented reality to have an immersive experience. Users can interact with each other and with virtual objects and environments in the metaverse using avatars and other interactive features.



Can people make money in the Metaverse?

Yes, people can make money in the metaverse through a variety of means, such as selling virtual goods or services, participating in sponsored events or campaigns, or creating and selling their own virtual real estate.



What are some challenges facing the Metaverse?

Some of the challenges facing the metaverse include technological limitations, legal and regulatory issues, and questions around privacy and security. There are also concerns about the potential negative effects of spending too much time in virtual worlds.

Learning Links

1. FAQ on the Metaverse - <https://sidbhat.blog/metaverse-faq/>
2. [8 Retail Experiences in the metaverse](#)
3. [FAQ on Web3](#)
4. [52 Metaverse stats](#)
5. [Metaverse companies and who's investing](#)

[Web3 Future of work](#)

[Experience a day in the life of Mya Cooper in 2025](#)

