



METAV

STAGE

©Maria J. Alonso **QALEON**

Prepared for GSW Bangkok – 06/2022

Top of Mind



The Sims (2000-present)



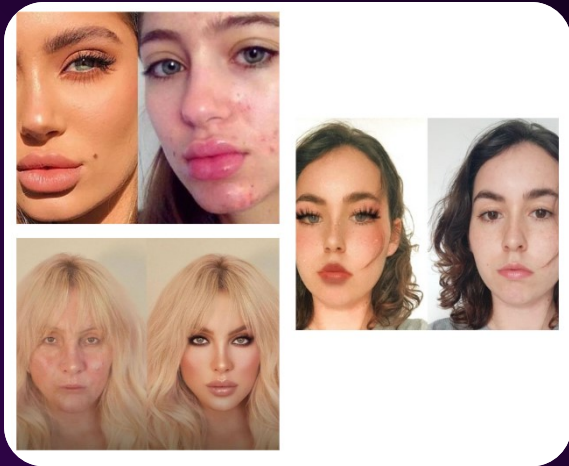
Second Life (2003-present)

Maybe some of you know:

- Roblox (videogame creator playground)
- Decentraland (blockchain forward)



Is Virtual Different From This?



Instagram vs. real



Expectation vs. reality



Physical + Online

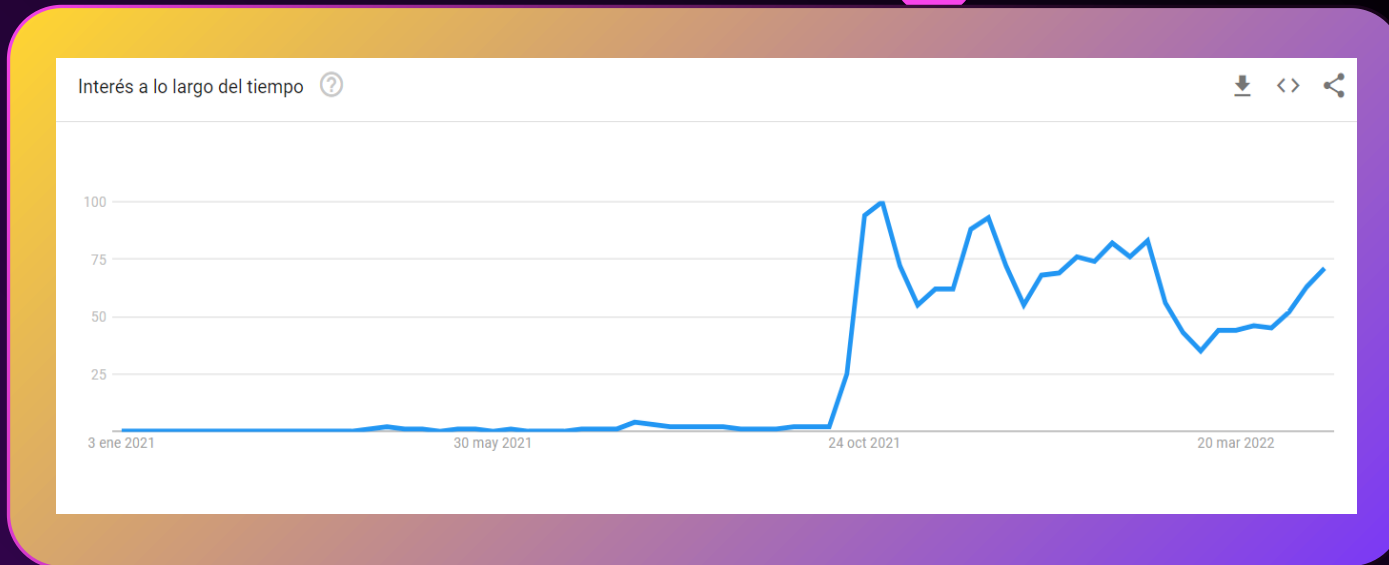


Fake Model





Number of times "Metaverse" was searched and cited



Consultas relacionadas

| Consulta | Tendencia |
|---------------------|-----------------|
| 1 nft | Aumento puntual |
| 2 metaverso nft | Aumento puntual |
| 3 metaverso entrar | Aumento puntual |
| 4 metaverso crypto | Aumento puntual |
| 5 comprar metaverso | Aumento puntual |



What

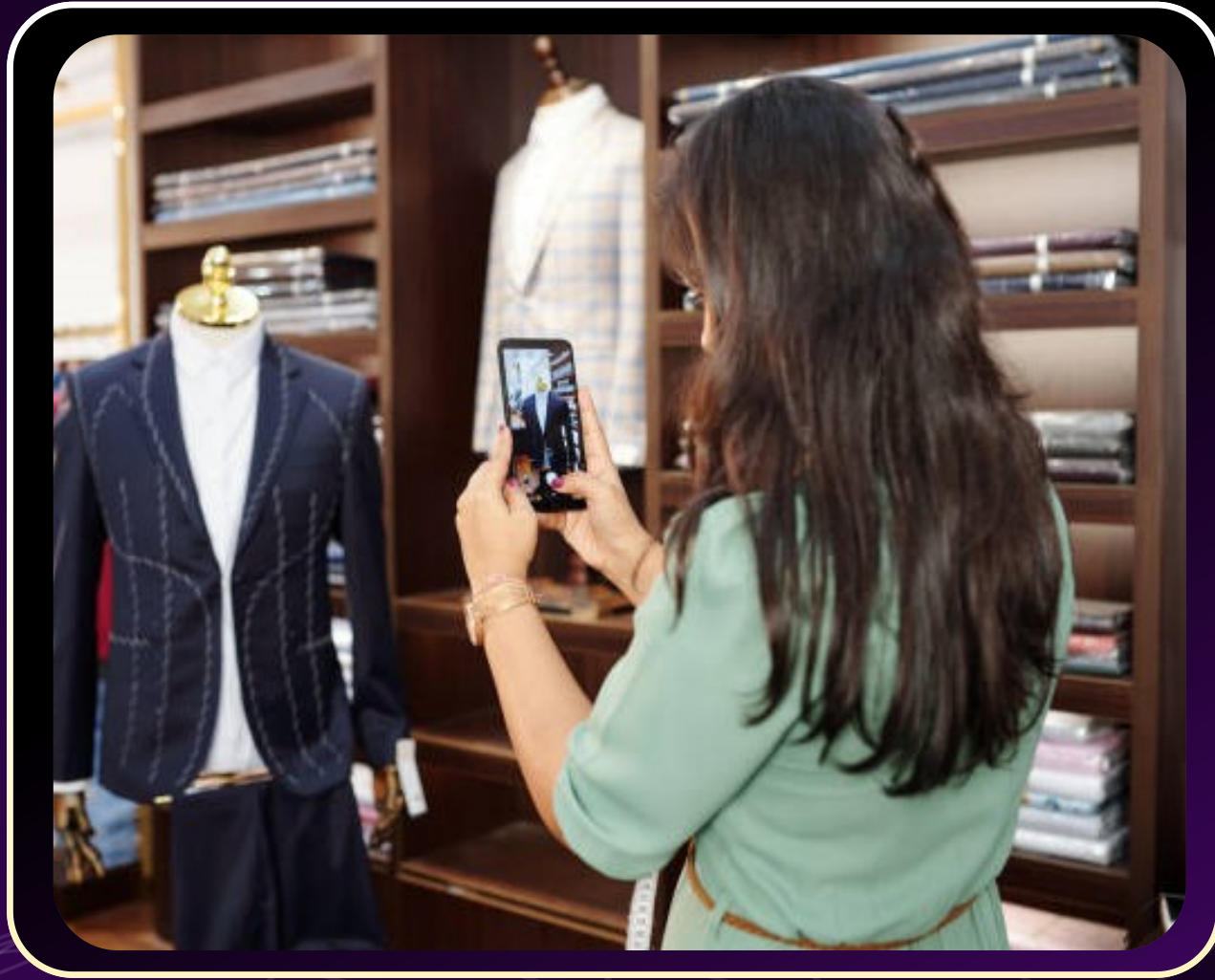
- Concept of **shared worlds**
- Driven by **virtual products** and
- **Digital experiences**
- That are highly **immersive** and
- **Interactive**



SHARED WORLDS



SHARED WORLDS



SHARED WORLDS



By Felipe García-Bañón



By Diego Velázquez

The NFTs can be exhibited on screens as if an oil canvas by Goya or Velazquez (Picasso, Dali, Miró were also rejected initially)



Virtual Products

- ❖ Virtual products DO HAVE a VALUE, and not a “hypothetical” one!
 - Products (consumer products)
 - Bags
 - Hotel rooms
 - Experiences
 - Driving cars
 - Luxury cars
 - Education



- ❖ Paid in the virtual (non physical) world, with non physical/traditional currencies (cryptocurrencies) using a technology layer called Blockchain.



Experiences – Highly Immersive



VR 3D Glasses



and... Interactive



Wii



F1 simulator



Samsung Gear



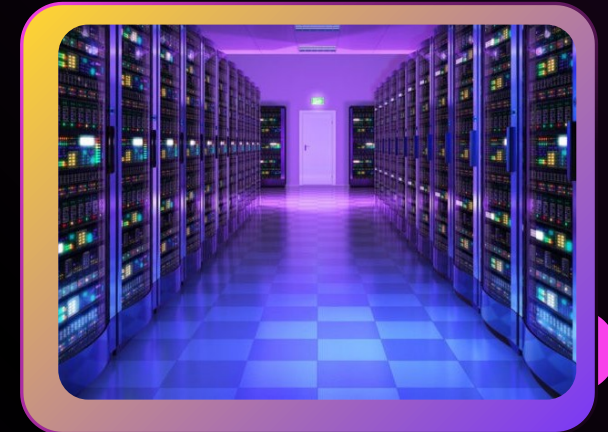
How?

Breaking down the METaverse into distinct technological layers and highlighting key vendors types



Networks (infrastructure) & computing

5G networks, 6G; Cloud; edge infra; chips, processors



Hardware

e.g., virtual reality (VR) headsets and augmented reality (AR) glasses, high-fidelity graphics & AI on all types and sizes of devices

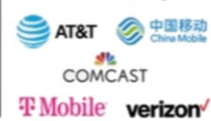


Infrastructure (network & computing)

Chips & processors



5G & low latency networks



Cloud infrastructure



Edge infrastructure



Access/interface (hardware)

Haptics



Headsets (VR)



Holographics



Smart glasses (AR)



Virtualization tools

3D design engines



3D modeling & capture



AR development kits



Avatar development



Volumetric video



Virtual worlds

Centralized worlds



Decentralized worlds



Economic infrastructure

Payments



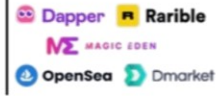
Crypto exchanges



Crypto wallets



NFT marketplaces



Experiences

Gaming



Virtual concerts



Virtual fashion



Virtual real estate



Virtual work



Other



Already in the Metaverse



From Spain



futura
VIVE
Grupo ADD

Already in the Metaverse



Uses

A large, faint, wireframe globe is centered in the background of the slide, rendered in a light gray color. It has a grid of latitude and longitude lines.

- Entertainment
 - In 2018, Epic Games' Fortnite generated 5 petabytes of data per month (that's equivalent to 2.5T pages of standard text)
- Enhanced exclusivity to luxury
- Seamless experience – omnichannel
- Education accessibility
- Health treatments accessibility
- Safer training
- Accidents prevention – Materials, operations and infrastructure testing



Industries To Be Disrupted by Metaverse

- Fashion
- Retail
- Gaming
- Sports
- Fitness
- Real Estate
- Financial Services
- Cybersecurity
- Advertising
- Workplaces and collaboration tools
- Education
- Events
- Law



Fashion

- Test new designs
- Virtual offerings
- Digital twins

- Startups selling high-res, virtual-only fashion to be overlaid onto buyer's photos and videos.



Real Estate

CHARACTERISTICS:

- Values (prices) are extremely variable and speculative
- Constant growth as they are finite (in each Metaverse)
- Possibility to buy “gadgets” such as mega-virtual-yachts (last one sold for USD 650,000)



Education

— Unities



IESE Business School



Harvard Business School

Virtual Concerts

- There are startups are building virtualconcert venues in the metaverse, and they are also enhancing in-person concerts with new immersive experiences
- For example, in January 2022, AmazeVR drew \$15M in Series B funding for its VR concert platform



The final shape of the metaverse is still **uncertain**, but tips from consumer trends and their use of digital identities are already shaping **challenges** and **opportunities**.

The online money spend and investment will be key for banking and retail, even advertising, to be reshaped "here" and in the metaverse.



The metaverse is a vision, not a specific technology

... and still much more to come ...

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