FINDING VALUE IN THE METAVERSE
Kashyap Kompella
What is the Metaverse?
Digital Art by Beeple, $69 M, 2021
US Congress woman, Alexandria Ocasio-Cortez, Twitch Live stream 2020
J P Morgan Lounge in Decentraland, Feb 2022
U2 Concert, Second Life,
A short history

June 23, 2003
Second Life is released

December 11, 2008
Playstation Home is released on Playstation 3

May 4, 2007
Runescape reaches 1 million members

October 7, 2010
World of Warcraft reaches 12 million subscribers

August 25, 2014
Amazon acquires Twitch for $970 million

December 27, 2018
Fortnite nets Epic Games $3 billion in profit for the year

March 11, 2021
Roblox (RBLX) tops $39 billion in market cap in its IPO

December 4, 2021
Virtual land adjacent to Snoop Dogg’s Sandbox estate sells for $450,000 in ETH

August 31, 2013
Riot sells out League of Legends finals at Staples Center

September 15, 2014
Microsoft acquires Minecraft for $2.5 billion

February 20, 2020
Decentraland is released

October 28, 2021
Facebook changes company name to Meta

January 18, 2022
Microsoft announces plans to acquire Activision Blizzard for $68.7 billion

Image Source(s): JP Morgan
What’s different now?

Web 1.0

Web 2.0

Web 3.0
Virtual World Use Cases

What’s different now?
What’s better now?
What can go wrong?
How should your company be thinking about the Metaverse?
Metaverse Plays

1. Digital Artifacts (NFTs, Collectibles etc)
2. Private Virtual Worlds (Enterprise Metaverse)
3. Game Worlds (Roblox, Fortnite, Minecraft etc)
4. Public Virtual Worlds (Decentraland, Sandbox etc)
Metaverse Plays

- **Digital Artifacts (NFTs, Collectibles etc)**
  - Physical Products
    - Digital Twins
    - AR Product Placement
  - Brand Awareness
    - Display Advertisement
    - Art / Fashion Partnerships

- **Private Virtual Worlds (Enterprise Metaverse)**
  - Hosting Conferences
  - Learning & Training

- **Game Worlds (Roblox, Fortnite, Minecraft etc)**
  - In-game marketing
    - Product Collaborations
    - Advergames

- **Public Virtual Worlds (Decentraland, Sandbox etc)**
  - Speculation / Investment
    - Tokens / Virtual Real Estate