RAY HERMANN ANGOSSIO LIWA

The future of the corporate metaverse

Since the Metaverse is the combination of the physical and virtual worlds, consumer behavior and purchasing preferences could be different in the Metaverse than in real life. All these drastic changes in purchasing preferences, patterns of consumer behavior, and ever-changing market conditions are, in the coming days, shattering the foundations of traditional business models.

In the new world of business where artificial intelligence and data science metrics determine the rate of productivity and profits; virtual assistants own the relationships with customers, traditional "comfort zones" are turning into "danger zones" for most businesses around the world.
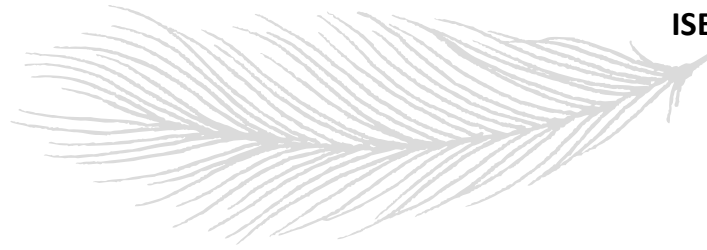
The metaverse ecosystem also requires companies to regularly change their digital marketing strategies and conduct in-depth market research. It helps businesses learn more about the ever-changing behavior of new consumers and surf safely in unpredictable market conditions.

To this day, it is unclear how far the Metaverse, which completely simulates real life, is possible or how long it would take to develop. Many blockchain-based metaverse platforms are still developing AR and VR technologies that will allow users to actively interact in the virtual space.
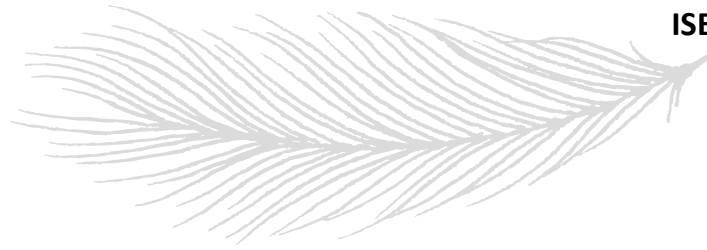
Arguably, Metaverse moving most aspects of our lives into a virtual universal platform will extend traditional cybersecurity issues to a deeper level. Undoubtedly, the Metaverse allows us to overcome the constraints of the physical world, but in the process, only replaces it with constraints that the Metaverse itself imposes.

What is the metaverse?

The metaverse is a hypothesized iteration of the internet, supporting persistent online 3D virtual environments through conventional personal computing, as well as virtual and augmented reality headsets. Metaverses, in some limited form, are already present on platforms like VR Chat or video games like Second Life. Current metaverse ambitions are centered on addressing technological limitations with modern virtual and augmented reality devices, as well as expanding the use of metaverse spaces to business, education, and retail applications.

Numerous entertainment and social media companies have invested in metaverse-related research and development. The metaverse has come to be criticized as a method of public relations building using a purely speculative, "over-hyped" concept based on existing technology. Information privacy and user addiction are concerns within the metaverse, stemming from current challenges facing the social media and video game industries.
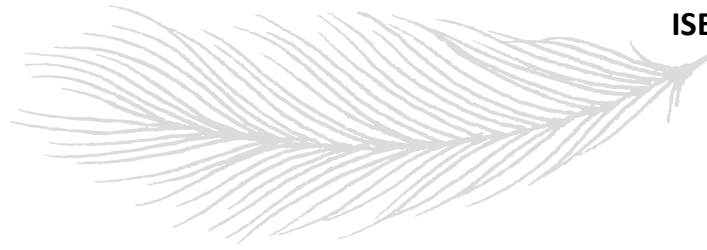
The metaverse is described as a means of manufacturing immersive digital spaces for a range of human activities. To achieve
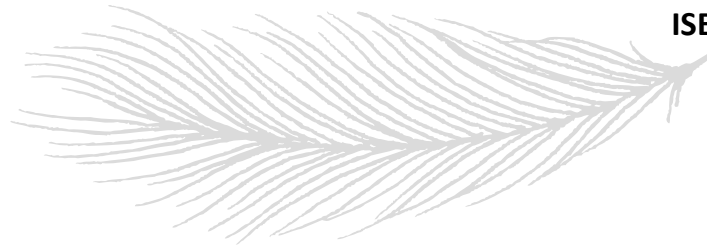
this, some iterations of the metaverse involve integration between virtual and physical spaces and virtual economies. Additional qualities include digital persistence and synchronicity to better establish a sense of presence in a realistic environment, along with implementing existing social media elements such as avatar identity, content creation, and social acceptability.

The Metaverse Needs

This is what we think the metaverse space will need but it's an exhaustive one because we think that the list may grow over time as we are all moving forward with and within it:

- Privacy and Policy.
- Ethics.
- Safety guidelines.
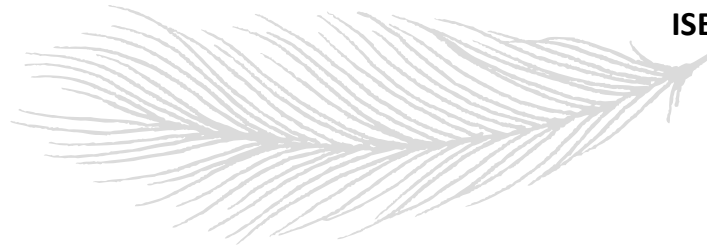- Technologic Safeguarded Measures.

Just like new technological opportunities, the metaverse will need a bunch of guidelines. Currently, we have not yet got any systems or presented policies set to establish that everything will be effective or perfectly done according to the law, and the experience will be free of any collaterals or dangers. Once those all set up and guidelines will be established, it will give a better foundation to develop ways and methodologies to handle cyber-attacks within the metaverse.

Risks to all Metaverse Opportunities

As the metaverse offers a wide array of business opportunities in the post-pandemic world, the same old cybersecurity risks accompany it. The metaverse is a technology still in its infancy. The unpredictability that comes with it also adds to the risks associated with it.

There is a greater possibility that the tech behemoths are fighting for market dominance, which increases competition in the market. Ultimately, market laggards follow the progress of market leaders to generate their potential income and improve their business operations. But, more than anything else, even beyond business adoption and competition, the metaverse is powerful enough to transform the way people play, shop, interact with, and access media.
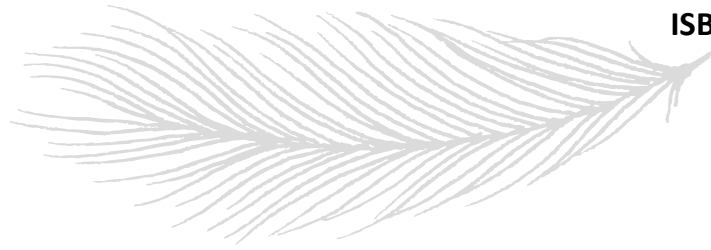
All these possibilities underscore the importance of cutting-edge cybersecurity and data privacy measures that must be implemented by metaverse developers. Up-to-date monitoring of advanced cyberattack threats and protection of highly sensitive

private data such as biometrics can be a step ahead of traditional cybersecurity measures.

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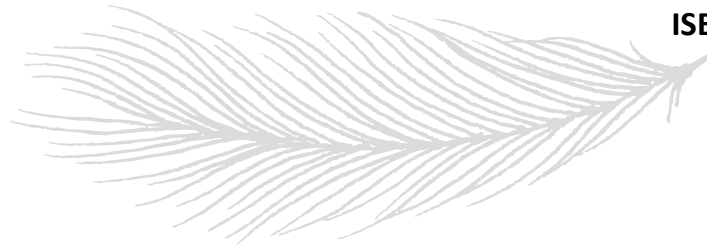
What stage has been reached for the Metaverse implementations

Several components of metaverse technologies have already been developed in the modern Internet video games. The 2003 Second Life video game is often described as the first metaverse, as it incorporated many aspects of social media into a persistent virtual world. Social functions are often an integral part of many massively multiplayer online games.

There is considerable interest in the development of metaverse technology to improve labor productivity. In the education sector, it has been proposed that metaverse technologies would enable more focused and interactive environments for learning about human history and geography. Virtual reality has long been used in the real estate industry for home visits and the development of the metaverse may extend this function. There is great interest in the development of the metaverse for online retail.
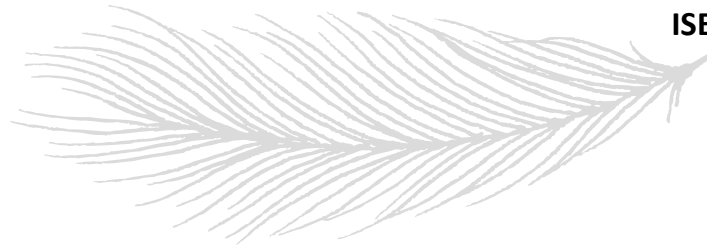
The Activerse is a safe way to appreciate the Metaverse

Between a joyful activity into a nightmare, it takes a few things, the reason why we need tools on our hands, security and safety measures, policy, rules, and regulations for all this wonderful new opportunity to not fall into an eternal and regrettable moment, so for that we brought Activerse.

Activerse is a native set integrating every single policy, rule, and regulation, and we added into in a computerized shield or set of shields for the well-being of our customers and users of the Metaverse (Multiverse) because we think that all of them deserve that amazing and immersive moment to be full of good memory.
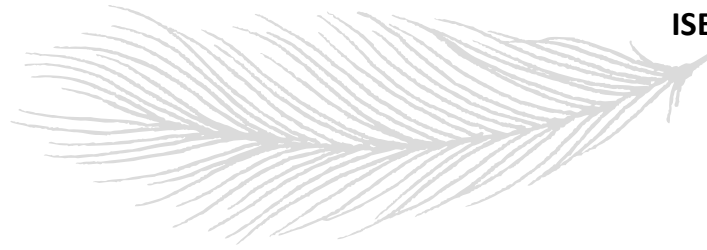
We come out here to be part of all opportunities coming with this virtual world and we keep believing that everything must start somewhere and that somewhere is here in this precise era. Where we have been reaching the frontier of the impossible and deciding to make it possible, we will be capable of amazing things, and now here we are, the Metaverse calls you for duty to bring that 1% you have got into our all 1% to make it a reality.

The Activerse is a wonderful opportunity the same way for the Metaverse but it's also a perfect target for cyber-attacks. Although we can use existing techniques to protect against the metaverse malpractices or violations, it may not prevent all new attacks that have never been seen before but we intend to be active and working for it. The metaverse will require new technologies and more to handle such attacks, as we just started to build and discover it, so for that, we need to think about people safety, data security, and even more.
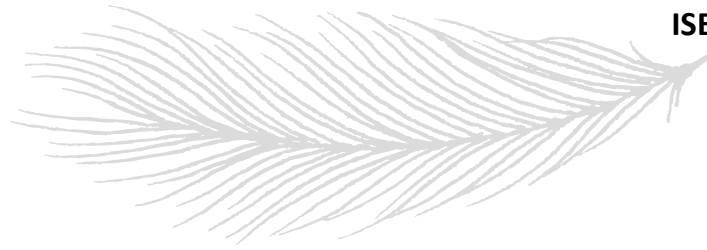
The actual set of computer security laws and protocols will need some and even more improvement, and some must be reinvented, to be able to include all the risks involved in the Metaverse to fit all those measures during the stage of the implementation. Keep in mind that this is not simply talking because it sounds easy, but it comes with a lot of obstacles to overcome before being done. For today's days, especially around computer system security, technology is constantly on upgrade to adapt ourselves into the virtual reality we want to get in but sometimes it's hard to keep up. The metaverse will ultimately have to face the usual set of challenges regarding incidents and data violations and if we don't pay attention, we will even face more and more sophisticated
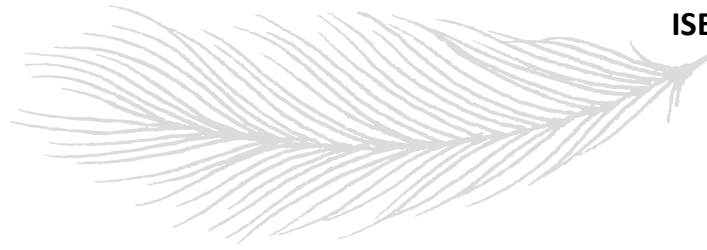
ranges or types of platform attacks. This is version 1.0 of the Activerse - grey-paper, mostly to define the problem first with an introduction into the Activerse throughout all the Metaverse setup and actual implementations.

What exactly is the Activerse?

Activerse is what we have named to be a safe way to appreciate the metaverse, safely "Active-Mode" is made to give the users maximum control by adding tools on their hands for them to manage and protect their assets from one single place.

It makes sense that having a different Avatar from the metaverse into another metaverse platform is a real headache, so we come with our first service: a multi-platform Avatar for you to connect safely through the Virtual Multiverse, I mean all setup of metaverse platforms available for teleportation.

It's a kind of multi-factor authentication Avatar with social login, set to be natively a safeguarded NFT with a socially assigned credit score ready to connect into the Virtual Multiverse.
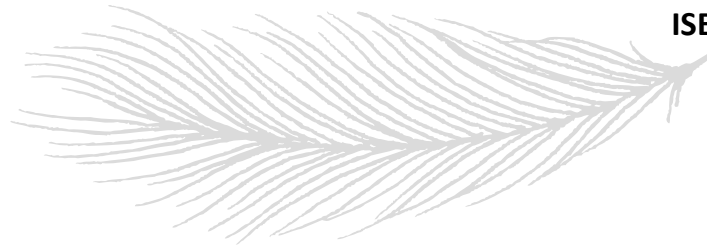
The social credit score will be assigned based on what you used to be interested in and by what kind of people or content you have got interactions with. For example, if you are interested in education, you could be having a 70 score, party 40, gaming 60, Science 70, Comedy 30, and so on.

So, at that time, the place is higher, you score by driving people to follow you, you will get a higher score by your ability to accurately select good content, networks, and activities because we think that the more you build such skills the more the world will be a better place. In that direction, to make the world even the virtual one a better place, we will build ways by the social credit score to differentiate criminals and the people with good standing to enforce the bad peoples and reward the good ones. Non-fungible tokens (NFTs) are now so well-known just like a kind of copyright on steroids, and they rapidly become a new virtual asset representing digital items such as images, videos, or in-game property owned by users registered on the blockchain with a real capacity for grown theirs market fair value on a decent and non-negligible amount of money.
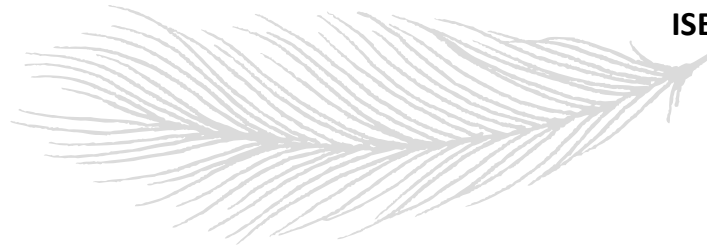
Imagine how much will be worth the "Creation of Adam, 1512" on the NFT blockchain straight after Michelangelo Buonarroti finishes the drawing. That how is the power of the virtual multiverse together with the NFT's network for the secure avatars we have made for you a platform we have named: Activerse.

For us, here at Activerse, we believe that even your avatars will be an entire NFT you will be owning, with the power of increasing his value every single day based on a kind of socially assigned credit score. For that, we will add features to protect our client's property, not just your avatar but your all wealth you have built on the virtual multiverse.

It allows the NFTs to be collected and traded as digital assets with intrinsic value. Some value its cultural significance, while others see them as speculative instruments for investment. The metaverse has fueled the growth and acceptance of NFTs on a larger scale. During the pandemic, the first half of 2021, the NFT market recorded huge sales worth $ 2.5 billion.

Whereas a year ago, NFT's sales were only $ 13.7 million and now we can see how FNTs have been integrated into our all life with amazing statistics and numbers. These statistics underscore a global confidence in blockchain technology and optimism about the future growth of the metaverse. And we really think that Blockchain-based platforms and currencies provide and will better
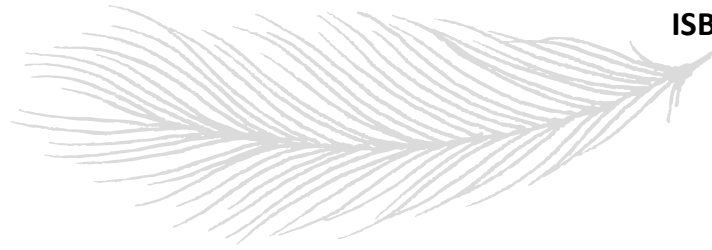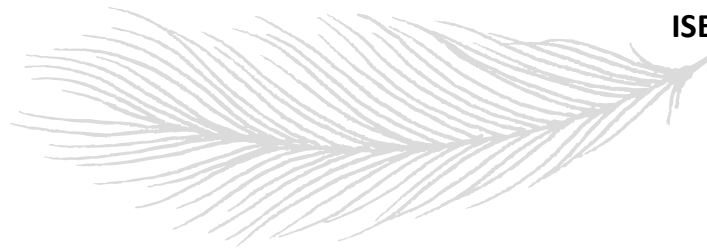
and more transparency and credibility in interpersonal and business transactions with a big part of security on your all-digital assets.

What's great with Activerse?

The great thing is all about our vision, the Active-Vision or "Safely; Activerse", and we intend to do so by using the maximum features to make sure that you have a few to worry about when yourself, your loved one, or even your kids, teleport into the virtual multiverse. It takes to have a set of safeguards for that to be a reality, the reason why we will do the maximum to implement all possible ways to reach that goal.

We aim to use it by starting emails rather than a phone number, then we will add a fingerprint into it, finally, we will add a retinal scan. Why not DNA, as the possibilities are limitless by science, it is just a matter of time before DNA's technologies become accessible to the public.
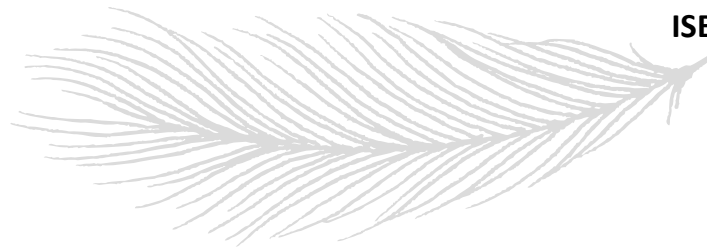
Anyway, we are still open and listening to the evolution of science and technology to increase your safety net. By now and with all accessible security features set up together we are quite sure that your journey on the Virtual Multiverse will be an amazing living time.
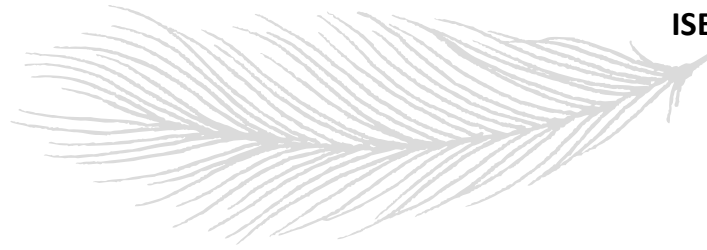
Why Activerse?

With Activerse my avatar goes where I want, it doesn't go anywhere I don't want it to go! My avatar is at home or stay locked and secure always in my full control, it connects or teleport where and when I want to do so inside any metaverse from one single place. And we all know by law that creation an avatar of someone else in their behave without clear agreement and real consent is a crime. And it can damage more than just your reputation if it done illegally, reason why we brought you a set of tools for maximum of control: the Active Mode. Our Avatar will be deployed on the Seth Blockchain to be settle as a NFT with all other feature we need in it, Seth Blockchain is a third generation of blockchain integrating 3 rather than 2 basic operations: Create, Delete, Archive. Learn more about the future blockchain at the Seth Research website: https://sethblock.company.site
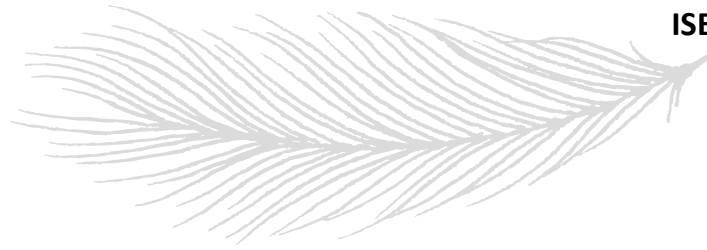
Activerse Features!

Activerse is a kind of multi-factor authentication Avatar with social login, set to be natively a safeguarded NFT with a socially assigned credit score ready to connect into the Virtual Multiverse. The social credit score will be assigned based on what you used to be interested in and by what kind of people or content you have got interactions with rather than just a bunch of people liking you without a real proposal. That means at the place to higher your score by driving more people to follow you, you will do so by your ability to accurately select instructive contents, networks, and activities because at "Activerse Tech" we deeply think that the more we build such skills of selection the more the world will be a better place.

What is exactly the Activerse?

Activerse is what we have named to be a safe way to appreciate the metaverse. It's a kind of ready-to-play from one single platform protocol, the safely "Active-Mode" is made to give users more control by adding tools to manage and protect their valuable assets from one single place. It makes sense that building several Avatars (Of yourself) on this virtual multiverse and connecting all the time with a different one from platform to platform is a real headache, so we brought you our first service: a multi-platform Avatar for you to connect safely through the Virtual Multiverse, I mean all security features available for you teleport within. We are building Activerse because we think that it will be bringing a lot of security issues for those who will be creating avatars on every single metaverse platform they will be using; so, having one and only one avatar for all platforms makes it simple and safe for most people out there.
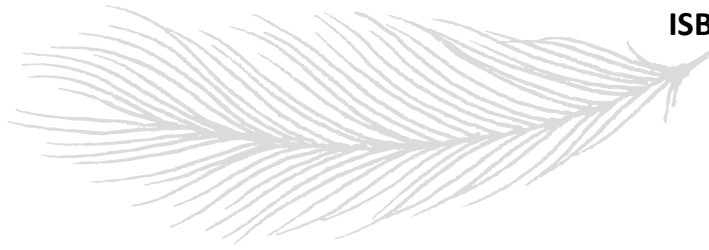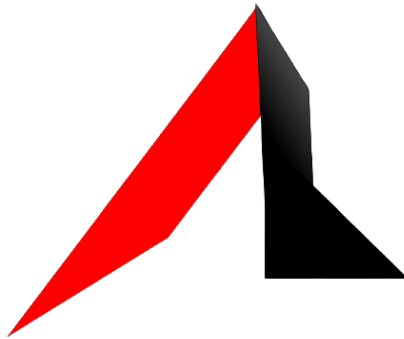
Visit us at: https://activerse.company.site
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