**Value Creation in Metaverse**

**1.Emotional Connectivity**

**The emotional value attributed to a digital asset.**

The purpose of this component is to capture our limbic brain’s attachment, which could be tied to our influences, history, or personal experience. One example of this concept is proof-of-fandom, which is how we demonstrate being fans of a particular artist or creator.

**2.Evolutionary Capability:**

**The value created by the digital asset evolving over time.**

A photograph is an example of a form of truth captured in a moment in time. While beautiful reminders of that moment, within the context of Metaverse projects, these visual elements could serve little other purposes. “With the connectivity between the physical world and the Metaverse being increasingly important, what if we could incorporate some of the behaviors of real-world assets into digital ones? Consider that same picture minted in the form of a non-fungible token. If it were a picture of a person, what if it slowly got older or the outfit worn evolved with time? If it were a tree, what if it cycled through the seasons without any interaction with editing software?”

**3.Participatory Access**

**The value created by unlocking a participatory experience or a means of hyperconnectivity between artists and fans.**

For the last hundred years, the music industry equation shows artists and their songs on the left, labels and publishers in the middle, and fans on the right. Fans are consumers and users of music, but their behavior has shown they want to be closer to its creation.

Gilbertson highlights that whether it was Guitar Hero, a backstage VIP experience, or a behind-the-scenes content series on the creation of a song, these behaviors show a desire to be closer to the process of music. The technology stacks powering the Metaverse will allow artists to feel more comfortable with meaningful fan participation.

**4.Domain Transportability**

**The ease in which an asset can move between domains.**

One goal of a productive Metaverse is the ease of onboarding and navigation as well as the fluidity of the movement of its assets. We are all familiar with the limitations of Web 2 platforms and applications, and many of us hold hope that Web 3 offers elegant solutions to address those limitations. Unfortunately, technology is not the only stakeholder in this ecosystem. Those building platforms are driven to acquire new users, expand commerce between them and keep them engaged to maximize profitability. While profitability isn’t always a bad thing, it certainly reduces the appeal of an open Metaverse to those that are constructing it. 

**5.Community Mix & Superpowers**

**The collective superpower of the community behind the asset.**

As we move past individual NFT drops into more programmatic experiences, some of these digital assets can be considered a gateway to valuable, collaborative communities that harness and reward individual skill sets toward a common goal. Some of these communities are organized as Decentralized Autonomous Organizations or DAOs. Communities like Friends With Benefits and The Song That Owns Itself offer participants a form of ownership in a collective with a common vision and potential for mutual benefit. For Gilbertson, digital assets associated with DAOs could be considered more valuable to those looking to connect and contribute to meaningful projects.

**6.Social Impact**

Blockchain is a decentralized ledger technology that offers the opportunity to drive change in a world that operates on the premise that historical methods of execution are always the best. The technological capability to draw a border around a digital asset, manage its interaction and track its journey is groundbreaking. Applying this capability to some of the world’s biggest and oldest challenges should be rewarded in the overall utility equation.

**Business Opportunities in Metaverse**

1. **Product Placement and Advertising: -**

Metaverse will become a platform where any company will be able to launch their products and the people or customers in their digital avatars will benefit from it. This will be one of the most advertising platforms and will be a source of business.

1. **Sponsorships of Events and Concerts: -**

The people in the metaverse world present in their avatars will be able to addend various types of events live music concerts which will live in virtual horizon. There are some advantages of attending live concerts in virtual mode, a few of them are it will reduce noise pollution, it will reduce the spread of viral diseases. One of the most advantage is it will reduce, or we can say remove the terrorist attacks on the live events that was happened before and will be helpful to save the life of peoples.

1. **Digital Products: -**

Buying and selling the products in digital form will be possible through metaverse. If you want to change the outfits for your avatar, then it will also be possible. Some developers or designers will take care of that, and you will have to pay them in crypto currency. It will also be similar for sunglasses, watches, hairstyle etc.

1. **Remote Working: -**

It will give the best experience to attend client meetings in metaverse. You will be present there with all the people in that call and they all are in their avatars. Creating virtual spaces for remote working will be one type of business resource.

1. **Gaming: -**

Gaming industry already in good form but in addition of metaverse in it will be in boom. It will give the best experience for the gamers and will increase the business of game developers.

1. **Metaverse Services: -**

As we all are familiar with this metaverse technology and we also know the future of this is amazing so all the industries will adopt this buzz world, so there will be need of service provider industry, so it is also the business idea.

1. **Metaverse Hardware: -**

By considering the importance of metaverse it will also increase production of hardware necessary for metaverse like VR boxes, special suits etc. And improvement in these products will be there in future the size of VR boxes will reduce as well as instead of VR boxes common spectacles or lenses will do the same work. So, it will be the best opportunity for the hardware industry.

1. **Creation of Virtual Spaces for Learning: -**

Metaverse in the education industry will be the best combination for learning with experiment. So, to create such types of virtual spaces which will give the experience of classrooms, laboratories, space objects etc. is another business idea. Industries who provide these types of services will make a profit.

1. **Virtual Tour of the World: -**

Industries related to this domain completely focus on bringing the real world to metaverse’s horizon. To give the best experience to the visitor will be the best business of that industry.

1. **Extension for Social Media Platform: -**

It will totally change the way that of social media activity like chatting, video calling, sending posts, commenting on posts etc. It will provide communication like real but in metaverse horizon. So, creating that kind of surrounding and providing a service for the people who are active users of social media will be one of the most brilliant business logics to make profit.

1. **Immersive commerce experience: -**

Metaverse will bring revolution in the field of commerce and trade. Because the system will totally depend on blockchain, and it is one of the most secure technologies used for trade. So, the need for blockchain developers is increasing day by day.

1. **NFT: -**

Non-Fungible Token is nothing but the exchanging the ownership of digital assets in unique form. One can make its own unique creation in digital form and make money from it by selling it on the NFT platform. There are certain platforms like Meta-Mask and Open-Sea are available for NFT transactions.

**Advantages of Metaverse**

The metaverse refers to a virtual environment that incorporates different internet functions and services, such as socializing, gaming, and business opportunities, all within an immersive virtual reality universe.

1. **Connecting the world and negating physical distance**

The most notable advantage of the metaverse would is the fact that it completely makes geographic barriers irrelevant. Once you’re in the virtual world, your physical location doesn’t matter anymore and you are no longer bound by it.

1. **Immersive experience**

Think of the metaverse as a 3D upgrade to the traditional way of using the internet. A more immersive way of experiencing the different aspects of the net and all that it offers.

1. **Better social interactions online**

Things are different in the metaverse with social interactions and events being way more immersive, allowing users to experience a personal connection with their friends and loved ones.

1. **Upgrading social media**

Social media is probably the biggest term used in the past decade. Platforms like Facebook (Meta) and Twitter rely on the social aspect of the internet. And they will undoubtedly benefit from the upgrade into a three-dimensional virtual environment.

1. **New business opportunities**

In a similar fashion to how social media has helped create many business opportunities and gave birth to a new form of marketing and advertising on its platforms, the metaverse will likely provide even greater opportunities.

Rather than just viewing everything through a tiny screen on your phone, the metaverse offers a completely immersive way for promoting and consuming products and services using new marketing and advertisements strategies like virtualized storefronts, curated shows, and highly interactive engagement and customer service.

1. **Improvements to online learning and education**

With the metaverse, learning will be more accessible than ever. The physical location of the classroom no longer needs to be taken into consideration. People from around the world will be able to share information and study together in real-time in a hands-on educational environment.

1. **Positive impact on cryptocurrencies and NFTs**

Cryptocurrency and NFTs are set to have a major role in the coming metaverse world through blockchain technology providing security, trust, transparency, and of course decentralization.

1. **Improvements to gaming**

Gaming is the very first field that benefited from VR and AR technologies. We witnessed the birth of many new VR games in 2021, and with the technology advancing further, the games are getting better.

1. **New opportunities for financial gain**

Whenever there’s a new technology, people will always find ways to make money from it. And it’s no different in the metaverse, as people are already coming up with ways to earn a sustainable living utilizing all that the metaverse offers.

Some people are investing in [digital real estate](https://cyberscrilla.com/nft-real-estate-the-future-of-owning-virtual-property/), which are plots of land within the metaverse, hoping that in time virtual land will appreciate in value. Others are earning an income building various assets and architectures in the metaverse, while many are being trained to help develop the metaverse and its overall functionality. Some are looking into metaverse crypto trading, which also has the potential to rise in price and render any early investors millionaires.

1. **Improvements to the work environment**

When Mark Zuckerberg introduced the metaverse, he mentioned a new workspace concept called the [infinite office](https://arena.org.au/meta-facebook-the-quest-for-the-infinite-office/), which promises to make working from home the ultimate experience by increasing convenience, hence improving overall productivity.

**Smart Contracts**

Smart contracts are simply programs stored on a blockchain that run when predetermined conditions are met. They typically are used to automate the execution of an agreement so that all participants can be immediately certain of the outcome, without any intermediary’s involvement or time loss. They can also automate a workflow, triggering the next action when conditions are met.

Chaincode, also referred to as smart contracts, is software that you can use to read and update data on the blockchain ledger. Chaincode can turn business logic into an executable program that is agreed to and verified by all members of the blockchain network. Business logic includes the definition of assets that are traded between parties. It also consists of the terms and conditions that are required for a transaction to be executed. Turning these rules into code on a blockchain allow businesses to streamline business processing and auditing and reduce large amounts of manual processing and paperwork.

As an example, imagine that a network of car dealerships, insurance companies, and government regulators decides to use blockchain to track vehicle ownership. The chaincode might require that all vehicles have a valid registration and vehicle identification number in order to be added to the network. When a vehicle is sold, the chaincode requires that the funds are placed in escrow until the vehicle is registered to its new owner by a regulator. After the new registration completes, the new owner is recorded, and the funds are transferred automatically.

**How It Works: -**

Smart contracts work by following simple “if/when…then…” statements that are written into code on a blockchain. A network of computers executes the actions when predetermined conditions have been met and verified. These actions could include releasing funds to the appropriate parties, registering a vehicle, sending notifications, or issuing a ticket. The blockchain is then updated when the transaction is completed. That means the transaction cannot be changed, and only parties who have been granted permission can see the results.

Within a smart contract, there can be as many stipulations as needed to satisfy the participants that the task will be completed satisfactorily. To establish the terms, participants must determine how transactions and their data are represented on the blockchain, agree on the “if/when...then…” rules that govern those transactions, explore all exceptions, and define a framework for resolving disputes.

Chaincode can be written in multiple languages, and the IBM Blockchain Platform supports chaincode written in Go and Node.js. Chaincode allows users query and change data that is stored in the blockchain by using APIs that the Fabric Chaincode interface provides. Data on the blockchain is stored in key-value pairs in the world state of the channel [ledger](https://hyperledger-fabric.readthedocs.io/en/release-1.2/ledger/ledger.html). Chaincode uses get commands to retrieve values and use put commands to create or update values. Using these basic operations, you can build functions that define the business rules of your network. These functions can be invoked by your applications and surfaced to end users of the network. To continue using the vehicle network example, you can create a function that allows a car dealership to use a PUT command to add a car to the ledger if they can provide a valid vehicle ID number.

Then the smart contract can be programmed by a developer – although increasingly, organizations that use blockchain for business provide templates, web interfaces, and other online tools to simplify structuring smart contracts.

**Benefits of smart contracts**

* **Speed, efficiency, and accuracy**

Once a condition is met, the contract is executed immediately. Because   smart contracts are digital and automated, there is no paperwork to process, and no time spent reconciling errors that often result from manually filling in documents.

* **Trust and transparency**

        Because there is no third party involved, and because encrypted records of transactions are shared across participants, there is no need to question whether information has been altered for personal benefit.

* **Security**

Blockchain transaction records are encrypted, which makes them extremely hard to hack. Moreover, because each record is connected to the previous and subsequent records on a distributed ledger, hackers would have to alter the entire chain to change a single record.

* **Savings**

Smart contracts remove the need for intermediaries to handle transactions and, by extension, their associated time delays, and fees.