

# METAVERSE & TOKEN ECONOMY



# INTRODUCTION TO THE METAVERSE



BREAKING: Study Finds "Metaverse" Now  
Most Used Term In Advertising Without  
Anyone Really Knowing What The ~~Fuck~~ It  
Means, But Sounds Really Good



# WHAT IS THE METAVERSE?

So far, there is no singular definition or conception of the metaverse that is universally accepted.

“

A collective virtual shared space, created by the convergence of virtually enhanced physical and digital reality. A Metaverse is device-independent, persistent, providing immersive experiences.“

*Gartner*

”

# THE NEXT INTERNET



## **AN ACTIVITY BASED AND SPATIAL INTERNET.**

Individuals can **collaborate** in digital environments, **share experiences** and **assets**, to live **social interactions** and **express their identity** with a sense of presence and belonging.

- **FROM 2D TO SPATIAL INTERFACE**
- **MULTIPLAYER**
- **ACTIVITY BASED EXPERIENCES**
- **SOCIAL INTERACTIONS**
- **EXPERIENCE STORIES**
- **BEING IN PLACES AND SPACES**



# A DIGITAL LAYER OF EVERYDAY LIFE

*The Metaverse is a computer-generated simulation of a 3D space where users can interact.*

The Metaverse will have three key attributes: it needs to have **presence** (social presence), it needs to be **persistent** (when users come back there's some sort of continuity and not a reboot), and, last and most important, it needs to be **shared** (multiple people will need to be able to interact in the Metaverse").

*The Metaverse is just an extension of our physical lives into the digital realm.*

Right now, we have our **real lives** and our **social media lives** the metaverse will be **one step above** that, like our virtual twin, doing all kinds of activities in the virtual world. You will have a whole existence that can happen in these virtual environments.



- **3D & IMMERSIVE**  
which doesn't mean necessarily VR
- **PERSISTENT**
- **DEVICE INDEPENDENT**
- **CO-CREATION + CO-OWNERSHIP.**  
A platform that enables people and platforms

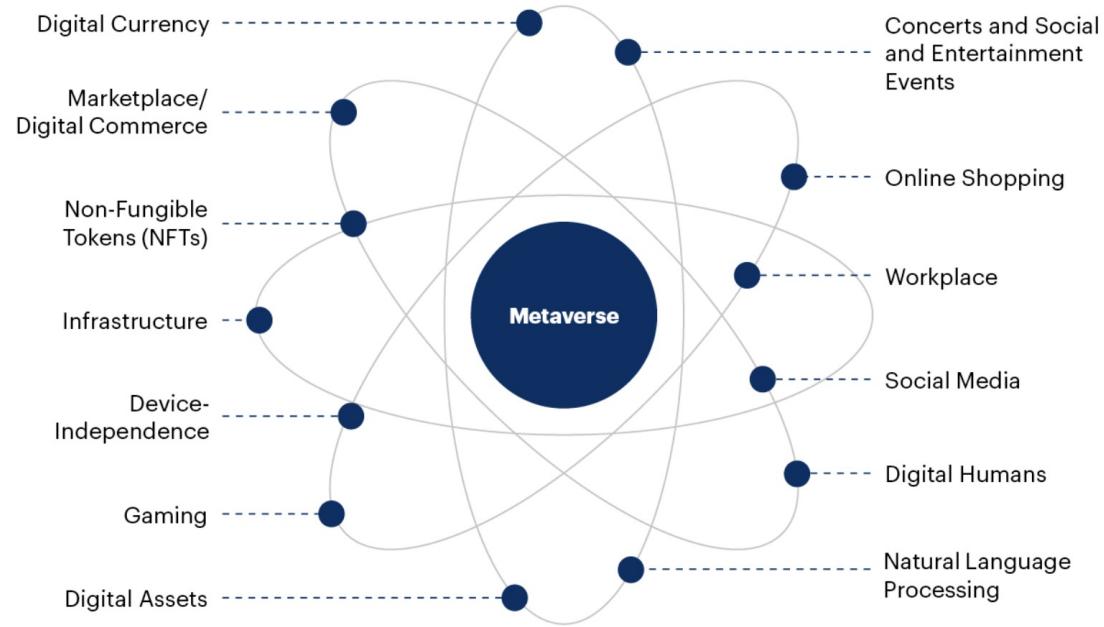


The background features a dark, abstract design composed of glowing purple and magenta organic shapes resembling liquid droplets or cells, centered around a bright white circular area.

**WE ARE SURROUNDED  
BY NEW EXPERIENCES  
AND IMMERSIVE  
ECOSYSTEMS**



## Elements of a Metaverse



Source: Gartner  
762274\_C

Gartner



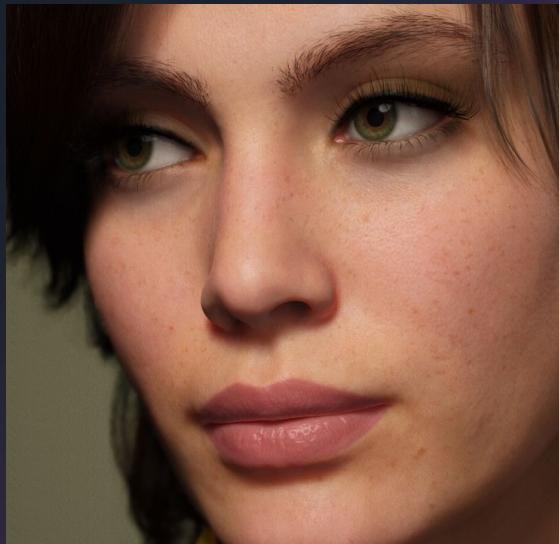
**HOW DO WE  
ENTER  
THESE WORLDS?**

WITH A **DIGITAL IDENTITY**



# DIGITAL IDENTITY

AVATAR, HYPER REALISTIC  
DIGITAL HUMANS, METAHUMANS.



## VIRTUAL INFLUENCERS



ANIMALISTIC



DOLL-LIKE



ON TIKTOK

FICTIONAL AND DIGITAL CHARACTERS  
BECOME EVEN **MORE LOVED** AND IMPORTANT  
THAN THE REAL IDENTITY BEHIND THEM.

Lu of Magalu  
@magazineluiza

Barbie  
@barbie

Nobody Sausage  
@nobodysausage

CB of Casas Bahia  
@casasbahia



## **IMPORTANCE OF IDENTITY AND CUSTOMIZATION OPTIONS**

**The era of multiple identities:**

We discover, embrace & express our  
multiple selves.

**FROM DIGITAL PRESENCE TO  
A PERSISTENT DIGITAL IDENTITY.**

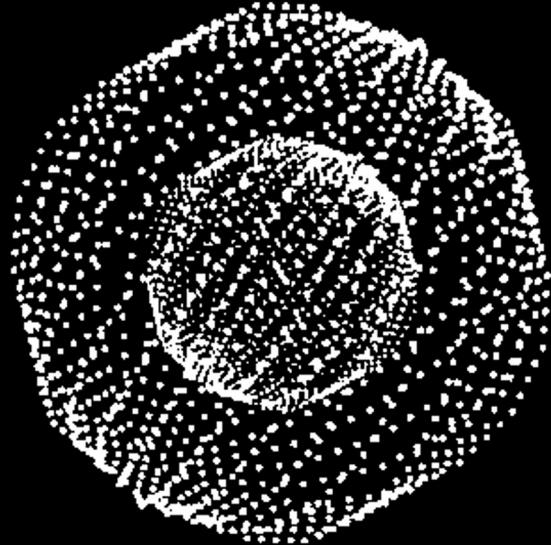


# TOKEN ECONOMY

In these metaworlds, thanks to tokens and the Blockchain, it is possible to **enrich one's digital identity** through the purchase of land, clothing, virtual objects, or works of art.

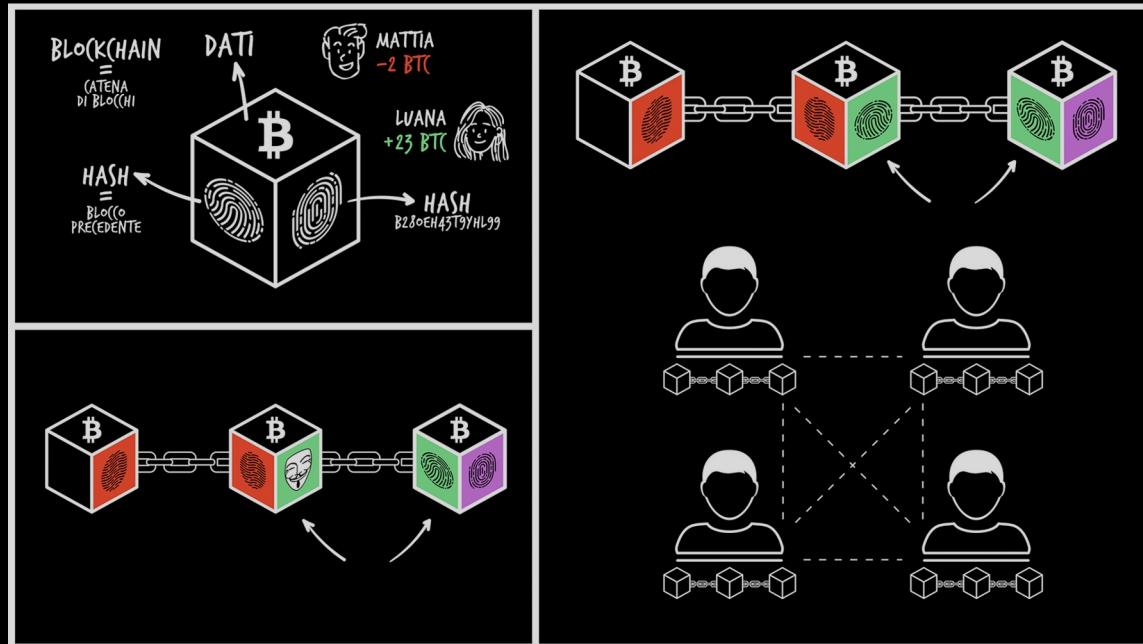
The token economy is **redefining the dynamics of people's interaction, expression and participation** in the new digital context.





A Token is the **logical representation** of a digital entity that can be issued, owned and transferred on a **BLOCKCHAIN NETWORK** through precise rules: **SMART CONTRACTS**.

# BLOCKCHAIN IS THE COMMON DENOMINATOR



- SECURITY
- IMMUTABILITY
- INTEROPERABILITY



# SMART CONTRACT

A “smart contract” is an **immutable computer program** that run deterministically on a Blockchain Network. A smart contract can **dynamically** import information outside the Blockchain through Oracles.

Oracles are third-party service used to provide a smart contract with information that is not available inside the blockchain for examples currencies value, weather data, random numbers.



# TOKEN FUNGIBILITY

A token is a digital asset, stored on the blockchain.

We can categorize tokens into two types: **FUNGIBLE TOKEN** (FT) and **NON-FUNGIBLE TOKEN** (NFT).

The main characteristic of fungible tokens is that they are interchangeable and divisible like Bitcoin.

**NON-FUNGIBLE TOKEN CONTAINS SOMETHING UNIQUE AND NOT REPLICABLE.**

This unique aspect is written inside the metadata of the token itself and can be seen as a permanent, unalterable certificate of authenticity. It is particularly useful as proof of ownership.





**NFT CAN  
TOKENIZE  
ALMOST  
ANYTHING**





#### DIGITAL ARTWORK

ART IS THE MOST POPULAR FORMS OF NFT. YOU CAN THINK ABOUT THEM AS THE DIGITAL VERSION OF PHYSICAL PAINTINGS, DRAWINGS OR PHOTOGRAPHS.



#### MUSIC

ANOTHER FORM OF NFT ART IS MUSIC. BY SELLING MUSIC IN THE FORM OF NFTS ARTIST CAN BENEFIT FROM REACHING THEIR FAN DIRECTLY AVOIDING CONCERN ABOUT MUSIC PIRACY AND INTERMEDIARIES.



#### AVATAR / PFPS

PROFILE PICTURES COLLECTION OFTEN HAVE THOUSAND OF UNIQUE AVATARS THAT VARY IN RARITY ACCORDING TO THEIR TRAITS.



#### VIDEO CLIPS / IMAGES

THESE NFS CAN BE THE MOTION VERSION OF PAINTINGS AND DIGITAL DRAWINGS. BUT THEY CAN ALSO BE LOOP VIDEOS OR MEMORABLE SPORTS MOMENTS



#### VIDEO GAMES ITEMS

BLOCKCHAIN GAMES ALLOW PLAYERS TO BUY, COLLECT AND TRADE NFTS IN MULTIPLE FORMS, SUCH AS CHARACTERS, CREATURES, VIRTUAL WEAPONS, SKIN, AND MANY OTHER ACCESSORIES.



#### TRADING CARDS

THESE NFTS ARE THE EVOLUTION OF TRADITIONAL COLLECTABLE CARDS AND HAVE DUAL USE: TO PLAY IN THE GAME AND AS A COLLECTABLE.





#### VIRTUAL FASHION

CONSIDER THIS TYPE OF NFT AS YOUR DIGITAL CLOSET FOR YOUR VIRTUAL LIFE, WHERE YOU CAN FIND ANYTHING TO WEAR: SNEAKERS, HOODIES, SUNGLASS...



#### MEME

NFT MEMES ARE AS FUNNY AS REGULAR ONES, WITH THE DIFFERENCE THAT YOU CAN MINT THEM, TRADE THEM OR OWN THEM AND PROVE OWNERSHIP.



#### DOMAIN NAMES

DECENTRALIZED DOMAIN NAME SERVICES LET YOU REGISTER A DOMAIN NAME AND SELL IT ON NFT MARKETPLACE



#### REAL WORLD ASSETS

ANYTHING PHYSICAL CAN BE REPRESENTED BY AN NFT. THIS TOKENIZATION OF REAL WORLD ASSETS INTRODUCES FLEXIBILITY AND RECORD-KEEPING OF OWNERSHIP.



#### TICKET & MEMBERSHIP NFTS

THESE NFTS CAN SERVE AS ENTRY TICKETS FOR EVENTS WITHIN A CERTAIN METAVERSE OR AS COMMEMORATIVE TICKETS FOR PHYSICAL EVENTS.



#### METAVERSE LAND

METAVERSE ALLOW USER TO INTERACT WITH A VIRTUAL ECOSYSTEM, WHERE THEY CAN BUY, SELL, TRADE AND OWN VIRTUAL REAL ESTATE



# SCARCITY MODEL AFFECTS NFT BUSINESS VOLUME

The **SCARCITY MODEL** is a basic concept in economics. It is the idea that there are finite resources and that there is competition for said resources.

If the resource has a higher demand than supply, it is scarce and therefore more valuable. If you have an unlimited supply, the resource is essentially worthless in the marketplace. No one will buy something they can get for free.





# OWNERSHIP AS THE FOUNDATION FOR A NEW DIGITAL ECONOMY

The concept of **DIGITAL OWNERSHIP** is key to the future of the internet and represents the evolution from Web 2.0, where the interaction between users and information is limited to “Read and Write”, and Web 3.0, where “Own” is added to the mix.



## WAVE #1

NFTS WERE DIGITAL REPRESENTATION OF ARTWORKS OR COLLECTIBLES, WITHOUT ANY RIGHTS ASSOCIATED

## WAVE #2

WE ARE NOW IN A NEW WAVE  
IN NFTS, THIS OBJECTS EVOLVED  
FROM SOME PURELY COMMERCIAL  
PROJECTS TO OBJECTS THAT CAN BE  
USED **FOR DIGITAL MARKETING.**

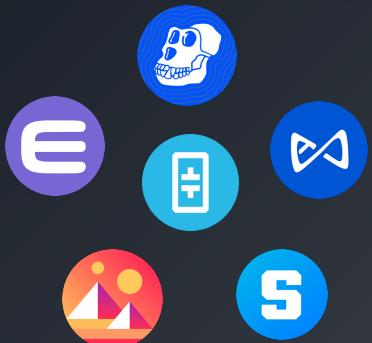


# HOW TO BUY NFTS



## CRYPTOCURRENCY

Cryptocurrencies are digital currencies that allow users to make secure transactions by relying on a decentralized infrastructure

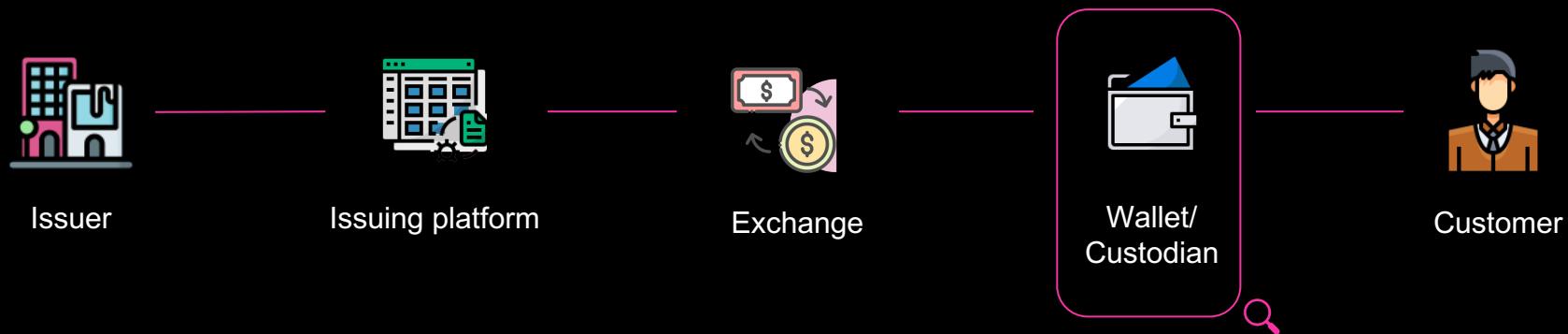


## UTILITY TOKENS

Tokens that serve a specific purpose that can be for example the possibility to access to a network or a platform, the ability buy something on a platform or to have access to a certain services

# DIGITAL ASSET: KEY TECHONOLIGAL ELEMENTS

The operating model of Digital Assets is based on different technological components, more or less sophisticated and integrated with each other, that can be offered by different actors in a changeable and heterogeneous market scenario.



# WALLET

Wallet refers to software that has as its primary purpose the storage of the **public key-private key pair**.

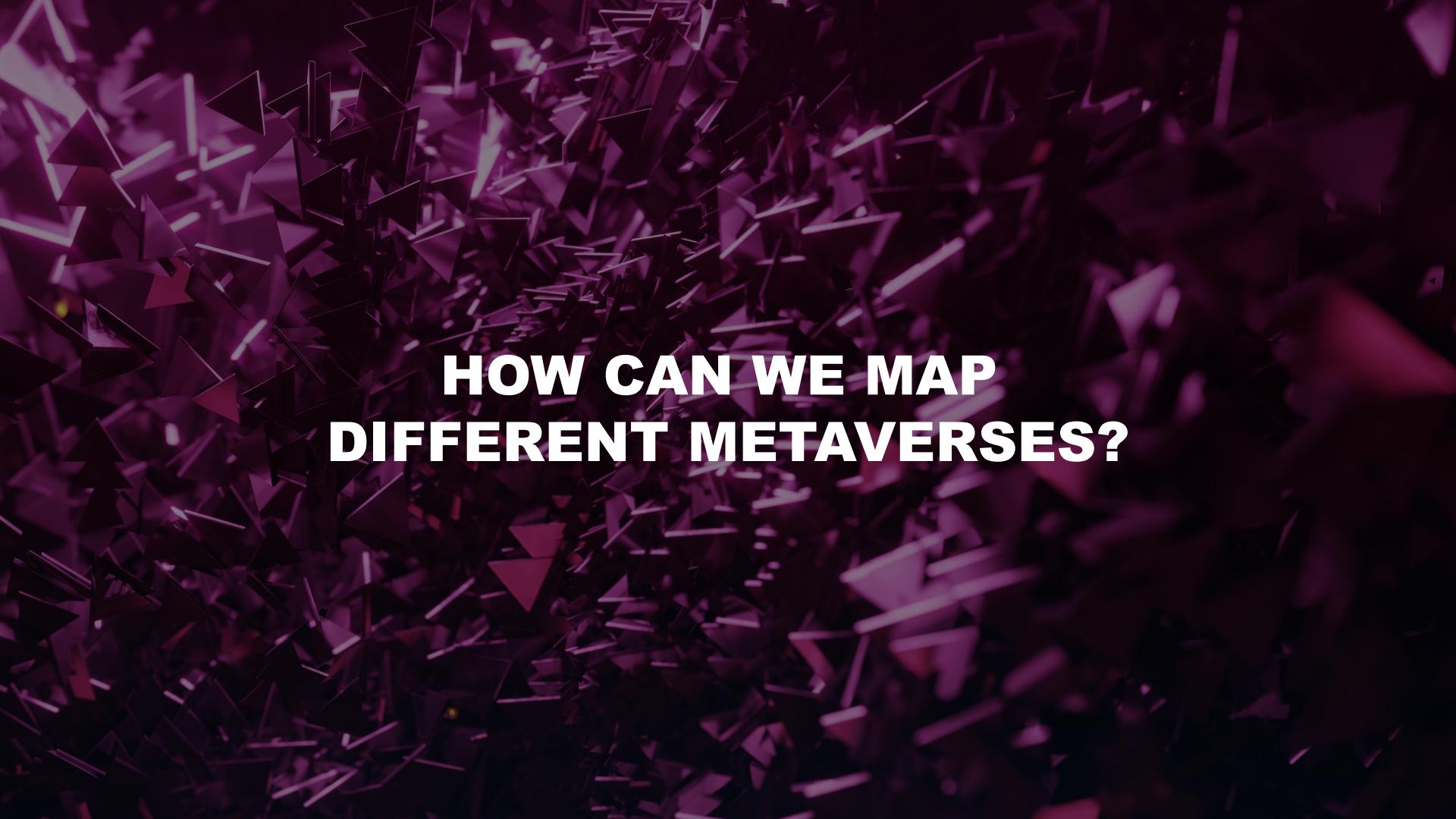
The **public key** represents the address of the Wallet and is known by the network (e.g. IBAN for a checking account), as it is used to receive Tokens.

The **private key** is the code that allows transactions to be signed on the blockchain and can therefore control the Tokens associated with that Wallet.



coinbase



The background of the slide features a dense, abstract pattern of numerous glowing, translucent triangles. These triangles are primarily a bright yellow or white color, set against a dark, almost black, background. They are arranged in a way that creates a sense of depth and motion, resembling a digital or futuristic landscape.

**HOW CAN WE MAP  
DIFFERENT METAVERSES?**

# SOCIAL METAVERSE

THE METAVERSE = CULTURE TECH: WE ARE ON THE VERGE OF EXPERIENCING A NEW QUALITY AND SENSE OF DIGITAL PRESENCE AND SOCIAL INTERACTION

DIGITAL SPACES AND DISTRIBUTED MECHANISMS IN WHICH PEOPLE MEET, PLAY AND EXPRESS THEMSELVES.

## TREND DEEP DIVES:

- METAHUMANS
- VIRTUAL ASSETS
- DIGITAL VENUES & THIRD PLACES
- NEW SOCIAL NETWORKING



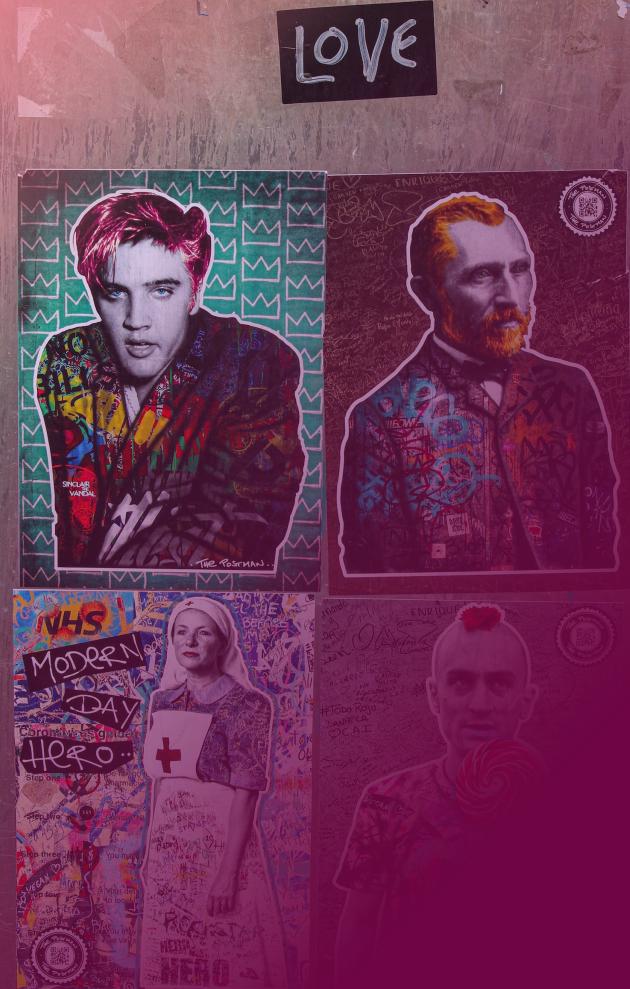
# COMMERCIAL METAVERSE

A NEW "CROSSOVER ECONOMY" BETWEEN DIGITAL AND REAL WORLD.

VIRTUAL EXPERIENCES IN WHICH BRANDS INTERFACE WITH CONSUMERS THROUGH NEW, SPATIAL AND ANALYTICAL EXPERIENCES.

## TREND DEEP DIVES:

- META-COMMERCE
- METASPACE MARKETING
- ANALYTICS IN A 3D ENVIRONMENT



# ENTERPRISE METAVERSE

MANY OF THE METAVERSE TECHNOLOGIES HAVE BEEN AROUND IN THE ORGANIZATIONAL CONTEXT FOR SOME TIME. THE NEXT STEP IN THE EVOLUTION IS GREATER INVOLVEMENT, INTEROPERABILITY AND "REAL TIME".

THE TOOLS AND APPLICATIONS WITH WHICH COMPANIES CREATE ORGANIZATIONAL VALUE THROUGH, FOR EXAMPLE, DESIGN OR COLLABORATION AND EMPLOYEE TRAINING.

## TREND DEEP DIVES:

- VIRTUAL COLLABORATION
- NEXT LEVEL ENGINEERING
- AUGMENTED UPSKILLING



# TREND FRAMEWORK ALONG THE CORE LAYERS OF THE METAVERSE

EXPERIENCES

## SOCIAL METAVERSE

### DIGITAL IDENTITY

Digital Human & Avatars      Metasecurity  
Decentralized Identity

### VIRTUAL ECONOMY

Asset Marketplace      Digital Arts      Digital Collectibles  
Virtual Fashion      Virtual Real Estate

### VIRTUAL EXPERIENCES

Virtual Worlds & Spaces      Metaverse Gaming  
Virtual Events      Social Immersion

## COMMERCIAL METAVERSE

Virtual Retail      Virtual Fitting Rooms  
3D Virtual Showrooms      Blockchain Payment\*  
Director-to-Avatar Commerce  
Metospace Marketing  
Metaverse Intelligence

## ENTERPRISE METAVERSE

### ENTERPRISE METAVERSE

Virtual Office      Immersive Collaboration  
Augmented Training      Virtual Teleportation  
Virtual 3D Product Development      VR Meetings

### INDUSTRIAL METAVERSE

Digital Twins & Simulations  
Augmented Worker      Virtual Factory

BUILDING BLOCKS

## CREATOR ECONOMY

Creator Platforms\*      Content Creation\*      Audience Engagement\*      Low/No-Code Tools\*

## SPATIAL COMPUTING

VR/AR/XR/MR      3D Design Engines  
Geospatial Mapping\*      Volumetric Video  
Spatial Audio\*

## DECENTRALIZATION

Blockchain\*      Cross-Chain Interoperability\*  
Non-Fungible Tokens (NFTs)\*      Cryptocurrencies\*  
Decentralized Oracles & Data Governance\*      Web3

## HUMAN INTERFACE

VR Headsets      Smart Glasses (AR)  
Holographics      Haptics\*  
Voice\*      Mobile\*      HMD

## INFRASTRUCTURE

5G/6G Network Technology

WiFi6

GPUs

Chips & Processors

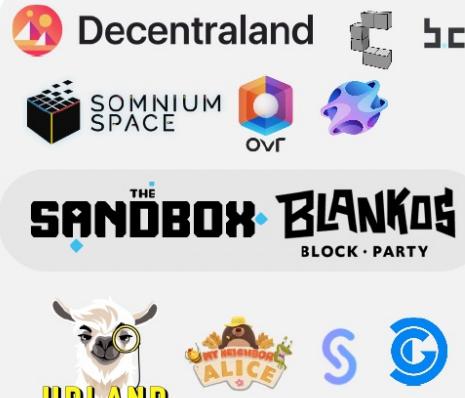
Cloud Computing

Edge Computing

## Centralized



## Decentralized



MAP OF THE  
**METAVERSE**  
WORLDS

