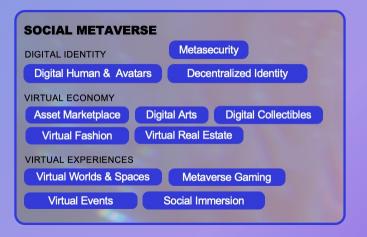
### CASE STUDY

### HOW MIGHT WE DESIGN A METAVERSE THAT WILL IMPROVE THE FUTURE AS WE KNOW IT?

# HOW MIGHT WE CREATE A METAVERSE AS A PLACE WHERE IS WORTH SPENDING TIME FOR LARGE AUDIECES?



SOCIAL METAVERSE

DISCOVER PLAY SOCIALIZE

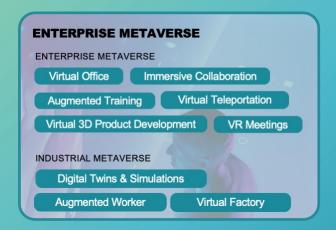
## HOW MIGHT WE CREATE A METAVERSE AS A DISRUPTIVE CUSTOMER EXPERIENCE?



COMMERCIAL METAVERSE

LEARN
INTERACT
PURCHASE
SUPPORT

## HOW MIGHT WE CREATE A METAVERSE ABLE THE REVOLUTIONIZE ENTERPRISE WORK HABITS AND PROCESSES?



ENTERPRISE METAVERSE

WORK TOOLS
META TRANSFORMATION
OPTIMIZATION
SAVING

### WHICH PROBLEM ARE YOU SOLVING?

#### **HOW TO STRUCTURE YOUR IDEA**

#### **HOW MIGHT WE?**

- · CREATE ...
- FOR ...
- TO ...
- · SO THAT ...

#### **FEASABILITY**

- KEEP IT FEASABLE
- TRY TO USE EXISTING TECH AND TO AVOID IMPOSSIBLE INVESTMENTS
- MUST BE EXECUTABLE IN 5 YEARS FROM NOW

TYPE OF PROJECT	SECTOR	TARGET	GOAL	BENEFITS (WHAT ARE YOU PLANNING TO IMPROVE)	TECHNOLOGIES	MODELLO DI BUSINESS
Gaming	Banking	18-50 + Gender	Brand awareness New loyalty channel	Increase the number of active users per day	CGI Blockchain	Play2earn

#### CRITERIA OF EVALUATION

#### FROM 3 PM

Reply Experts will evaluate your works according to the following criteria:

INNOVATION	30%
RELEVANCE TO MARKET	20%
FEASIBILITY	20%
TECHNOLOGICAL COMPLEXITY	15%





#### CRITERIA OF EVALUATION

#### **KEEP WORKING ON YOUR PRESENTATION!**

AT 4:30 PM we will diclose the TOP 3 TEAMS who will have to present their project in front of Reply Experts and other teams (5 MINS EACH).

**PROJECT PRESENTATION** 

15%

#### FINAL WINNERS WILL BE ANNOUNCED IN THE FINAL CLOSURE



#### FINAL PRESENTATION

After the first round of evaluation,

TOP 3 TEAMS will be announced

and will have to PRESENT THEIR PROJECT
in front of the jury and the other teams at 4:30PM

(5 MINS EACH).

Final winners will be announced right after, taking into consideration the final presentation too.



#### THANK YOU





