


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**

SOCIAL METAVERSE

DIGITAL IDENTITY

Metasecurity

Digital Human & Avatars

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

**DISCOVER
PLAY
SOCIALIZE**

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

**COMMERCIAL
METAVERSE**

COMMERCIAL METAVERSE

Virtual Retail

Virtual Fitting Rooms

3D Virtual Showrooms

Blockchain Payment*

Director-to-Avatar Commerce

Metaspace Marketing

Metaverse Intelligence

**LEARN
INTERACT
PURCHASE
SUPPORT**

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

**ENTERPRISE
METAVERSE**

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

**WORK TOOLS
META TRANSFORMATION
OPTIMIZATION
SAVING**

**WHICH PROBLEM ARE
YOU SOLVING?**

HOW TO STRUCTURE YOUR IDEA

HOW MIGHT WE?

- **CREATE ...**
- **FOR ...**
- **TO ...**
- **SO THAT ...**

FEASIBILITY

- **KEEP IT FEASIBLE**
- **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 disclose 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%
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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



thanks
to a BOT