

Reasons to deal with the topic of metaverse

1. The metaverse is an extension of the internet and digital communication because it makes the conversation more real and thus improves the user experience.
2. VR, virtual reality, AR, augmented reality and MR, mixed reality will have a turnover of 27.96 billion US dollars in 2021. Forecasts assume a tenfold increase by 2028 and the metaverse forms the projection surface for these technologies.
3. There will be new professional fields and this will result in income opportunities. Skills and services are also needed in the virtual world, such as creating virtual buildings, rooms and much more.
4. On the other hand, it can also happen that some professional groups in the real world are replaced by digital ones because they can be more efficient for companies. That's why you should already explore for yourself what value you would have with your own abilities in the metaverse.
5. Gen Z is extremely tech-savvy and grows with the constant development as they are now growing up directly with the Web 3. It is therefore to be expected that the transition towards VR and metaverse will be more barrier-free than with the older generation. So in the future, customer and employee acquisition may happen in the metaverse.