

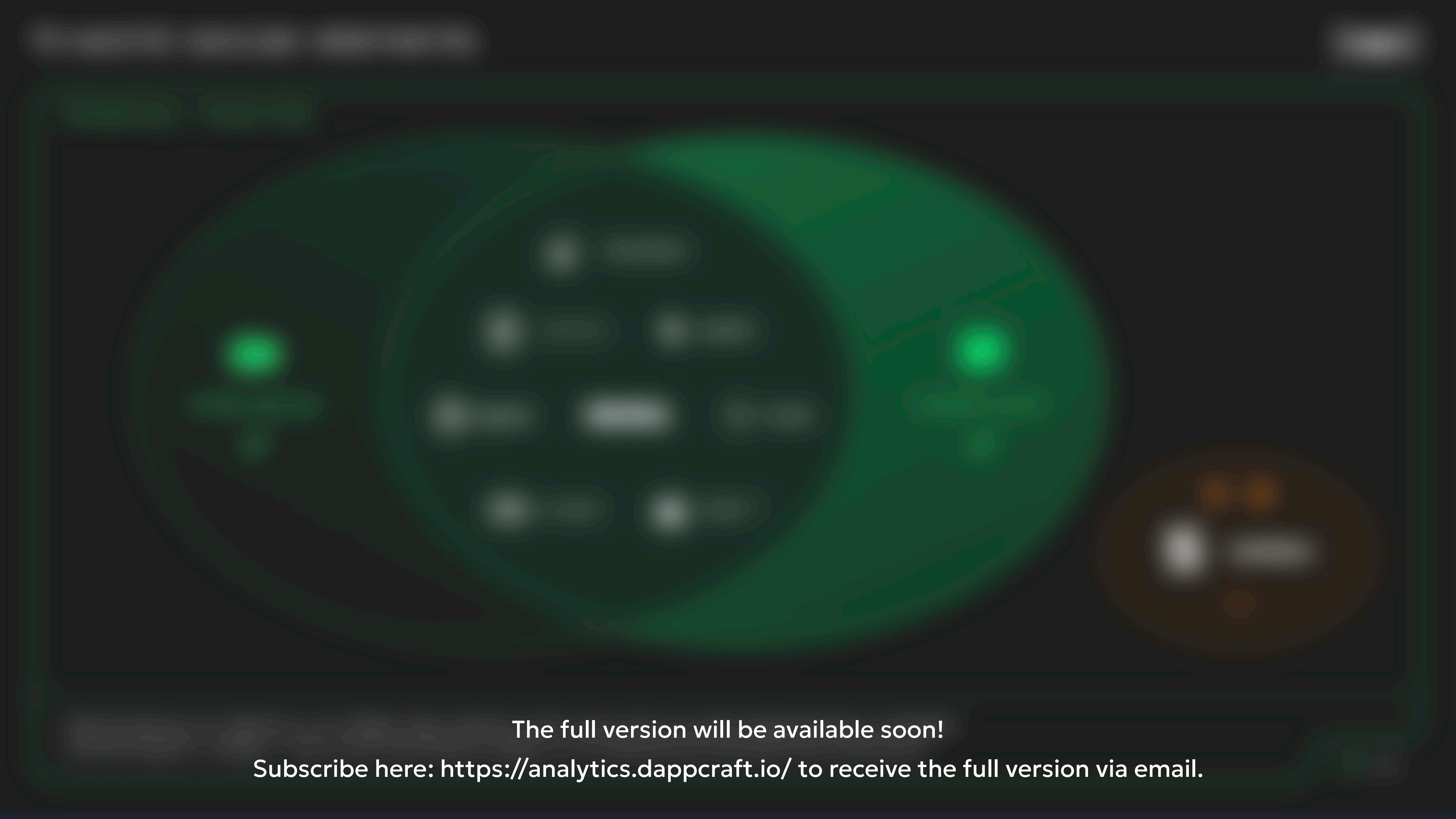
OVERVIEW H1

[2024]



WEB 3

VIRTUAL WORLDS



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DAPPCRAFT has been creating content and **interactive experiences / activations** for brands and companies in metaverses since 2020.



Historically, we started our business within the Decentraland ecosystem.

The ideas embedded in Decentraland resonated with our vision of a future where **digital virtual worlds** (let's call them "metaverses" for a moment) **are an integral part of everyday life**, and blockchain serves as the nervous system of the global economy.

As pioneers of this "metaverse" movement in our time, in the role of **professional creators** who **managed to establish a sustainable business generating income** even in a bear market and the post-hype phase of interest in metaverses, we have developed expertise that we want to share with other industry participants — both with veterans and those considering entering this market.

At some point, we faced the task of **expanding our activities** beyond Decentraland.

For the products we are developing, we needed to compile a list of potential “metaverses” to which we wanted to scale.

After studying the available market analytical materials reviewing “**metaverses**,” **we found that none of them met our needs**, often providing completely irrelevant and sometimes blatantly inadequate information.

This prompted us to **create an analytical material** that would be of primary interest to us in making key decisions for the further development of our business.

This is how the **material we are honored to present** to your attention came about.

In preparing this study, we considered numerous projects that could, to varying degrees, be classified as: “Metaverses” or “Virtual worlds.”



However, in the end, only XX projects made it to the shortlist. The complete lists can be found in the “XXXX” section.



We want our readers to clearly understand the criteria by which this selection was made.

“METAVERSE” or “GAME”?

We believe that the term “metaverse” **is not yet well-defined**, which potentially introduces some cognitive biases when using this term.

To minimize this effect, **we want to clearly outline** what we mean by this word in the context of this study.



A “METAVERSE” is a digital **virtual environment** that:



1. Offers its participants **tools to create** new virtual environments and assets, not stylistically or thematically connected.



2. Allows **movement between worlds** created by different participants (via teleports or open-world model).

Obviously, the line between “games” and “metaverses” is becoming increasingly blurred, but we **define it within this study**.

Here are the **specific criteria** that influenced the inclusion of a project in the shortlist:

✓ Metaverse and not “game”

The project must satisfy the term “metaverse” as we have defined it above.

✓ Web3

There must be support for blockchain technology in some form. This can be a native fungible token, NFT assets, or any other initial form of integration with the Web3 economy.

✓ Public Access

The ability to create and publish one’s world must be publicly accessible. Many projects did not make it to the shortlist due to being in too early a development stage at the time of this study.

List of projects



Included in Overview

Substrata, Spatial, Oncyber, Hyperfy, Decentraland, The SandBox, Voxels, Somnium, MONA.

Indirectly Addressed

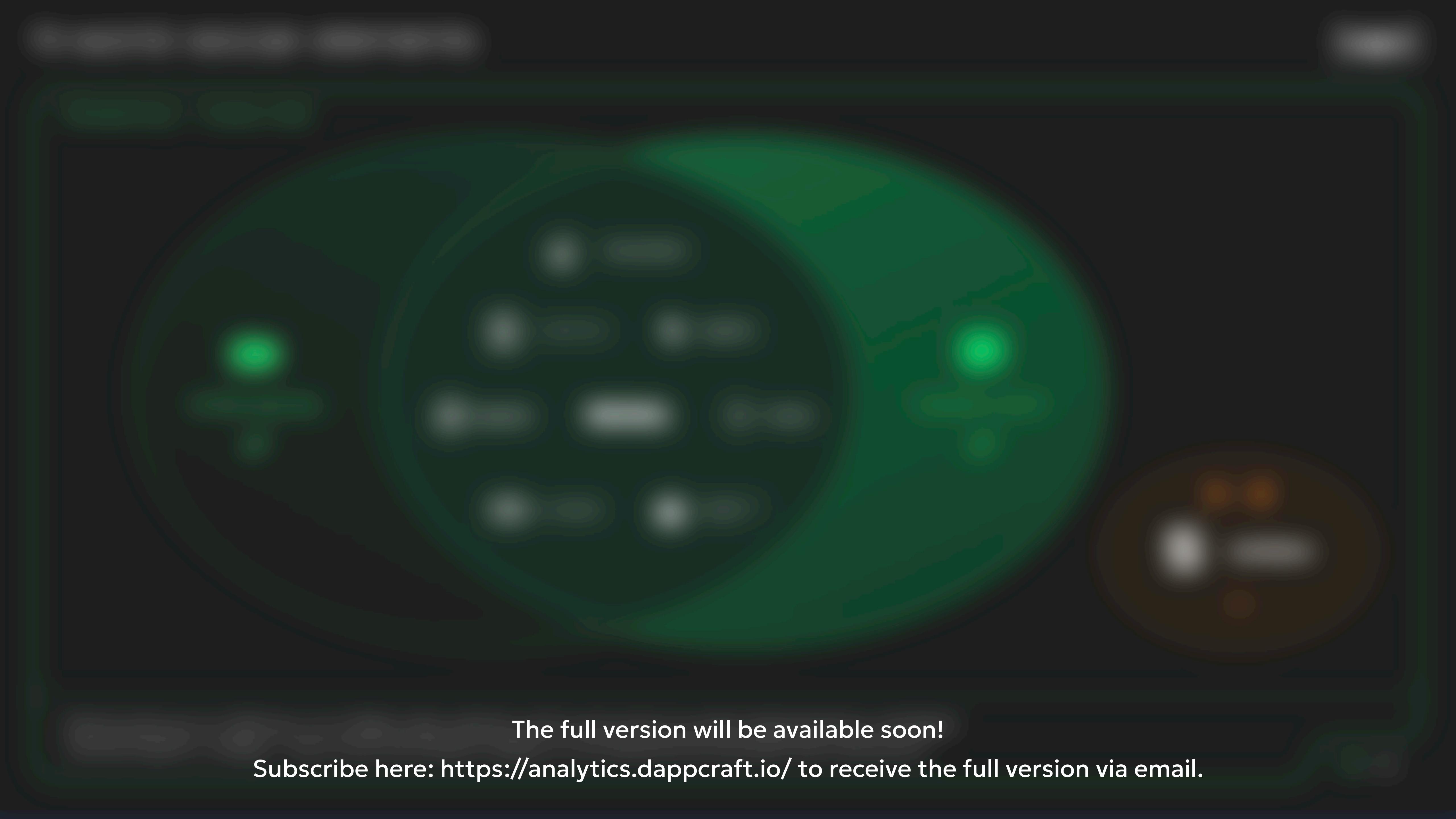
Lamina1, Futureverse, Muaverse, Cloudverse.

Excluded Due to Criteria Mismatch

Passage, Nifty Island Otherside, TCG, MATRIX universe, Starrynift, Upstreet, Ultiverse, w3rlds, Hytopia, Netvrk, AlterVerse, imvu, Homespace, Bigtime, Bloktopia, Treeverse, Mobox, Highstreet, Meetkai, My Neighbor Alice, Ertha, Cornucopias, Wilderworld, Fortnite, Horizon, Second Life, SecondLive, Roblox, Resonite (NeosVR), VRChat, RFOX, Upland, Sinespace, Cluster.

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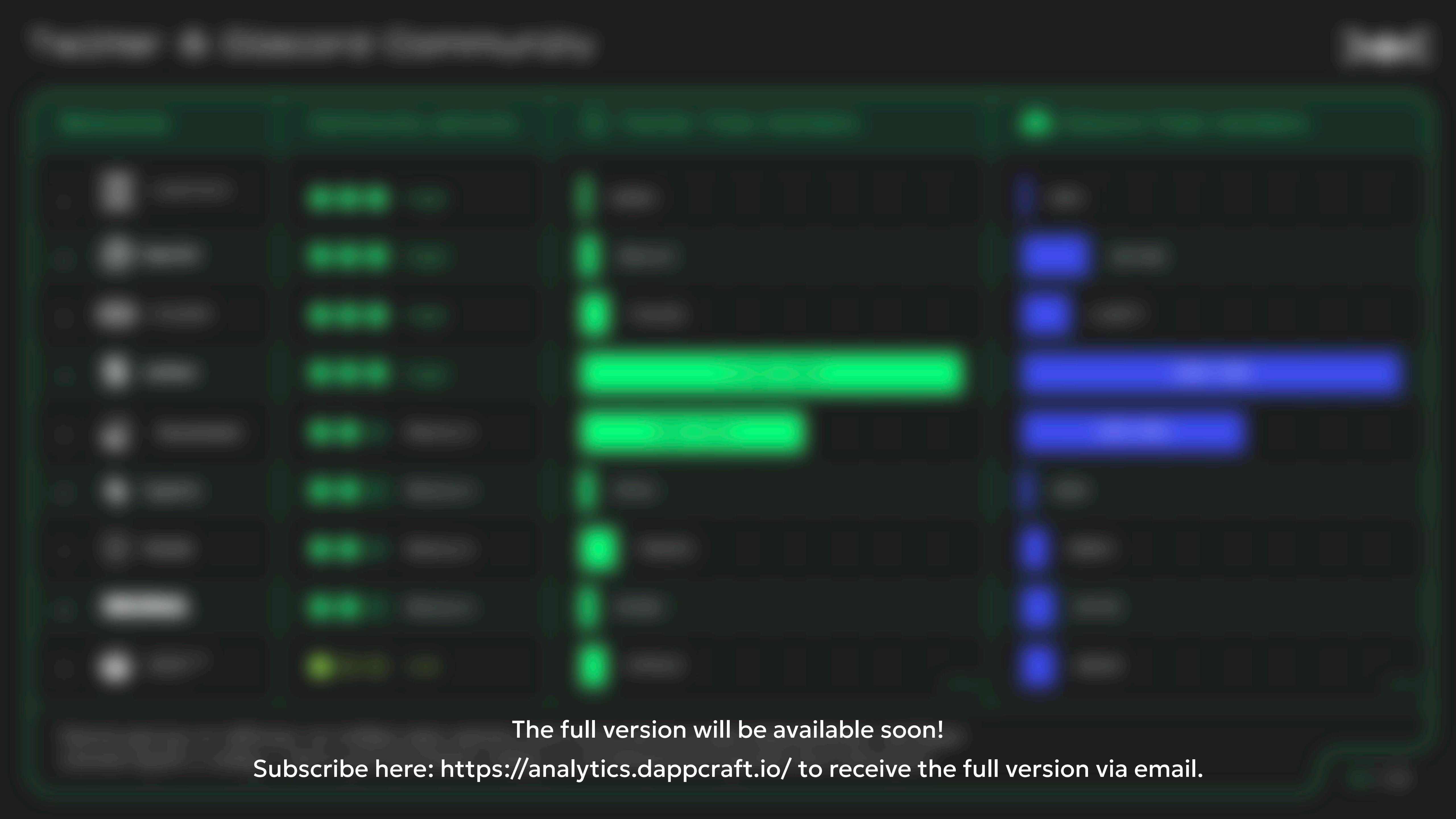


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Metaverse Infrastructure

During our research, we discovered projects that, on one hand, **do not fit into the main criteria** we used for researching and categorizing metaverses, but on the other hand, it became quite clear that they **will play a significant role** in the metaverse agenda in the very near future.

As a result, we **decided to highlight** these projects in a separate category — “Metaverse infrastructure.”

In future reports, **we will elaborate on this category in more detail and propose metrics and criteria** for evaluating and comparing projects within this class. In this issue, we will simply list them and provide a very brief overview of what we consider to be their main features.

- Lamina 1
- Futurevers
- Muaverse
- Open Meta
- Epic GAMES

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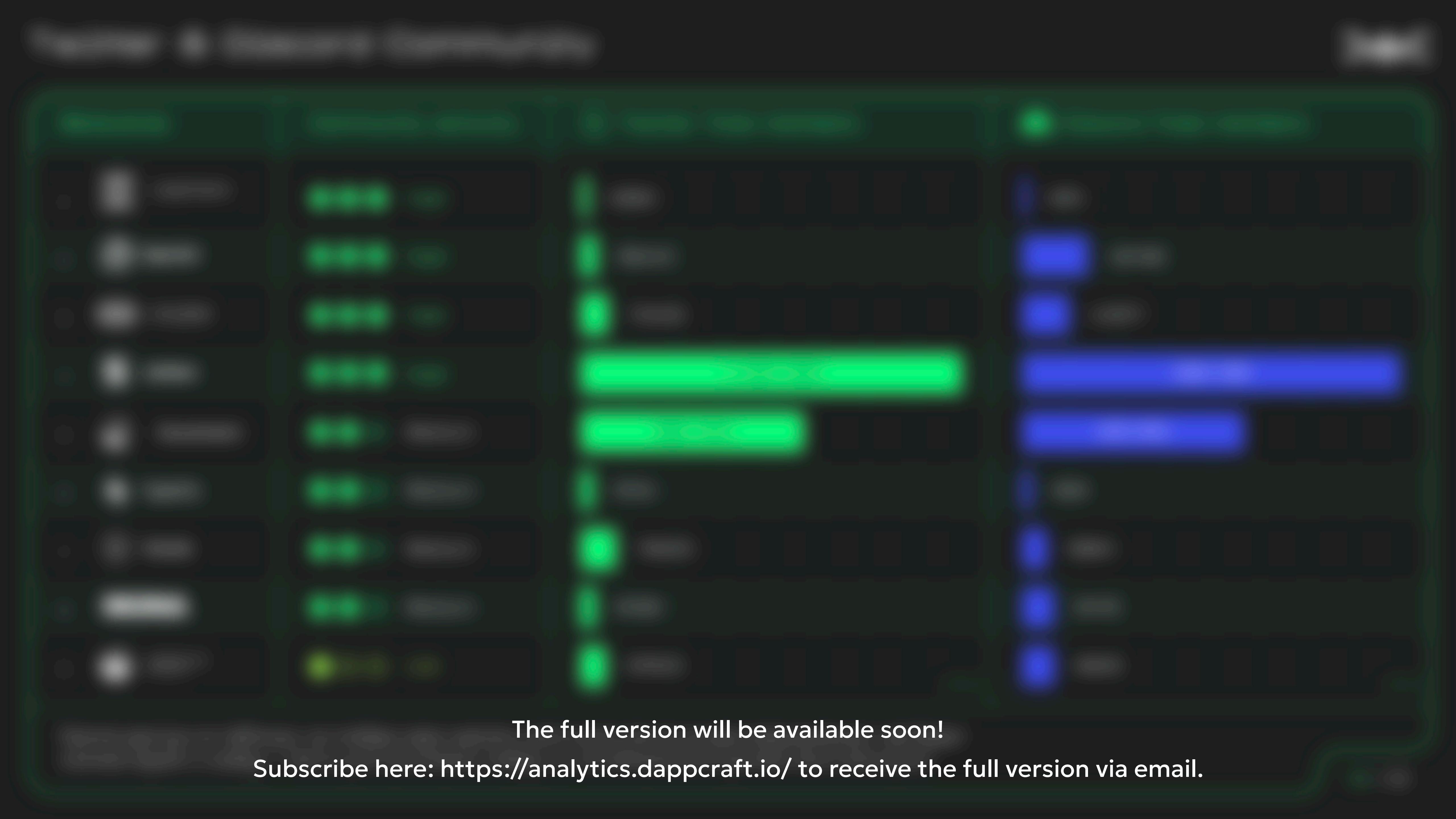
AI Visionary Stuff

In this section, we will explore how Artificial Intelligence (AI) is transforming the landscape of metaverses by unlocking new opportunities, saving team resources, and enhancing user experiences.

Below are the main AI applications in metaverse development and key questions for further exploration.

- AI in 3D Department
- Generative Quests
- NPC AI
- Other AI Applications





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Contacts

We are here to help and answer any question you might have. We look forward to hearing from you.



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