



# METAVERSE: EMERGING BUSINESS OPPORTUNITIES

Explore metaverse markets  
and strategies for your business



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# INTRODUCTION

The metaverse is a shared and persistent virtual space that exists in real-time and emerges from the convergence of virtual reality and virtually enhanced physical reality. This blending of worlds is causing a paradigm shift propelled by technological evolution and is opening up new possibilities – exciting opportunities for consumers and businesses alike. So whether performing a virtual concert for a global audience or holding an executive meeting with your company in a realistic digital boardroom from the comfort of home, the metaverse means big things for the future of business.

New possibilities are being unlocked that can create the potential to expand businesses in ways a traditional brick and mortar, or Web 2.0 infrastructure, could never allow. No single vendor would ultimately control the metaverse, and the virtual environment will be device-independent. In fact, the metaverse features an independent virtual economy. In its fullest expression, the metaverse will touch on every important area of our lives, including engagement, community building, self-expression, and commerce. Every area of opportunity presents powerful positions for building out brands and businesses to be successful and at the forefront of this significant digital frontier.

In the coming years, the market opportunity of the metaverse is estimated at over \$1 trillion in yearly revenues<sup>1</sup>. Major brands like Gucci, Prada, and Nike have already established their place. Meanwhile, familiar household names like Walmart, Verizon, and Hulu join in on the potential by building their metaverse strategies.

There is no singular definition of the metaverse. So, while it is still forming, it is also open to possibilities and innovation. Nevertheless, critical components are taking shape. The outline is here, and with that, industry leaders and entrepreneurs can ask: How can I strategize to make the most of my business and the opportunities presented by the metaverse?



## 1.0 WHAT IS THE METAVERSE?

The metaverse is a seamless composite of our physical world melded with the digital. This immersive experience involves the exploration of 3D virtual worlds where people can socialize, shop, and enjoy online entertainment. In a borderless digital world, the metaverse is not singularly owned or belongs to one platform; it is a boundless, user-owned internet economy.

Now, while the definition is still vague, current themes are influencing what the metaverse is and could be and are not only forming, they are coming together to create more predictability and foresight into a future vision.

A critical aspect of the metaverse is that there is no one virtual world but many worlds. These worlds encapsulate the metaverse themes, enabling people to deepen and extend their digital lives. In the metaverse, this is done by adding an immersive, three-dimensional layer to the existing web, creating more authentic and natural user experiences.

The metaverse even highlights the promise of facilitating accessibility, allowing everyone to experience it from the comfort of the home, breaking down physical boundaries, and democratizing access to commerce, services, and experiences.

**\$14.8T**

In October 2021, the Web 2.0 metaverse was valued at \$14.8 trillion<sup>2</sup>.

**66%**

66% of GamesPad Telegram followers believe that the metaverse will transform everything, while only 26% of respondents think it's just hype<sup>3</sup>.

**84,000**

Metaverse received over 84,000 mentions on social media in 2021<sup>4</sup>.

### KEY CHARACTERISTICS OF THE METAVERSE



Hyper Social



Massive Scalability



Accessibility For All



New Forms Of Content



Bridge Between Physical And Digital

Source: [Sensorium](#)

Metaverse themes have created an inflection point where many mainstream big-name companies are now exploring the metaverse to stay competitive. Traditional Web 2.0 companies like Facebook have rebranded as "Meta" to shift focus towards the emerging trends of Web 3.0.

This competitive spotlight has prompted the next generation of investments and business opportunities by utilizing all the recent advancements in the crypto industry. So while there is no singular definition of the metaverse (yet), there are already strategic and promising sectors for investing and making your mark.

<sup>2</sup> Statista - Market Capitalization

<sup>3</sup> GamesPad

<sup>4</sup> Soocial

## 2.0 WHY IS THE METAVERSE HAPPENING? WHY NOW?

The essence of the internet has always been about connection. We can see how the rapid evolution of technology over the past three decades has influenced how we have interacted with one another, evolving alongside the internet. While so much within the space of technology has changed, there are three key eras of the internet with defining characteristics that have shaped the digital world as we know it today:

- Web 1.0 – the inception of the internet, which connected us online.
- Web 2.0 – the socialization of the internet, which connects us to online communities.
- Web 3.0 – the decentralized Internet immersion that connects us into a community-owned virtual world.

**\$4.7B**

Venture capitalists invested \$4.7 billion in gaming startups during the first year of the pandemic<sup>5</sup>.

**\$2.5B**

NFTs saw a \$2.5 billion increase during the peak of the pandemic<sup>6</sup>.

**\$300B**

The global AR, VR, and MR market will roughly reach \$300 billion by 2024<sup>7</sup>.

<sup>5</sup> ParlayMe

<sup>6</sup> Forbes

<sup>7</sup> Statista - VR/AR Market Size

## WEB 2.0 VERSUS WEB 3.0 APPROACH TO THE METAVERSE

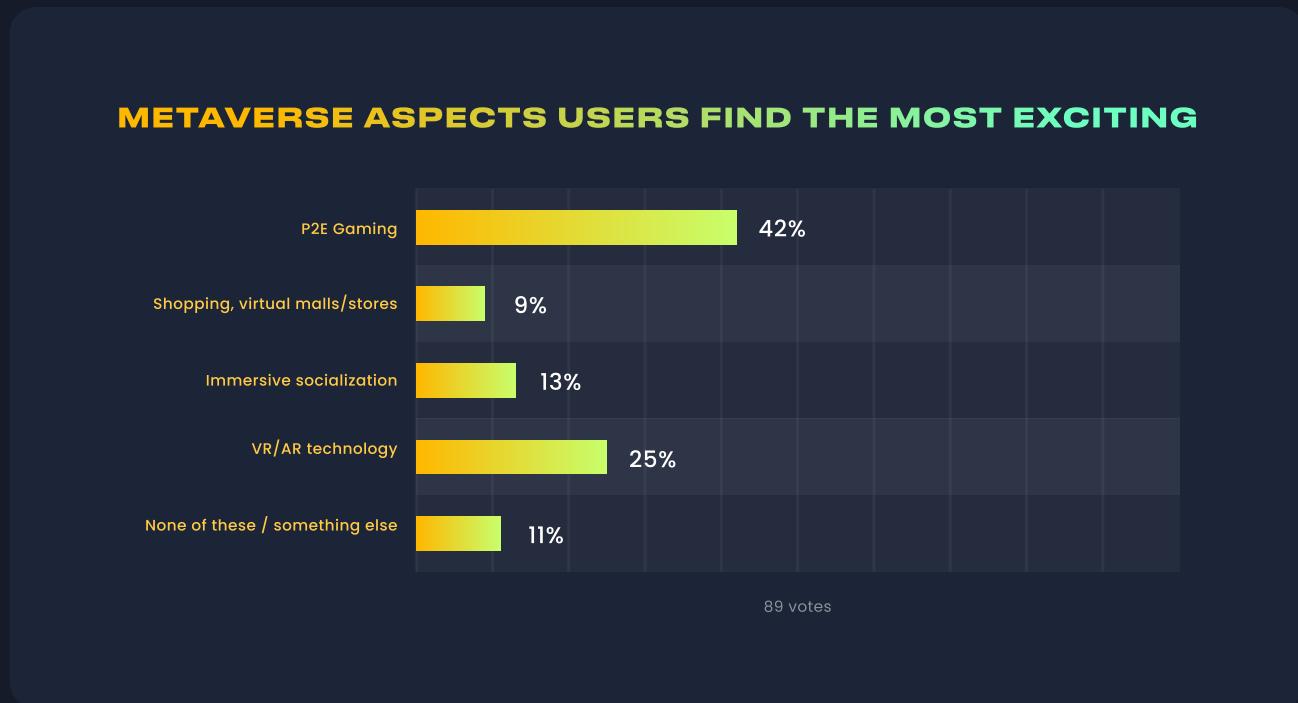
	<b>Web 2.0</b>	<b>Web 3.0</b>
PLATFORM CHARACTERISTICS	<b>Example virtual worlds</b>	<ul style="list-style-type: none"> <li>• Second Life</li> <li>• Roblox</li> <li>• Fortnite</li> <li>• World of Warcraft</li> </ul>
	<b>Organizational structure</b>	<ul style="list-style-type: none"> <li>• Centrally owned</li> <li>• Decisions are based on adding shareholder value</li> </ul>
	<b>Data storage</b>	<ul style="list-style-type: none"> <li>• Centralized</li> </ul>
	<b>Platform format</b>	<ul style="list-style-type: none"> <li>• PC/console</li> <li>• Virtual reality (VR)/augmented reality (AR) hardware</li> <li>• Mobile/app</li> </ul>
	<b>Payments infrastructure</b>	<ul style="list-style-type: none"> <li>• Traditional payments (e.g., credit/debit card)</li> </ul>
	<b>Digital assets ownership</b>	<ul style="list-style-type: none"> <li>• Leased within platform where purchased</li> </ul>
	<b>Digital assets portability</b>	<ul style="list-style-type: none"> <li>• Locked within platform</li> </ul>
	<b>Content creators</b>	<ul style="list-style-type: none"> <li>• Game studios and/or developers</li> </ul>
USER INTERACTION	<b>Activities</b>	<ul style="list-style-type: none"> <li>• Socialization</li> <li>• Multi-player games</li> <li>• Game streaming</li> <li>• Competitive games (e.g., esports)</li> </ul>
	<b>Identity</b>	<ul style="list-style-type: none"> <li>• In-platform avatar</li> </ul>
	<b>Payments</b>	<ul style="list-style-type: none"> <li>• In-platform virtual currency (e.g., Robux for Roblox)</li> </ul>
COMMERCIALS	<b>Content revenues</b>	<ul style="list-style-type: none"> <li>• Platform or app store earns 30% of every game purchased; 70% goes to developer (example model)</li> </ul>
		<ul style="list-style-type: none"> <li>• Peer-to-peer; developers (content creators) directly earn revenue from sales</li> <li>• Users/gamers can earn through play or participation in platform governance</li> <li>• Royalties on secondary trades of NFTs to creators</li> </ul>

Source: [Onyx by JP Morgan](#)

Moving through these eras, how we interacted with the internet expanded. We had firsthand experience with how the organized institutions that connected us transformed, how the technology matured, and how the control over the whole operation tenuously danced between the community and the corporations.

These eras show just how the metaverse concept is not necessarily new and, in many ways, has been a linear progression. For example, the Sims and Second Life, two of the earliest multi-player role-playing games (MMORPG), have been around for nearly 20 years, where players would spend, on average, 20 hours per week participating in these worlds<sup>8</sup>. Modern versions of these MMORPG games like Minecraft, World of Warcraft, and Fortnite have hundreds of millions of users (and growing) and support massive online economies.

According to a survey by GamesPad, 44% of respondents consider Play-to-Earn gaming the most exciting aspect of the metaverse.



As we talk about the convergence of themes that make up the metaverse as we know it, the progression of technology and the linear timeline of the internet have helped to weave these themes into a more concrete idea. Advancements in technology, including Augmented reality and Virtual reality headsets, are cheaper, more powerful, and provide a more immersive experience than ever before.

In addition, blockchain technologies have enabled the use of digital currencies and NFTs allowing users to monetize their expertise through tokens. The metaverse economy will run on the power of NFTs and digital currencies, creating an ideal foundation to explore new metaverse-native business ideas.

On top of monetizing their activities as a way to transact and exchange value, token-holders can participate in a platform's governance, such as voting on decisions. This governance creates a democratic ownership economy, and the possibility of interoperability of digital currencies could unlock compelling opportunities.

Covid-19 accelerated the inevitable digitization of our lives<sup>10</sup>, normalizing the multi-functional and ever-present utilization of online accessibility.

How we lean on our digital landscape to maintain social connections during this time proved the importance of preserving and continuing to develop digital social infrastructure. This digitization includes more immersive virtual experiences and continued global accessibility for people to build strong online communities.

<sup>8</sup> Statista - Weekly Time Spent Playing Video Games

<sup>9</sup> GamesPad - Telegram

<sup>10</sup> IBM

***"The open metaverse – the multi-platform environment that is taking form right now based on the principles of digital property rights, openness, and interoperability – is being advanced in significant part by the success of GameFi and the growth of NFTs. Today we can already observe the emergence of various platforms that incorporate essential elements of the metaverse. We expect GameFi to continue to flourish and expand, offering powerful game-centric opportunities while attracting millions of new participants to this next iteration of the Internet."***



Yat Siu

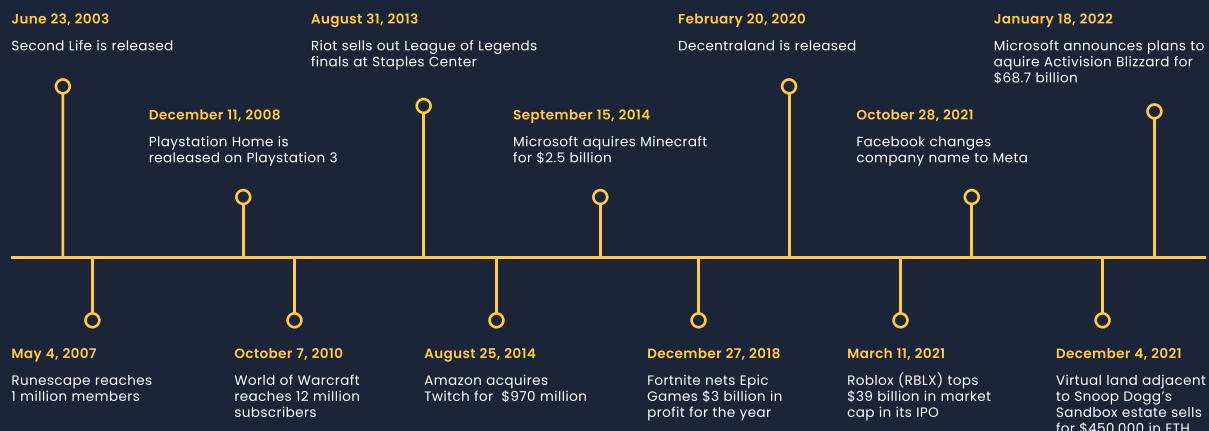
Co-Founder and Executive Chairman of Animoca Brands

## 3.0 THE ECONOMICS OF THE METAVERSE

As the metaverse continues to weave into every aspect of our lives, economic opportunities reveal themselves in tangible and profitable everyday markets. Imagine a world where it is just as important to dress your virtual avatar in personally owned, digitally branded clothing as it is to clothe your physical self because both are critical self-expressed representations of your existence. Just as you would walk around your local mall, you could browse virtual showrooms and shop for the latest trends. You could even start your own business that has just as much impact in a virtual landscape as in the real world, as the two would be interconnected in effortless ways.

### HOW THE METAVERSE HAS EVOLVED

The metaverse is evolving from two decades of gaming and will be built upon gaming infrastructure



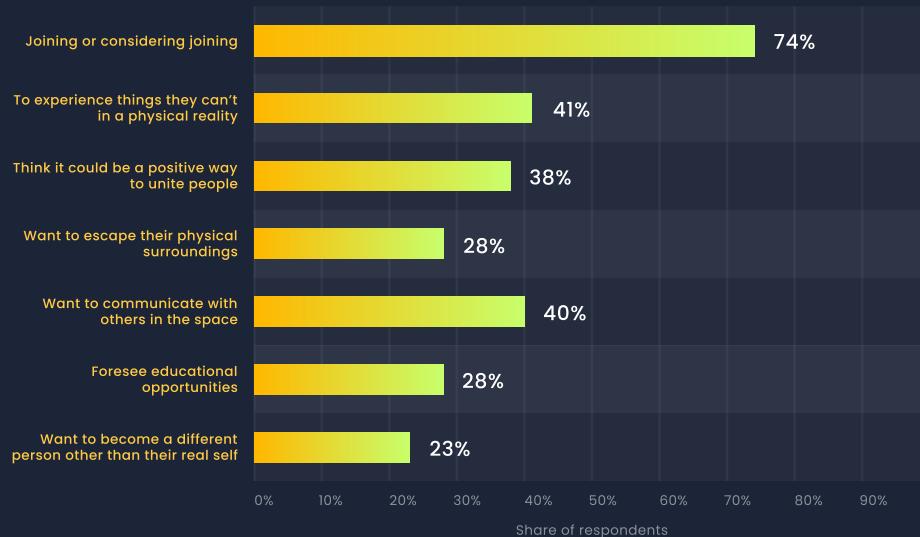
Source: [Onyx by JP Morgan](#)

## 3.1 METAVERSE MARKET OPPORTUNITY

It is irrefutable that we are becoming an increasingly digital society. As time passes, we make way for advancements that will welcome and normalize an immersive online experience. One of the broad indicators of this virtual shift is the change in behaviors around consumers and digital audiences.

According to a December 2021 survey<sup>11</sup>, 74% of adults in the U.S. say they want to join or will consider joining the metaverse. Overall, 41% of respondents stated that their main reason for wanting to enter the metaverse is to explore new experiences that they wouldn't get to in physical reality. In addition, 38% of people thought the metaverse could be a positive way to unite people.

### U.S. REASONS FOR JOINING THE METAVERSE 2021



Source: [Statista](#)

A growing portion of our attention is being directed toward digital interactions, especially concerning the younger generations. Today, at least one-third of our lives (around eight hours a day) is being spent online, including watching TV/Movies/Media, playing games, or on social platforms.

The more we spend in these digital worlds and become accustomed to the experiences they provide for us, the more money we will pay to uphold our comfortable status within them. The oldest Gen Z consumers are currently in their mid-20s. As time goes on, they become an income-earning force to be reckoned with. In addition, these consumers are more familiar with virtual worlds, transactions, and goods than other previous generations.

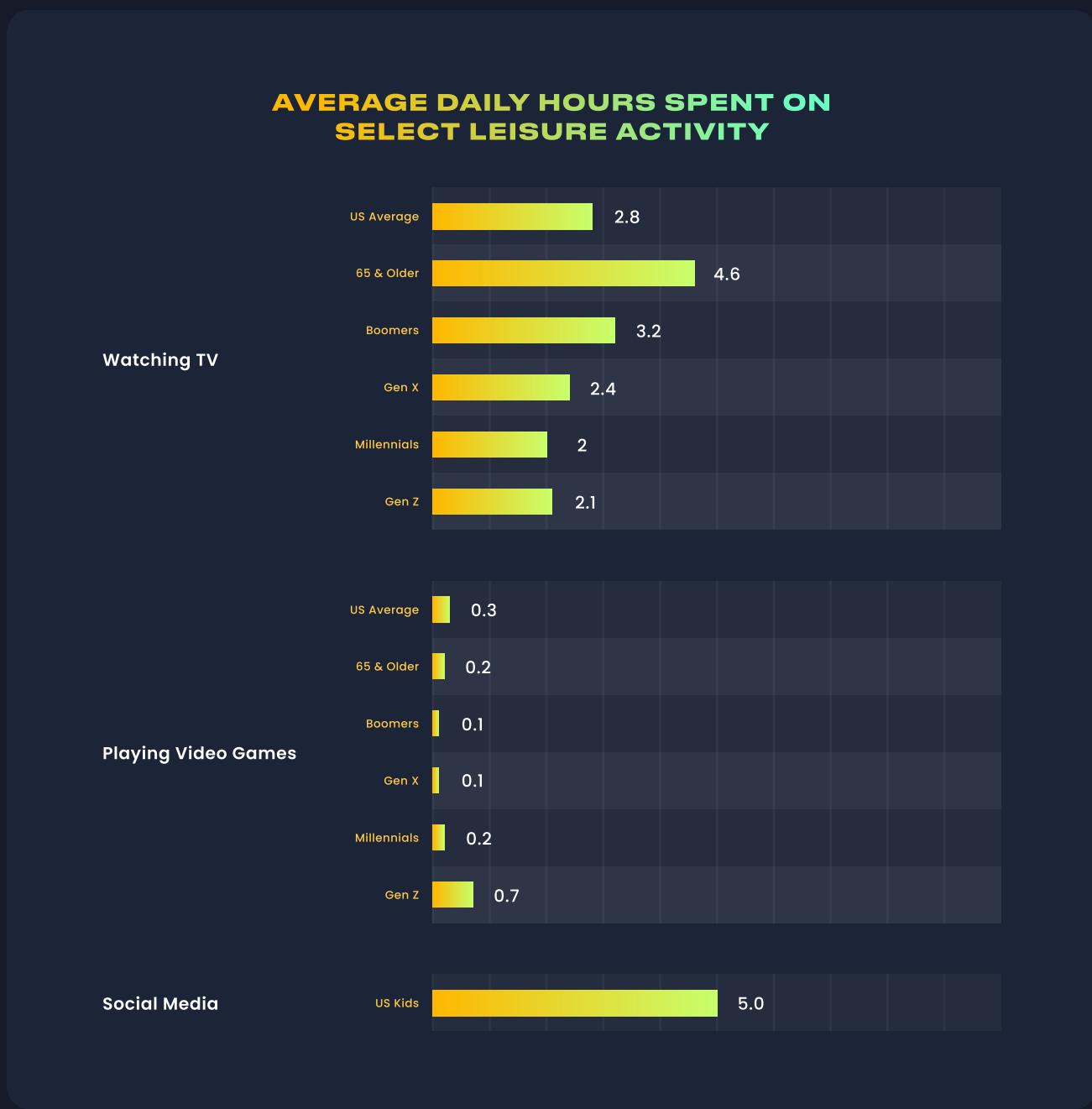
**53%**

According to a survey by GamesPad, 53% of their Telegram followers think that the digital and physical worlds are equally important.<sup>13</sup>

<sup>11</sup> Statista – Metaverse Statistics

<sup>12</sup> Statista – Time Spent with Digital Media

<sup>13</sup> GamesPad – Telegram



Source: [Grayscale Investments](#)

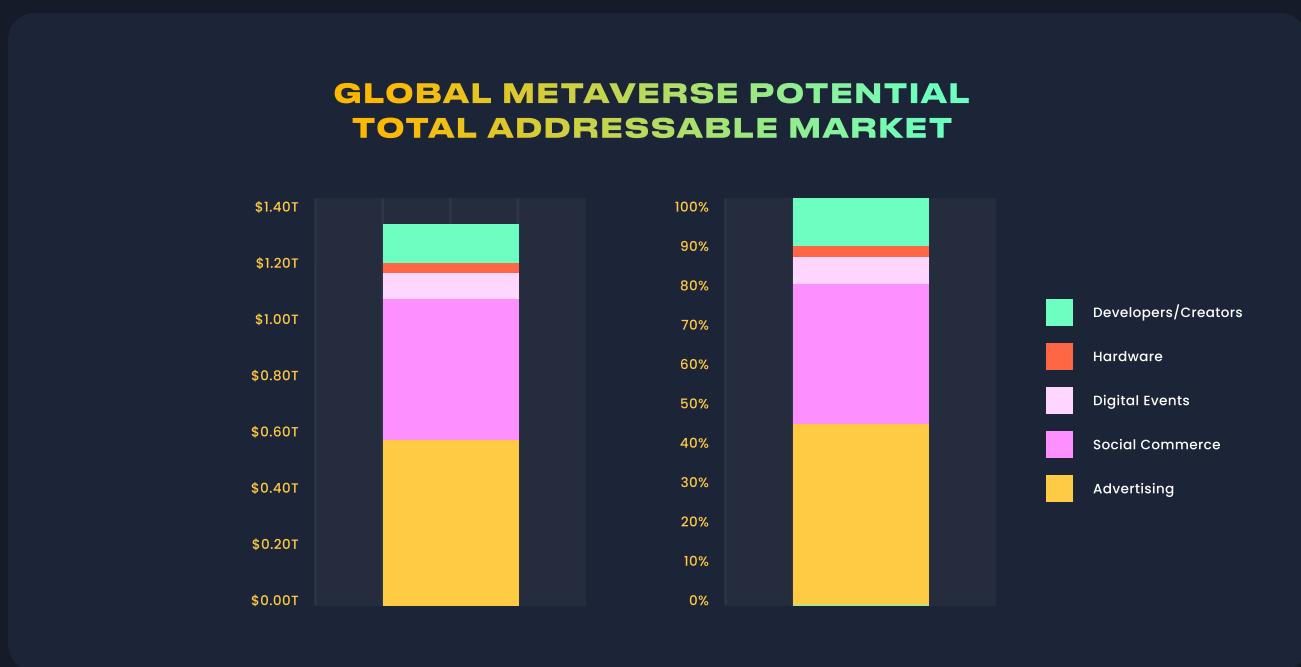
As our digital lives continue to broaden, the social and gaming worlds of the metaverse deepen their convergence to create a large, fast-growing virtual goods consumer economy. It is estimated that the virtual gaming worlds could grow their revenue from approximately \$180 billion in 2020 to over \$400 billion by 2025<sup>14</sup>. The more we intertwine our real lives within digital realms, the more money we will be willing to spend to build these online communities.



Source: [Grayscale Investments](#)

Game developer monetization is a crucial factor in the growth of virtual world revenues. Players are progressively moving away from the play-to-play premium games towards free games, ones in which developers monetize by selling players needed items inside the game to enhance the gameplay or promote social status.

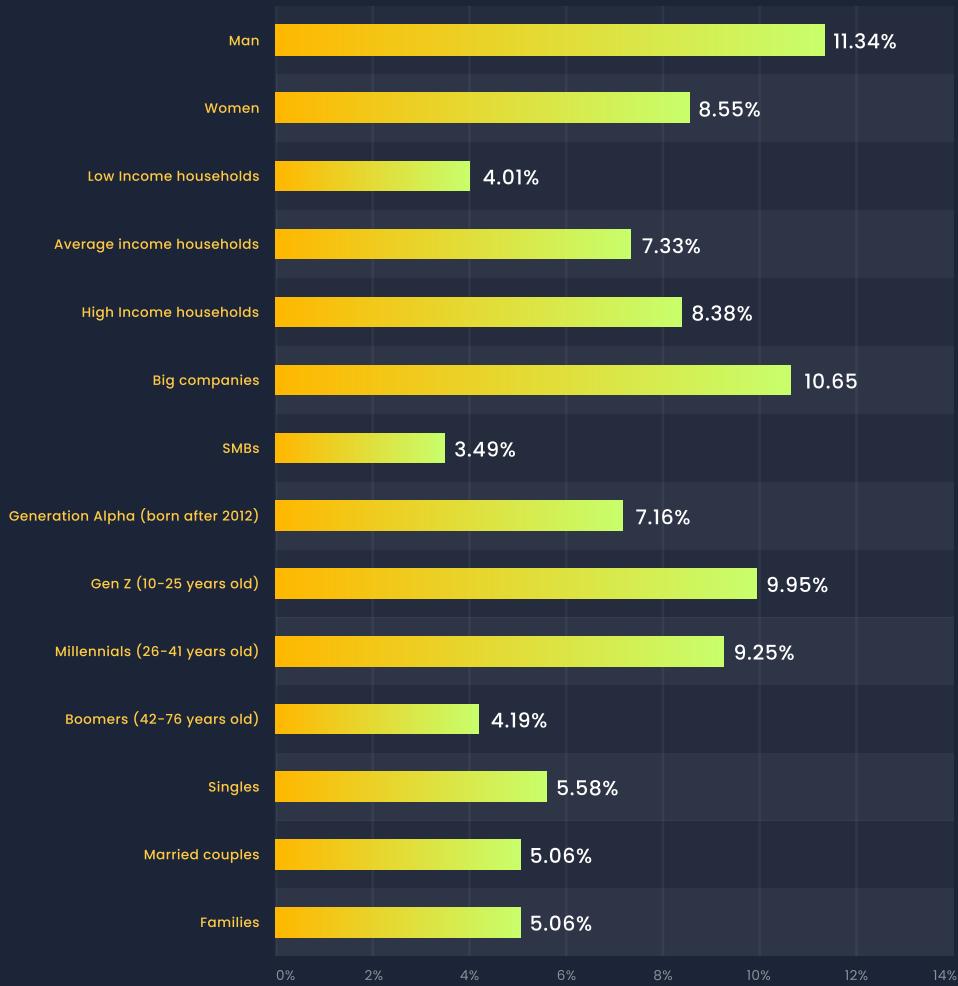
Because of the integrated monetization efforts already prominent in the gaming sector, it is one of the most immediately accessible sectors that will naturally and effortlessly shift to Web 3.0 metaverse platforms. Beyond gaming, the metaverse has vast markets to utilize and business opportunities that span the breadth of daily life.



Source: [Grayscale Investments](#)

A March 2022 survey<sup>15</sup> of companies from around the world who have already invested in the metaverse highlighted how men, Gen Z, and big businesses are the target audience for metaverse activities. As the potential metaverse market opportunity ranges from 3.75 trillion U.S. dollars<sup>16</sup> to 12.46 trillion U.S. dollars, giving metaverse-native businesses chances to reach these three main markets will be essential to the expansion and success of the first wave.

### METAVERSE TARGET AUDIENCES BUSINESSES WORLDWIDE 2022



Source: [Statista](#)

<sup>15</sup> Statista – Metaverse Statistics

<sup>16</sup> Statista – Metaverse Potential Market Opportunity

## 3.2 WEB 3.0 METAVERSE WORLDS

We can describe Web 3.0 in its simplest form as an internet that is mutually owned by both builders and users, upheld by tokens and incentive structures. The foundational elements of Web 3.0 include peer-to-peer networks built on top of decentralized transactions and configurable layers. Web 3.0 metaverse worlds are expressed through specific features that enable the metaverse to come to life; everything from DeFi (Decentralized Finance) to DAO governance, self-sovereign identity, and blockchain digital assets like NFTs.

Web 3.0 Metaverse worlds are part of a broader interconnected crypto cloud economy, one that is decentralized and interoperable, providing the infrastructure to support virtual economies successfully.

**Payment networks.** In Web 3.0, metaverse economies will use their unique digital currency like MANA or layer one crypto that those economies are built on, such as Ethereum (ETH).

**Decentralized finance.** With decentralized exchanges, users can trade items in-game, while lending platforms can enable loans for virtual land purchases.

**NFT sovereignty.** Users can purchase NFTs from creators and then be able to bring them through interoperability into other virtual worlds to be exhibited or sold.

**Decentralized governance.** A global network of Web 3.0 metaverse users take back control of digital economies from centralized corporations and collectively decide rules democratically.

**Decentralized cloud.** The ability for Web 3.0 metaverses to enable a decentralized data storage infrastructure comes from companies, such as Filecoin<sup>17</sup>, that offer cloud storage solutions.

**Self-sovereign identity.** The ability to transfer “creator coins” or internet-native social reputation coin data between platforms for the use of identity or credit scoring.

### BLOCKCHAIN-BASED VIRTUAL ECONOMY SEGMENTS

#### Self Custody & Access – Wallets/Front End Applications

##### Agents

Decentralized Finance (DeFi)	NFTs–Sovereign Virtual Goods	Decentralized Governance	Decentralized Cloud Services	Self-Sovereign Identity
<ul style="list-style-type: none"> <li>• Aggregators</li> <li>• DeFi Primitives</li> <li>• Oracles</li> <li>• Data</li> <li>• Marketplaces</li> <li>• Units of value – “Internet Money”</li> </ul>	<ul style="list-style-type: none"> <li>• Minting Houses</li> <li>• Marketplaces</li> <li>• Token Standards</li> <li>• Metadata Standards</li> <li>• Hybrid NFT+FT</li> <li>• Physically Redeemable NFTs</li> </ul>	<ul style="list-style-type: none"> <li>• DAO Frameworks</li> <li>• Voting Mechanisms</li> <li>• Staking &amp; Slashing</li> <li>• Multigeniture Wallets</li> <li>• Community Audits</li> </ul>	<ul style="list-style-type: none"> <li>• Storage</li> <li>• Compute</li> <li>• Databases</li> <li>• Query &amp; APIs</li> </ul>	<ul style="list-style-type: none"> <li>• DIDs</li> <li>• Verifiable Claims</li> <li>• Creator Coins</li> </ul>

#### Programmability Layer

#### Transaction Layer

#### Peer-to-Peer Networks

Source: [Grayscale Investments](#)

### 3.3 BLOCKCHAIN TECHNOLOGY

A 2021 Deloitte study of blockchain found around 96% of financial service experts believe blockchain is a broadly scalable solution and has successfully achieved mainstream adoption.<sup>18</sup>

Without blockchain technology, the metaverse idea would be incomplete because blockchain allows platforms to be built on secure decentralized databases that make digital assets like cryptocurrency and NFTs possible. These databases feature independent nodes that can interact in a single, dynamically updated network.

Without blockchain technology, there would be no decentralized data storage, and the potential of a metaverse free from a centralized institution would be impossible. Blockchain fundamentally distinguishes the metaverse from the traditional capacities of the internet and provides the essential building blocks from which all other features of the metaverse grow.

Some of the most important characteristics of blockchain that make it so essential to the foundation of the metaverse are as follows:

- ◆ **Security.** Utilization of a secure decentralized storage database.
- ◆ **Trust.** With blockchain comes the presence of tokens which are secure storage devices capable of transmitting virtual content, personal data, and authorization keys in encrypted form.
- ◆ **Decentralization.** An ecosystem based on decentralized blockchain technology allows thousands of independent nodes to synchronize, providing all users the opportunity to participate in the same virtual world.
- ◆ **Smart contracts.** Smart contracts. Programs can help regulate economic, legal, social, and other relations between ecosystem participants within the metaverse.
- ◆ **Interoperability.** Blockchain helps to facilitate the interoperability and functionality of different systems and interfaces without restriction.
- ◆ **Cryptocurrency.** An integral part of the blockchain, cryptocurrency is a decentralized replacement for traditional money and is an effective way to perform mutual transactions.

**\$6.6B**

Worldwide spending on blockchain solutions hit \$6.6 billion in 2021.<sup>19</sup>

By building a stable virtual ecosystem, blockchain mitigates the risks of traditional centralized modalities, including hacks, malware, and any imbalance due to centralized decision-making. As a result, blockchain is a widely accepted technology that is not only infiltrating its way into standardized practices but adapted by most mainstream financial experts as a viable, scalable solution.

<sup>18</sup> Deloitte

<sup>19</sup> Statista - Blockchain Statistics

## 3.4 NFTS

Non-fungible tokens (NFTs) are essential to the metaverse. If blockchain technologies are the foundational building block, then NFTs would be the user's certificates of ownership for digital assets on the blockchain. An NFT is 100% unique and created when a digital file is minted. This minting process on the blockchain generates originality and allows the buying and selling of a unique asset.

Here are a few of the current ways we are seeing NFTs will influence the metaverse.

**83%**

83% of GamesPad Telegram followers say they already own the NFT.<sup>20</sup>

*"NFTs are a powerful tool for artists, especially since they can be programmed to enable creators to receive blockchain royalties through subsequent sales in the secondary market. These digital assets can also help create a new type of relationship between artists and fans, starting a continuous cycle of interactions that can last for years without the need for any middlemen."*



Gal Yosef  
3D Artist



Bot NFT by GamesPad



Cyborg NFT by GamesPad

***"A fascinating variety of stakeholders are jumping into the metaverse with both feet right now. Each unique stakeholder type is structuring its vision for how to integrate NFTs into the metaverse. Throughout the globe, participants from underserved markets and deprived political climates seek refuge in a virtual land where they can level the playing field much more rapidly than in real life. At the same time, big established brands are onboarding their communities and die-hard fans into the metaverse through NFTs.***

***Finally, small but vibrant communities are emerging with NFTs as the foundational representation of their unique cultures. The theme is around giving rights and ownership to community members for the value they bring to the table. Whether through virtual real estate, game assets, or branded digital items, the vision is to distribute ownership in a fair and fun way that rewards the most significant contributors."***



**Eathan Janney**  
Co-Founder of Edge Of Company,  
NFT | LA, Edge of NFT Podcast



**Jeff Kelley**  
Co-Founder of Edge Of Company,  
NFT | LA, Edge of NFT Podcast



**Josh Kriger**  
Co-Founder of Edge Of Company,  
NFT | LA, Edge of NFT Podcast

### 3.4.1 VIRTUAL MARKETPLACES

The integration of virtual reality and our physical selves infers that we will want to outfit avatars and virtual spaces with digital goods. Clothing brands like Nike are already exploring metaverse opportunities<sup>21</sup> with their virtual "Nikeland" and have now acquired a studio (RTFKT) known for making NFTs of products.

### 3.4.2 ART GALLERIES

Short of seeing the Mona Lisa at the Louvre in Paris, viewing art through a metaverse VR landscape is likely to become an awe-inspiring experience where advanced visual technologies will allow the viewer to view art from every angle with every tiny detail intimately. Many museums are already testing out metaverse experiences, such as the Ethereum-powered Cryptovoxels<sup>24</sup>, which has hosted art galleries and museums, including the San Francisco Museum of Modern Art.

**64%**

37% of GamesPad Telegram followers believe that building a digital self is very important, while 27% of respondents say they definitely like having a digital presence, which makes a total of 64% of people interested in creating a digital self.<sup>22</sup>

**50%**

According to a recent survey by GamesPad, 50% of their Telegram followers would be a designer outfit or accessory for their digital avatar.<sup>23</sup>

<sup>21</sup> CBSnews

<sup>22</sup> GamesPad

<sup>23</sup> GamesPad - Telegram

<sup>24</sup> Cryptovoxels

### 3.4.3 LAND EXPLORATION

Real estate is a hot industry in the physical world. In the metaverse, virtual land is much the same. As with real-world real estate, digital real estate is valuable because people want it, and for this reason, virtual is bought and sold using NFTs.

The virtual property is wholly unique and therefore non-fungible, and it can't be swapped or copied for anything else. A property's uniqueness may be due to its location on a virtual map relative to other properties, streets, public gathering spaces, and popular attractions, or it could be due to the unique resources the property possesses. But, again, much in the same way, physical land is valued and sold.

You even get a deed of sorts when you buy digital real estate. This "deed" information proves you own the property and is stored on the blockchain as an NFT. The NFT token is your deed and what you will give to the buyer if you sell the property. Landowners can develop plots into homes or commercial buildings for personal and business purposes. Today, we can see the emergence of new metaverses like ElseVerse from creators of [GamesPad](#) that open these opportunities for the community.

### 3.4.4 CELEBRITY AND BRAND ENDORSEMENT

Wildly popular NFT collection Bored Ape Yacht Club, created by Yuga Labs, raised over \$320 million for their project<sup>25</sup> "Otherside" in what was considered the "largest NFT mint in history." The hype among the NFT collection found its way into celebrity endorsements from the likes of Snoop Dogg (67.2 M followers<sup>26</sup> on Instagram), Post Malone (22.3 M followers<sup>27</sup> on Instagram), and Logan Paul (23.2 M followers<sup>28</sup> on Instagram).

On the popular nighttime talk show "Jimmy Kimmel Live," host Jimmy Kimmel and guest Paris Hilton flaunted their Bored Ape NFTs<sup>29</sup>, bringing mass audience exposure to the emerging market. As a result, new metaverse-native brands are placed in a unique opportunity to capture the attention of celebrity hype and exposure, following the path of the traditional luxury market. Besides Bored Ape Yacht Club, the most well-known brands in the metaverse include RTFKT, Genies, and Zed Run, to name a few.



Source: [Grayscale Investments](#)

<sup>25</sup> The Verge

<sup>26</sup> Instagram - Snoop Dogg

<sup>27</sup> Instagram - Post Malone

<sup>28</sup> Instagram - Logan Paul

<sup>29</sup> YouTube - Jimmy Kimmel Live

## 3.5 METAFI: DEFI IN THE METAVERSE

Decentralized finance, or DeFi, is an umbrella term for the sections of the crypto industry that are focused on building a new, internet-native financial system. The goal is to use blockchain to replace traditional intermediaries and trust mechanisms. It is believed that the next phase in the evolution of DeFi will not be based on integrating into existing financial systems but instead unlocking the digital value formed by the metaverse.

The steady growth of DeFi continues to prove its ability to support virtual communities as experimental blockchain financial systems<sup>32</sup>. This success is a preview of the potential that DeFi has within Web 3.0 and, subsequently, the metaverse. By moving away from being driven by the inclusion of centralized finance, DeFi is embedding itself into the core application layer of the metaverse. Just as the metaverse is the digital layer on top of the physical world, DeFi will be the infrastructure layer that will unlock the value within the metaverse; this includes financial opportunities for creators, gamers, and digital users whose wealth was not achieved and is not related to any traditional financial system. MetaFi is an all-encompassing term for products, protocols, and services that create the economic relationship between NFTs and fungible tokens within the scope of their broader ecosystem.

Currently, the internet in its Web 2.0 state suffers from the drawbacks of traditional banking systems and centralized platforms because of their lack of inclusion of digital assets. However, within the metaverse, DeFi could be a potential solution to these problems as it adopts the flexible principles of interoperability and decentralization needed to make the metaverse a success.

For the successful adoption of MetaFi, there will be some key elements to watch out for as they continue to evolve, such as the further development of DAO stack services, an open-source software stack designed to support a global collaborative network<sup>33</sup>, as well as financial tooling, and the gamification of finance. These elements will be evident in the main sectors of the metaverse like, virtual worlds, games, commerce, marketplaces, avatars, NFTs, and tokens.

**\$4.6B**

In 2021, DeFi annualized monthly revenue amounted to \$4.6 billion, which is less than 5% of the revenues earned by JP Morgan that same year.<sup>30</sup>

**2.5 TIMES**

The digital economy is equivalent to 15.5% of global GDP and has grown two and a half times faster than global GDP over the past 15 years.<sup>31</sup>

## 3.6 DECENTRALIZED GOVERNANCE / DAO

Decentralized Autonomous Organizations (DAOs) will be an integral function not only in the Web 3.0 lexicon but also in the development of the metaverse. DAOs are community-led initiatives that epitomize the decentralized future of the internet with a collective goal of pushing for a more level playing field in contrast to traditional organizational structures.

DAOs are, first and foremost, about governance. They empower users to define the direction of an initiative for a community by voting using specific census mechanisms. Within the crypto-sphere, this decentralized governance model sits at the heart of many organizations and structures how they govern and operate.

While this level of decentralized governance is what experts hoped would transpire in the metaverse, DAOs are yet to be interoperable. One platform may govern democratically within a DAO organization; another may not. The evolution of governance will define how DAOs will work together to create standardized rules and procedures. A process that could even opt for using Supernodes, a source of primary nodes, to act as representatives of individual DAOs.

**\$13.2M**

The top 5 DAO tokens hold a market cap of ~\$13.2 billion or ~60% of the total market cap.<sup>34</sup>

<sup>30</sup> Outlier Ventures

<sup>31</sup> WorldBank

<sup>32</sup> Finsmes

<sup>33</sup> Medium

<sup>34</sup> DeepDAO

As more developments emerge in the metaverse, shared ownership will expand and become more tangible. This democratic ownership combined with interoperability could unlock immense economic opportunities, where no particular brand or gaming platform will be able to have the capital on digital goods and services.

## 3.7 METAVERSE ADOPTION BY GOVERNMENTS

Adopting digitization by national governments is historically not prioritized. Policy and change take time and are often behind the private sector's innovative process by large margins. In South Korea, though, the city of Seoul has announced a five-year Metaverse Seoul Basic Plan<sup>35</sup> to establish a virtual Mayor's Office and a Seoul Campus Town.

South Korea is known for its strict regulatory stance on crypto, but it has decided to invest big into the metaverse, directly investing over \$177.1 million into emerging metaverse projects<sup>36</sup>. The investment was proposed under the "Digital New Deal" program, which the country set up to uplift burgeoning technologies. As a result, South Korea is among the first governments to introduce blockchain into government offices and will likely set a precedent for other countries to follow.

In addition, the metaverse was one of the key topics during the most recent 2022 World Economic Forum (WEF)<sup>37</sup>, where experts discussed how governments would use it to strengthen various fields, especially medical and rescue operations, where situations are more likely to arise where it's impossible for humans to carry out the task and a virtual environment physically would be an immense help.

## 4.0 BUSINESS OPPORTUNITIES IN THE METAVERSE

Business leaders have found that technology innovation is one of the most formidable avenues for developing a new project, expanding ideas, and solidifying profitable businesses in markets. The metaverse is becoming increasingly influential as technological innovation and, as such, is top of mind for those who aim to capitalize on the emerging opportunities it will present.

*"Inhabitants of the metaverse already spend hundreds if not thousands of dollars on virtual assets, whether its character skins or weapons, gamers understand the emotional payoff of customizing digital avatars. What Web3 does is that it decentralizes these assets from the studio's game servers and gives true ownership of it to players, allowing them to then be able to resell digital assets to their peers. For brands, this not only creates a brand new market for distribution, but unlocks the fastest growing demographic to their sales channels."*



Travis Wu  
Co-Founder of [Highstreet](#)

<sup>35</sup> VentureBeat

<sup>36</sup> CoinTelegraph

<sup>37</sup> WeForum

***"Innovation in technology is the key ingredient in the ways metaverse opportunities will be presented to business leaders. As the metaverse continues to evolve, strategies will become more clear. In a boundless virtual world that allows users to explore and interact, the metaverse will be powered by an independent virtual economy utilizing blockchain and NFTs. Every economic sector will be at play in the metaverse, which means that every business has the ability to create a profitable metaverse strategy."***



Anastasia Drinevskaya

CEO & Creative Director at Cointelegraph Communications

The emerging meta-economy includes supply and demand dynamics, creating the need for new skills and opening up a range of doors for money-making opportunities. This includes developing and building products and applications designed for consumption in the digital world. In addition, traditional business sectors have the chance to explore how their business can successfully get involved in the metaverse.

As big-name companies continue to invest in metaverse-related endeavors, the search for business opportunities in the metaverse is escalating. The more that is being explored in the metaverse space, the more businesses can see the advantages that a virtual world can offer.

**\$3B**

Epic Games, maker of Fortnite, has not only raised \$3 billion to fund its long-term vision for the metaverse but also announced a partnership with LEGO to build a metaverse for kids.<sup>38</sup>

***"One specific business opportunity in the Metaverse will be for educators, online course providers, high schools, and even universities. By providing refreshing, interactive engagement methods via augmented reality and virtual reality training, the Metaverse allows instructors to create a more immersive style of learning. The Metaverse can usher in a new era for education, enabling students and teachers to meet up in the digital space via their virtual reality headsets regardless of their real-life location, a functionality that can lead to enhanced education."***



Petrix Barbosa

Co-Founder of MoonBoots

Most importantly, all the business opportunities presented by the metaverse will hold valuable features such as decentralization, interoperability, collaboration, and a persistent environment. These traits can help businesses develop strategies that extend their ideas and existing capabilities, creating more profitable and scalable possibilities.

We have collected and analyzed some of the most promising sectors for business opportunities in the metaverse. These potential avenues could help to open doors of opportunity for your very own metaverse business strategy.

## 4.1 GAMING

Video games play a central role in the creation and expansion of the metaverse. The current state of gaming already builds on immersive experiences with 3D graphics, VR-enabled titles, and platforms for user creativity. The overall gaming market currently sits at approximately 3 billion users and is projected to reach 4.5 billion by 2030.<sup>42</sup>

Gaming platforms are uniquely positioned to be incredibly influential in metaverse business opportunities; as technological and computer power rises, the gaming world and the deeply engrained user base will be at the forefront of new metaverse exploration.

The rise of interactive entertainment is part of a decade-plus-long generational shift, with the pandemic pushing the trend into overdrive. Gamers have traditionally joined immersive gaming experiences for the content (such as esports, events, shows, and games). Yet, they stay in the world for the social connections fostered through shared experiences.

**\$17B**

U.S. consumer spending on gaming from 2010 to 2021 grew from \$17.5 billion to \$60.4 billion.<sup>39</sup>

**\$13B**

Investment volume in gaming companies reached an all-time high in 2021, with over \$13B deployed into the space.<sup>40</sup>

**59%**

59% of industry experts say that gaming will dominate VR investments for the next few years.<sup>41</sup>

### GAMERS NOW APPROACHING 3 BN GLOBAL PLAYERS



Source: [Newzoo](#)

<sup>39</sup> Gambling Insider

<sup>40</sup> ParlayMe

<sup>41</sup> GlobeNewswire

<sup>42</sup> Newzoo

### 4.1.1 THE EVOLUTION OF GAMING

The world of gaming has experienced a lot of change over the past 20 years, but not just in the look and feel of the games. Throughout this millennium, we have seen significant innovations in the types of games available, how we purchase and play them, and even how we play them.

Pong became the first successful arcade game in 1970<sup>43</sup>, followed by Atari matching the success with the first console version of Pong in 1975<sup>44</sup>. From there, we have witnessed incredible advancements in the gaming sector, such as the release of the Nintendo NES in 1985<sup>45</sup>, the handheld Game Boy console in 1989<sup>46</sup>, and the era of 3D gaming ushered in by the release of Sony PlayStation and Sega's Saturn in 1995.<sup>47</sup>

In recent history, Games like Second Life<sup>48</sup>, Minecraft<sup>49</sup>, and Roblox<sup>50</sup> represent the first wave of metaverse development. In these games, players use virtual offerings to build and create digital worlds for their avatars, expanding on the metaverse's metaphor for real life.

***"The Metaverse could completely revolutionize the esports industry with immersive digital experiences. The move to an immersive hybrid model would bring esports fan engagement to completely different levels. Instead of spectating from a view of the player's screen, imagine yourself inside the game itself while having the option to move within the environment. The Metaverse makes it possible to virtualize an entire tournament, making the experience even funner."***



**Gary Ongko Putera**  
CEO and Founder of [BOOM Esports](#)

Because of the immersive nature of gaming and the trajectory at which it has evolved and continues to evolve, gaming has always been a prime candidate for virtual reality, leading the pathway for emerging metaverse features like 3D avatars, world-building, and observation gameplay.

Now, as game developers and companies like Meta<sup>51</sup> and Epic Games<sup>52</sup> attempt to build a connected universe of virtual realities, gaming can continue to progress its evolution alongside the growth of the metaverse.

<sup>43</sup> Wikipedia – Pong

<sup>44</sup> Wikipedia – Atari

<sup>45</sup> Wikipedia – NES

<sup>46</sup> Wikipedia – Game Boy

<sup>47</sup> Wikipedia – 1995 in Video Games

<sup>48</sup> Second Life

<sup>49</sup> Mine Craft

<sup>50</sup> Roblox

<sup>51</sup> Meta

<sup>52</sup> Epic Games



Source: [RLC Ventures](#)

## 4.1.2 THE EMERGENCE OF GAMEFI

GameFi is one of the fastest-growing segments in the video game industry. The term "GameFi" refers to blockchain games offering users economic incentives. Typically, players earn in-game rewards (crypto tokens, NFTs) by completing tasks, battling other players, or progressing through game levels. But, most importantly, play-to-earn GameFi lets you monetize in-game assets for real-world currency.

Before blockchain technology, gaming companies housed video games on centralized servers. Because of this, players had no actual ownership of the items they accumulated during gameplay. With GameFi and the integration of blockchain, players own their digital assets and are empowered economically by the decentralized nature of the game.

Each GameFi game has its own model and game economy. Some play-to-earn games even let players generate passive income through liquidity mining<sup>54</sup> or asset lending. Introducing more abilities like these into gaming helps decentralize gaming further and influence the game's development via DAOs.

**\$3.6B**

Investors poured \$3.6 billion into GameFi startups in 2021 alone.<sup>53</sup>

<sup>53</sup> [BuiltIn](#)

<sup>54</sup> [Academy Binance](#)

***"Game developers are focusing more on economic incentives within gameplay as the GameFi model is rapidly becoming the most important feature for metaverse gaming projects. Monetizing games is keeping players interested and invested, and decentralized finance (DeFi) is making it all possible. As we see more gaming projects expand features to be more immersive and utilize technology like AR and VR, we will also notice that metaverse games will have incentive structures that allow players to earn real-world income."***



**Phillip Devine**  
CEO of [CryptoBlades Kingdoms](#)

The supply and demand of a cryptocurrency in a game, or its tokenomics, vary depending on the game. But most game developers raise their capital through token sales.

Up-and-coming blockchain games will likely have deeper gameplay and high-fidelity graphics, attracting even more curious players to the ecosystem and, subsequently, to the metaverse.

In essence, GameFi simply formalized an aspect of gaming economics that has been around for quite some time. But, while its appeal may come from monetization, its connection to the metaverse comes from a deepened gameplay experience that is promoted by a sense of ownership and compensation among not only players but gaming developers and creators.

### 4.1.3 GAMING IN THE METAVERSE

The metaverse further expands on gaming and GameFi by layering an immersive 3D virtual landscape on top of the existing gaming infrastructure. In metaverse gaming, players could navigate in and out of interoperable gaming applications, interact with players in multiple spaces, and even port wins without disconnecting from the virtual space.

In this context, metaverse gaming will likely have the following characteristics:

- ◆ **Games-as-platforms.** The gaming experience will become much more flexible, essentially treating the gaming environment as a platform-like space for other activities.
- ◆ **Social gaming.** Multi-player gaming will allow players to invite friends from the real world, interact with other players, build relationships, etc.
- ◆ **Play-to-earn.** GameFi will be a crucial element of gaming in the metaverse.
- ◆ **The possibility of portable game assets.** The interoperable architecture of the metaverse could allow for asset portability.
- ◆ **Mixed reality experience.** Leveraging AR and MR to provide a more organic experience.

An important feature of metaverse gaming<sup>55</sup> is cloud-based gaming (or gaming-as-a-service) in devices and ecosystems within open metaverses. This type of online gaming runs video games on remote servers and streams them directly to a user's device, also known as playing a game remotely from a cloud.

Game companies are already collaborating with PaaS cloud gaming solution providers to circumvent app store fees, lower user acquisition costs, and grow their reach, discoverability, and user base. There have also been several acquisitions within this sector in the last 12 months, proving that consolidation in cloud gaming is on the horizon.



Source: [Newzoo](#)

The continued development of gaming in the metaverse offers a wide range of ways gamers can make money in this space. For example, games like VR poker, playing esports, and esport betting, are a few ways that users can earn money playing online games. In addition, there is an emergence of entire companies dedicated to helping gamers earn money in the metaverse.

Companies such as Admix, a startup that recently raised \$25 million<sup>56</sup> to drive in-game monetization in the metaverse, also platforms like Bloktopia are establishing entire floors and divisions dedicated to play-to-earn gaming.

For game developers, the continued innovation of blockchain metaverse gaming allows for the opportunity to expand on products, services, and applications in the sector. These business opportunities in the metaverse include 3D accessories, designing and publishing end-to-end VR games, cyber security of NFTs and other digital assets, updating UX and UI design to meet emerging tech, etc.

## 4.2 FASHION

With the rise of immersive gaming experiences, digital self-expression is becoming more important to online users. Clothing brands, both in the luxury sector and in the mass consumer market, are playing a crucial early role in shaping the emerging stages of the metaverse. With digital avatars as the central fixture of a player's virtual identity, fashion is quickly establishing influence.

Branded avatar skins are nothing new in gaming, but fashion brands are in a favorable position to capitalize on the trend as the metaverse continues to take shape. As fashion is a highly appealing consumer pastime in the real world, the transition to the digital world is flowing seamlessly.

Fortnite teamed up with luxury fashion house Balenciaga to launch a line of digital skins that coincided with a physical clothing line. While the real-world items maintain that hefty luxury price tag, digital cosmetics are just a fraction of the cost for players.



Vault Gucci in the metaverse

Source: [Vogue Business](#)

***"Consumers today are demanding immersive experiences, where they can express identity through fashion in both their physical and digital realms. As we like to say at Faith, digital fashion is not limited to clothing for avatars. It's a growing fashion subculture that includes the digital design and modeling of real-world clothing, the uploading of designs for real and digital clothing onto the blockchain (so these designs can be sold as NFTs) and even digital clothes rendered onto real people.***

***Our first actual experience with Metaverse activities was the launch of our Faith Connexion store on Decentraland for Metaverse Fashion Week in March, and we replicated our fashion presentation and a closing party with Blondish, so our community could join us everywhere.***

***As our Head of Strategy, Andrea Abrams, always says, the future is phygital, where brands will connect their physical and digital brand DNA, and we aim to teach all the creative talent interested in fashion how to be a part of this new reality."***



**Wahid Chammas**

Chairman & Co-Founder, [Faith Tribe](#)

With the Balenciaga X Fortnite collaboration<sup>57</sup>, the designer brand is reaching and monetizing a wider audience via the metaverse while preserving the precious exclusivity coveted in the real world. This strategy also connects the brand name with a vast pool of younger gamers, who will one day be in the market for real-world luxury goods.

***"It's taken us 5 decades to realise just how destructive the Fashion industry has become, with the unfortunate reputation of being labelled as the 2nd most polluting industry in the World, second only to Oil. Without any real thoughts towards the impact on our planet, we have created a consumable culture that's systematically fed an insatiable demand for physical products.***

***Thankfully, the Fashion industry has finally started to change its behaviour and there's genuine excitement around the idea that Technology, will be seen as a massive contributor for another level of creativity and that digital fashion will provide Fashion brands with a much more of a sustainable solution with regards to manufacturing and streamlining their entire supply chain.***

***We still have some way to go in shifting the mindset of the end consumer but if the predictions made by Gartner earlier in the year are correct that by 2026, 25% of people will spend an hour per day in the Metaverse. Then the concept of wearing digital versions of IRL (In Real Life) products within these immersive spaces, will be considered as being the norm and as a result, we'll change our existing relationship with physical products and hopefully reduce Carbon emissions along the way."***



**Warren Parker-Mills**

CEO of [Fashion Metaverse Club](#), Advisor to [Metaverse Fashion Council](#)

Another brand that recognized the early opportunity is Nike, which acquired NFT maker RTFKT in December 2021<sup>58</sup>, a company specializing in digital sneakers.

Gucci is staking its claim on virtual real estate after winning a Webby award for a 2021 Roblox pop-up<sup>59</sup>. The famous brand is back with a permanent space, offering an early look at how plots of land in "The Sandbox" might play out over time for consumer brands.

Recently luxury fashion department stores around the world including Saks, Lane Crawford, and Selfridges teamed up with 8-bit and Highstreet to turn physical retail stores into portals to the Metaverse. They allowed buyers of select collections to claim digital assets with their purchase effectively starting the Metaverse movement within mainstream retail.

These well-known clothing brands showcase how a successful blending of physical commerce and digital assets can expand the reach of a company that stretches to a broader engaged audience willing to spend and invest in beloved brand names. On top of that, the migration from physical shopping spaces to virtual ones is proving to be an opportunistic investment for many of these businesses wanting to test the possibilities of the metaverse.

*"Fashion never ends, it just evolves and today that is happening fundamentally. Fashion is the hottest topic in the metaverse worlds. We don't eat, drink or have any other fancy physical possessions in metaverse worlds but we have Digital self-image to play with 7-24.*

*We need digital clothes, lots of digital clothes and wearables. There are 8 billion people and there will be 16 billion avatars in the near future. Metaverse is the new aura and Cards are being redistributed today. Big shops, hundreds of years of brand heritage or billions of dollars investments... the most famous brands will have the same chance in the metaverse as a young talented designer has.*

*We are seeding globally united fashion design talents, digital tailors, animators, digital artists and creators. Millions of new jobs and re-creation of a giant industry digitally. This is the today's and future look of fashion in the metaverse."*



A.Bahadir Yener  
Founder of [Metawear](#)

## 4.3 VIRTUAL REAL ESTATE

Ambitious real estate entrepreneurs are making moves towards a digital future. They are accumulating virtual land while continuing their traditional real estate endeavors. For example, some brokers have begun selling luxury real estate plots on the metaverse<sup>60</sup>. And with the rise in interest in virtual land, as the demand for digital real estate increases, so does their value increases.

Virtual Real Estate is fastly becoming a lucrative way to transition hard skills into this emerging metaverse landscape while yielding real-world benefits.

The metaverse is changing how consumer technology is accepted. Now that we have the potential to purchase – and earn passive rental income from – pieces of land in the metaverse, the limits of real-world geography are fading into a digital landscape of opportunity.

**45%**

According to a survey by GamesPad, 45% of their Telegram followers say they would consider buying virtual real estate, while 14% of users claim they have already purchased some.<sup>61</sup>

<sup>58</sup> Tech Crunch

<sup>59</sup> Vogue Business

<sup>60</sup> Curbed

<sup>61</sup> GamesPad - Telegram

Below are three avenues for real estate investors considering the metaverse for their next venture.

**Digital storefronts.** With the ways that fashion is already successfully integrating itself into virtual worlds, it is likely that soon you'll be able to enter the metaverse and walk down a virtual Rodeo Drive, where you can shop for a pair of designer shoes while also browsing an array of storefronts who sell an assortment of goods and services.

**Virtual gaming.** In terms of gaming, the goal of the metaverse is to be interoperable, allowing you to bounce around from potentially unlimited games. As a result, you won't find yourself tied to only one game but rather wield access to an entire universe of options. Additionally, there are virtual land opportunities within games that will be able to reach a broad audience of players for games across the metaverse as a whole.

**Entertainment.** It is anticipated that in the metaverse, people will be going to see movies together, enjoying virtual theme parks and other such entertainment activities. The possibilities are endless for those wishing to turn virtual plots of land into entertaining business ventures.

**\$4.3B**

Virtual real-estate developer Republic bought land in The Sandbox for \$4.3 million to build a virtual mall dubbed Metajuku, a digital rendition of Tokyo's famous Harajuku.<sup>62</sup>

*"Entertainment industry players might have the most lucrative opportunities in the metaverse. This emerging virtual space is garnering immense interest from younger demographics, a social cohort that is the most excited about new types of entertainment. This is why gaming, mass media, and even event management companies are joining the metaverse, trying to create a virtual replica of their real-world services to capitalize on the opportunity and expand their audience reach."*



Brian Hazan

Co-Founder and Chief Revenue Officer at [THE HUSL](#)

A single location in the metaverse has the potential to reach a larger share of customers than most physical locations. Currently, the metaverse's expansion relies heavily on digital real estate trading and leasing. Getting in on the ground floor of the development will be key to virtual real estate success.

## 4.4 MARKETING AND ADVERTISING

The metaverse is a fantastic way for brands to use virtual reality to engage with existing and new customers. In addition, VR can make advertising more potent because of the implied fully immersive experience.

Wendy's, for example, launched "Wendyverse"<sup>63</sup> in Meta's Horizon Worlds, where users can engage with virtual content and even unlock free food in real life. In addition, metaverse Cryptovoxels billboards are charged at a rate of one ETH per week, so companies can experiment with advertising packages and rent out billboards using blockchain technology to drive results faster, more efficiently, and in more cost-effective ways than traditional models.

<sup>62</sup> Business Insider Markets

<sup>63</sup> Yahoo News



Metaverse advertising in the Around metaverse.

Source: [Sensorium](#)

While it's predicted to balloon into a multi-trillion dollar industry<sup>64</sup>, for now, the metaverse remains an affordable destination for advertising. Some of the ways companies in the metaverse will use advertising and marketing strategies include in-metaverse ads, virtual influencers, metaverse events, and metaverse commerce.

The metaverse has no limits to the number of people that can enter and experience it simultaneously. This means that advertisers can reach an unlimited audience, something technology hasn't yet been capable of offering digital advertisers. With all the potential the metaverse has to offer, the sky's the limit when it comes to imagining and conceptualizing marketing and advertising.

*"The metaverse is obviously the next big thing in digital marketing. Marketers have always been striving to build more immersive and exciting brand experiences. Today there is likely no better place for this than the metaverse. From virtual showrooms to test drives to online shopping – in the metaverse, all this will acquire a new form and skyrocket customer engagement. Imagine a Ferrari test drive on the virtual streets of Los Angeles, Bangkok, or any other location in the world. Wouldn't it help the Ferrari sales department to engage their luxury customers who are definitely seeking a kind of exclusivity and rarity?"*



Dana Kachan  
CMO at [GamesPad & BullPerks](#)

## 4.5 CREATOR ECONOMY

The creator economy has been flourishing for years, with an estimated market worth of \$20 billion.<sup>65</sup> However, with the rapid growth of social platforms like Instagram and TikTok, it is vital to understand that these companies would be worthless without content creators and their ability to facilitate engaging content.

The shift towards brand marketing being consumer-led and therefore driven by influencers and content creators is evident in a 50% increase in influencer marketing<sup>66</sup> over the past five years on major social platforms. This shift bodes well concerning the growth of the metaverse as a significant share of innovative and engaging experiences will likely come from content creators who join as users.

In essence, the continued exploration of the metaverse allows the creator economy to blossom, especially within crypto integrations and decentralized platforms as pathways for those creators to make money. Furthermore, as developers continue to build projects on these decentralized structures, independent creators will have more attractive opportunities to join metaverse communities to include their content and influence for social and monetary gains.

For those with the desire and skills to be content creators, the metaverse will be an empowering opportunity for influencers and artists of all kinds.

## 4.6 GIG WORK

The past decade has given way to digitization's rise of entirely new economic segments. Companies like Uber and Lyft and sites like Upwork and Fiverr have helped launch a global gig worker economy.

Now, metaverse platforms are springing up, offering multiple earning opportunities for those in the gig working economy. For instance, a newly launched metaverse such as Bullieverse<sup>67</sup> recognizes that if it attempts to recreate the success of its Web 2.0 predecessor, it will need to incentivize and attract creators and developers in droves. So, because of this, it offers various ways to generate income. From digital event planning to DJing virtual events, the opportunities to monetize gig worker skills will be plentiful as the metaverse develops online features that mimic much of the entertainment, commerce, services, and socialization of our real world.

NFTs have already had a major impact on the gig economy, as searches on gig working sites like Fiverr have experienced that around two-thirds of freelancers are looking for gigs within the NFT industry.<sup>68</sup> This is likely due to the demand for creatives and professionals to help with the new metaverse projects that will continue to expand and grow.

While we are barely scratching the surface of opportunity for gig workers in the metaverse, hundreds of new metaverse are in the works, and many more to come, enabling revenue generation opportunities for all who want to engage and innovate.

## 4.7 IMMERSIVE ECOMMERCE EXPERIENCES

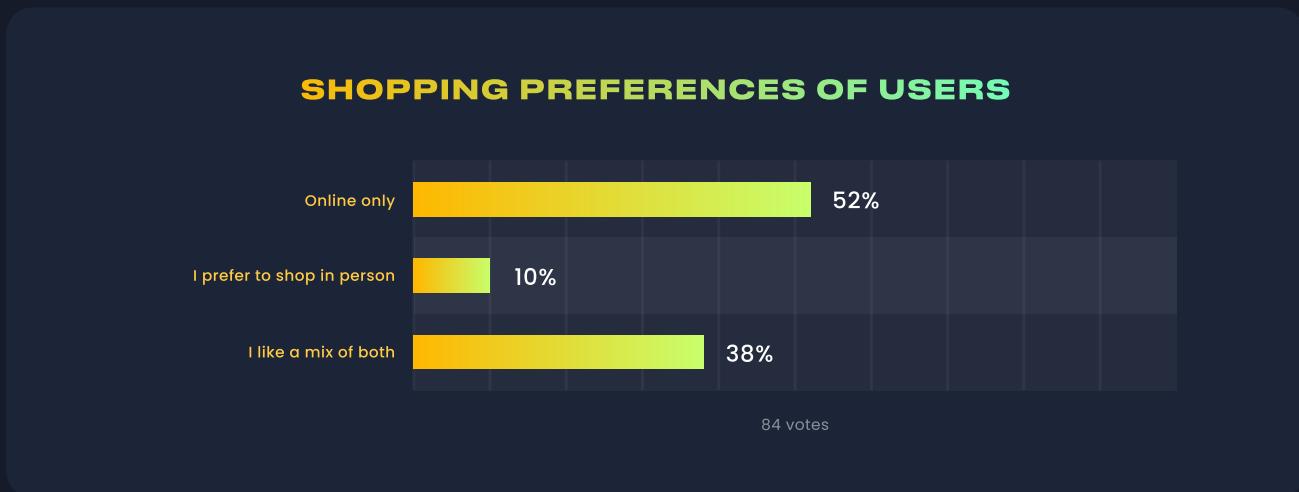
The continued rise and success of eCommerce has turned online stores into an essential strategy for any business, where the retail sector is considered the next central arena for experimenting with metaverse business opportunities.

<sup>65</sup> Forbes

<sup>66</sup> Influencer Marketing Hub

<sup>67</sup> Bullieverse

<sup>68</sup> Wired



Source: [GamesPad](#)

Immersive shopping experiences can be a benefit for businesses in retail. In addition, the metaverse will be an excellent landscape for launching new products, goods, and services. Being able to browse digital stores, such as Alibaba<sup>69</sup>, Zara<sup>70</sup>, Balenciaga<sup>71</sup>, Nike<sup>72</sup>, and Alo Yoga<sup>73</sup> (all of whom have begun experimenting with metaverse projects) in a 3D immersive virtual world, will bring the experience of online shopping to a whole new level.



Alo Yoga a Sawhorse Productions create a virtual land on Roblox.

Source: [Cnet](#)

Instead of simply looking at the products, a metaverse immersive shopping experience will allow the user to digitally try on clothing, shoes, or jewelry in ways that will translate more directly to the real world. In addition, as your digital avatar is an extension of yourself, you would feel more connected to the online product and the shopping experience, bridging the gap between traditional e-commerce and real-world shopping.

<sup>69</sup> FlowBank

<sup>70</sup> DailyCoin

<sup>71</sup> Highsnobiety

<sup>72</sup> The Street

<sup>73</sup> Alo Yoga

As a brand establishes itself in the metaverse, it can use it as a platform to launch new products and receive direct customer feedback before investing in a physical product. By building a positive rapport with those loyal to your brand or product in the metaverse, you broaden your audience and give your business more opportunities to test and do market research through immersive experience experiments.

## 4.8 MUSIC AND ENTERTAINMENT

*"The entertainment industry is primed for metaverse opportunities, especially in the forms of new revenue channels for creators. Immersive experiences, exclusive content for fans, being able to bypass traditional modalities of entertainment consumption to have a more direct connection and interaction with audiences. Take music for example.*

*Artist can now build and reward communities for being early supporters in their music success via NFT's or Social Tokens that will grant them access to exclusive events (i.e. concerts), content (i.e. exclusive music) and physical/digital items such as merchandise and clothing collaborations. These are just a few of the many creative avenues that Web 3 will provide to the artist of the future."*



Shawn Mims  
American Rapper



Travis Scott's Astronomical show

Source: [ESPN](#)

Virtual events are on the rise, finding increasing popularity in the last two or so years. For example, according to a survey by GamesPad<sup>74</sup>, 54% of their followers<sup>75</sup> would pay to attend a metaverse concert of a famous artist.

The innovations brought on by the metaverse will provide critical support for enhancing virtual events today and in the future. In the past year, we have seen exciting entertainment endeavors such as Snoop Dogg and Deadmau5 hosting full-fledged virtual concerts.<sup>77</sup>

Fortnite is one of the most mainstream examples of successful virtual events in the metaverse. Popular musicians Travis Scott and Ariana Grande performed at Fortnite concerts, where 27.7 million unique users attended the Ariana Grande concert<sup>78</sup>, and both artists made over \$20 million for their participation.

**45.8M**

45.8 million people saw Travis Scott's Astronomical show.<sup>76</sup>



Ariana Grande's concert in the metaverse

Source: [Sensoriumxr.com](https://sensoriumxr.com)

With attendance numbers in the tens of millions for a virtual concert, one of the main advantages of a metaverse concert is the accessibility and scalability of events. Almost anyone worldwide can purchase a ticket to a virtual event because the geographic location is no longer a factor.

As a result, businesses can use the metaverse to access the benefits of increased audience involvement and global platforms. At the same time, there will also be better opportunities within the metaverse for businesses to gather audience data and analyze behavior.

<sup>74</sup> GamesPad

<sup>75</sup> GamesPad Telegram

<sup>76</sup> ESPN

<sup>77</sup> Bitcoin News

<sup>78</sup> Medium

## 4.9 VIRTUAL TRAVEL



Source: [HMS Thailand](#)

Travel and tours to popular vacation destinations are interests that most people worldwide hope to experience. However, most of the time, people are limited to the places they can visit due to financial or physical limitations.

However, there are no physical boundaries in the metaverse; combining the virtual world's limitless travel opportunities with the profitable tourism industry at large hosts a range of lucrative potential.

One highlighted aspect of virtual travel agencies is the opportunity to connect users to tours and travel experiences that would be once in a lifetime in the physical world. In the metaverse, without borders and hefty travel expenses as limitations, travel agencies can facilitate those once-in-a-lifetime trips every day for users who might not be able to otherwise.

Other benefits of the virtual tourism industry include<sup>79</sup> inspiration for real-world travel, as seeing desirable destinations gives people more wanderlust to visit those places physically. There is also the opportunity for enhanced booking experiences, where potential visitors can tour hotels and preview destination experiences before arriving. And lastly, the increased booking volume presented by the metaverse allows for a more holistic travel experience, increasing traveler enjoyment.

## 4.10 EMPLOYEE ENGAGEMENT



Employee engagement in the metaverse

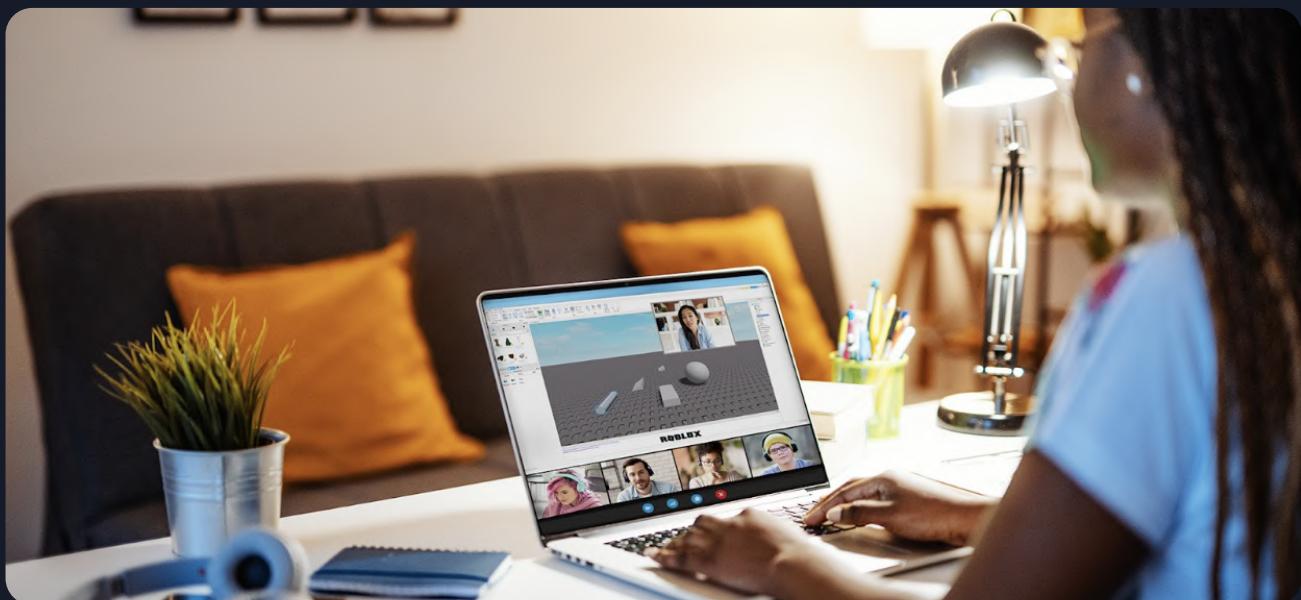
Source: [Microsoft Mesh](#)

Employees can significantly benefit from the metaverse as organizations could use emerging technologies to enable augmented virtual workspaces. In addition, the metaverse has immense potential to improve employee engagement, drive connection even in a remote working environment and inspire creative collaboration.

The metaverse can be one of the most effective platforms for encouraging employee collaboration. Microsoft Mesh is one of the most well-known examples of how the metaverse can be successfully utilized to modify the workspace<sup>80</sup>. This tool is rapidly evolving into a virtual workspace solution that enables users to virtually access all of Microsoft's services from a single location from anywhere in the world.

## 4.11 IMMERSIVE LEARNING EXPERIENCES

As far as metaverse and the inspiration it can generate. Educational companies can transfer the immersive experiences facilitated by the metaverse to medical education, higher education, military applications, and many other educational applications that could benefit from immersive learning. Most importantly, businesses don't have to build any new infrastructure to enable immersive learning as it is available virtually through the metaverse.



Source: [Roblox](#)

The application of education in the metaverse<sup>81</sup> would involve the use of VR spaces as well as layering digital information on top of the real world through hardware like VR headsets. Therefore, VR learning would be indispensable, as it could help improve the way students interact with informational concepts and ideas. At the same time, immersive education in the metaverse could also help detect student errors and make it easier for teachers to update the curriculum.

Take Roblox, for example. In the Roblox metaverse, anyone can build and share virtual worlds that can take place at the same time virtually or physically and have led to the creation and implementation of Roblox virtual classrooms<sup>82</sup>. For example, in these classrooms, students aren't limited to geographic location or the confines of physical space. Instead, teachers can take them on journeys through time with immersive historical scenarios or scientific experiments, all through the safety and comfort of their computers.

Most importantly, regarding the accessibility of learning in the metaverse, any business opportunities presented in education will offer immersive learning experiences in any language without translation barriers.

<sup>80</sup> Microsoft Mesh

<sup>81</sup> 101 Blockchains

<sup>82</sup> CoinTelegraph

## 4.12 SOCIALIZATION

The metaverse will also affect how we socialize and not just how we interact with our virtual neighbors. Still, the ability to cast a much broader and more intentional social net will be at the forefront of socialization.

Connectivity will increase as the metaverse shrinks physical distances, allowing people worldwide to come together in virtual spaces.

Social media is a part of the socialization frontier that presents favorable business opportunities in the metaverse. Blockchain and NFTs, as well as virtual reality, can serve as an ideal foundation for new social media platforms that highlight the immersive experiences of the metaverse. Continuing to understand how Facebook rebranded as "Meta" to serve the future potential of metaverse opportunities while creating a bridge between the Web 2.0 Facebook platform.

In its fully realized form, the metaverse will host everything required to create independent virtual communities on social media with their own thriving ecosystems. Digital avatars can present the landscape for digital "in-person" socialization between friends in the same virtual room but physically miles apart.

How the metaverse can create closeness even when physically far apart is shown in the example of how now bands can jam together. Roar Studios is potentially building a virtual metaverse around music<sup>83</sup>. In this space, people can form bands with members from around the world, practice together, and perform in front of virtual audiences.

## 4.13 ACCESSIBILITY AND EMPOWERMENT

One of the great possibilities of the metaverse is that its massive expansion and borderless nature can empower emerging and frontier economies. The internet has already allowed for the global growth of the workforce, allowing people from developing nations to work for western companies and uplift their economic standing. Now, the metaverse could offer accessibility for more workers to partake in jobs and educational opportunities that were once out of reach, presenting more promising opportunities for those that once had few options.

**37%**

The metaverse may help people overcome disabilities (39%) and improve creativity and imagination (37%).<sup>84</sup>

In addition, the empowerment extends to other communities needing more accessibility. One main goal of the metaverse is to replicate the feeling of real-world connection by creating immersive virtual environments. This can make the internet, and in turn, the possibilities presented by the metaverse, more accessible to the more than one billion people who experience disenfranchisement due to neurodivergence, disability, or other impairments.

This presents an exciting opportunity for tech platforms and their partners to innovate and normalize more accessible features in their user experience, enabling the broader market to help shape a new era of digital connection and understanding.

This core concept of universality directly translates into new technology and new opportunities for businesses to be at the forefront of innovation. While the universality of creating accessible technology will improve access for people with disabilities, or people from developing communities, it benefits everyone in the process.

Taking these principles into the design of the metaverse will undoubtedly make a more compelling experience for all users.

<sup>83</sup> Fast Company

<sup>84</sup> Statista – Benefits of the Metaverse

## 5.0 METAVERSE METRICS

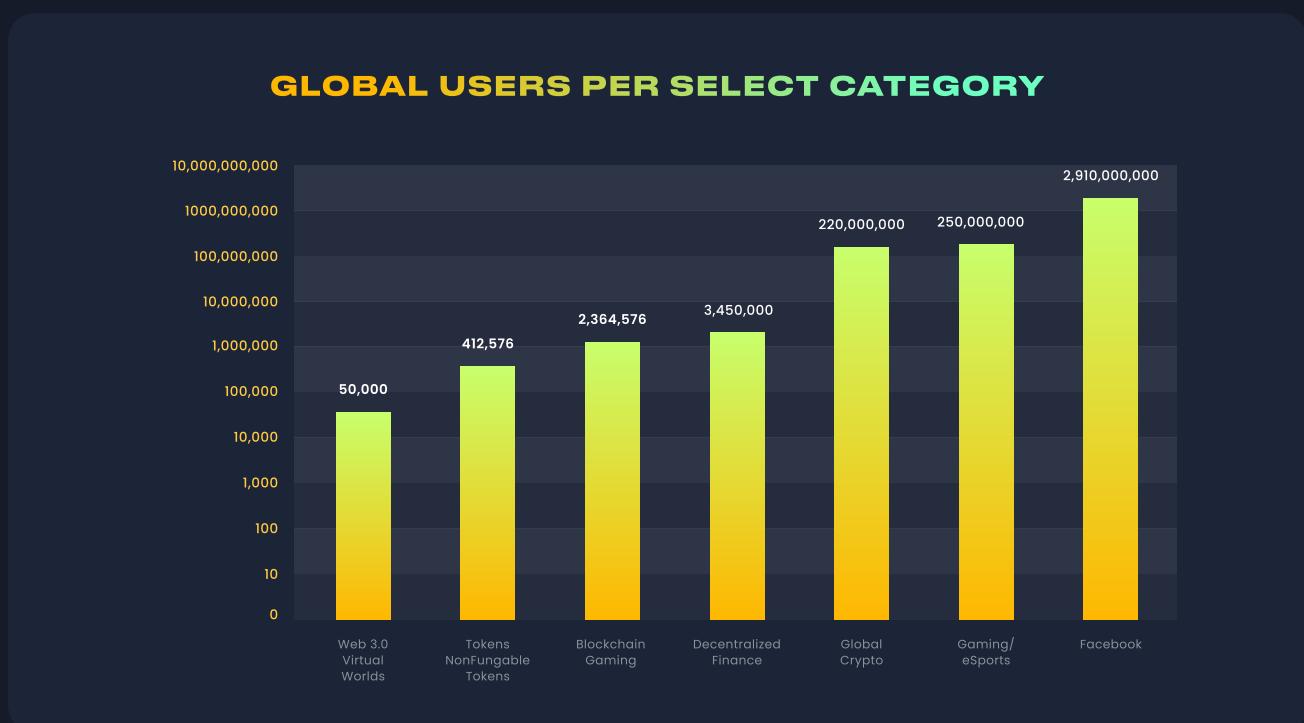
The real-world value of the metaverse is in the early stages of comprehensive understanding but still showing promising growth in many economic sectors. For example, as of the creation of this report, the all-time value spent on Web 3.0 metaverse item sales, including goods, services, and virtual land, has topped over \$200 million.<sup>85</sup>

By eliminating capital controls and opening digital borders to free-market capitalism, crypto-based virtual worlds have created multi-million dollar primary and secondary markets for creators and asset owners.



Source: [Grayscale Investments](#)

As the convergences of metaverse innovations continue to create new online experiences, more and more users will be attracted to money-making opportunities. As a result, metaverse projects have seen rapid growth in recent years, with virtual worlds holding nearly 50,000 users by mid-2021 (using active wallets as proxy).<sup>86</sup> With the trajectory as promising as it is, emerging metaverse sectors have the potential to become mainstream in the coming years.



Source: [Grayscale Investments](#)

<sup>85</sup> Grayscale Investments

<sup>86</sup> Grayscale Investments

As the metaverse aims to remove the Web 2.0 centralized companies that have historically controlled online space, new metaverse-native companies have more opportunities to benefit from rapid innovations and productivity gains, pushing them into the spotlight.

Mega companies like Facebook plan to initially invest around \$10 billion in the metaverse sector<sup>87</sup>. With capital investment starting to accelerate, more will likely follow as other companies, and venture capitals follow the emerging market.

## BOTTOMLINE: YOUR BUSINESS HAS A PLACE IN THE METAVERSE

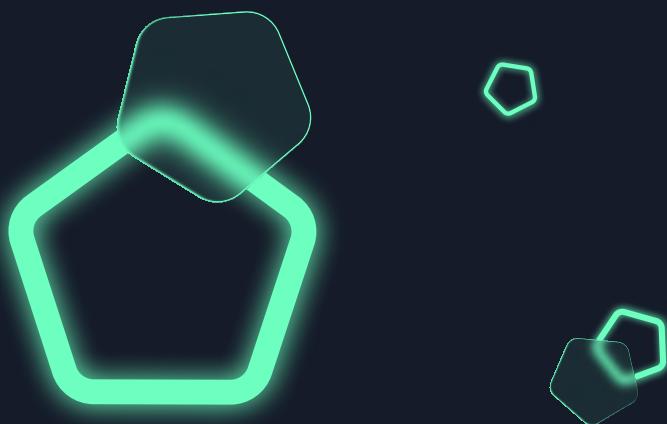
The dynamics of the metaverse are rapidly evolving. While it may appear challenging to implement a business strategy for this emerging landscape, many sectors are primed to capitalize on the metaverse's special traits.

The costs and risks of engaging early are relatively low, and if your business can tap into the positive points in emerging metaverse markets, there is a high chance of reward. Within innovation, there is room to build internal intellectual property, develop hypotheses around potential business models, and identify ecosystem partners and collaborators. One of the foremost advantages of investing your business in the metaverse is the availability of an open, shared, and persistent virtual environment – a value that will increase unlimited untapped potential.

In contrast, the risk of being left behind while the technology and social stratosphere continues its advancements is worth the incremental investment needed to get your business started and explore all of the ways this new digital frontier can be a benefit for your business future. Now is the time to adopt a test-and-learn mindset, be open to experiments in the metaverse, and capitalize on this new world's inevitable success.

**81%**

81% of consumers who have heard about Web 3.0 think that it will improve their happiness and wellbeing.<sup>88</sup>



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## ABOUT GAMESPAD



GamesPad is the world's first holistic gaming, NFT and metaverse ecosystem aimed to incubate the most impactful crypto gaming projects. It is a one-stop shop for everything GameFi, metaverse and NFT that brings together a gaming incubator, game-specific multichain launchpad, decentralized venture capital, NFT aggregator and marketplace, in-house game studio, and much more. GamesPad is the culmination of years of expertise, research, and passion to propel blockchain gaming to the mainstream.

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