

MF Consulting

(Metaverse Futures Consulting)

Business Plan

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Created on February 28, 2023

Executive Summary

Product

Metaverse Futures Consulting provides consultation services to all small-, medium-, and large-sized companies – to both established and emerging companies - interested in taking their business to the digital space of Metaverse. Our services include providing companies with clear, comprehensive guidance as to how to prepare for and thus continue within the space after entry. Guidance on brand optimization and development for companies already established within Metaverse is also on the agenda of offered services.

Customers

The target audience for Metaverse Futures Consulting is business owners who want venture into Metaverse to be considered as digital pioneers amongst other marketplace players, as well as for business owners who want to use Metaverse as a further platform for brand promotion and profit-making.

Future of the Company

Consulting is a fast-paced, evolving industry. In response to this climate, Metaverse Futures Consulting will offer other services, including facilitation and requirements analysis in the future.

Company Description

Mission Statement

To provide straightforward quality services to our clients that will help their companies and brand image prosper and grow.

Principal Members

Anastasia Ederer — owner, primary consultant

Alexander Nuhn — business manager/sales

To be defined — account manager

Legal Structure

Metaverse Futures Consulting is an LLC Corporation, incorporated in Munich, Germany.

Market Research

Industry

Metaverse Futures Consulting will join the digital consulting industry.

Detailed Description of Customers

The target audience for Metaverse Futures Consulting is business owners who want venture into Metaverse to be considered as digital pioneers amongst other marketplace players, as well as business owners who want to use Metaverse as a further platform for brand promotion and profit revenue. According to statistics from Sortlist (September 2022), companies that have invested in metaverse understand that this new realm is directed mostly towards: Men (11.3%). Big brands (10.7%). Gen Z (9.9%) and millennials (9.3%). Metaverse Futures will specifically target companies in the gaming and tech, entertainment and media, banking and finance, retail, real estate, automotive, and hospitality industries.

Company Advantages

Because Metaverse Futures Consulting provides services, as opposed to a product, our advantages are only as strong as our consultants. Aside from ensuring our team is flexible, fast, can provide expert advice and can work on short deadlines, we will take the following steps to support consulting services:

- Ensure team members use our planning and reporting process to stay in touch with customers and keep them updated on projects.
- All our staff members stay UpToDate with Metaverse-related global trends and news.
- Develop close relationships with subcontractors who can support us in areas such as graphic design, to ensure materials and presentations are always clear and maintain a consistent brand.
- All our staff members have the same level of global knowledge on Metaverse and have strong analytical skills.
- We are a virtual company without a lot of overhead costs or strict corporate rules, which saves time, money and creates a flexible workplace for getting things done.

Regulations

Metaverse Futures must meet all German law regulations concerning business consulting.

Service Line

Product/Service

Services Include:

- Standard or Custom Business Plan Options and Consulting
- Concept Development Consulting
- Individual Market Analysis Report
- Operations Improvement Consulting
- NFT Design
- Risk Management Consulting
- Real-time Consulting and Feedback Options

The Client Package Plans

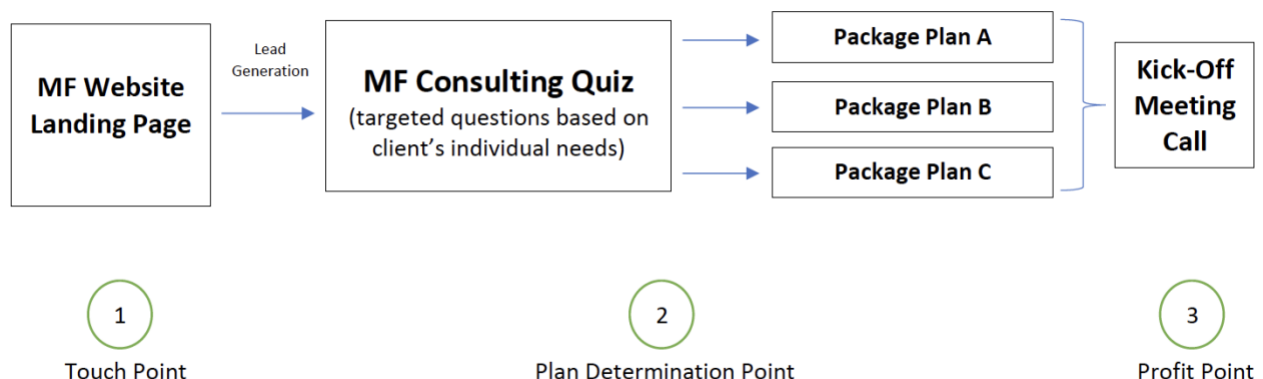
Package Plan A: Basic plan, client without prior Metaverse knowledge, intense introductory briefing to Metaverse concept and Metaverse ecosystem, standard entry and post-entry guidelines, standard niche-identification and standard market analysis report, standard goal-definition and goal-achievement guidelines, basic quarterly performance report, standard customer service option.

Package Plan B: Intermediate plan, client with prior Metaverse Knowledge, possibly had a failed first attempt into Metaverse, no introductory briefing or alternatively mini-briefing option, past-failure-analysis and improvement-strategy-analysis option in the case of a failed first attempt, intermediate entry and post-entry guidelines, intermediate niche-identification and intermediate market analysis report, standard goal-definition and goal-achievement guidelines, basic quarterly performance report, standard customer service option.

Package Plan C: Advanced, highly customized Metaverse entry and post-entry guideline, introductory briefing included, extensive strategy planning and analysis, in-depth failed-attempt analysis and improvement strategy analysis, niche-identification and extensive market analysis report, intense goal-definition and goal-achievement guidelines, extensive monthly performance report, extensive customer service option.

Add-Ons: Custom NFT conceptualization and design, intermediate or advanced customer service add-on options.

Customer Journey



This is a theoretical depiction of the customer journey of a client interested in services by MF consulting. The client will first reach MF Consulting through the MF Website landing page. Here they will be invited to take an AI automated quiz, consisting of very specific targeted questions. After this quiz the package plan of best fit is generated for the client based off his specific needs. He will obtain either one of the three types of Plans: A, B, and C. If the client is

satisfied with the generated result, he will continue the process by scheduling a kick-off Meeting with MF Consulting. This will be the first point of profit for MF Consulting, and from there everything will be put into action. Clients will either come to MF consulting with prior knowledge on Metaverse or not. In the case of a client being a complete beginner, MF consulting will introduce the concept and ecosystem of Metaverse to clients. MF consulting will define together with the client what the client's goals are and then present an array of guidelines on how they can reach these goals. Here are some scenarios how the process would run:

Scenario 1

Client X who receives generated Package Plan A (client with no prior Metaverse knowledge): *Client X comes to MF consulting's landing page. Client X has no prior knowledge on Metaverse. Client X carries out the MF Consulting quiz, the Package Plan A is generated as the package plan of best fit. Client X is happy with the result and wants to carry on, thus schedules a kick-off call with MF Consulting. MF Consulting understands by the result of the quiz that client X has no prior knowledge on Metaverse and provides a well-rounded briefing on Metaverse and the Metaverse ecosystem to client X. MF Consulting then provides a step-by-step guideline on how to make a successful entry and how to operate and sustain progress post-entry. From here on, client X can obtain standard customer service from MF Consulting along the way of its journey if it needs it and hence books consultations.*

Scenario 2

Client X who receives generated Package Plan B (client with some prior Metaverse knowledge): *Client X comes to MF consulting's landing page. Client X has enough prior knowledge on Metaverse and had already attempted to kick-start his initial venture alone in it but failed. Client X carries out the MF Consulting quiz, the Package Plan B is generated as the package plan of best fit. Client X is happy with the result and wants to carry on, thus schedules a kick-off call with MF Consulting. MF Consulting understands by the result of the quiz that client X has prior knowledge on Metaverse and does not have to brief the client as it would client X from Package Plan A, and only asks targeted questions regarding the failed attempt the first time around trying to enter Metaverse and thus also provides insight on how to strategically take on a different more successful approach the second time around. MF Consulting then provides a step-by-step intermediate guideline on how to make a successful entry and how to operate and sustain progress post-entry. Additionally, MF Consulting provides client X an intermediate niche-identification and intermediate market analysis report, standard goal-definition and goal-achievement guidelines, a basic quarterly performance report, and standard customer service if needed.*

Scenario 3

Client X who receives generated Package Plan C (client with prior Metaverse knowledge, and a very clear concept of what he wants, and wants to obtain maximum-level quality services): *Client X comes to MF consulting's landing page. Client X has enough prior knowledge on Metaverse and possibly had already attempted to kick-start his initial venture in Metaverse but wants to try something new with as much help and in-depth support as possible. Client X carries out the MF Consulting quiz, the Package Plan C is generated as the package plan of best fit. Client X is happy with the result and wants to carry on, thus schedules a kick-off call with MF Consulting. MF Consulting understands by the result of the quiz that client X has prior knowledge on Metaverse, has custom wishes and a particular vision or concept in mind but needs premium-quality help executing this. MF Consulting only asks targeted questions regarding failed attempts of entering Metaverse if this is the case, as well as targeted questions of client X's vision. From this MF Consulting then provides advanced, highly customized Metaverse entry and post-entry guidelines, an introductory briefing is included if wanted, extensive strategy planning and analysis, an in-depth failed-attempt analysis and improvement strategy analysis, niche-identification and extensive market analysis reporting, intense goal-definition and goal-achievement guidelines, extensive monthly performance reporting, and extensive around-the-clock customer service where client X is ranked as a high-priority client.*

Pricing Structure (to be defined)

Metaverse Futures Consulting will offer its services at an hourly rate using the following labor categories and rates:

- Principal, €
- Account Executive, €
- Project Manager, €
- Project Coordinator, €
- Business Analyst, €
- Process Analyst, €
- Market Analyst, €
- Financial Analyst, €
- NFT Designer, €
- Technologist, €

Product Lifecycle

All services are ready to be offered to clients, pending approval of contracts.

Intellectual Property Rights

Metaverse Futures Consulting is a trademarked name in Munich, Germany, and we have filed for protection of our proprietary processes and other intellectual property, such as our logo. We have also registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating one of our consultants.

Research and Development

The company is planning to conduct the following research and development:

- Determine the need for additional consulting services within our market related to tying improved processes to opportunities for increased sales and promotion to potential customers.
- Find trends in software solutions that may provide potentially competitive automated services to ensure Metaverse Futures Consulting continues to carefully carve its niche in the marketplace.

Marketing & Sales

Growth Strategy

To grow the company, Metaverse Futures Consulting will do the following:

- Network at educational institutions, gaming and tech, entertainment and media, banking and finance, retail, real estate, automotive, and hospitality industries.
- Create and run a company website that contains engaging multimedia content about our services.
- Advertise our services in publications that reach our target industries.

Communicate with the Customer

Metaverse Futures Consulting will communicate with its customers by:

- Meeting with local managers within targeted companies
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

How to Sell

Currently, the only person in charge of sales for Metaverse Futures Consulting are founder Anastasia Ederer and colleague Alexander Nuhn. As profits increase, Metaverse Futures will look to add an employee to assist with account management and coordination. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending expositions.