

Title: BCG just opened up an office in the metaverse, specifically in The Sandbox.

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So it's probably a typo, but in Ryan Cohen's last

[tweet](<https://twitter.com/ryancohen/status/1509582599878029322>) I noticed he didn't capitalize gas, struck me as odd. Now, I'm pretty stoned, but that lower case 'gas' made me think *ethereum gas*. So on a whim I went to BCG's site and searched ethereum, only to find a press release put out today, stating that BCG's AI division is opening an office in The Sandbox in association with an NFT marketplace known as NFT Exclusible. I also found the wording towards the end of the release pretty interesting (bold emphasis my own): "The Sandbox is the most promising metaverse today, and we estimate that it will have high growth. Not only because we believe in metaverses based on on blockchain and decentralized, ****but** because we believe this project has the right team and mindset**."

* [Boston Consulting Group (BCG) abre una oficina en el metaverso](<https://www.bcg.com/en-us/press/31march2022-bcg-abre-una-oficina-en-el-metaverso>)

* [Translated link from above](https://www-bcg-com.translate.goog/en-us/press/31march2022-bcg-abre-una-oficina-en-el-metaverso?_x_tr_sl=auto&_x_tr_tl=en&_x_tr_hl=en-US)

* [NFT Exclusible](<https://exclusible.com/>)

* [Exclusible's team](<https://exclusible.com/team>)

Probably nothing, but I did find it pretty curious timing on BCG 's part.