



METAVERSE

POINT-OF-VIEW

July 2023



AGENDA

- OVERVIEW
- MARKET POTENTIAL
- METAVERSE GATEWAYS & ECOSYSTEM
- BUSINESS MODEL
- COMPETITORS INITIATIVES
- TRENDS ACROSS VERTICALS &
PRIORTIZED USE CASES



OVERVIEW

WHAT IS METAVERSE

“The Metaverse is a collective virtual open space, created by the convergence of virtually enhanced physical and digital reality. It is physically persistent and provides enhanced immersive experiences.”

- Gartner

CHARACTERISTICS & ELEMENTS OF METAVERSE



Boundless

No Barriers between Real & digital, and the metaverse is endless



Decentralized

No single entity has control over the metaverse



Persistent

The metaverse is always active & can't be reset or unplugged



Economic System

Digital currencies help power fully functioning virtual economies



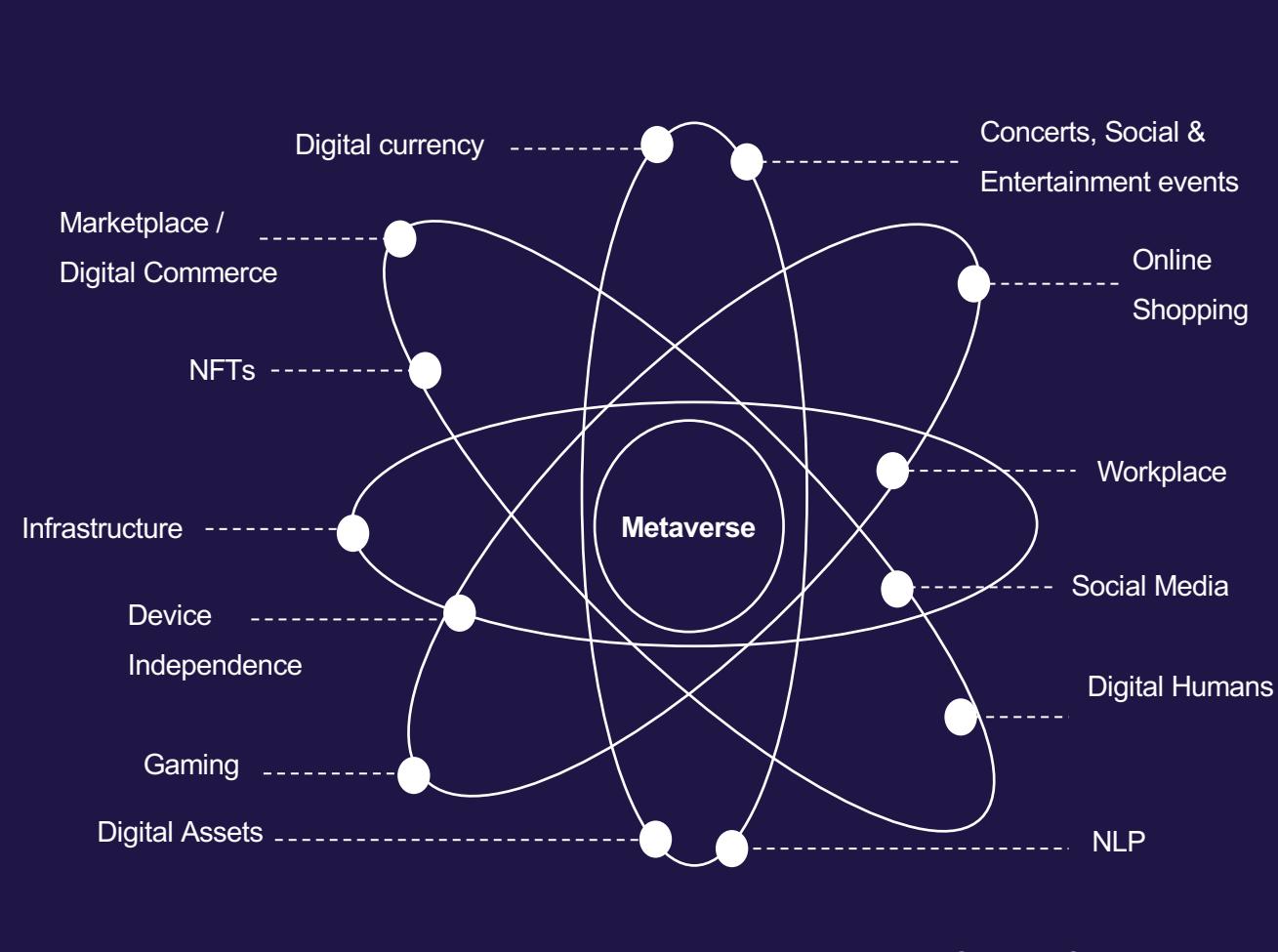
Immersive

Users can achieve a realistic sensory experience with XR tools

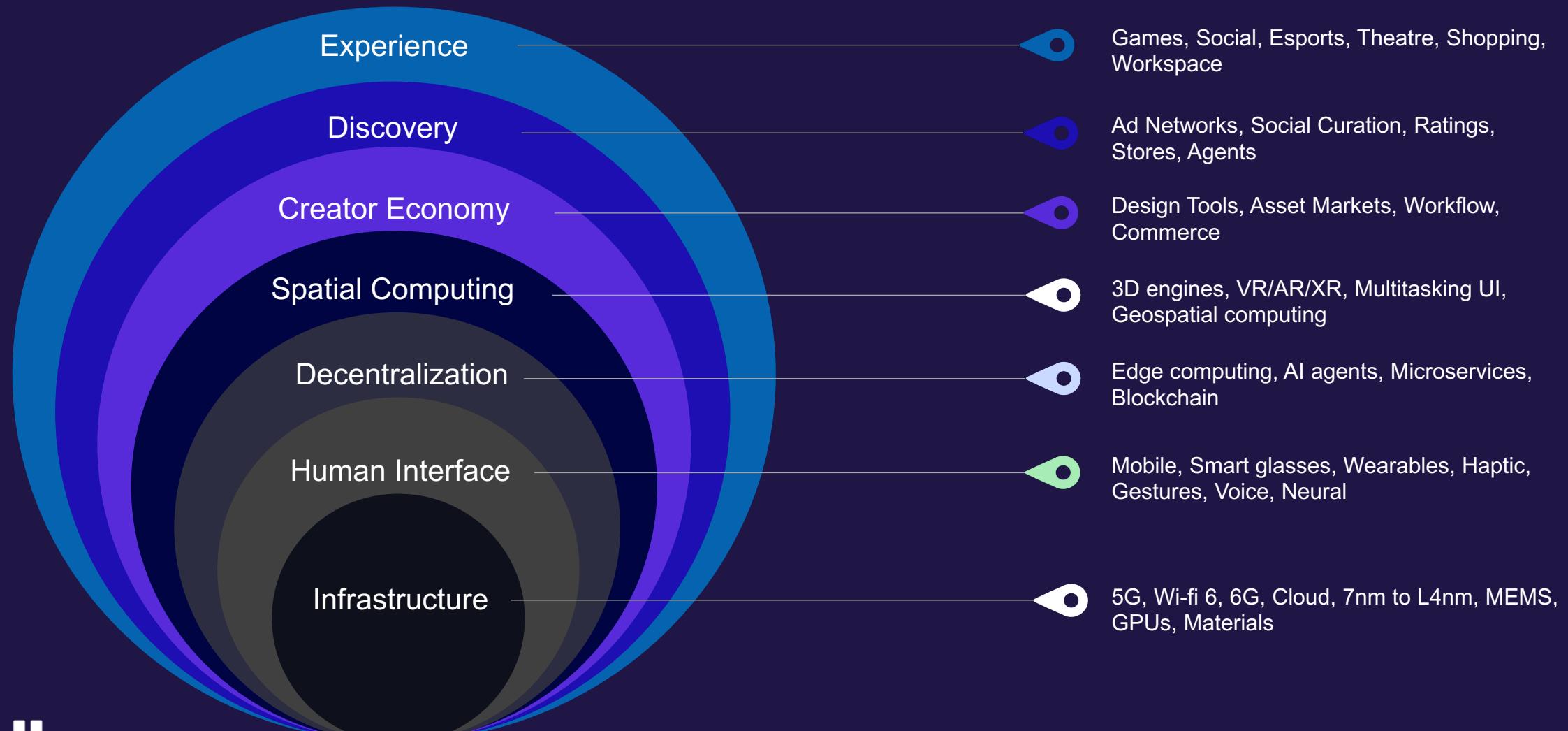


Social Experience

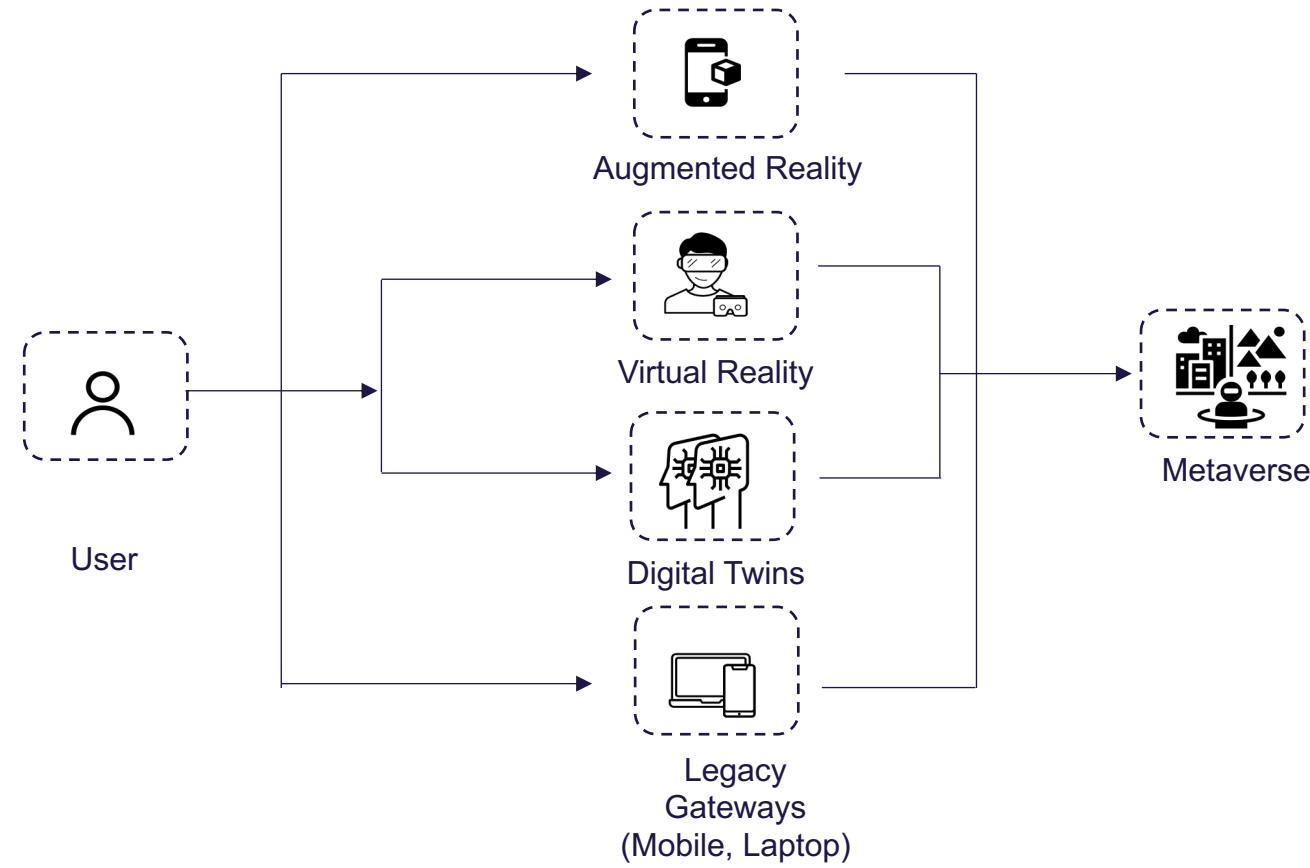
Digital currencies help power fully functioning virtual economies



7 LAYERS OF METAVERSE



ENABLERS & ENTRY POINTS OF METAVERSE



KEY TECHNOLOGY ENABLERS



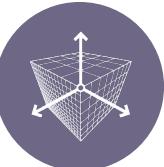
Blockchain, NFT &
Crypto assets



AR & VR



5G Networks



3D
Reconstruction



AI

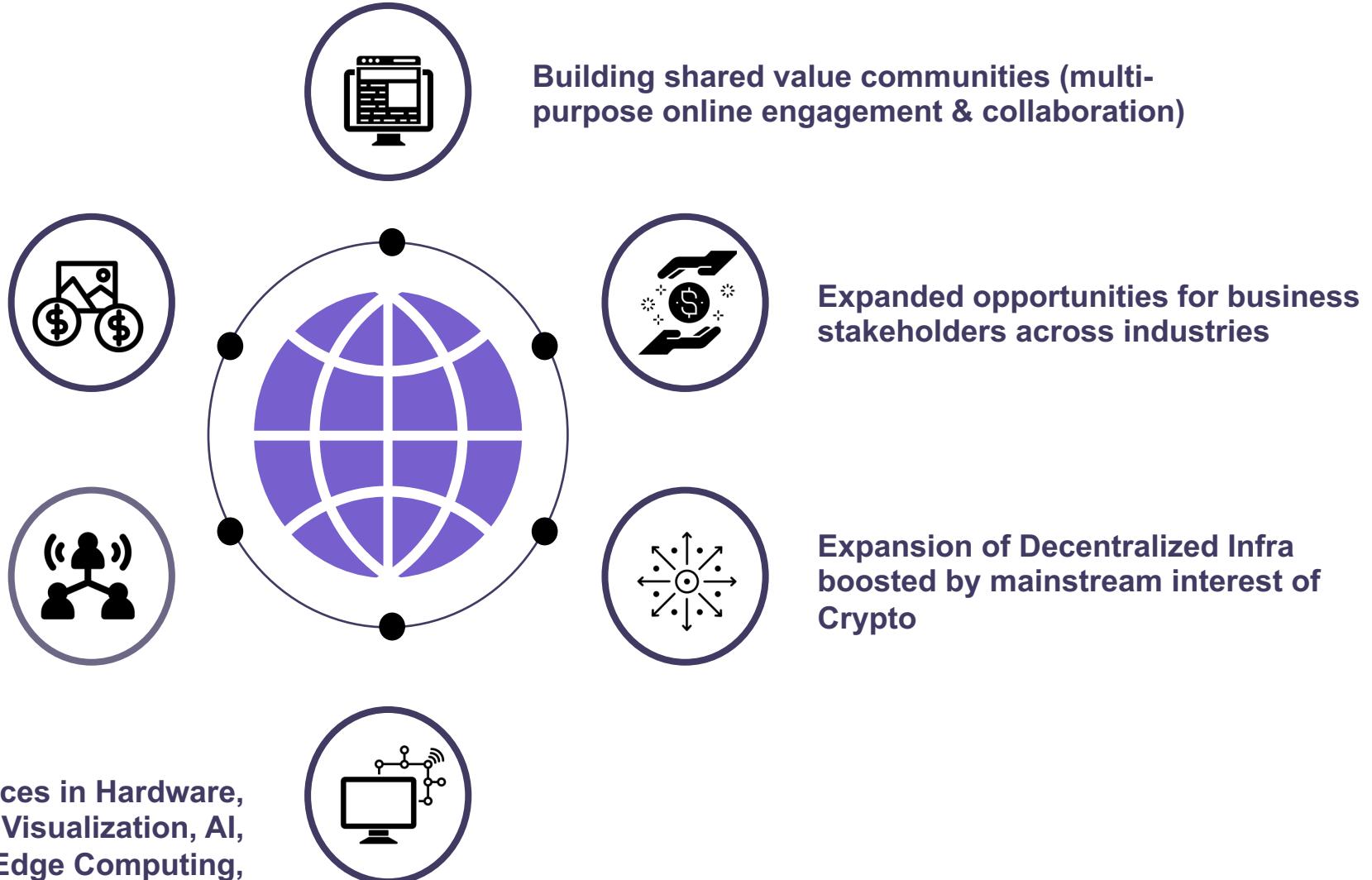


IOT

WHAT IS DRIVING THE METAVERSE BOOM

Enabling people for a digitally deeper interactions
Massive adoption of Digital Assets & hyper consumerism in virtual worlds

Technical advances in Hardware, Network Infra (5G), Visualization, AI, Spatial & Edge Computing,



BARRIERS FOR A WIDESCALE METAVERSE ADOPTION



Technology

Some of the technology building blocks of Metaverse are well advanced already, while others still need to mature

Cybersecurity

The metaverse requires transfer of huge amounts of personal and/or critical data. the danger of cyber attacks will be omnipresent especially for professional applications

Data & Privacy

There's concern over how the virtual world can potentially foster an environment where abuse of data and privacy is rampant

Commercial Infrastructure

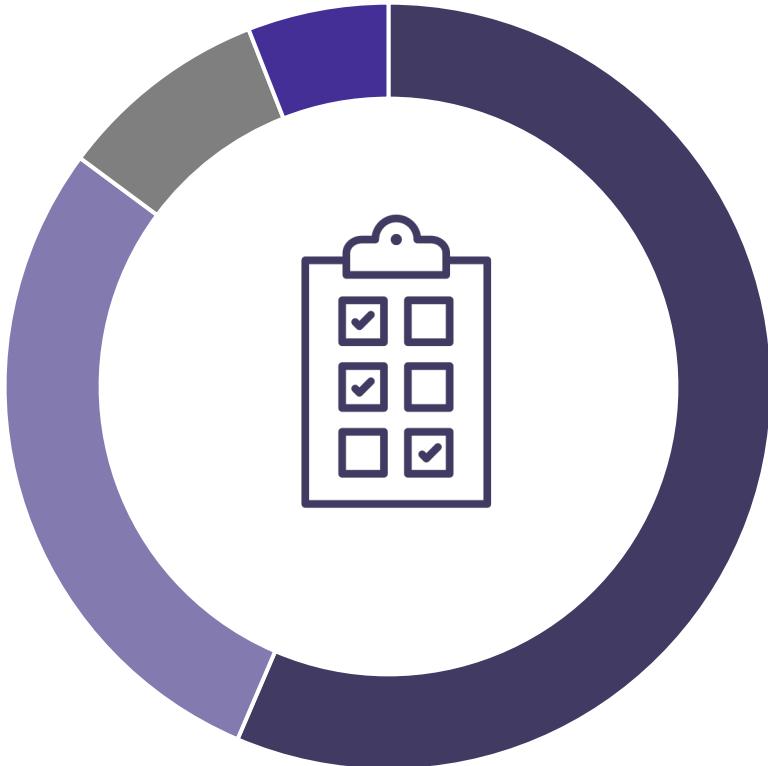
Since most of the AR/ VR devices are not lightweight, portable or affordable, metaverse faces challenges in a wide-scale adoption

Currency & Digital Payments

With so many currencies and different cryptocurrencies, there is a need for a reliable, safer and effortless exchanges

METAVERSE ADOPTION: WHAT EXECUTIVES HAVE TO SAY

Most executives believe the metaverse holds potential business value for their own companies in the next 1-5 years



57%

Some potential future business value for my company

In this group: CMOs & CFOs

29%

Significant potential future business value for my company

In this group: CIOs & companies with revenues >\$1B

9%

It's too soon to tell for my company

In this group: CEOs/Presidents & the smallest companies

6%

No potential future business value for my company

NOT in this group: the biggest companies. No respondents (0%) from companies with revenues >\$3B say there is no business value at all

Source: WESTMONROE

Participants: 150 executives across industries



MARKET POTENTIAL

MARKET POTENTIAL / OPPORTUNITIES IN THE METAVERSE WORLD

Metaverse's gigantic market opportunity arises from the intersection of trends in gaming, lifestyle, business marketing & entertainment industries with cutting edge technologies to provide vibrant, immersive digital worlds

Valuation of a viral NFT
community bored ape yacht
club on sandbox



Was spent on virtual goods,
skins, and lives last year



Annual gross domestic
product (GDP) value in
second life platform



Total market cap of
NFT's as of Jan 22



Total market cap of the
leading web 3.0 metaverse
crypto networks



* Greyscale report (Reputed crypto investment firm)



METAVERSE GATEWAYS & ECOSYSTEM

VARIOUS GATEWAYS OF METAVERSE

Centralized Metaverse

horizon



MINECRAFT

ZEPETO



ZWIFT

NEOS
THE METAVERSE



ROBLOX



PIXELYNX



VIRTEX

FORTNITE



Decentralized Metaverse



Decentraland



**BLANKOS
BLOCK • PARTY**



THE SANDBOX



OVR



ECOSYSTEM OF METAVERSE

Crypto Wallets & Access



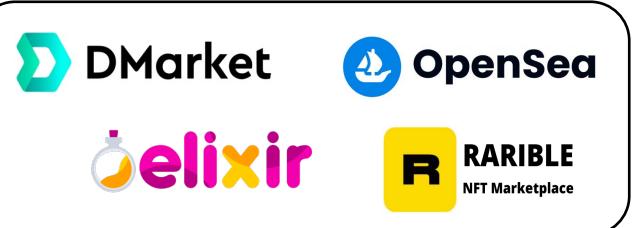
Avatars



NFT/ Blockchain developer services



NFT Marketplaces



Visualization & Digital Twin



Decentralized Infra



WHICH METAVERSE TO ADOPT ?

Pros of a Centralized Metaverse

- Millions of Users (Riding on the Flywheel effect)
- Millions of creators & huge monetization benefits for creators
- Very strong developer community & customer loyalty along with popular IPs
- Huge Brands like Nike, Gucci, Burberry & Famous live music concerts & shows from top celebs are moving into the space

Pros of a Decentralized Metaverse

- Controlled by community (Democratized blockchain based Metaverse platform)
- Flourishing ownership economy allowing users to own & trade NFT's like Virtual Lands & Digital artifacts
- In Game currency can be traded with real money in secondary marketplaces
- Aligned with Web 3.0 Protocols, & the rising trend towards DAO's (Decentralized Autonomous Organizations) with brands like Warner bros, Samsung & Adidas jumping in these platforms along with HNW investments

Cons of a Centralized Metaverse

- Controlled by a central entity & Restricted Freedom
- Controlled parameters
- Assets are locked & leased within platform where purchased
- Not aligned with web 3.0 & blockchain protocols

Cons of a Decentralized Metaverse

- Less number of creators & users compared to Roblox & Fortnite (popular centralized metaverse platforms)
- Evolution of inhouse DAO's can introduce security vulnerabilities within the metaverse (Cyberattacks on DAO platform happened back in 2016)



BUSINESS MODEL

BUSINESS MODEL OF THE METAVERSE

6 Key Revenue Channels of Metaverse:

Employee engagement - Enterprises can utilize the metaverse for empowering virtually augmented workspaces



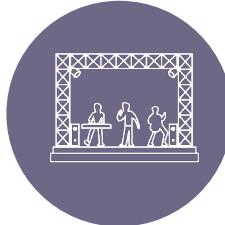
Data Services - Buyers, sellers & visitors need data for their activities in the virtual world



Advertising - brands need to position themselves in Metaverse & need players who can help them place ads & provide real-time performance reporting



Pay to attend events (digital concerts, talks, or other events)



NFTs (Virtual property/ Premium articles), or persistent digital items & In-game rewards which can be exchanged outside of game

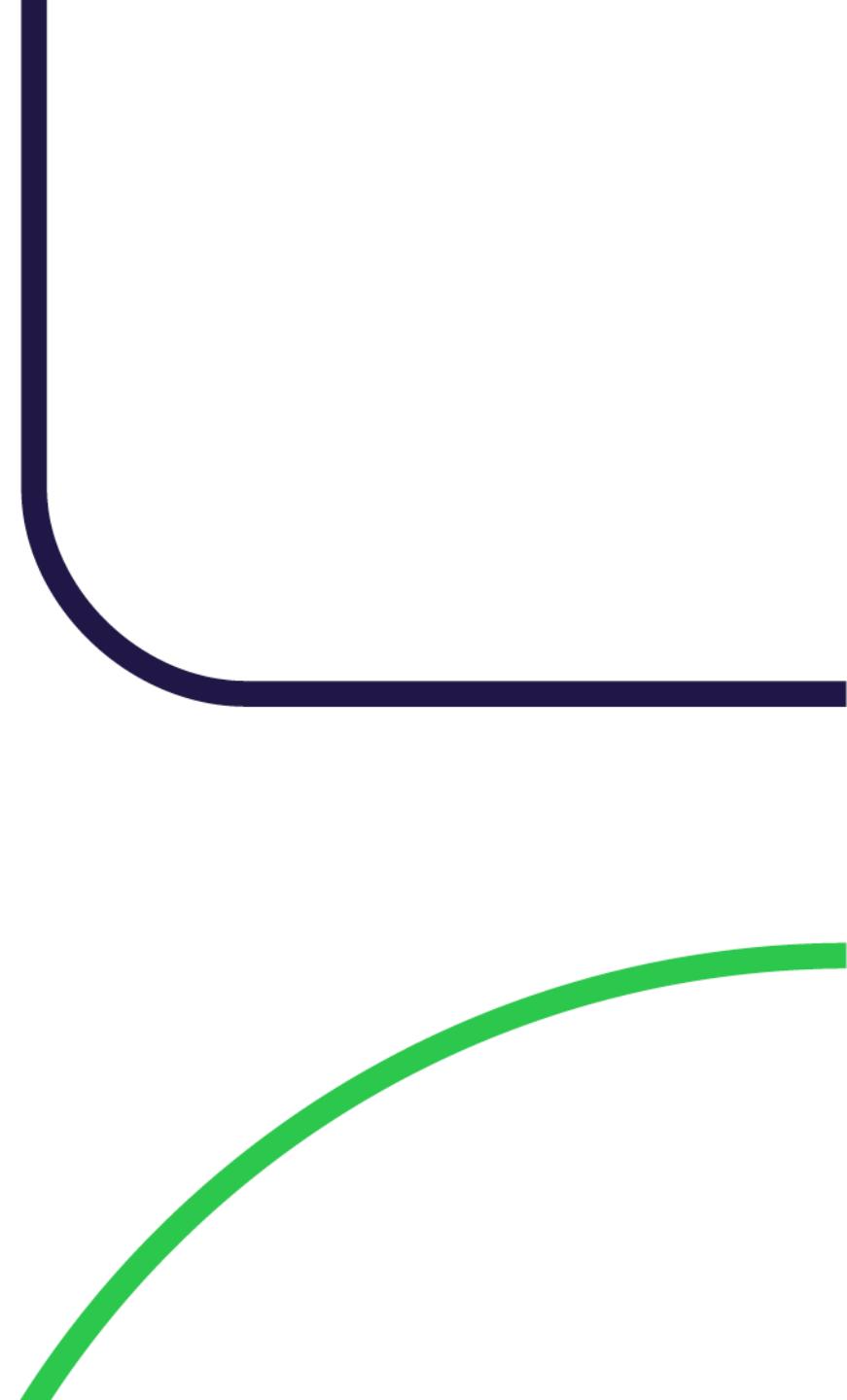


Immersive shopping- With a 3D scanner, it is possible to fit a virtual merchandise on the scaled 3D virtual version of oneself





COMPETITORS INITIATIVES

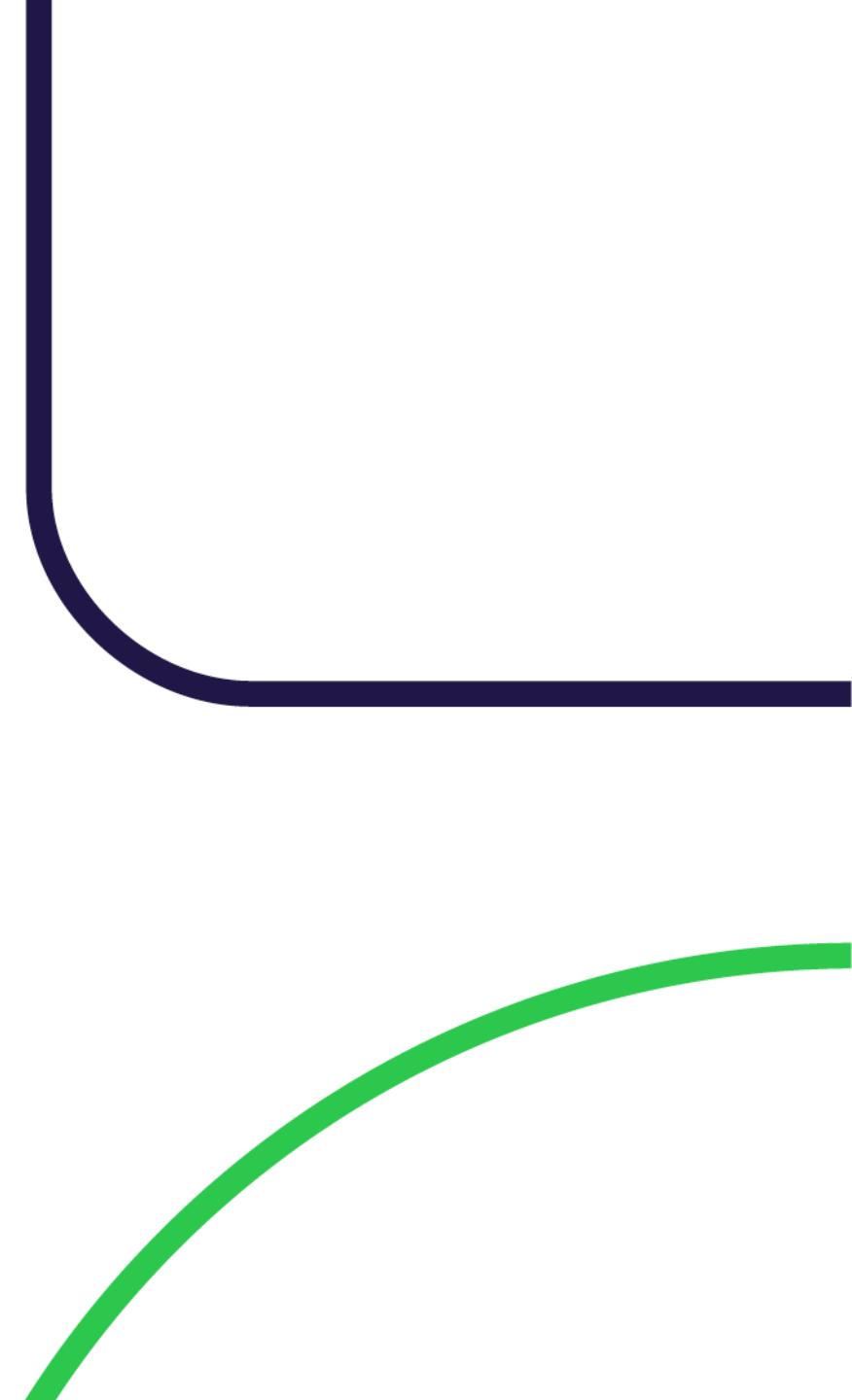


INITIATIVES BY OTHER ENTERPRISES

	Virtual Workspaces	Retail	Manufacturing	BFSI	HLS
 accenture	<ul style="list-style-type: none"> Accenture One Park & Nth Floor 	<ul style="list-style-type: none"> Digital Merchandising Mobile VR with eye-tracking Multiuser VR Merchandising evaluation system 	<ul style="list-style-type: none"> AR driven solutions for Manufacturing & assembly lines 	N/A	<ul style="list-style-type: none"> PPE Training in VR HoloLens Surgical solutions
 tcs (themaTiCS)	<ul style="list-style-type: none"> TCS virtual workspace (Employee onboarding) 	<ul style="list-style-type: none"> Virtual shopping experience (Dev phase) Secured Borderless Workspace (SBWS) 	N/A	N/A	N/A
 Tech Mahindra (TechMVerse)	N/A	<ul style="list-style-type: none"> DealerVerse, metaverse-based car dealership Metaverse gaming centre 	N/A	<ul style="list-style-type: none"> Virtual Neo Bank Middlemist, an NFT marketplace for artists 	N/A
 Infosys® (Metaverse Foundry)	N/A	<ul style="list-style-type: none"> Infosys Powered Metaverse Sports store for Australian open 2021 & Infosys XR Platform Offering 24 Metaverse solutions via Infosys Virtual Living Labs 	<ul style="list-style-type: none"> Komatsu + Infosys alliance Plant ops management Smart Fault tree for asset heavy industries 	N/A	N/A
 Globant (Metaverse Studios)	<ul style="list-style-type: none"> Training & Development Metaverse Strategy & Consulting 	<ul style="list-style-type: none"> Virtual Venues Virtual Product showcases 	<ul style="list-style-type: none"> Digital Twins 	N/A	N/A
	<ul style="list-style-type: none"> Teslasuit XR solution for Job Training 	<ul style="list-style-type: none"> Walmart envision Metaverse shopping platform (Internal POC) 	N/A	N/A	<ul style="list-style-type: none"> Teslasuit XR solution for Healthcare
					



TRENDS ACROSS VERTICALS & KEY USE CASES



METAVERSE TRENDS IN BFSI



3D Banking

Lifting and shifting existing banking experiences into new AR/VR channels and starting to reimagine interactions between stakeholders

Front
Runners :



Personalized Virtual Banking experience

Digital Avatar led virtual banks with redefined engagement interacting with users for Financial advisory, Virtual home tour by a mortgage broker & serving the NFT savvy generation

Front
Runners : J.P.Morgan



Tapping new markets and customers

Banks have an opportunity to start their own innovative payment rails like cryptocurrency & NFT based exchanges, They have an opportunity to tap newer markets & virtualize ATM transactions & payments in metaverse

Front
Runners : MERCO BANK zelf.co



Shift from DeFi to DAO

Virtual Real estate will start witnessing services like credit, mortgages & rents. Banks can leverage digital clothing to underwrite virtual land. A bank can start behaving like a DAO. & need not be traditional anymore and start acting democratically like a VC firm with automated processes

Front
Runners : Dash DAO

METAVERSE TRENDS IN RETAIL



Definitive Fusion between physical & Virtual

With the metaverse, users will be able to be served virtually by an avatar that understands and adjusts to their needs, and satisfy them immediately

Front
Runners :

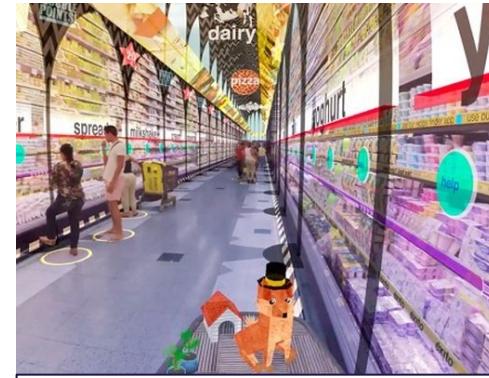
G U C C I



Virtual Stores

Nike, in just 5 minutes, sold virtual shoes worth more than 3.5 million euros through its virtual store in Roblox. It is expected that 70% of the big brands will have a presence in the metaverse in the next five years

Front
Runners :



Meta Layered Store

Retailers are integrating entertainment, gaming, & other dynamic elements into the physical shopping occasion. This seamless layer of digital interactivity creates a truly hybrid experience that brings the store & its products to life in exciting ways

Front
Runners :



METAVERSE TRENDS IN QSR & FMCG



Food Themed Games

Some QSR players have found an organic way to insert its brand positioning into the game's story & meet the audience in Metaverse in a unique way to create a huge impact

Front
Runners :



In Game rewards

QSR players are leveraging major occasions & creating unique in-game quests & rewarding players with real world food coupons on the completion of the quest. E.g.: Chipotle's Halloween boorito

Front
Runners :



NFT collection

A few FMCG brands like Coca Cola, Campbell soups & Budweiser have produced NFT collections and auctioned them in exchanges. The NFT auction resulted in strong buzz & resulted in an overall brand elevation

Front
Runners :



METAVERSE TRENDS IN HLS



Vaccine trials on human digital twins

Testing a new vaccine using a person's digital twin rather than a generic model of a human being is especially effective and helps accelerate its time to market

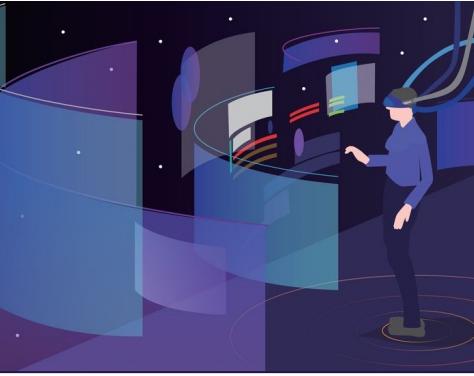
Front
Runners :



Digital Therapeutics (Mental health)

One of the best benefits from metaverse is digital therapeutics. especially in metaverse mental health apps, a person can meet his/her psychiatrist online in a different environment every visit

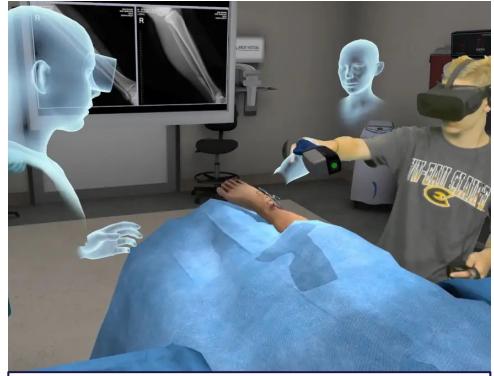
Front
Runners :



Patient Visits & support

Metaverse is going to augment these visits with a virtual office, where patients and physicians can meet in a 3D clinic or any other location, it's expected to give a much better user experience when it comes to teleconsultation services

Front
Runners :



Medical Training & education

Augmented reality and virtual reality help to offer better understanding of the surgical processes and mode of action of medicines

METAVERSE TRENDS IN TELECOM

Even modest consumption of metaverse will bump up global data use by 20 times in decade: Credit Suisse



Strategic Alliances with Gaming & Lifestyle

Players like AT&T have come up with custom built VR worlds within the Metaverse world (VR chat), collaborating with premium, gaming organization and lifestyle brand 100 Thieves

Front
Runners :



AR games in Metaverse

Some players like Verizon are leveraging their 5G networks to organize Geo Fence & AR based Treasure hunt games in the Metaverse to significantly boost the consumption of 5G services & brand presence

Front
Runners :



Metaverse super events

Few key Telco players are leveraging top sporting events like NBA, Super Bowl to produce innovative offerings like limited edition sporting star avatars, personalized avatars to watch the match in Metaverse

Front
Runners :



What should be the overall Metaverse strategy (CTA)

Near Term actions

Get up to speed

01

Assign at least one resource or a knowledge group to understand key concepts such as cryptocurrencies and decentralized autonomous organizations and their relevance to your company, and to follow the metaverse as it evolves

Develop a strategy

02

Identify gaps to close and long-term opportunities to build from the metaverse and its key concepts, then work on foundational measures

Test the waters

03

Build lower-risk use cases include selling digital versions of physical goods, offering virtual tours of virtual products or facilities, and launching NFTs to enhance brand awareness and connections to customers

Long term actions

Focus on trust

04

To foster trust among consumers, shareholders, regulators and other stakeholders, communicate early what to expect from your metaverse initiatives and how you will mitigate the potential risks

Rethink core competencies

05

Need upskilling and recruiting to close skills gaps, as well as new approaches to data and business relationships

Align physical and digital

06

drive for a consistent brand experience across both the physical and digital constructs

Thank you