

**ENGG 683 Winter 2022**  
**Assignment 4**  
**Deadline: April 12<sup>th</sup>, 2022 at 11:59pm**

On October 29<sup>th</sup>, 2021, Mark Zuckerberg of Facebook revealed a new company name, Meta and announced a company pivot to build a metaverse, an immersive virtual world. The business pledged \$10 billion dollars to this creation in the first year with more as needed in the future years. This happened after the company recognized something drastically new was necessary after signing up every person in the world who is eligible and interested in Facebook. This was also coupled with social and political problems.

Analyze this case and answer the following questions:

1. Describe the difference between value innovation and technology innovation. Is the metaverse technology innovation or value innovation or both? Explain.
2. What are the pros and cons of the metaverse? You should look at *social, economic, and environmental implications*.
3. Reflecting on this case, provide your view as to whether the proposed metaverse creates a blue ocean utopia or dystopia. Provide justification for your answer.
4. What components of entrepreneurial pivoting have been used for the birth of the Metaverse? Was it incremental or radical change for each stage of pivoting? Explain with reference to the 8 types of entrepreneurial pivoting that have been presented in week 10.

**Submission**

- This is a group assignment.
- There is no page limit.
- Submit to the Dropbox for Assignment 4 on D2L.