



# ENGG 683

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# Case Study

## **Meta: Facebook's Pivot to the Metaverse. A Dystopia or Blue Ocean Utopia?**

# Technology Innovation

Focuses on creating and delivering technology value to buyers

Makes the. Customers' lives

- More productive
- More Convenient
- Simpler
- Less costly
- Less risky
- More stylish
- More fun ...etc.

# Value Innovation

Deliver enormous value to customers

It could be new technology but lined to value innovation

Examples:

- Tesla cars
- Apple cell phones (apple store and music app)

Ensures there is a strong compelling reason for people to get this offering.

# Question 1

Describe the difference between value innovation and technology innovation. Is the metaverse technology innovation or value innovation or both? Explain.

## Question 2

What are the pros and cons of the metaverse? You should look at *social, economic, and environmental implications*.



Things to consider:

- Productivity
- Convenience
- Risk
- Fun
- Environmental Friendliness ....

# Video





## Question 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.

## Question 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.

# ACTIVITY – Breakout rooms

Work with your team members



Thanks!