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)

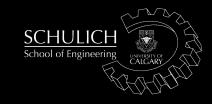
Ensures there is a strong compelling reason for people to get this offering.



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



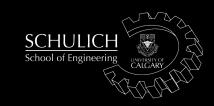
What are the pros and cons of the metaverse? You should look at *social*, *economic*, and *environmental implications*.





Things to consider:

- Productivity
- Convenience
- Risk
- Fun
- Environmental Friendliness



Video





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.



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!

