

How Metaverse Culture can change the world

COMPONENTS OF METAVERSE	FEATURES	VALUE & BEHAVIORS (INTANGIBLE)	PRODUCTS (TANGIBLE)
AVATAR	Digital identity, “digital self”	Personalization, new forms of communication	Avatar fashion, customized avatar
CREATOR ECONOMY	More profits going to creators	Incentivize people to create beyond consumption	Token/game points model
VIRTUAL ECONOMIES	More profits going to creators	More items for consumption or investment	Digital fashion, virtual assets
GAMING	Gaming as the social activity in the metaverse	More forms of socialization	Gamification of social tools
MIRROR WORLD	Representation of the real world	Cultural legacy	Virtual replica of real-world elements