



# Journey into the Metaverse

Organized by



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A futuristic metaverse scene. A large, glowing blue circular portal dominates the center, showing a cityscape with a prominent skyscraper. People are walking through the portal, and their silhouettes are visible on the floor. The background is dark with blue and red light effects, suggesting a virtual environment.

Business in the Metaverse

# A Brave New World

# What is the Metaverse?



Metaverse is an online, persistent, virtual world accessible through many different devices, including VR and AR. It's an imaginary world or a digital twin of an existing place.

Metaverse is a socio-economical platform where users can create, socialize, do business, entertain, play games, etc.

# What is the Metaverse?



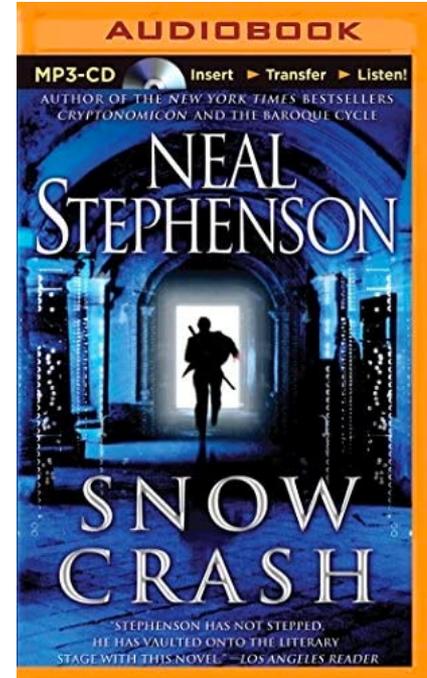
- Interactive virtual 3D persistent world
- Rich in experiences, freedom of choices, interactions
- It's also an economic concept, as people can work in metaverse as well
- Easily accessible digital dimension where you can play, shop, earn, socialize, create, etc.
- Digital Twin of the world around us (not always)

# Metaverse Origins



Author Neal Stephenson coined the term “metaverse” in his 1992 science-fiction novel “Snow Crash,” which envisions a virtual reality-based successor to the Internet.

In the novel, people use digital avatars of themselves to explore the online world, often as a way of escaping a dystopian reality.



A vibrant, low-poly 3D virtual world. In the foreground, a large, multi-colored hot air balloon (orange, red, yellow) floats in the sky. To the right, a large, pink, low-poly structure resembling a flower or a building is visible. The ground is a light brown, paved area with various colorful plants and structures. In the background, there are more colorful buildings and a clear blue sky with white clouds. A central banner with a blue-to-green gradient contains the text "Existing Metaverses".

# Existing Metaverses

# Blockchain Enabled Metaverses

Most people think that Metaverse is a blockchain-based platform which for most of them is true, but in reality, for a platform to be metaverse, blockchain, although one of its core technologies, is not required. Here are some of the blockchain-enabled metaverse platforms to date.



Decentraland



horizon  
**Worlds**



AltspaceVR



# Blockchain Missing Metaverses

Now that we know that metaverses don't need to have a blockchain component, let's analyze a landscape of metaverses without it.

Most of them are even more famous than their blockchain-enabled competitors!



**ROBLOX**

**FORTNITE**

**MINECRAFT** horizon  
**Worlds**

 AltspaceVR

**VR CHAT**

# Key Features of the Metaverse



- User Generated Content or Creative Economy
- Freedom of choice and interaction
- (True) Ownership over digital assets and content
- Immersiveness
- Persistence of its virtual environment
- Social components
- Richness of Experiences
- Other (to be discovered)

# Key Tech behind the Metaverse



- Blockchain (Ethereum, Polygon, Solana)
- VR / AR / XR (Meta Quest, HoloLens...)
- Next-gen Game Engines (Unreal Engine 5, Unity)
- PixelStreaming and Cloud Computing (Google, Amazon...)
- 5G infrastructure
- IoT (for Digital Twin applications and more)
- Wearable Gadgets (for more connectivity and immersiveness)
- Other



# Key barriers to the mainstream adoption of Metaverse

- Lack of education and understanding
- Better interoperability and chain-agnostic tech for the Blockchain
- Better regulation and a wider law framework
- Proliferation of VR / AR / XR technology
- More value creation and addition
- Better long term incentives for all players in the space
- Better PR
- More success stories from the space
- Other

A futuristic scene with a large circular portal in the center. The portal displays a cityscape with a prominent skyscraper, flying cars, and other futuristic elements. People are walking through the portal, and a large figure with a backpack is in the foreground on the right. The scene is lit with blue and purple light.

Future?



Meet me in the **Metaverse**



THANK YOU  
QUESTIONS?



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