



# Why is Meta Failing?

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Why is Meta failing?

2 years  
and \$15 Bn  
later...





horizon  
**Worlds**

FACEBOOK

# Why is Meta failing?



Almost 2 years and \$15Bn later, Meta's metaverse platform Horizon is failing to deliver on its promises and hype.

Here are only a few reasons why:

- Experts say it looks worse than 2000s virtual-world "Second Life"
- Meta's newest update praises "new" avatars, this time with legs, while platforms like VRChat managed to implement this "full body tracking" tech a way ago
- Horizon Spaces and other work related metaverse apps are just a "Zoom on steroids", which nobody wants to use



# Why is Meta failing?



- Meta, Facebook's parent company, stock tanked 70% YoY
- Q1 2022 and Q2 2022 earning reports failed to reach targets
- Meta fired 11.000 people, which is more than 13% of its entire workforce
- Facebook is losing daily active users for the first time in its 18 years long history
- Bad PR scandals like Cambridge Analytica and "Facebook Papers" are making already bad reputation even worse
- Mark Zuckerberg doesn't seem to know what he is doing with the metaverse



**VR CHAT**

Why is Meta failing?

47% fee  
for creators  
on Horizon



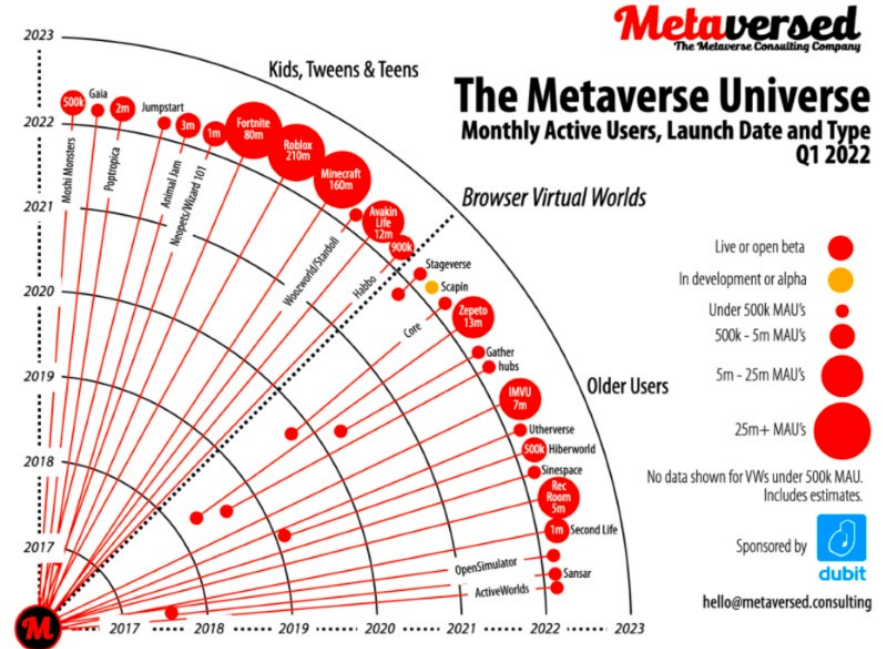


# Meta Horizon's User Base



Meta's Horizon platforms lack users so much that they didn't even make it into the Q1 2022 report about The Metaverse Universe.

Meta claims that their monthly user base is around 200k, but experts believe that the number is even lower.



# More reasons...

All of the reasons mentioned so far are more than enough for the platform like Horizon to be failing. But that's not all, Meta's metaverse efforts seem to be misaligned with the industry trends and user expectations.

Most of the industry experts agree that Meta's metaverse approach is both confusing and poorly executed.

Mark's vision is not only misaligned, but it lacks any real value addition. Stuffing Horizon down the users' throats is not going to work...

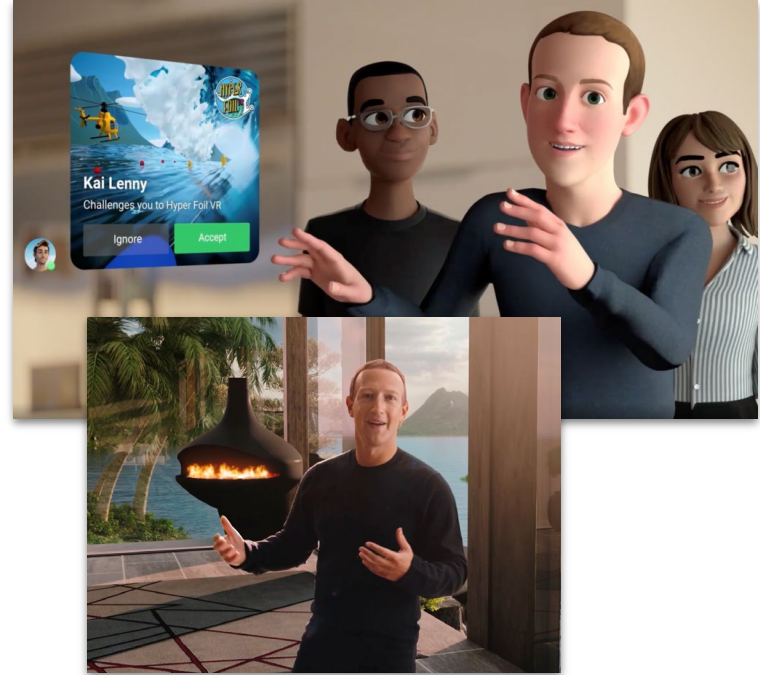
# Mark-centric Marketing



There is a consensus in the industry that messages Meta is spreading about their metaverse are at least confusing.

There is a lack of understanding what is their strategy, which value their platform adds and why users would even consider using their metaverse.

On top of all that, Mark-centric campaigns are not helping Meta's efforts - a simple survey would show that having Mark at the forefront of their marketing and strategy is pushing users away from their product more than bringing them in.





# Conclusion

# Why is Meta failing?

- Poorly executed development
- Misaligned vision and strategy
- Low fidelity avatars that don't work properly
- Low quality graphics
- No cross-platform support (only on Meta Quest ecosystem)
- Bad public image of the company
- Mark-centric egoistic marketing with no point
- No real incentive for UGC and creators (47% fees)
- Lack of users
- Lack of functionality
- Other platforms “just do it better”
- and many, many other reasons...



THANK YOU  
QUESTIONS?



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