

The Metaverse



The Objective

Building a basic understanding of The Metaverse and its opportunities.

- What is The Metaverse?
 - How many Metaverses?
 - Can you create your own?
 - Which are most popular?
 - How do you access a metaverse?
 - Who currently are using metaverse?
- What are NFTs?
 - How do we value NFTs?
 - Digital assets NFTs
- Retail
 - How are brands using metaverse/NFTs ? Is there an ROI?
 - How can Brands take advantage?

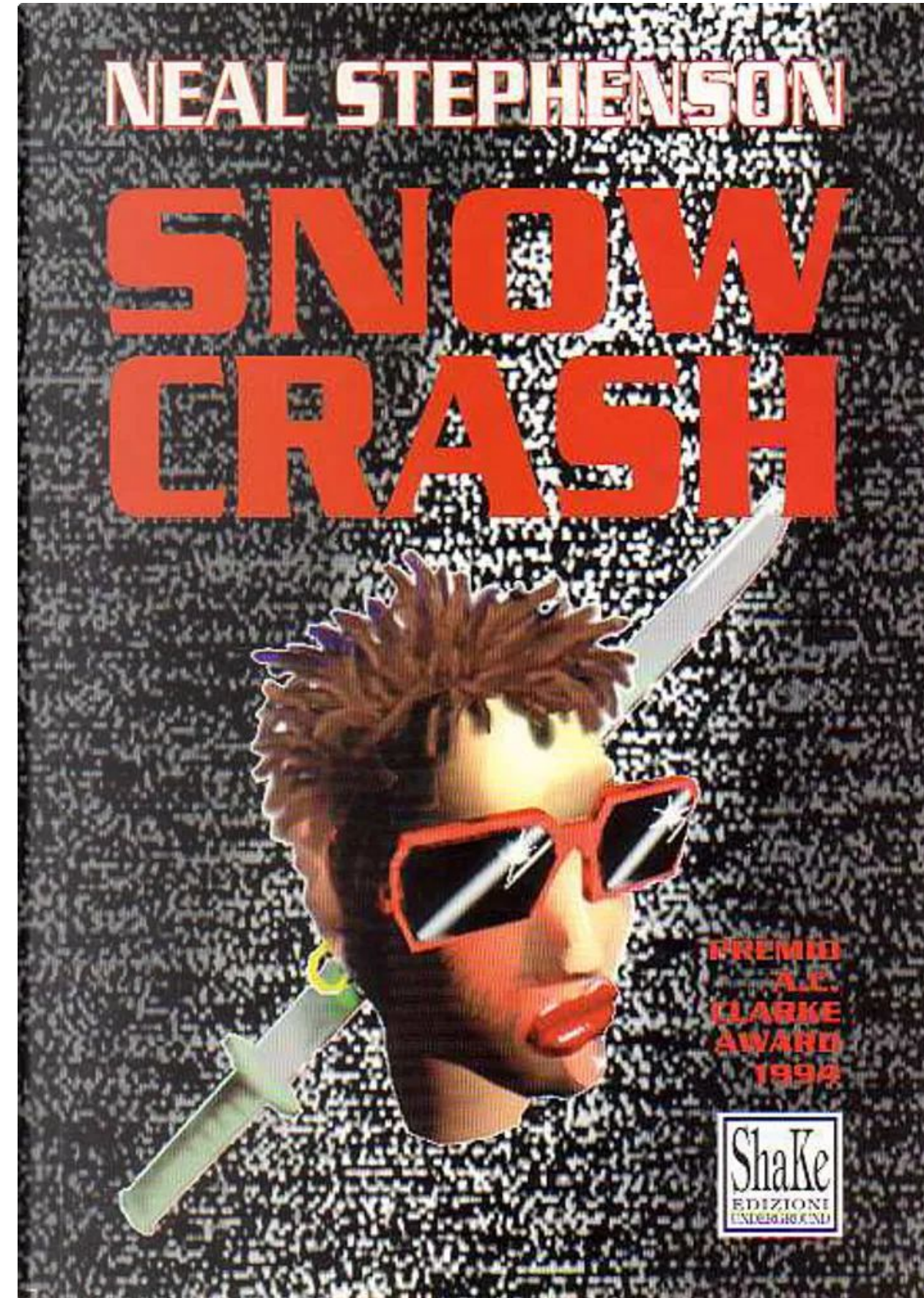
DISCLAIMER :
This is a BASIC Perspective

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The Origins Of The Word "Metaverse"



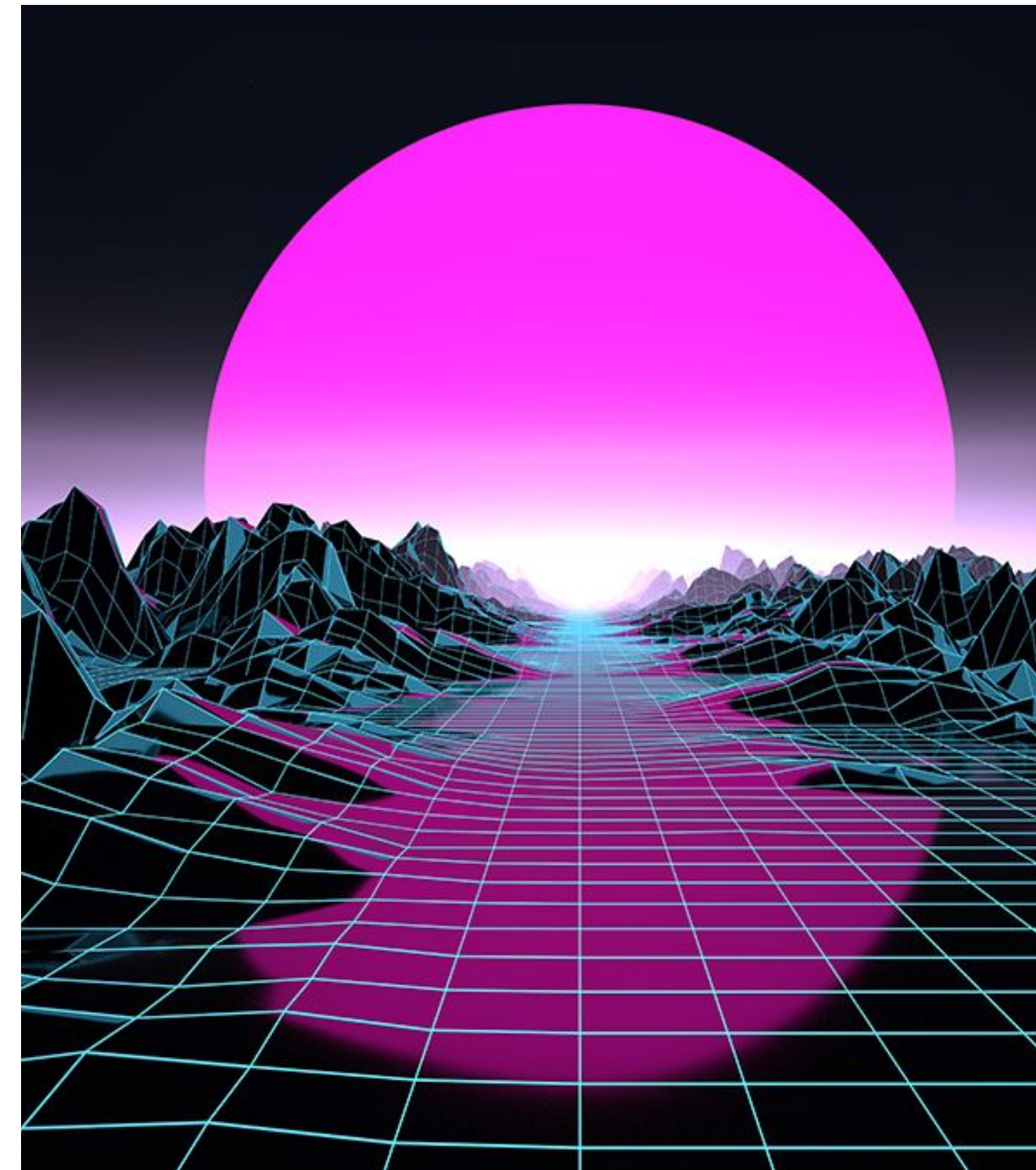
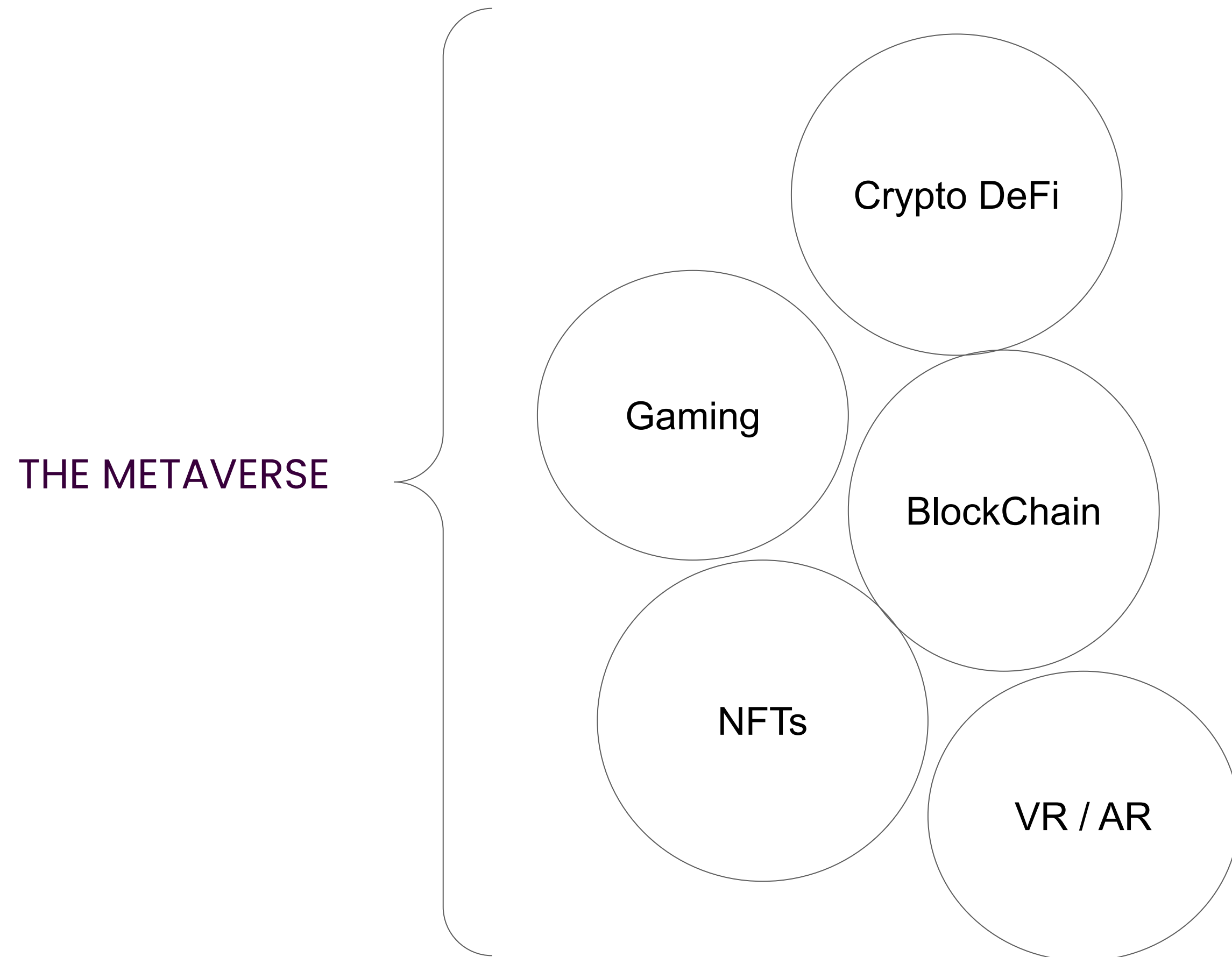
What Is The Metaverse?

An new iteration of the Internet where people can socialize, work, shop, and play in a fully immersed manner.



This Is Ultimately What We Call "The Metaverse"

It's an upgraded internet ecosystem that combines both new software and hardware technologies.



The Underlying Technology That Makes The Metaverse Possible

The “Backbone” of this new iteration of the internet called Metaverse is Blockchain to power the “Internet of Value”.



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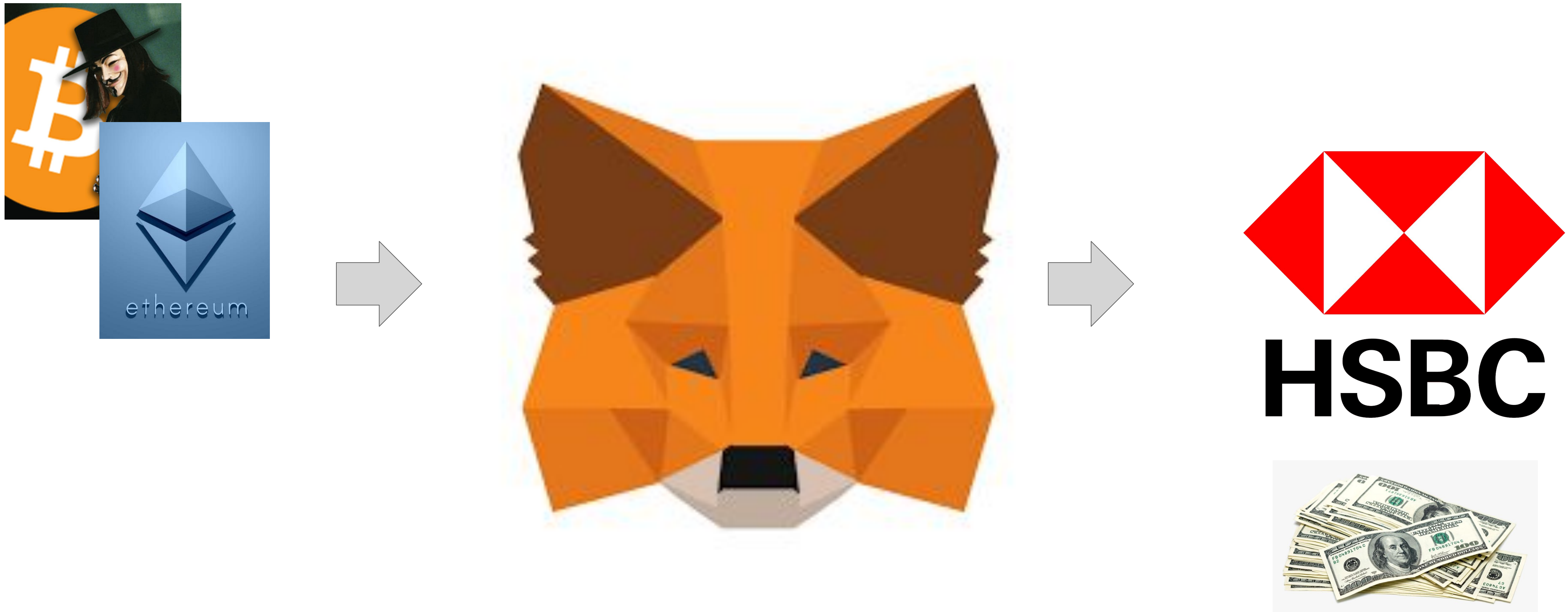
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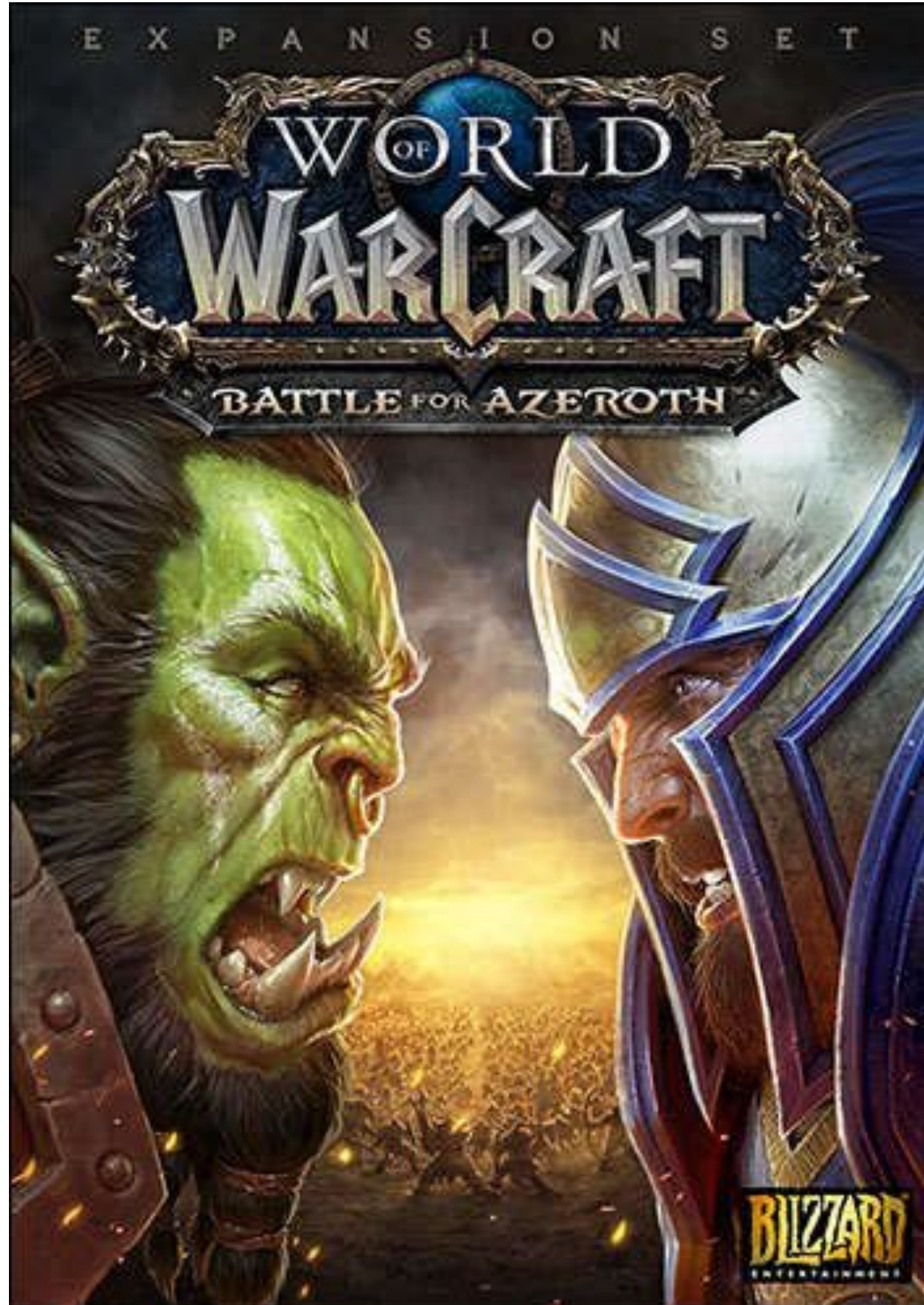
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Let Me Tell You A Story About Gaming and Decentralization

It's the sad heart breaking story of a 15 years old crying in his bedroom because of Centralized Decisions



The Gaming Revolution: Why Vitalik Buterin Started Ethereum

When 15 years old, developers of centralized gaming company World of Warcraft weakened his character



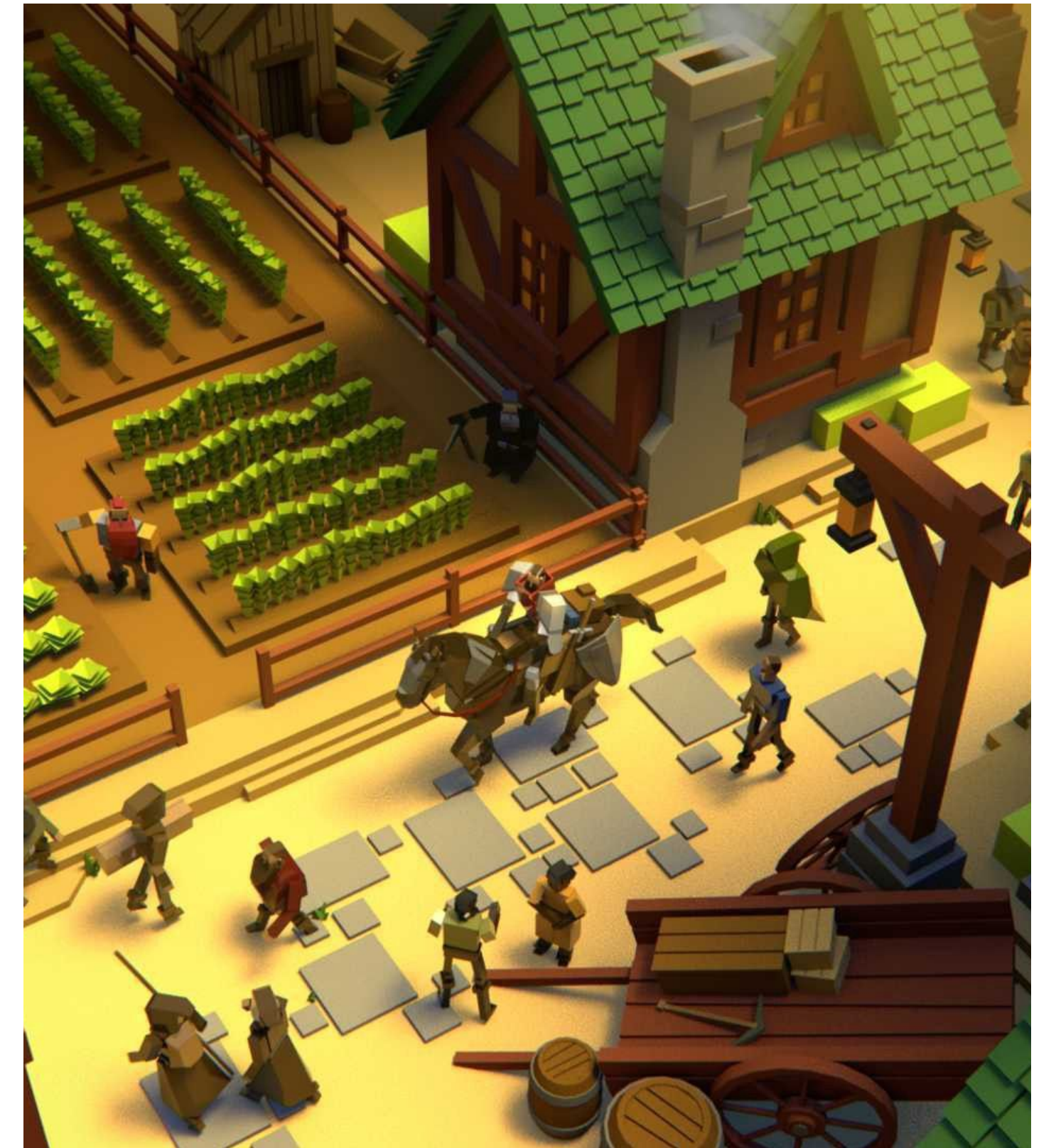
Play-To-Earn Gaming is the Catalyst of the Metaverse Revolution

The core of the revolution is happening in gaming with Play-To-Earn Virtual Worlds

Sorare raises \$680 million for its fantasy sports NFT game

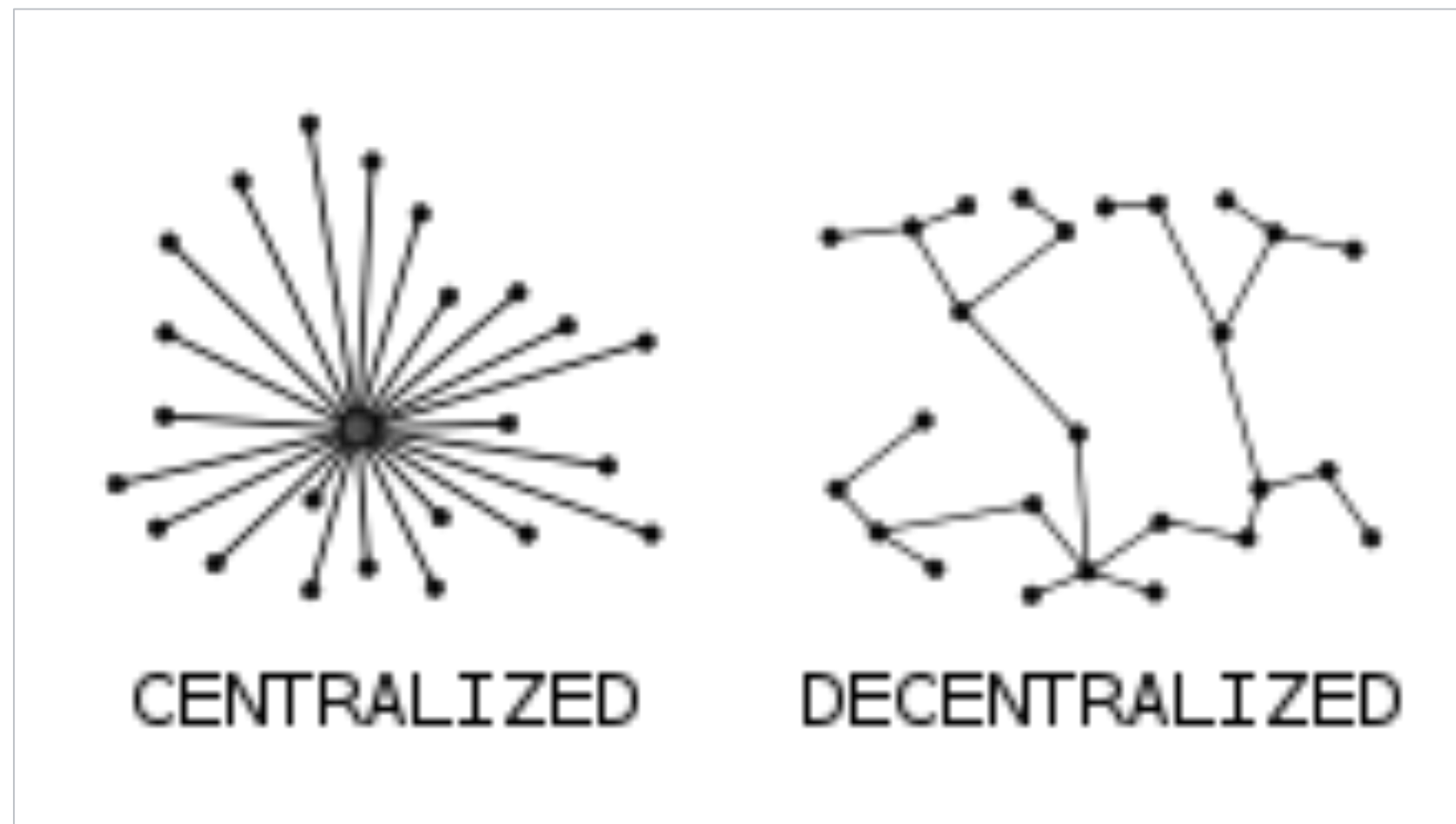
Romain Dillet @romaindillet / 5:00 AM GMT+1 • September 21, 2021

Commer



By Why is Play-To-Earn Gaming So Different Than Traditional?

It all comes down to Decentralization, User Governance, Real-World Value



The Play-To-Earn Gaming Category Is Reshaping National Economies

The Philippines sees a lot of his nationals stop their full time positions to fully focus on P2E (2,000\$ a month)



South Korea starts to crack down on 'Play to Earn' crypto games

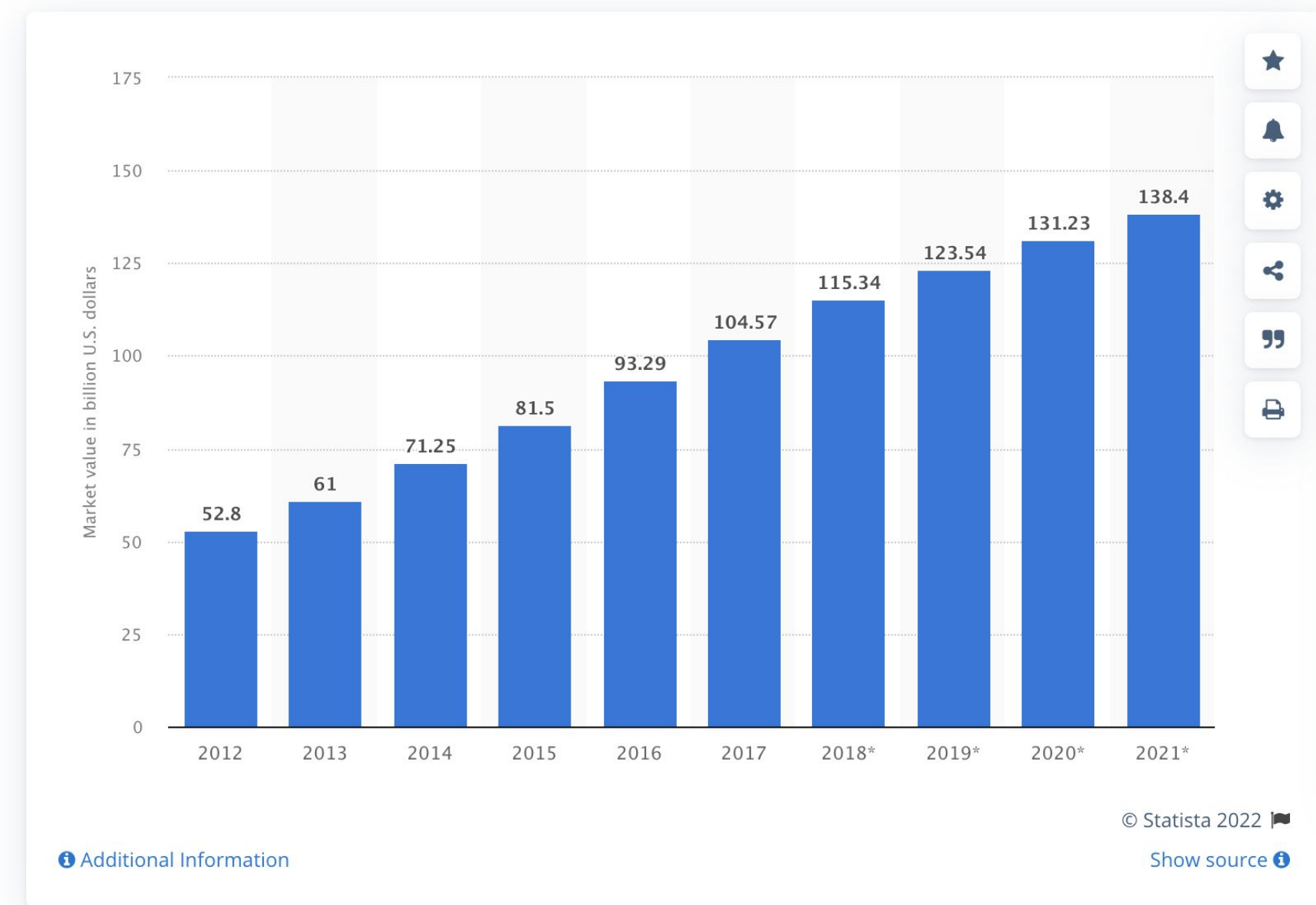
The crackdown cometh..

BY LEWIS WHITE • DEC 31, 2021

Traditional Gaming is a \$ 138Bn Industry. Metaverse is forecasted at \$ 8Tr.

Gaming is bigger than music and filmmaking combined. A drop in the ocean compared to Metaverse.

Value of the global video games market from 2012 to 2021
(in billion U.S. dollars)



INSIDER

US MARKETS OPEN In the news

- ▲ Dow Jones -0.87%
- ▲ Nasdaq -0.78%
- ▲ S&P 500 -0.75%
- ▼ TSLA +0.9%
- ▲ FB -1.9%
- ▲ BABA -2.39%

Premium HOME > TECH

Morgan Stanley thinks the metaverse is an \$8 trillion opportunity, but the bank's top internet analysts are worried about Facebook's ability to win in this new digital realm

Kali Hays Nov 18, 2021, 12:24 AM

And Obviously Zuck Doesn't Want To Miss On This

The whole debate regarding Centralized vs Decentralized Platforms



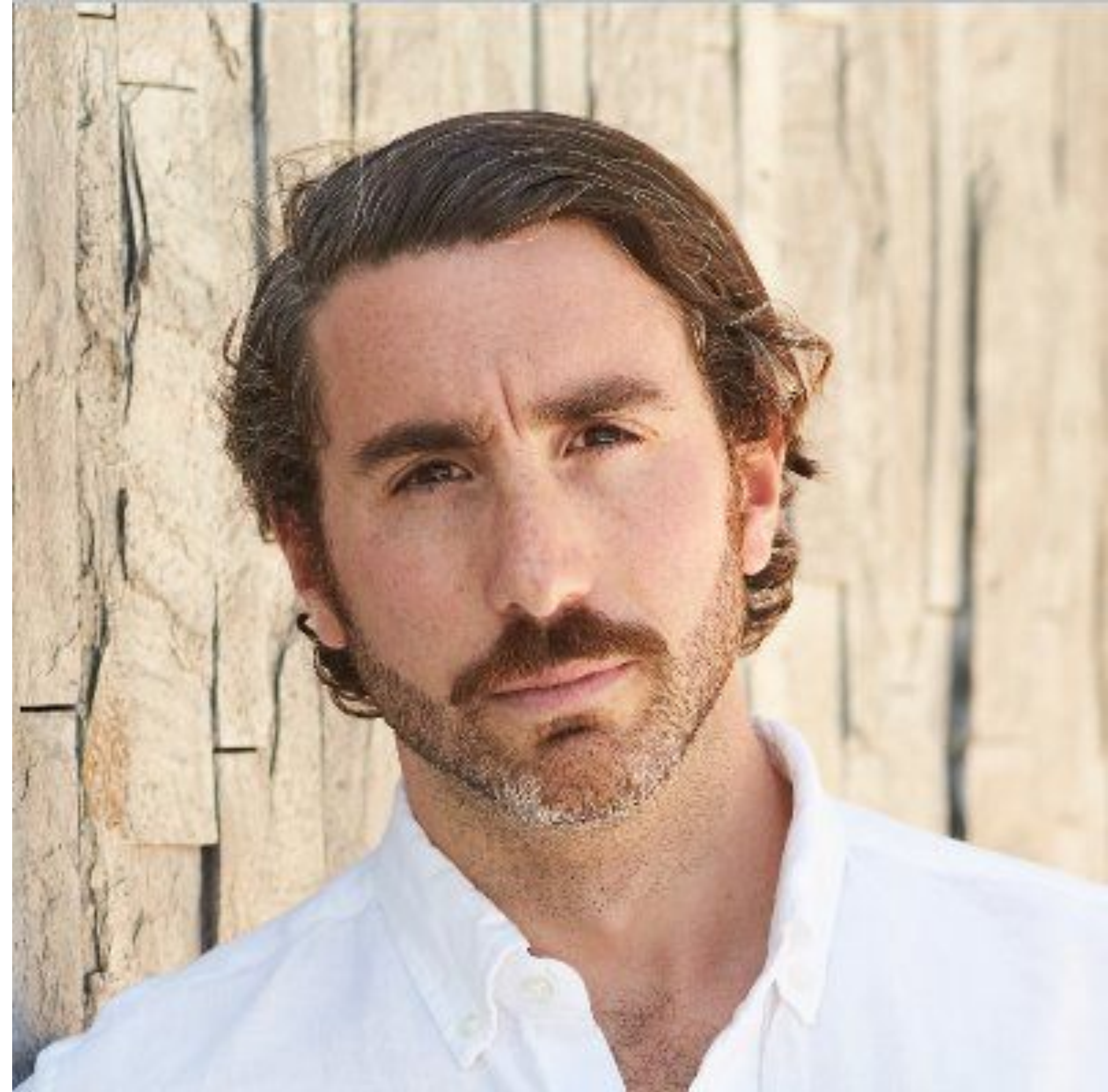
Meta (Facebook Group) Recent Acquisitions Only On VR & Gaming

Since 2019 Meta has been heavily focused on Gaming and VR acquisitions

82	PlayGiga	Spain, Madrid	December 2019	70,000,000	—	—	—
83	Sanzaru Games	USA, Foster City, California	February 2020	undisclosed	—	—	Oculus Studio
84	Scape Technologies	UK, London	February 2020	~40,000,000	—	—	Reality Labs
85	Giphy	USA, San Francisco, New York	May 15, 2020	400,000,000	—	—	Instagram
86	Mapillary	Sweden, Malmö	June 18, 2020	undisclosed	—	—	—
87	Ready at Dawn	USA, Irvine, California	June 22, 2020	undisclosed	—	—	Oculus Studio
88	Lemnis Technologies	Singapore, Singapore	September 18, 2020	undisclosed	Pierre-Yves Laffont	—	Reality Labs
89	Kustomer	USA, New York, New York	November 30, 2020	1,000,000,000	—	—	—
90	Downpour Interactive	USA, San Francisco, California	April 30, 2021	undisclosed	—	—	Oculus Studio
91	Unit 2 Games	UK, Leamington Spa	June 04, 2021	undisclosed	—	—	Facebook Gaming
92	BigBox VR	USA, Seattle, Washington	June 11, 2021	undisclosed	—	—	Oculus Studio
93	AI.Reverie	USA, New York, NY, New York	Oct 11, 2021	undisclosed	—	—	—
92	Within	USA, Los Angeles, California	Oct 29, 2021	undisclosed	—	—	Oculus Studio



“Back in 2020 every company was a tech company, by 2027 every company will be a gaming company” Matthew BALL



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- How are brands using metaverse/NFTs ? Is there an ROI?
- How can Brands take advantage?

How Many Metaverses?

The first rule of the Metaverse: There is ONE Metaverse, but a long list of platforms.

☆ 65	Enjin Coin ENJ	\$2.31	▲ 1.84%	▼ 20.83%	\$1,955,994,522	\$173,722,828 75,274,392 ENJ	847,535,706 ENJ		⋮
☆ 84	SushiSwap SUSHI	\$6.91	▲ 1.10%	▼ 23.98%	\$879,229,474	\$271,336,797 39,268,588 SUSHI	127,244,443 SUSHI		⋮
☆ 98	WAX WAXP	\$0.4164	▼ 0.34%	▼ 16.31%	\$792,106,329	\$21,365,530 51,320,797 WAXP	1,902,668,852 WAXP		⋮
☆ 147	Chromia CHR	\$0.7156	▲ 4.43%	▼ 15.70%	\$406,689,532	\$60,443,920 84,324,848 CHR	567,369,439 CHR	Swap	⋮
☆ 150	CEEK VR CEEK	\$0.5277	▼ 1.79%	▼ 24.86%	\$392,715,667	\$12,514,206 23,713,800 CEEK	744,176,729 CEEK		⬆

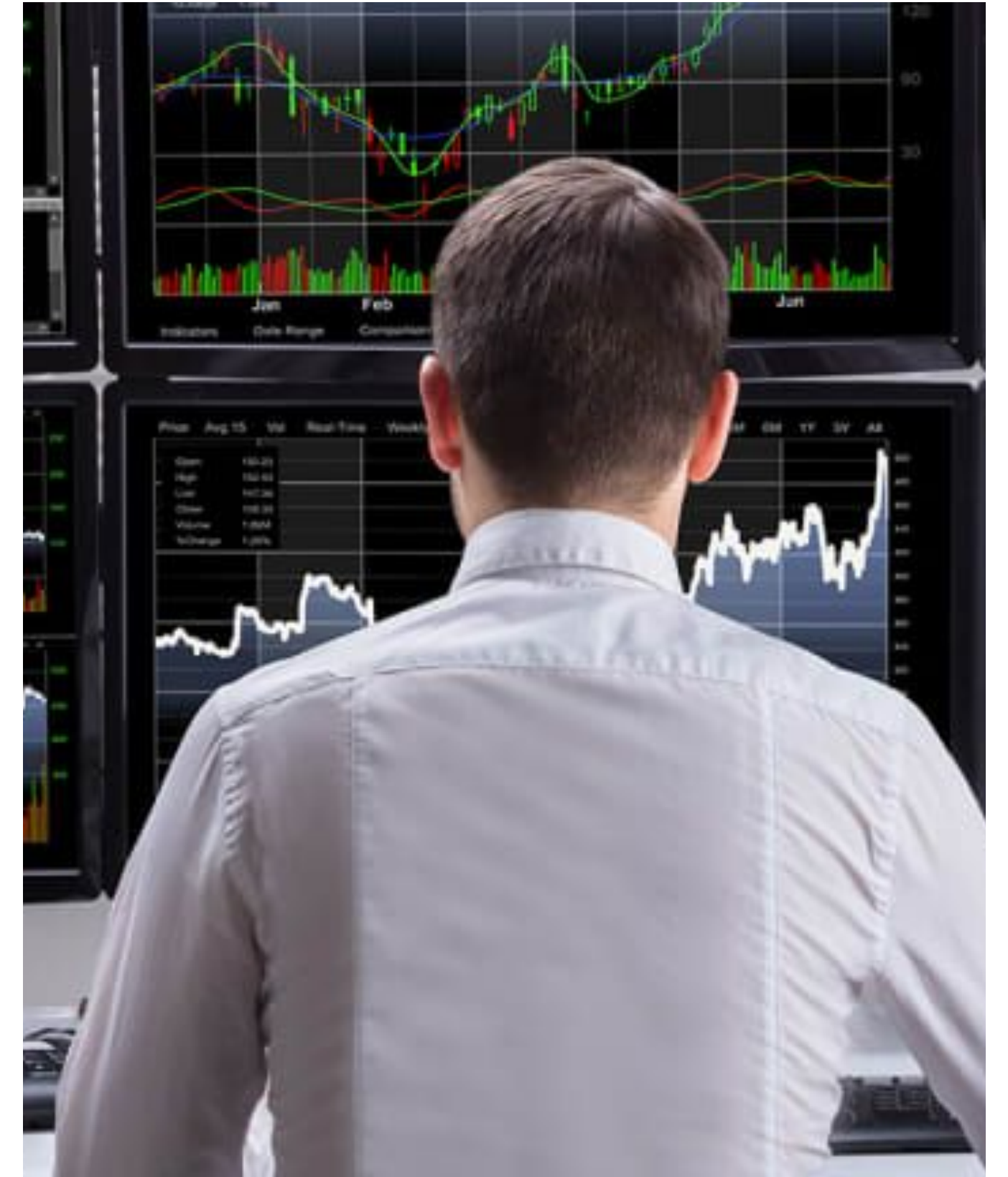
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Can You Create Your Own Metaverse?

Yes but you need significant capital, strong tech talents and in-game economists.



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The Most Popular Virtual Worlds Today



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Let's Go? Follow Me :)



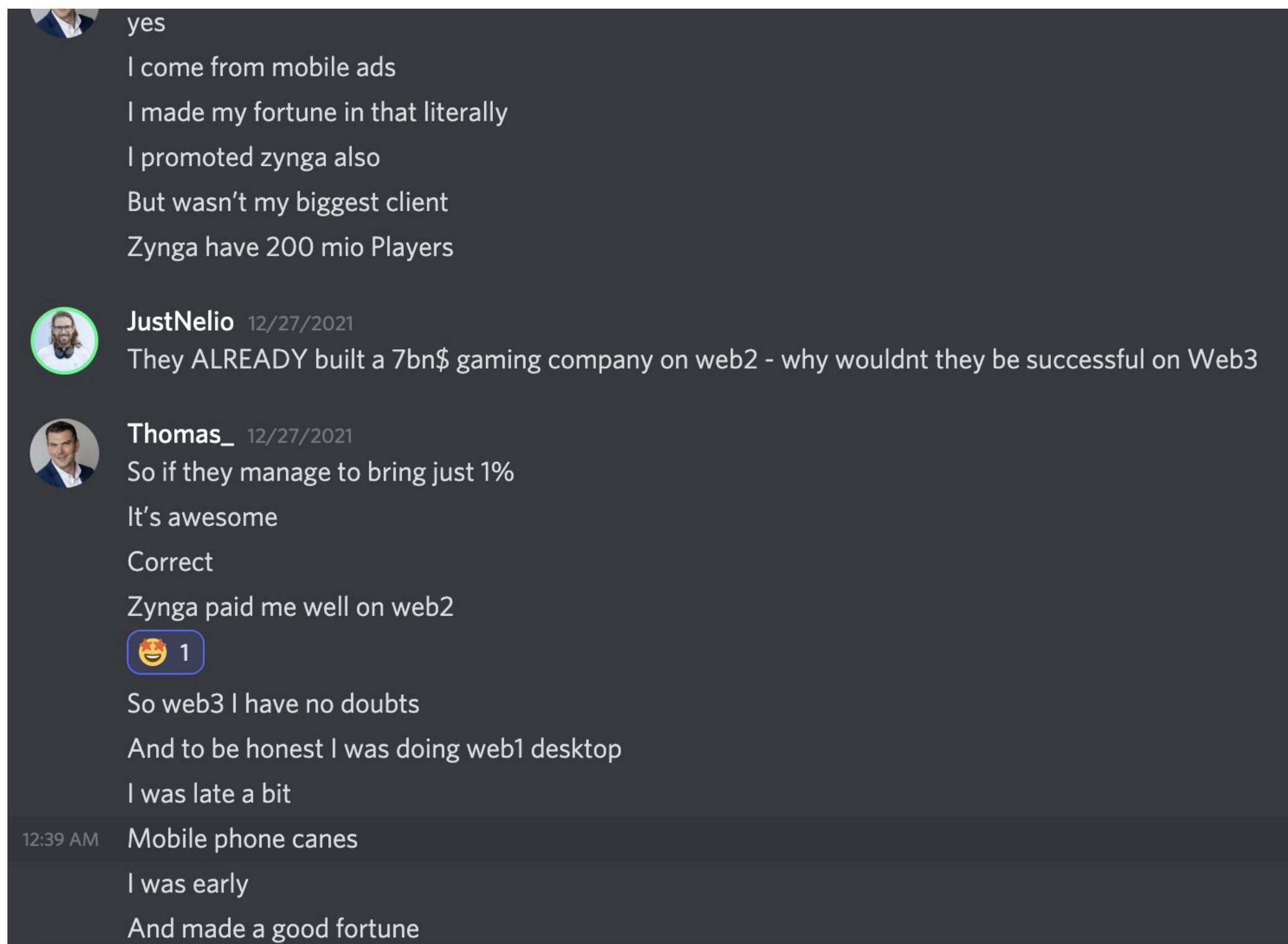
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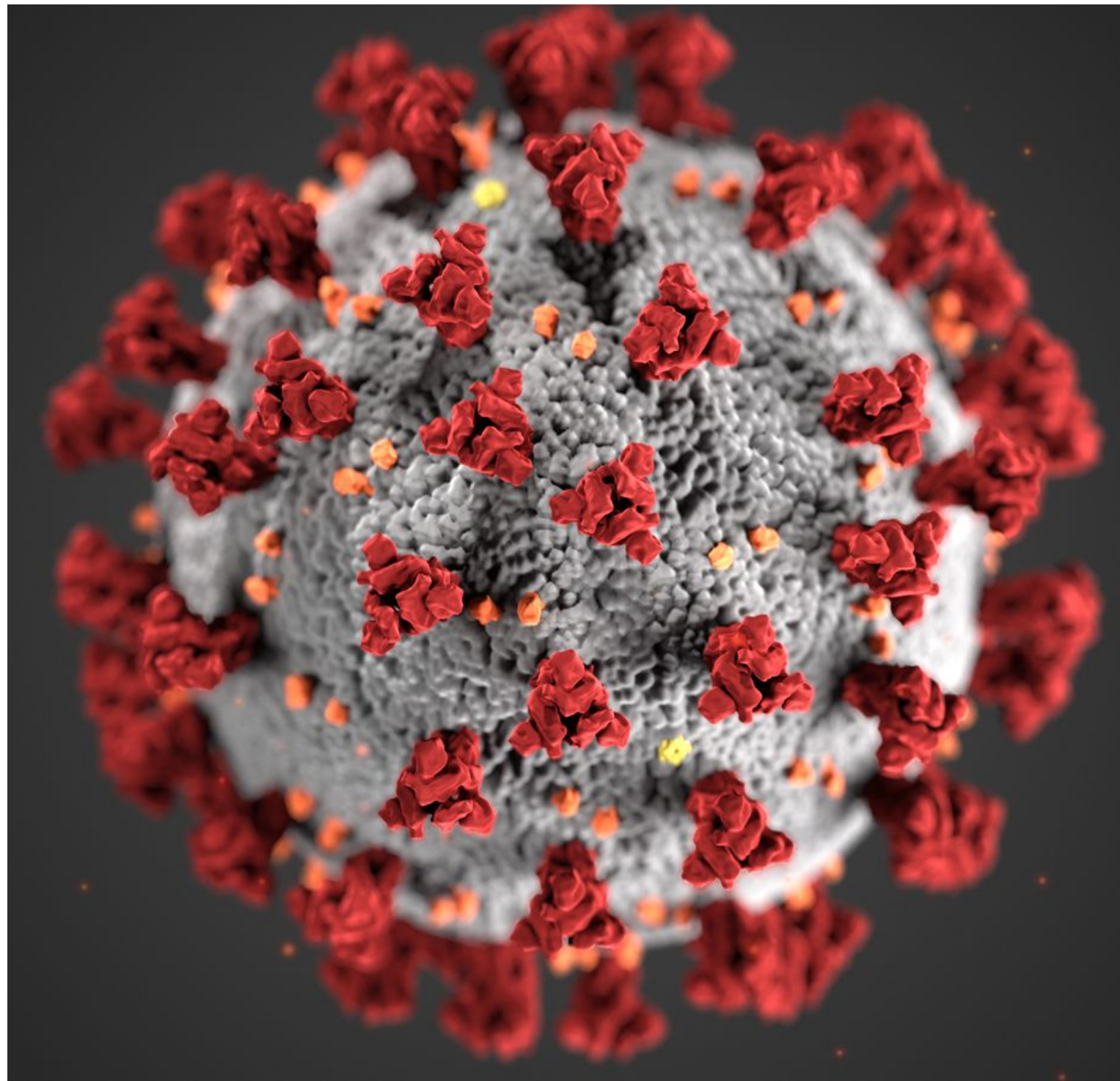
The Early Adopters

From devs, to hackers, from speculators, to cryptowhales the current from of the Metaverse is not for the faint of heart



Why Is Metaverse Ready For Mass Adoption ?

Confinement pushed digital adoption, tech is ready, GenZ & Alpha Gaming.



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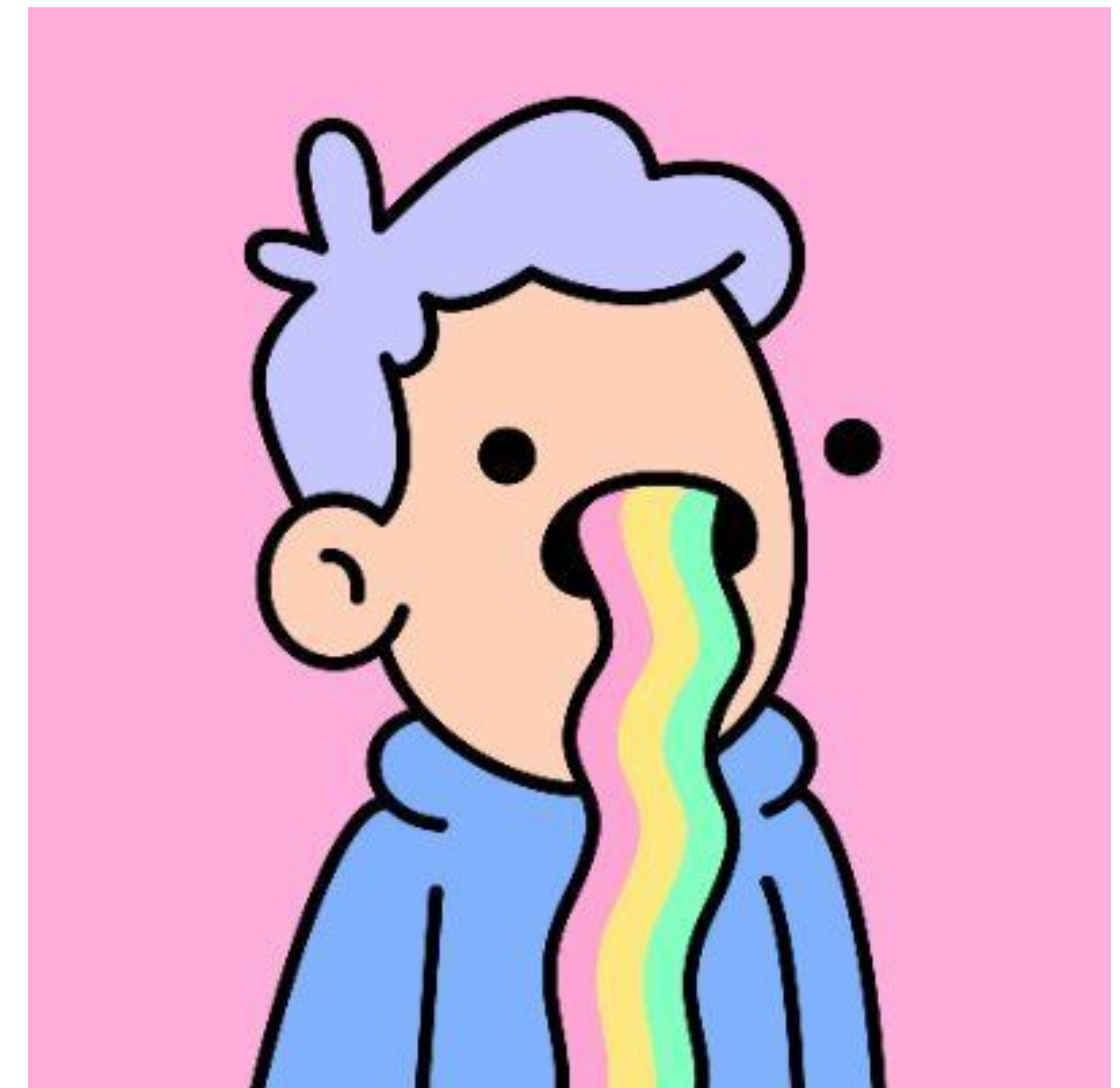
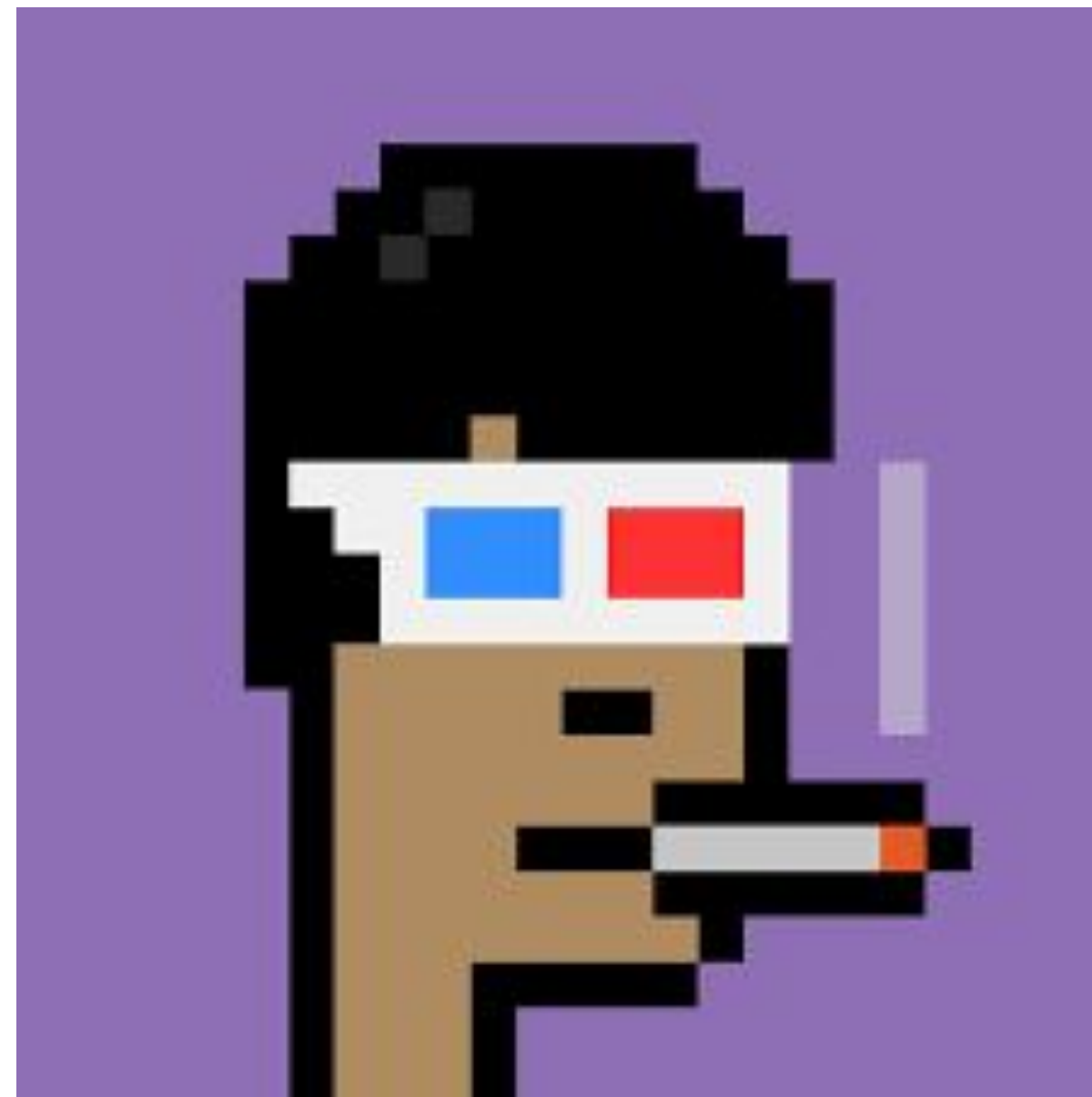
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PFP NFTs Are Community Tokens For The "Flex"

Non-Fungible Tokens is one-of-a-kind, Blockchain verified digital asset that belongs to you and you only.

PFP NFTs

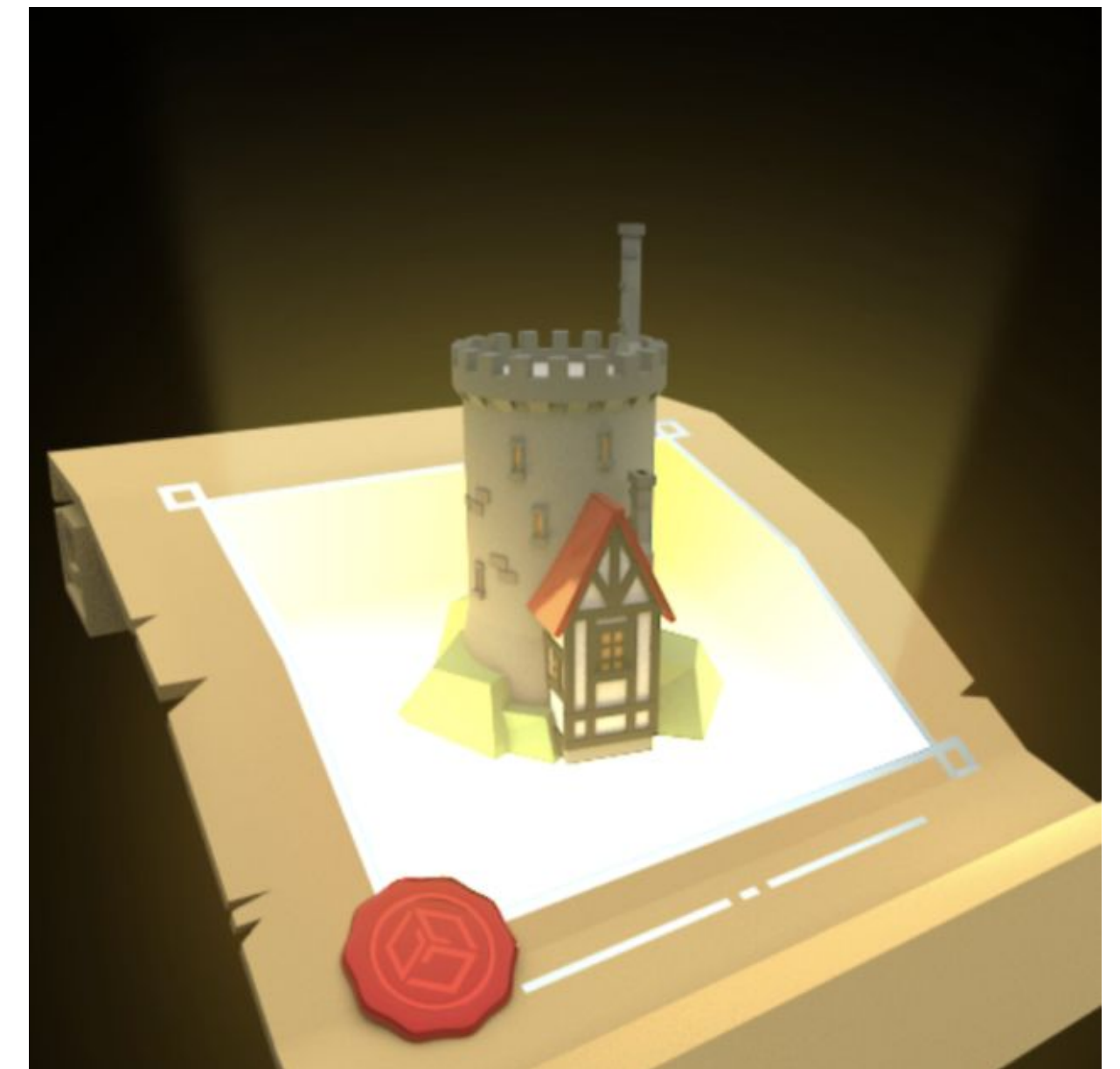


List  **Bored Ape Yacht Club** ◆ 944 \$2,851,097.12 1 [TheA...](#) --- 16 minutes ago

In Game NFTs Are Productive Assets

Non-Fungible Tokens is one-of-a-kind, Blockchain verified digital asset that belongs to you and you only.

In-Game NFTs



We are currently undergoing site maintenance which might result in delayed collection statistics.



 70

Mirandus 



Town of the Duke

 10 owners  10 total  3.4K views  70 favorites

 Sale ends June 11, 2022 at 9:11am +04

Current price

 **7,250,000** (\$2,219,986.25)

 Buy now

 Make offer

Price History

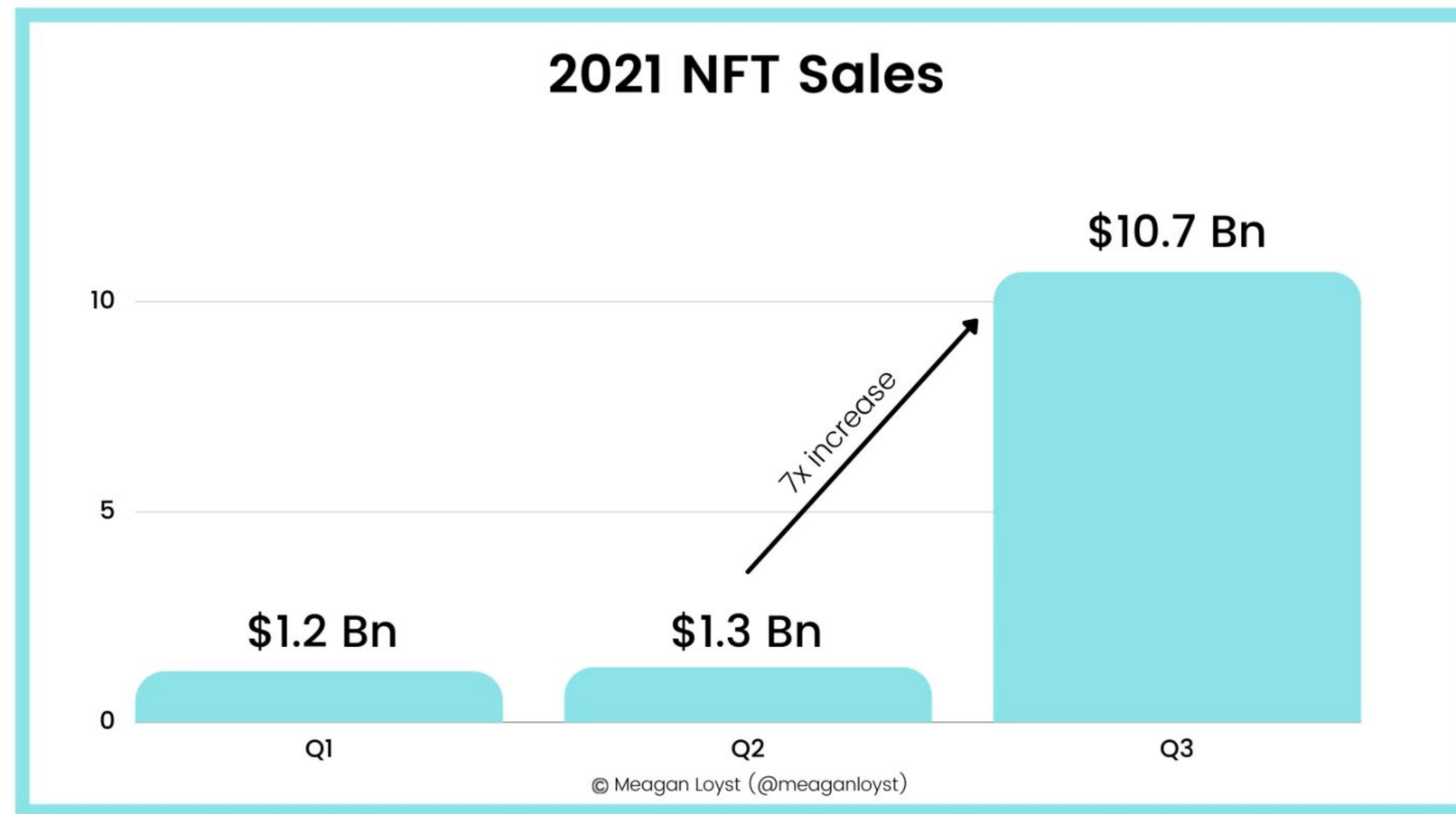
All Time 

All Time Avg. Price

Ξ508.6

NFTs Have Seen A Major Spike In Q3 2021

Growth by 7X in just one quarter, the NFT space became the hottest space of Web3 – a Bubble some might say.



Facebook is spending at least \$10 billion this year on its metaverse division

And expects to spend more 'for the next several years'

By [Jacob Kastrenakes](#) and [Alex Heath](#) | Oct 25, 2021, 5:06pm EDT



facebook

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There Are 3 Main Components To Evaluate an NFT Project

Utility, Founding Team and Community Hype



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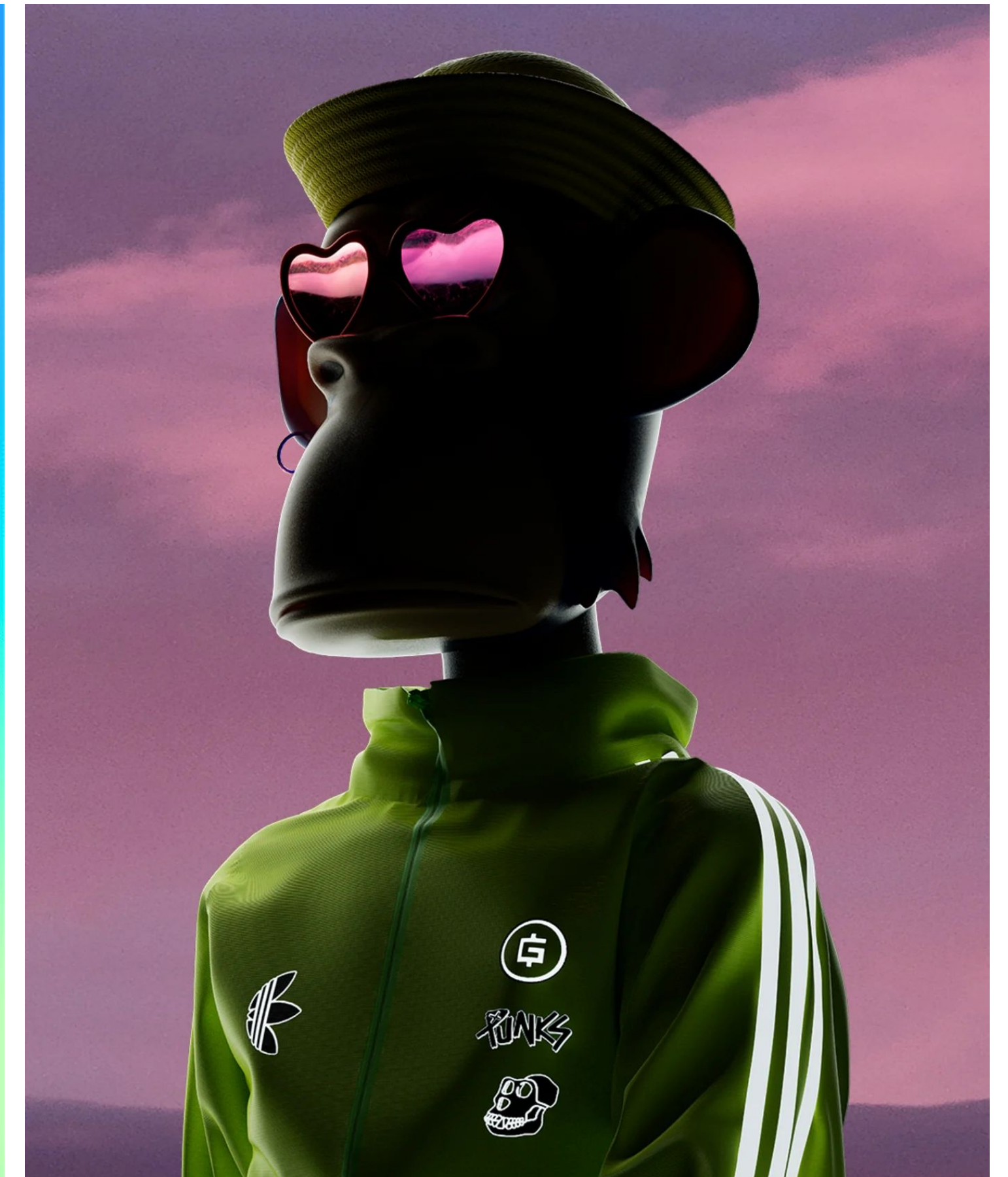
The Legendary Clash Nike vs Adidas Moves To The Metaverse

Nike first move was to build a branded ecosystem on Roblox - which is a Web2 Platform



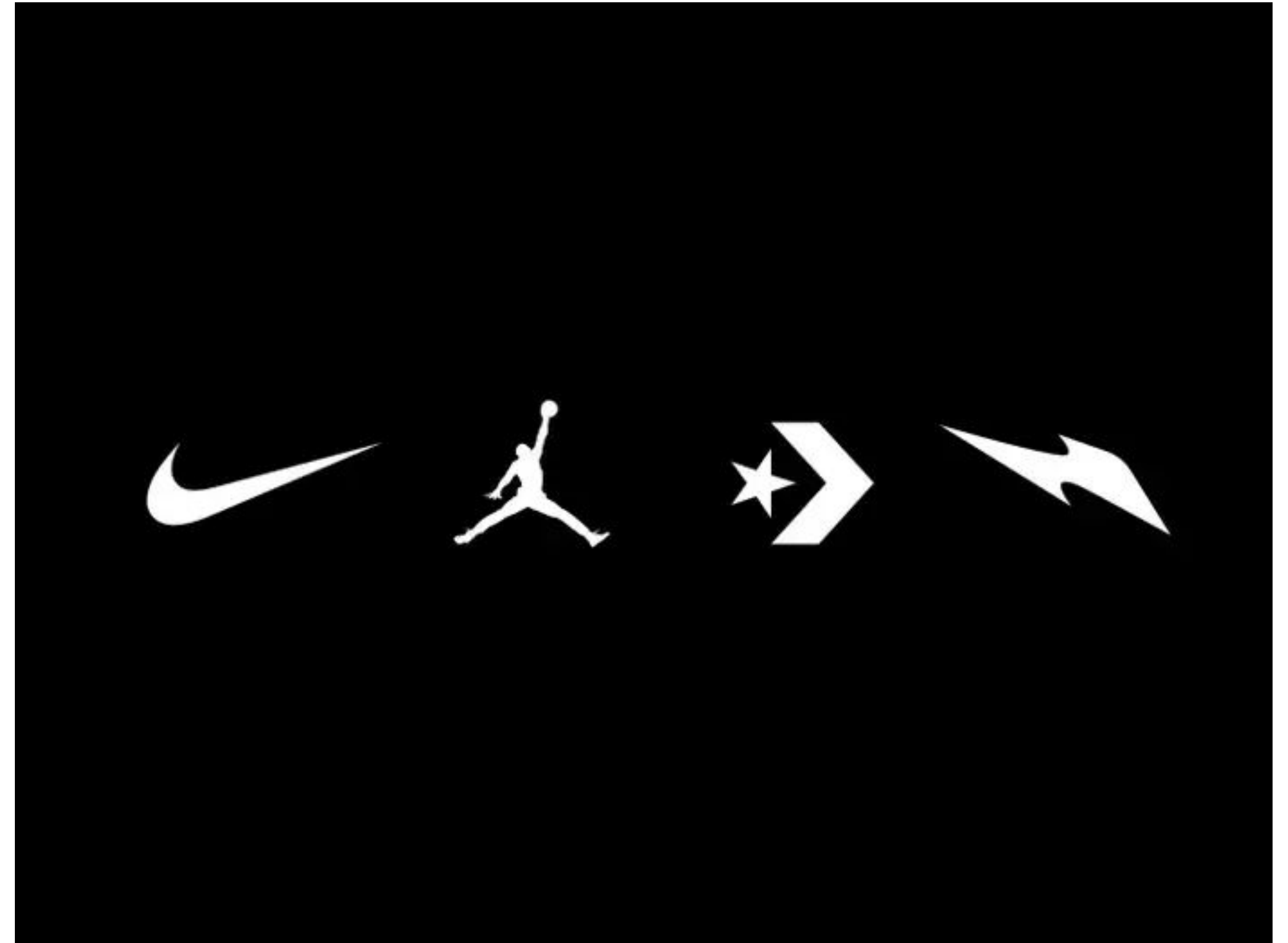
The Legendary Clash Nike vs Adidas Moves To The Metaverse

Adidas responded fiercely – trying to find its way into the Web3 Community with a legendary BAYC Partnership



The Legendary Clash Nike vs Adidas Moves To The Metaverse

Nike responded back by acquiring RTFKT Studios a Web3 Collective focused on Virtual Sneakers



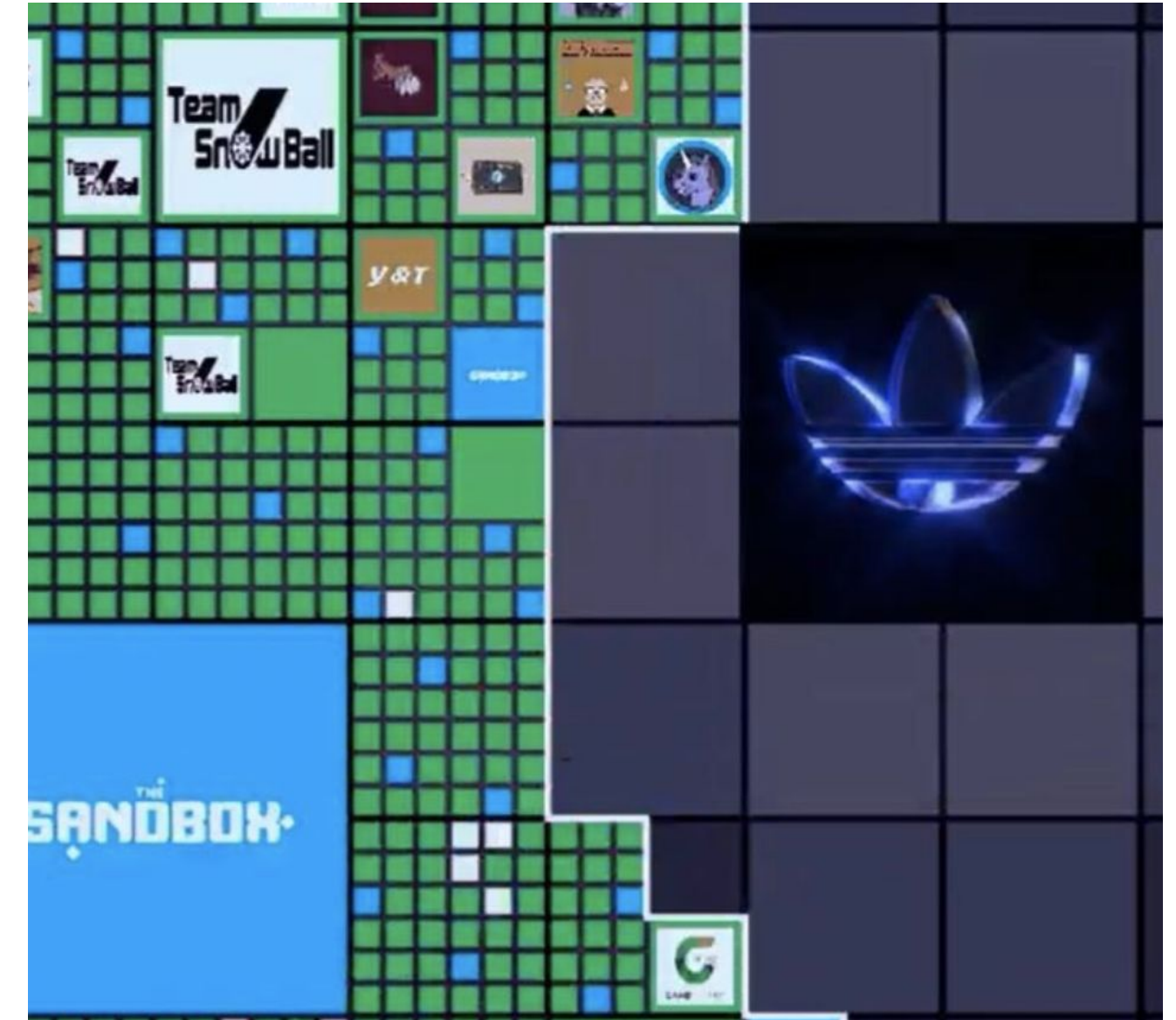
The Legendary Clash Nike vs Adidas Moves To The Metaverse

Adidas gets back with a NFT Drop followed by a partnership with Coinbase and an Estate on the Sandbox



**Adidas Originals NFT
Compilation Enters Top 50
Collections by Volume, Close to
\$60M in Sales in 18 Days**

**Adidas' Coinbase Partnership Followed by Buying Land in
The Sandbox!**



SnoopDog a.k.a CosmoDeMedici reveals major plan for Sandbox “Snoopverse”

SnoopDog is entering the SandBox with a huge estate where he can host concerts, events and games



Balenciaga Fortnite, to bring signature clothing and apparel into the game.

Kim Kardashian outfit at Met Gala looked like a unlocked character of a videogame...



Travis Scott Concert In Fortnite

A glimpse of what the future of concerts might look like in the Metaverse



© Meagan Loyst (@meaganloyst)

TRAVI\$ SCOTT

“Astroworld
Wish You Were
Here” Tour

Astronomical
Concert Tour in
Fortnite

In Person vs. Virtual	In Person	Virtual
Year	2018 - 2019	2020
# of Concerts	55	5
Fans in Attendance	806,900	27.7 million
Revenue	\$60 million	\$20 million
Geography	North America	Global

Comparing Travis Scott's in-person 2019 tour vs. his 2020 virtual Fortnite concerts



TECHNOLOGY

Clinique's first NFT ties to loyalty and products as uses expand

Estée Lauder-owned Clinique joins a handful of other brands diversifying non-fungible tokens, from being collectors' items to including loyalty rewards and physical product perks.

BY MAGHAN MCDOWELL

19 OCTOBER 2021



TECHNOLOGY

Q&A: HOW TO USE NFTS



“Just as in real-life, where a physical card can scan you access into a club, a utility can be anything from using the NFT as a membership pass to the ability to wear an asset in a game, or incorporating a sustainability or social responsibility benefit for purchasers of the NFT.”

BY MAGHAN MCDOWELL

19 OCTOBER 2021





How Gaming and the Metaverse are Changing the Beauty Industry

“Gaming truly represents the next generation of consumer, yet the market remains largely underdeveloped especially when compared to all that is being done across music, film and TV. This provides us with a huge white space to work with and we’re really just getting started in terms of what’s possible” she adds.



BRINGING DIGITAL FASHION TO LIFE



Captures SpaceX Launch In Decentraland

A glimpse of what the future of events might look like in the Metaverse



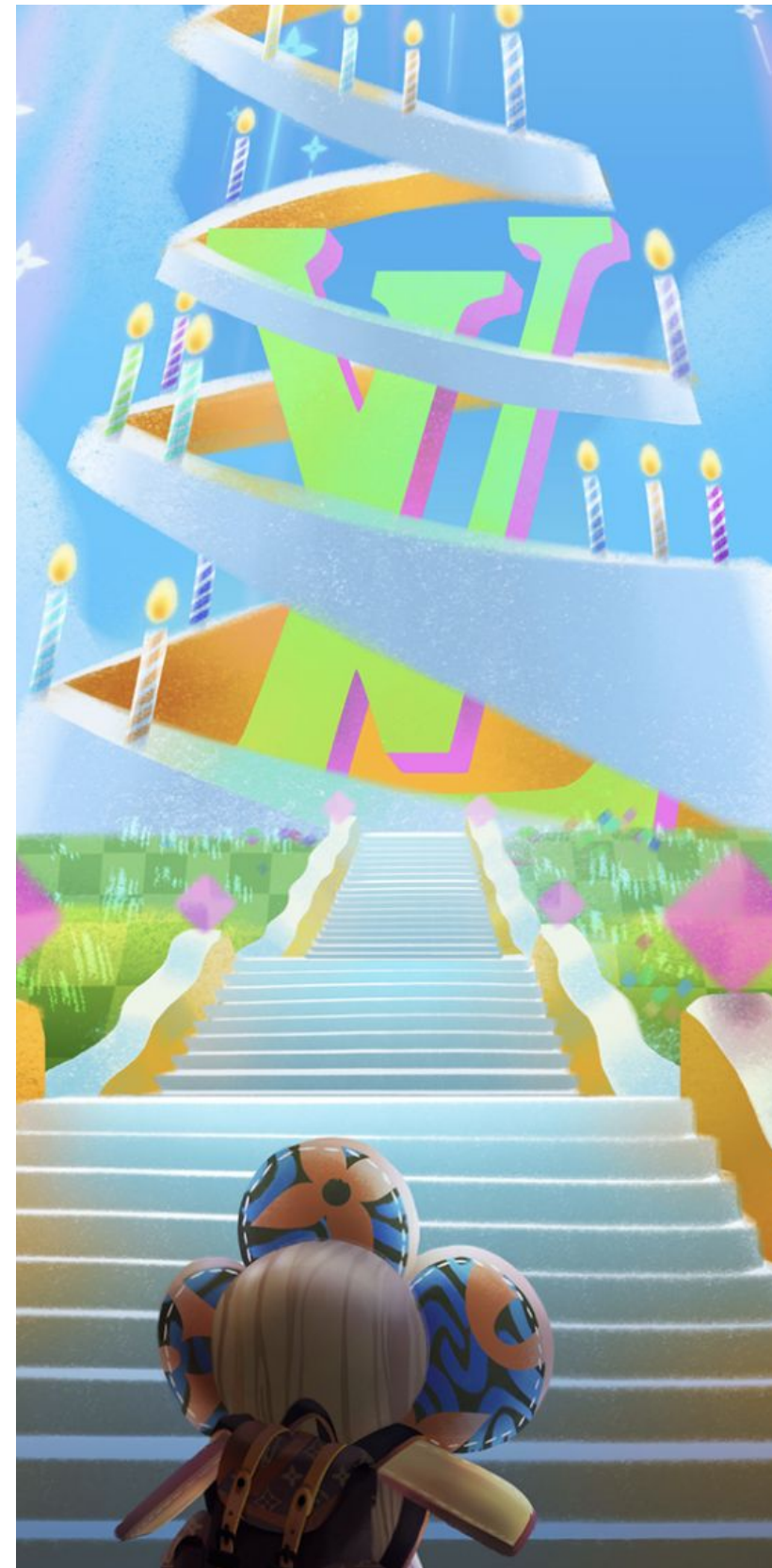
Gucci Creates Temporary Celebration Space On Roblox

Maison Gucci created different spaces to showcase the universe of the brand in a digital space



Louis Vuitton Releases Digital Game for Founder's 200th Birthday

The mobile game comes in, English and Chinese, showcasing Louis Vuitton's dedication to the Chinese market



Burberry designs outfits China's biggest video games

Players can buy the clothes – known as skins – to adorn in-game characters for popular game Honor of Kings

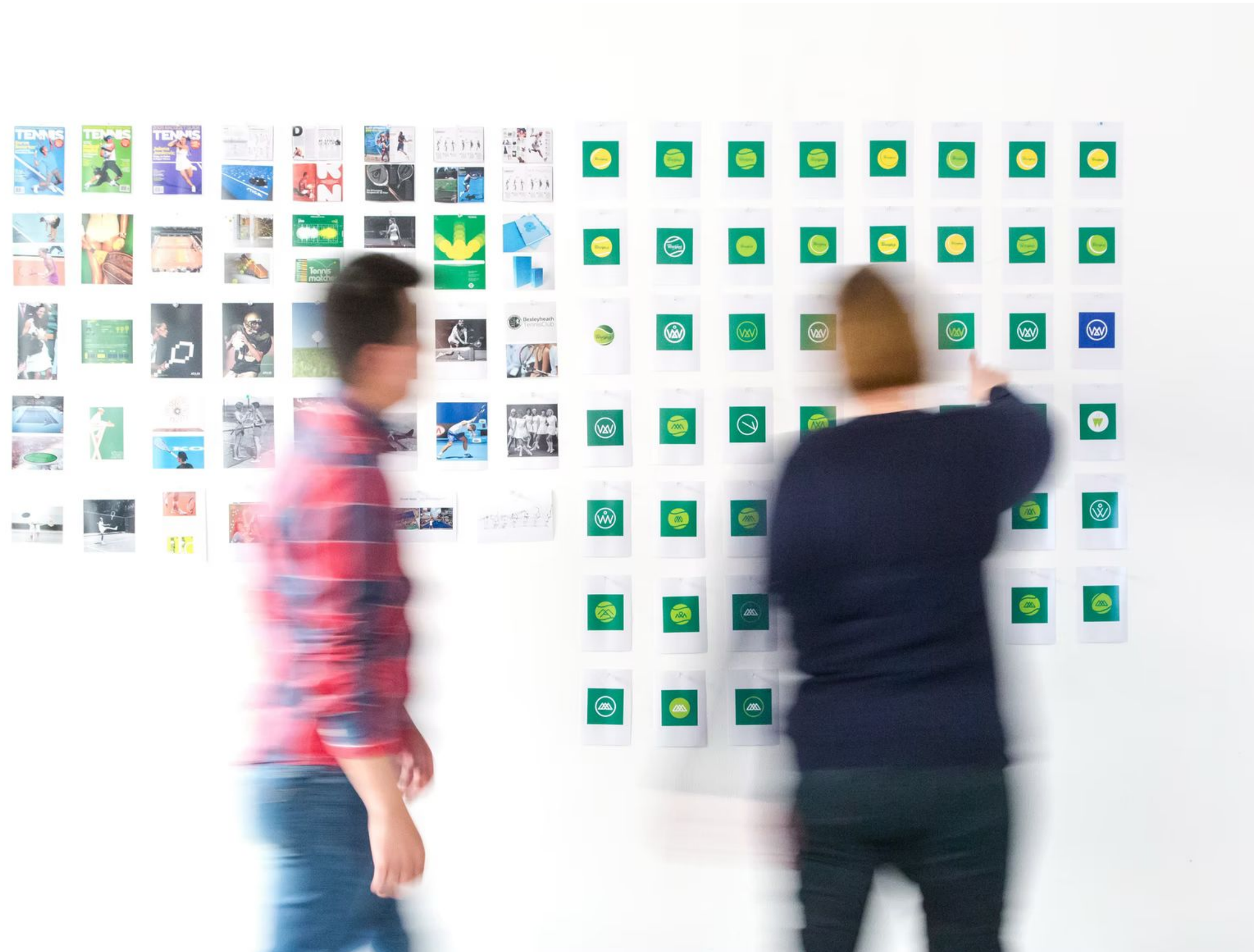


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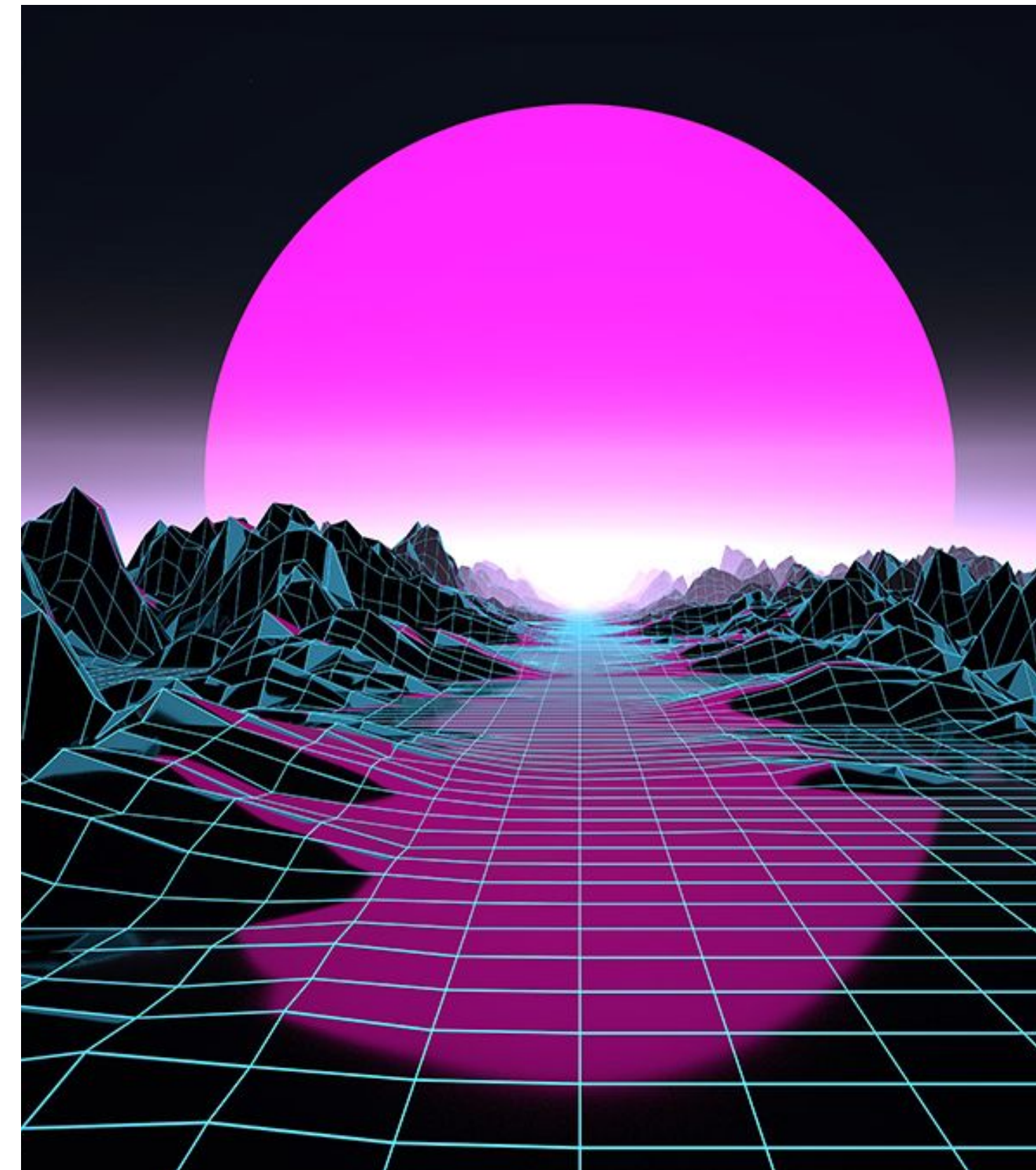
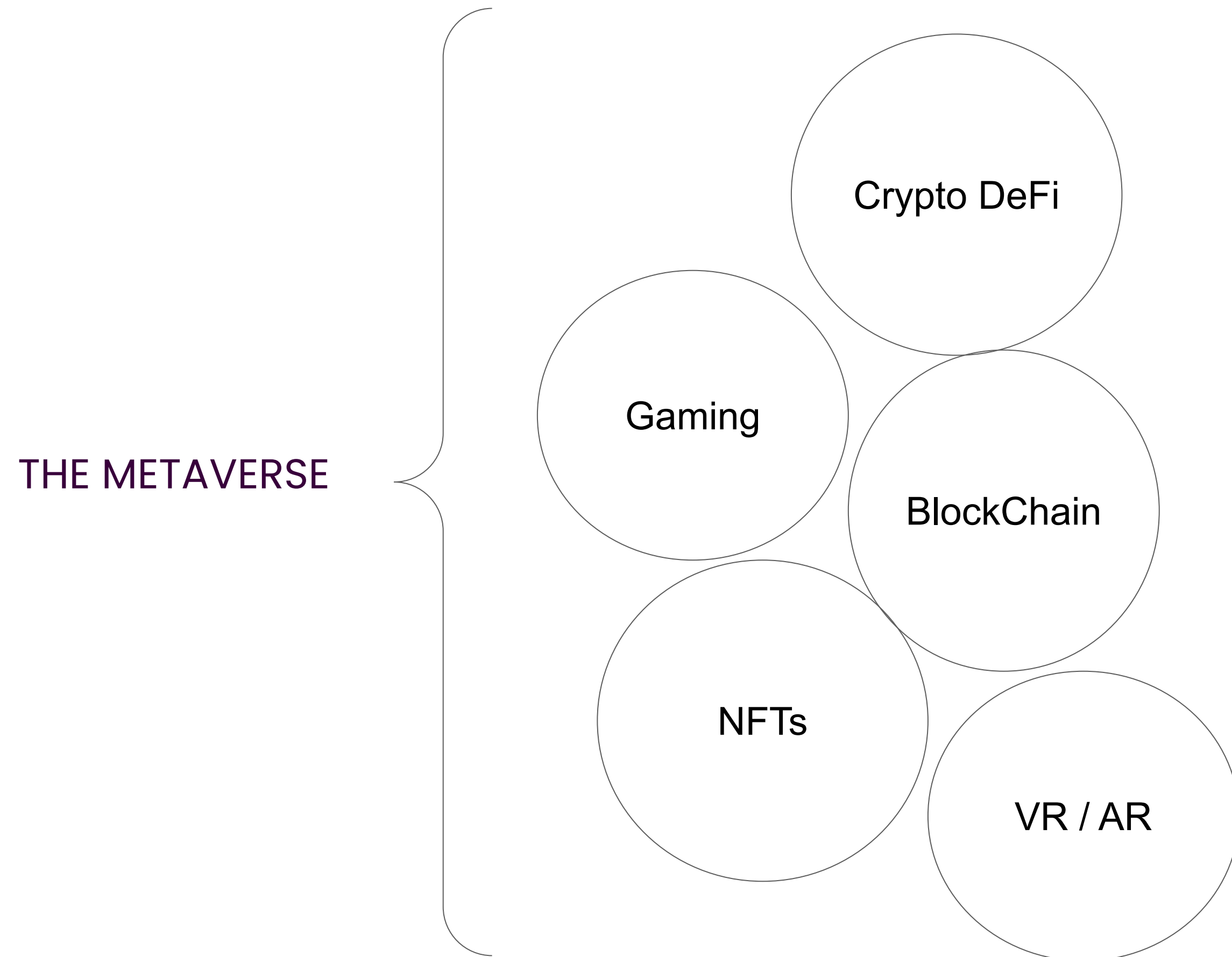
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What Can You Do As A Beauty Brand?

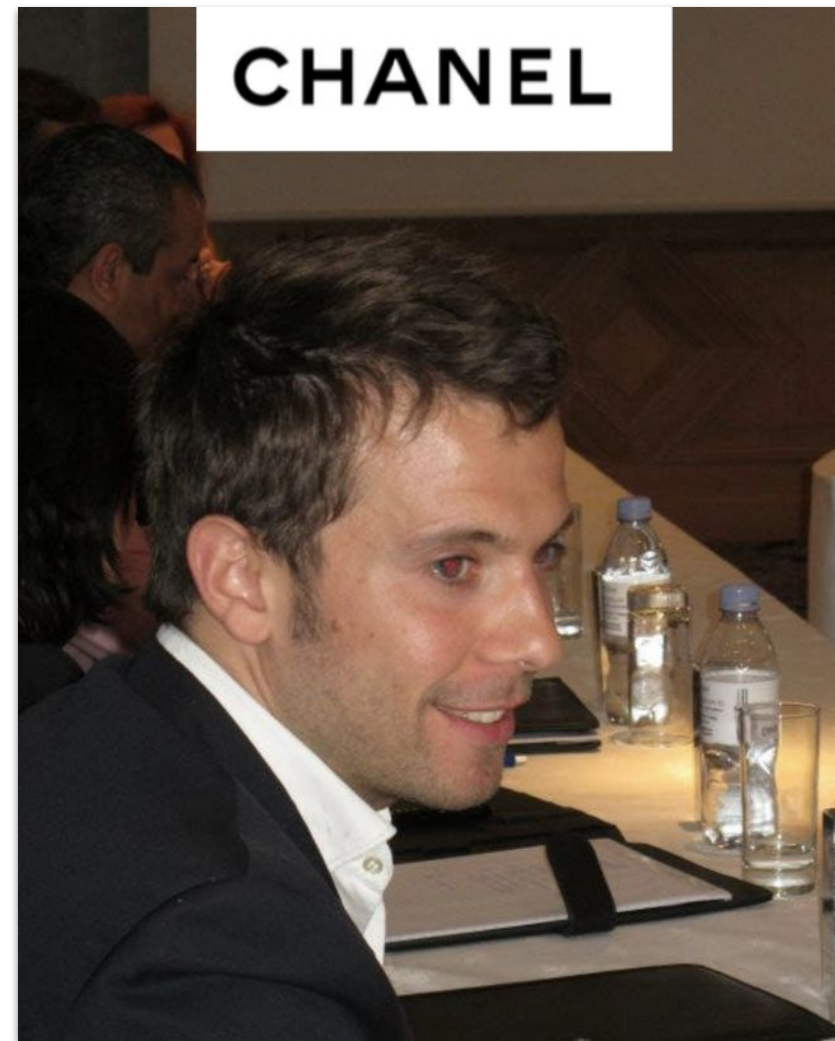


This Is Ultimately What We Call "The Metaverse"

It's an upgraded internet ecosystem that combines both new software and hardware technologies.



My Name Is Nelio...





Tariq Sanad

Chief Financial Officer at Pure Harvest

December 22, 2020, Tariq managed Nelio directly

Nelio's professional world is built behind a passion for marketing! I've been working closely with him at Careem. His out-of-the box ideas push the boundaries and he has the technical expertise to translate that drive into impact-driven growth results. His passion drive... [See more](#)



Spyros Tsoukalas

Start-Up Enthusiast, Entrepreneur & Computer Engineer

November 26, 2020, Spyros worked with Nelio but at different companies

Nelio is the best mentor you could ever wish for... Imagine what value you receive when an xUber/Careem Director offers you advice 1:1. If you are looking for guidance in Marketing and Growth Strategy or if you are launching a new concept, then you'd better hav... [See more](#)



Scott Leder

Founder VOLTA

November 24, 2020, Scott worked with Nelio in different groups

Worked With 80+ Founding Teams Worldwide

in-depth know...
to building bra...
to ... [See more](#)



Stevi Lowmass

Founder and CEO of The Camel Soap Factory, a environmentally conscious skincare brand with roots

When it comes to agencies our experiences have not always been very positive. However, working with Urbanmonks and with Nelio has been transformative. We've implemented advanced growth programs and gain deep insights on how to build a customer-centr... [See more](#)



Cynthia Wandia

Co-founder & CEO at Kwara.com

August 27, 2019, Cynthia was a client of Nelio's

Nelio is a cutting edge and intelligent Growth Marketer with an incredible depth of knowledge. At Kwara, he added value by spotting the right growth opportunities, executing a relevant growth strategy and up-skilling the team in a very short amount of time. His positive attitude... [See more](#)



Bernardo Aito

Principal at L-GAM UK Advisors Limited

November 18, 2020, Bernardo was a client of Nelio's

We asked Nelio and the Urban Monks team to help us analyze the growth strategy of a possible target venture. Their work was detailed yet to the point and incredibly valuable to us. His type of skill set is unique!



Abdallah Abu-Sheikh

Co-founder & Chief Executive Officer

June 12, 2020, Abdallah was a client of Nelio's

Working with Nelio and the Urbanmonks team was a great experience. They helped us building a unique data driven perspective on our market and how to define our go-to strategy. In only 5 weeks we had a clear understanding on who to target, which channels to use and how t... [See more](#)



Philip Bahoshy

Founder - MAGNiTT

April 25, 2020, Philip was a client of Nelio's

When it comes to marketing, Nelio provided us great and tangible insights the webinar we hosted him on! He has a real understanding of how modern marketing works. His approach to growth is a proper formula that combines both organic and technical expertise. The feedback f... [See more](#)



Stephanie

2020, Stephanie

of Nelio's

was extremely helpful. Rather than trying to just take from e gave me tools necessary to do things myself. He was open and clear and invited me to contact him again with any further queries. He was exactly what I imagine a 'mentor' to be. As much as we want t... [See more](#)



Rami Shaar

CEO @ Washmen

January 29, 2020, Rami managed Nelio directly

Nelio has real "signature" formula to marketing. His approach is both creative and conversion-driven. It's out of the box and can make anything, but literally anything stand out... even laundry. Best of all, he was alot of fun to work with and we miss him around at Washmen.



Astrid Unwalla

Founder & CEO at NOOD

January 28, 2020, Astrid was a client of Nelio's

UrbanMonks transformed my business. Literally. Nelio and his team tackled our Growth with a very specific approach both technical, creative, strategic and extremely data-driven. They really went above and beyond to get the job done, and done well. If there is a go-to pers... [See more](#)



Luis Camacho De Anda

Helping mid & late-stage SaaS companies scale.

January 6, 2020, Nelio worked with Luis in the same group

Nelio and I have had the opportunity to work together on multiple projects and I've been nothing but amazed by his work ethic, drive, and passion for Growth Marketing. His skills are second to none and is able to see good opportunities for potential customers from a mi... [See more](#)