

# The Metaverse Corporate Use Cases

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**90%** of the money  
movement is electronic  
*“Digital”*

Only **39%** of the world's population have access to a bank account.



THE FUTURE IS ALREADY HERE  
IT'S JUST NOT EVENLY  
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WILLIAM GIBSON

## Web1

## Web2

## Web3

Time Period	1996 - 2004	2004 - 2016	2016+
Content	Existing information gathered into a single database	Individuals gained the ability to create information in a global database	Individuals have the potential to monetize their own data
Business Models	Web forms, Email & Search Engines	Apps, Social Media & e-Commerce	Platforms
Medium	Desktop browser access	'Mobile first' always on	Wearable Augmented/Virtual Reality (AR/VR), voice and Internet of Things (IoT) devices
Payments		e-Carts	e-Wallets

# What's the Metaverse?

**“The Metaverse is effectively an interface layer made up of hardware and software that makes the physical and virtual worlds indistinguishable from one another.”**

**– Jamie Burke, Founder and CEO, Outlier Ventures**



# The Metaverse's Business Models



# Metaverse Corporate Angle

## The Enterprise Angle – Online Collaborations

- Proponents of the technology often cite Metaverse's ability to build shared virtual spaces for enterprises. In fact, the post-pandemic work-from-home environment could greatly be influenced by AR/VR (Augmented and Virtual Reality) adoption, dramatically changing the way colleagues interact & collaborate on projects.

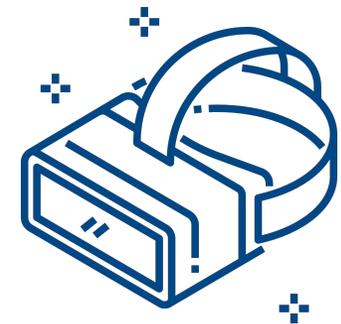
**Imagine being teleported digitally to a remote location** for shared experiences with your colleagues featuring:

- **the ability to bring** your desk, computer & keyword into Virtual Reality (VR) with you;
- a **virtual whiteboard** to sketch out ideas together with your team;
- **share meeting** notes, file sharing, calendar integration abilities;
- ability to **configure the virtual room's** layout to match user needs;
- or, simply **hang out & socialize**.



**Future of digital businesses:**

While the Metaverse may start slow as the technology remains nascent, advancements over time, could see more & more enterprises sign-up for Metaverse platforms and invest in necessary hardware (e.g., Virtual Reality headsets).



The metaverse could  
generate **\$4T to \$5T**  
in value by 2030

# Thank you

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