

Enter the Metaverse

In September 2021, Facebook CEO Mark Zuckerberg announced to the world that the company is rebranding as Meta and provided a detailed presentation on how his company will position itself in the new era of internet. In Zuckerberg's words, the Metaverse is an embodied internet where instead of viewing content, you are in it. You feel present with others as if you were in other places, having different experiences that you could not do on a 2D app or webpage.



Source: <https://www.theverge.com/22588022/mark-zuckerberg-facebook-ceo-metaverse-interview>

Facebook is certainly not the only company working on the Metaverse. Here are the other companies that are chasing the Blockchain and Metaverse concept:

- **Tencent** – Chinese social media and gaming giant Tencent reportedly registered many metaverse-related trademarks for its social site QQ.
- **Roblox** – Video game platform Roblox announced plans for metaverse that built around its users to provide 3D experiences for learning, working, playing, and socialising.
- **Nike** – Sportswear giant Nike working on a strategic partnership with Roblox to create a Virtual world called Nikeland.
- **Nvidia** – Graphics Processing Unit company Nvidia, developed the Omniverse as a platform for creators and designers collaborations.
- **Microsoft** – Microsoft unveiled its metaverse project. “Microsoft Mesh” where users can enter a virtual working world in a virtual office.
- **Epic Games** – Epic Games’ Fortnite held concerts, movie trailers, and music debuts in the open-world games long before the Metaverse was announced.

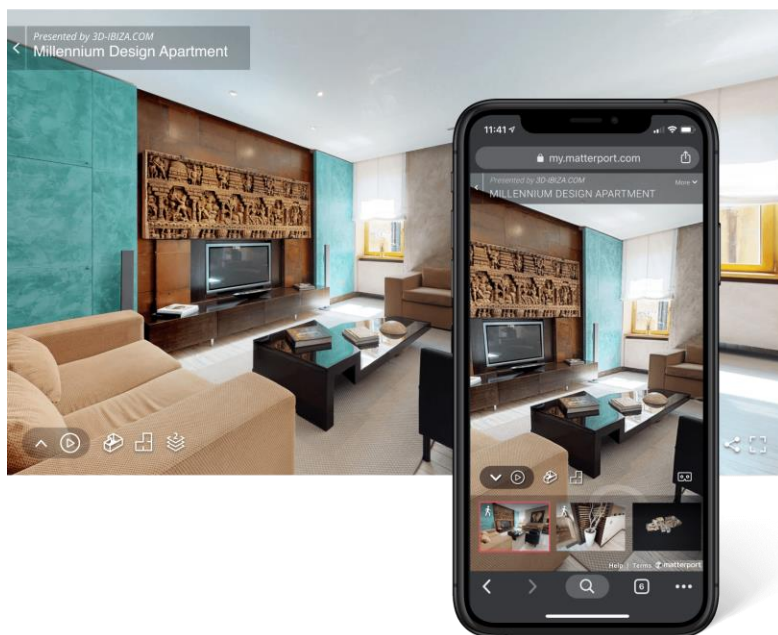
What exactly is the Metaverse?

The term was coined by Neal Stephenson in his 1992 sci-fi cyberpunk novel “Snow Crash”. The novel envisions a virtual reality-based successor to the internet where people will be able to come together, connect even better, and enjoy immersive experiences all around.

In the Metaverse, people use their digital avatar to explore the virtual world where the streets are full of shops, malls, offices, amusement parks, concerts, and plenty of other entertainment complexes. The Metaverse would have a full-fledged economy running encrypted digital currency, and users will be able to make purchases on digital goods that are unique from one another.

The idea may sound far-fetched but the reality is that blockchain technology has already enabled the two economies of the Metaverse; cryptocurrency as digital currency, and Non-Fungible Token (NFT) as digital assets. Maybe we are not that far from the world that was written as a novel 29 years ago after all.

The Metaverse is not limited to just games and entertainment. For example, Matterport allows real-estate businesses to create 3D representations of their properties for users to understand the potential issues and opportunities in which would have been impossible with blueprints or photographs.



Matterport 3D virtual tour for Real Estate

Source: <https://matterport.com/industries/real-estate/virtual-tours>

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Metaverse - A fad or a trillion-dollar market?

To an extent, the Metaverse is somewhat like the internet in its early days. While the concept is relatively nascent, dismissing an innovative concept due to the difficulty of imagining it happening can prove to be costly. After all, the future is first built in the imagination.

It may be difficult to put a point in time for mass adoption but the time will come when the importance of virtual life surpasses physical life. Think of people and companies who care about their perception of social media over the real world. Then it is not too hard to imagine people and brandings caring about their perception of virtual worlds over their social media and the real world in the near future.

The Metaverse will be an integral part of Web 3.0 and there will be endless ways and opportunities to monetize within the Web3.0 and the Metaverse. It is no wonder the tech giants and gaming industry are leading the way in the transition. The scale of capital allocation and expansion is clear to us that we have passed the point of no return.

How to invest in Metaverse?

With the huge ecosystem, the Metaverse provides massive investment opportunities to investors. Bloomberg Intelligence estimated that the metaverse's market size will reach USD 800 billions by 2024. An avid investor will know that it is never too late to be early.

Metaverse Ecosystem Diagram



Source: Newzoo's 2021 Global Games Market Report | Into the Metaverse trend report newzoo.com/globalgamesreport

- Investing in Tokens and NFTs

The Metaverse tokens are linked to the virtual world in which users can purchase lands and collectibles (NFT) with the tokens. Some of the high-profile projects with high adoption rates include The Sandbox (SAND) and Decentraland (MANA). As the Metaverse concept is still early in development, there is a high level of risk and uncertainty when investing in the virtual world tokens and NFTs.

- Investing in listed stocks

There are plenty of opportunities for investors to invest in companies in the ecosystem which will benefit from the potential success. Facebook is one of the companies that are at the forefront of building the Metaverse. Companies such as Microsoft, Unity, Roblox, and Amazon are also likely to play an important role in the growth of metaverse.

- Investing with ETF

Investors could also gain exposure by investing in Metaverse ETF. The Roundhill Ball Metaverse ETF (META) provides exposure to companies to the major players of Metaverse like Microsoft, Nvidia, Roblox, Unity, and Tencent.

- Investing blockchain technology with Unit Trust

If Metaverse is a difficult concept to grasp, perhaps investing in blockchain technology as digital enablers will be a good alternative. Blockchain adoption accelerated in the face of increasing regulatory control all over the world. With the constructive regulations and increasing clarity for adoption, it should accelerate global participation as companies continue to create innovative and disruptive use cases for blockchain.

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