



**BE PATIENT! THE
METAVERSE IS
COMING**

ECHANGEUR

BNP PARIBAS
PERSONAL FINANCE

FROM “DEUXIEME MONDE”(1997) TO SECOND LIFE (2003) AND MINECRAFT (2011)

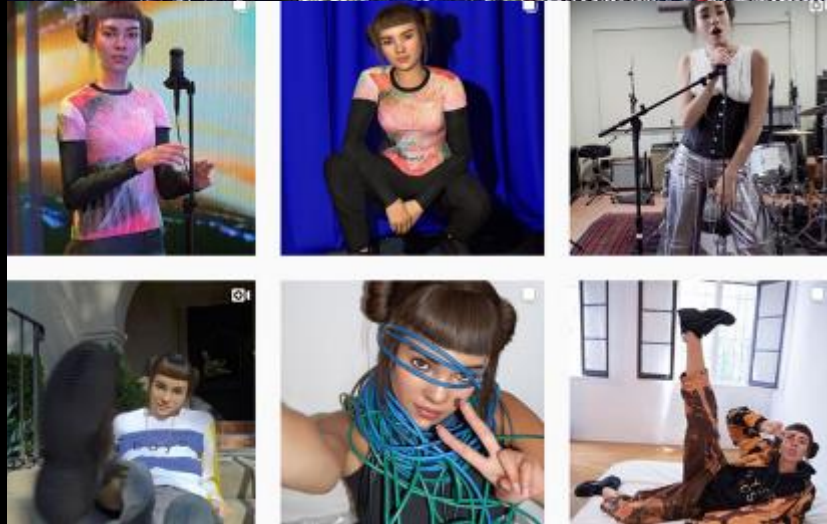
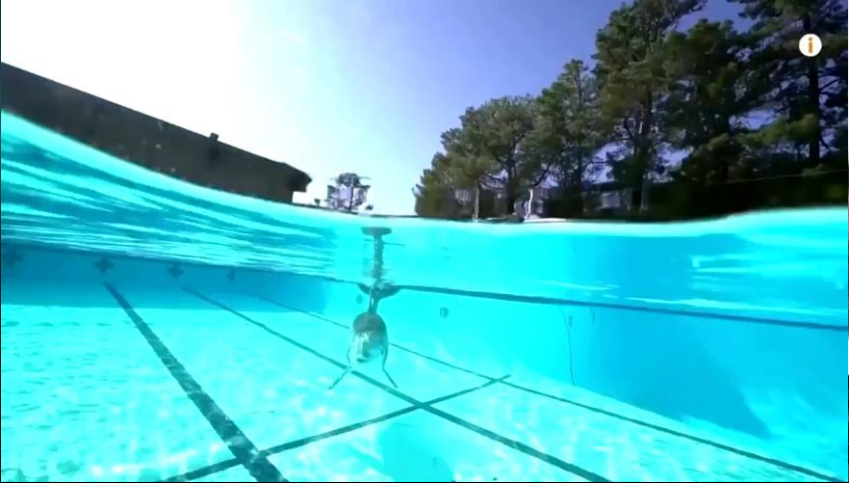


A NEW DIGITAL WORLD

- 81% of GenZ are playing video games
- Gaming Market is up 23% from 2020 so now it's a \$180 billions market
- 40% of GenZ looking to interact with friends through gaming!
- Over 30% of GenZ ready to spend around \$200 for virtual good
- GenZ are Metaready



THE SYNTHETIC MEDIA ERA



WTF IS THE METAVERSE

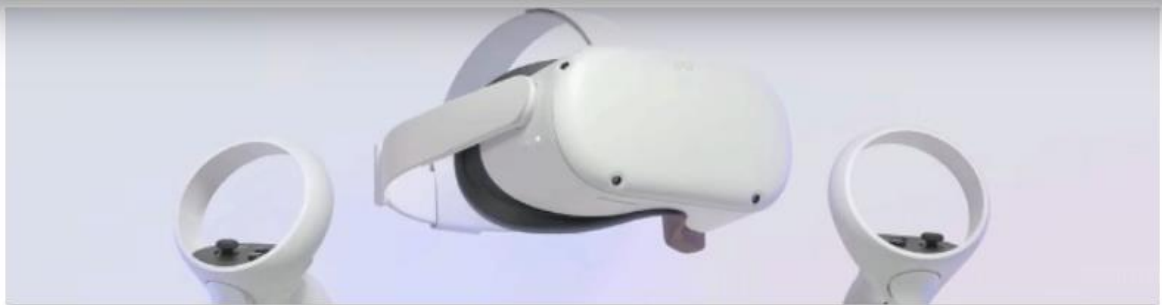
The term metaverse was coined in Neal Stephenson's 1992 science fiction novel *Snow Crash*, where humans, as programmable avatars, interact with each other and software agents, in a three-dimensional virtual space that uses the metaphor of the real world.

A definition by Matthew Ball (venture capitalist)

The Metaverse is a large-scale interoperable network of 3D virtual worlds real-time rendered



VR IS NOT THE METAVERSE



Meta Quest 2 Has Sold 14.8 Million Units, Most Successful VR Headset - Sales

J'aime 7 Tweet Share 27

by William D'Angelo, posted on 01 July 2022 / 4,205 Views

Facebook has announced the Meta Quest 2 has sold 14.8 million units worldwide since its launch in October 2020.

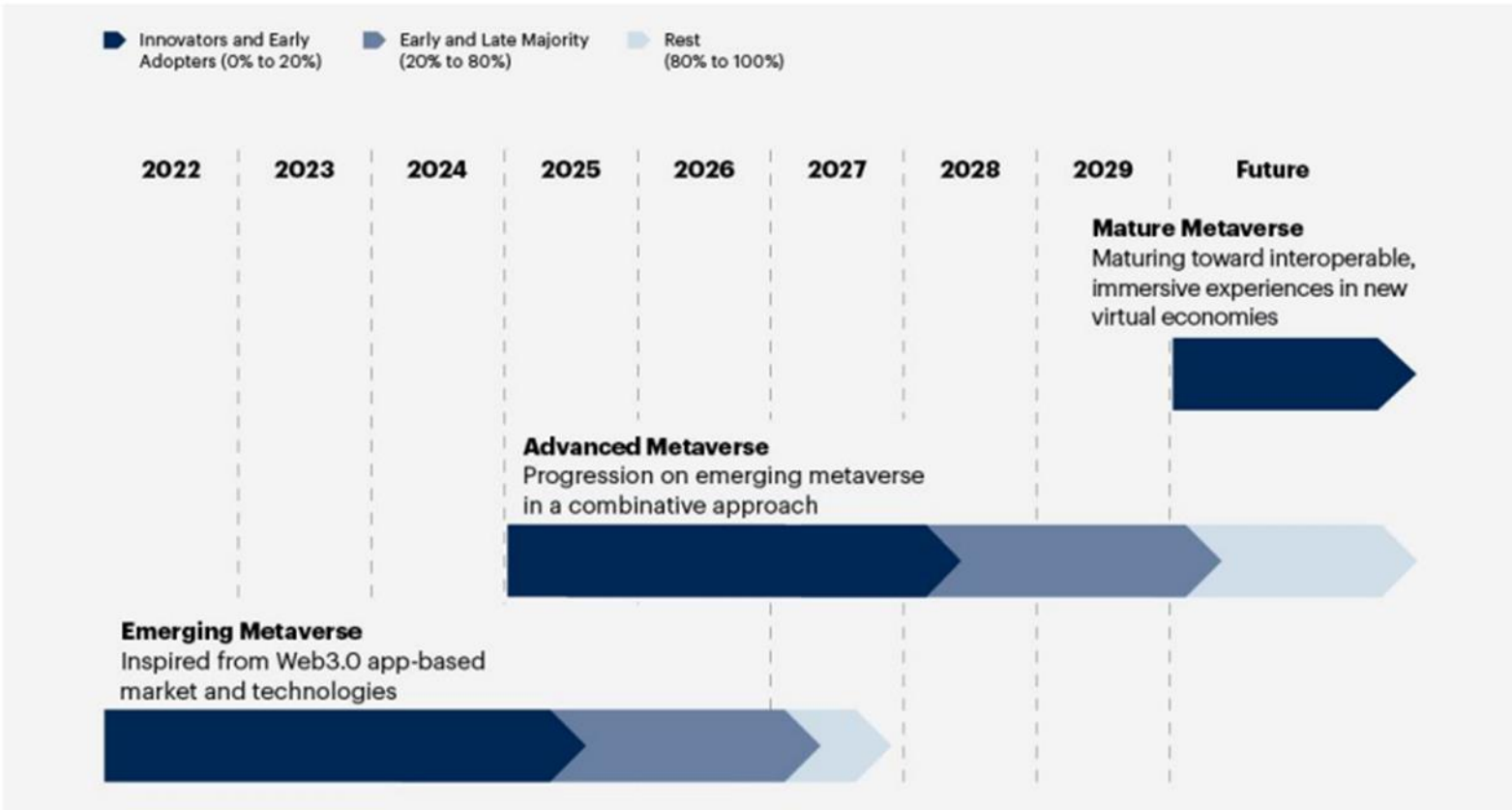
The Meta Quest 2 was developed by Facebook Reality Labs, formerly known as Oculus, and announced during Facebook Connect 7 in September 2020. It released on October 13, 2020 and is the most successful VR headset to date.

Virtual reality sales grew 97 percent in 2021 and 242 percent in Q1 2022.



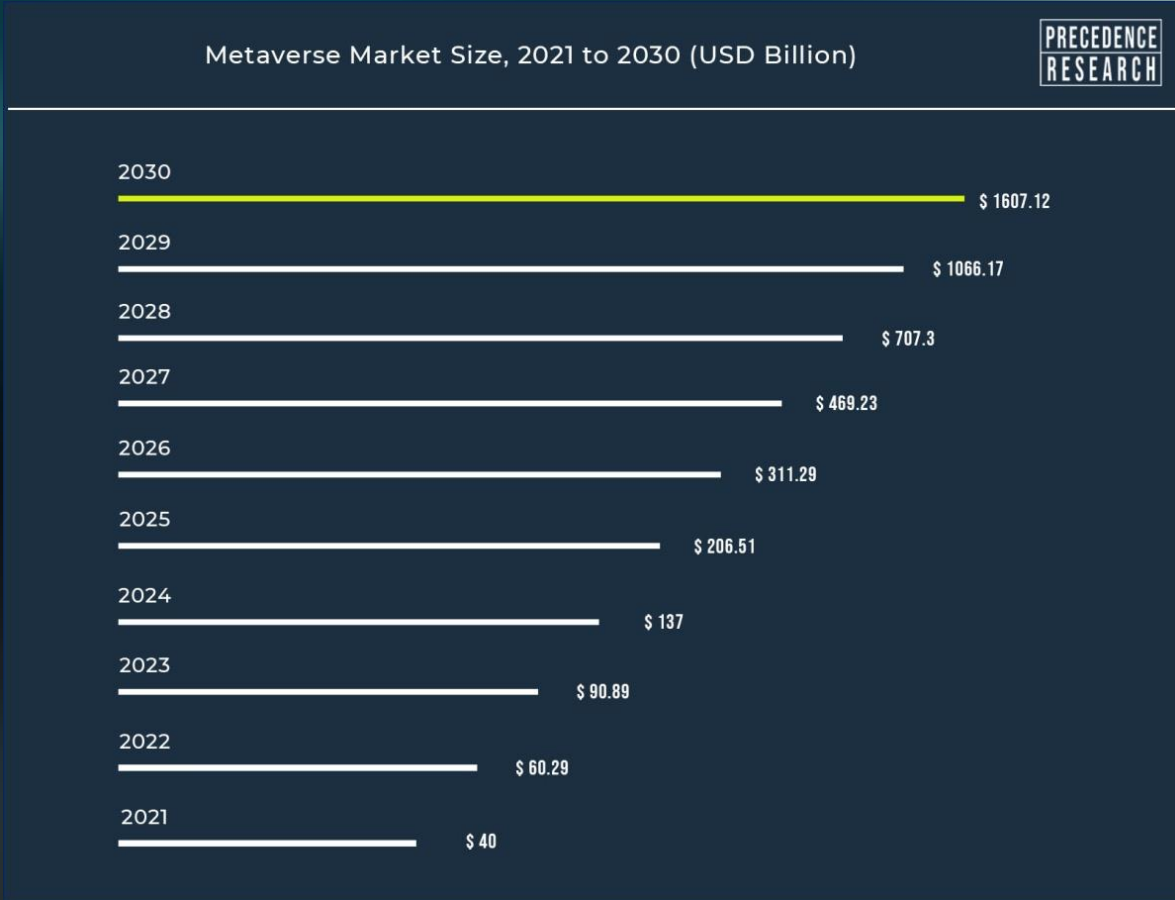
IT'S JUST THE BEGINNING

By 2026, 25% of the population will spend at least one hour a day in the metaverse for work, shopping, education, socializing and/or entertainment.



Source : Gartner

A GROWING BUSINESS

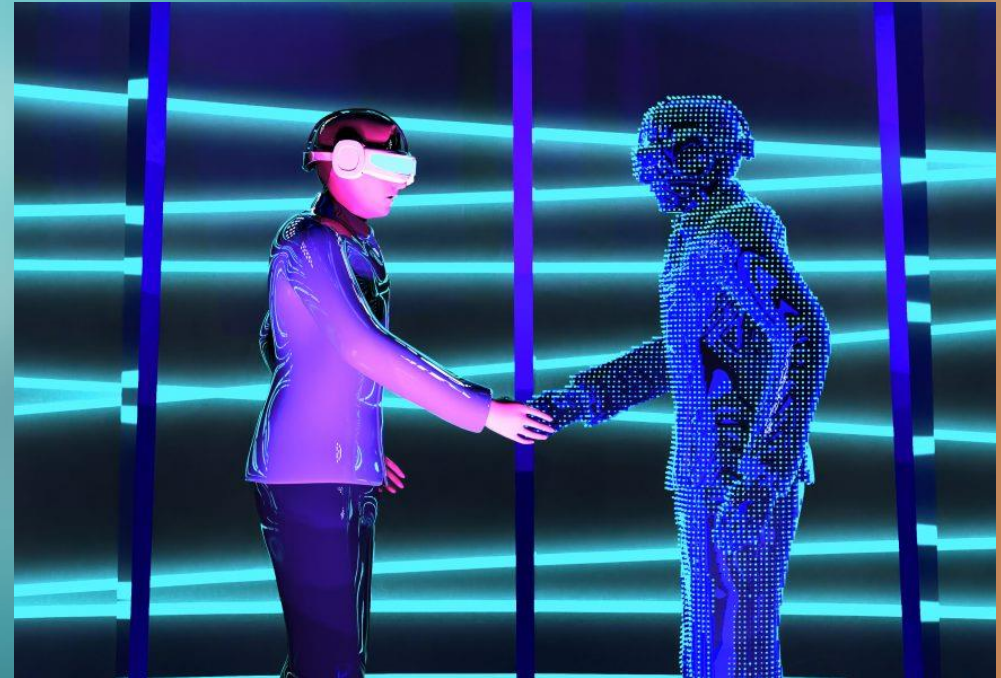


- The Metaverse market size is predicted to reach as much as \$800 billion by 2024
- JP Morgan predicts the Metaverse market size will be worth \$1 trillion
- Goldman Sachs predicts the Metaverse market size will be worth \$1-12 trillion
- The Metaverse market was worth \$46 billion in 2020
- \$10 billion has been invested in the Metaverse by Meta's Reality Labs segment

WHAT PEOPLE EXPECT?

- 82% a place to socialize
- 70% a place to shop & 68% the future of ecom
- 60% say brands should be selling digital products alongside physical products
- 51% a place to work
- 50% a part of their daily life

But 74% have a heard about the metaverse & only 15% can explain it



SO MANY OPTIONS

Which metaverses did brands choose in 2022?

NFT
TECH



GAMING IS LEADING THE WAY



Roblox: created in 2006, 43 million daily users

Second Life: created in 2003, peaked at 900,000 users, the "first metaverse"

Fortnite: created in 2017, 3 to 4 million daily users



Decentraland: created in 2020, 500 000 active users

The Sandbox: created in 2012, moved to Blockchain in 2018, 30,000 monthly users

Somnium space: created in 2017, focus on decentralization and NFT



Zepeto: created in 2018, 300 million users

Soul: created in 2016, 33 million active users

Taobao Life: created in 2019, over 10 million users



THE PROTO METAVERSE

NARS COLOR QUEST

ous les items > RALPH LAUREN



LIMITED

Crossbody Stadium Ralph
528



LIMITED

Sac à dos Stadium Ralph
664



Ralph Lauren Wimbledon
Par Wimbledon Cham...
250



LIMITED

Sac à dos Snow Beach Ralph
470



Ralph Lauren



Ralph Lauren



Ralph Lauren



Ralph Lauren

LACOSTE VIRTUAL STORE WITH UNDW3



MY AVATAR TO BE WHO I WANT

68% my avatar expresses a side of me that is not possible in the real world

65% my avatar is an extension of myself

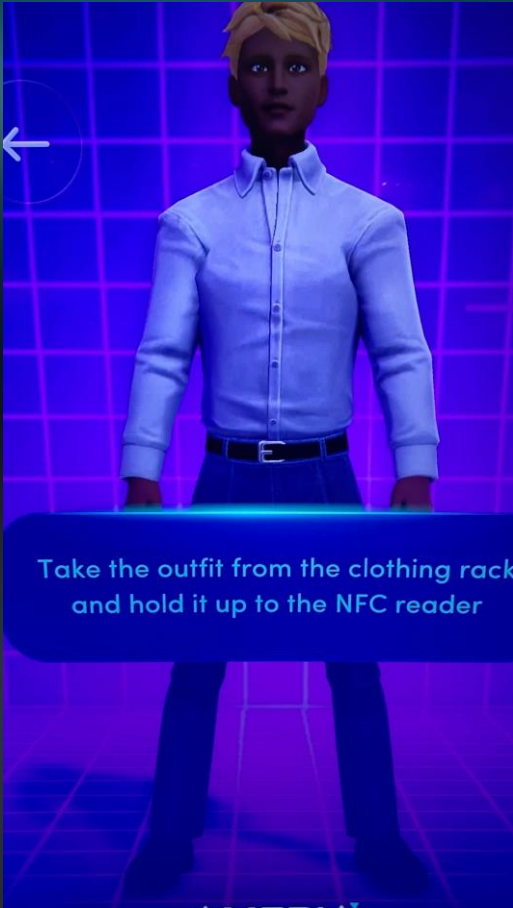
55% feel an attachment to their avatar

60% of NFTs owners see it as their own identities !

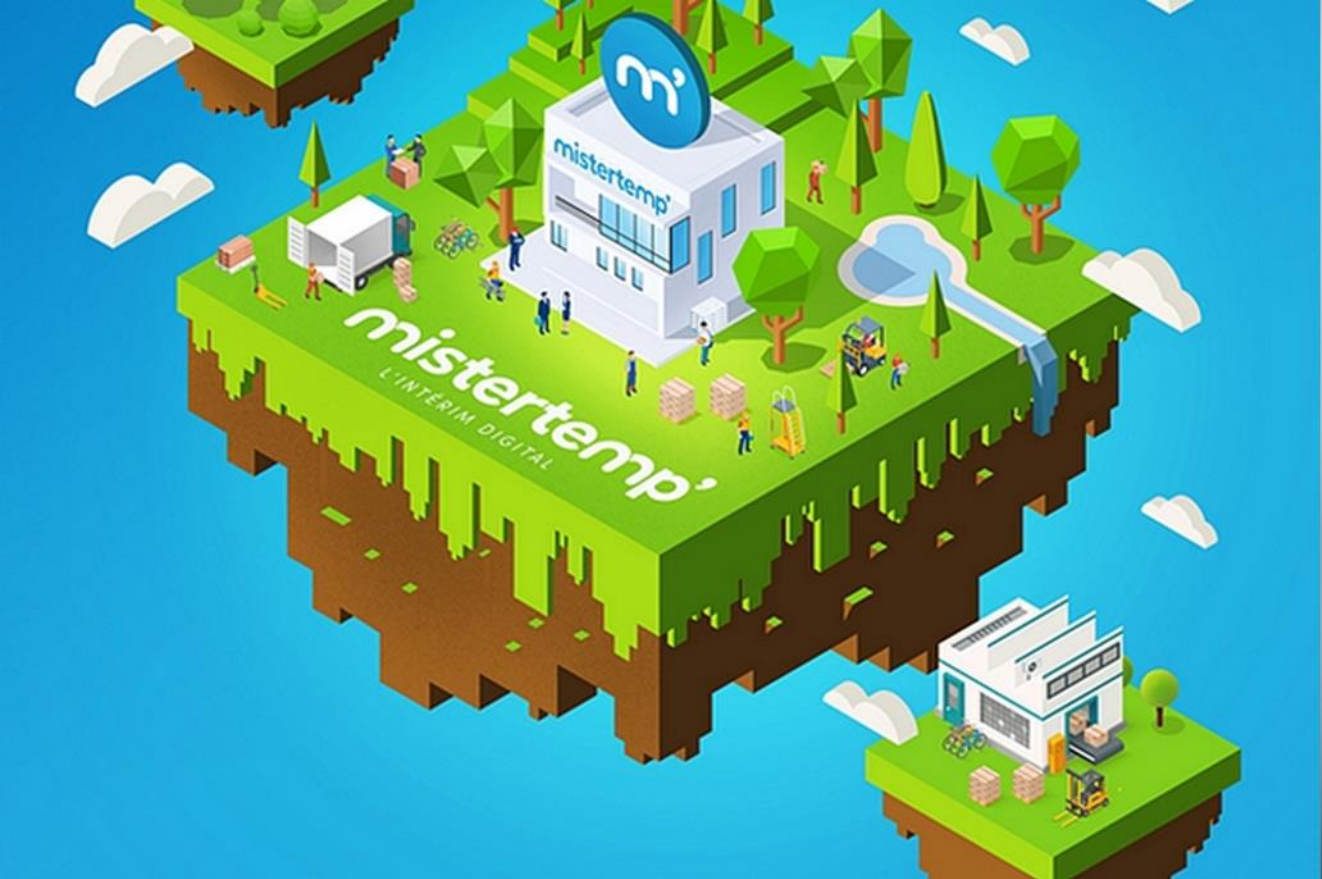
74% feel like being part of a community



MY AVATAR IS MY DIGITAL ID



IT MAY BE THE FUTURE OF WORK BUT NOT IN THIS DECADE



BUT IT'S STILL A COMMUNICATION TOY



BUT IT WILL A NEW LAYER FOR SOCIAL MEDIA



WELCOME TO THE AVATAR COMMERCE



AVATAR SHOPPING IS A REALITY WITH COCONE



16.000.000.000

Digital items sold

13

Years of avatar styling
experience

4.7M+

Montly active users

1M+

Digital items created

1100+

Employees

.SWOOSH FOR PEOPLE TO DESIGN THE METAVERSE FASHION

OUR FORCE 1



TRAITS

BOX	NEW WAVE
FOUNDATION	WHITE
COLOR BLOCK	SWOOSH
COLORWAY	SILVER
SWOOSH	PIXEL

BETA

**.SWOOSH
IS SHAPING
THE FUTURE
OF NIKE.
JOIN US.**

01

Sign in to your Nike account and enter your access code.

02

Claim your handle and design your .SWOOSH ID.

03

Join the conversation with our .SWOOSH community.

[SIGN IN TO NIKE ↗](#)

ECHANGEUR

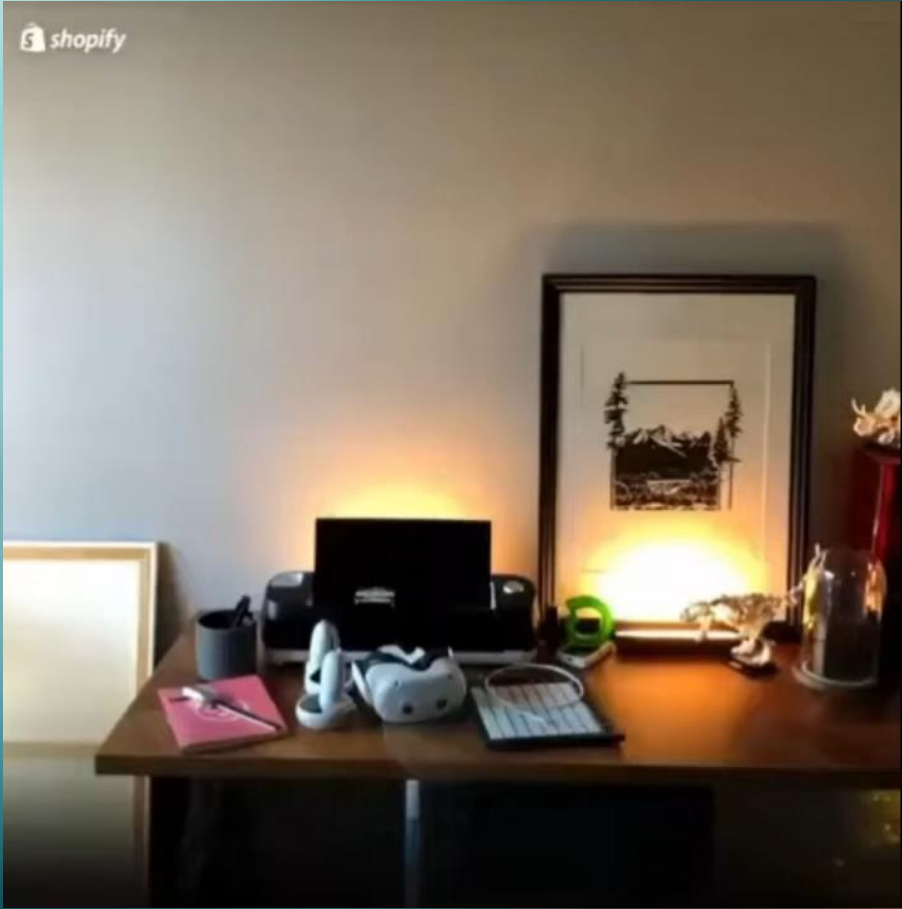
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PERSONAL FINANCE

METaverse TO BE POWERED BY AI

Generative AI on **ROBLOX**



AI TO CHANGE THE WORLD & THE METAVERSE



BE WHATEVER YOU WANT

The screenshot displays the Wonder AI web interface. At the top left is the 'wonder' logo. A sidebar on the left contains navigation options like 'Home', 'My Project', and 'Recent'. The main area features a video player showing a man in a white shirt and dark pants with a purple motion capture rig, walking in a desert landscape. Below the video is a progress bar and a play button. Underneath the video, the user's name 'Nikola Tesla' is visible, followed by the project title 'My awesome project'. Project details include 'Project Dimensions: 1920 x 1080' and 'Project Length: 01:23:18 secs'. A control panel at the bottom right contains buttons for 'AI Mocap', 'Clean Plate', 'Alpha Masks', 'Source Video', 'Blender Scene', 'Camera Track', 'Character Pass', and 'Final Render'. The 'Final Render' button is highlighted with a blue-to-purple gradient. On the right side, there are thumbnails for other projects.

GIVING LIFE TO AVATARS

myanima.ai

Android

iOS

Anima: Virtual AI Friend

AI companion that cares. Have a friendly chat, roleplay, grow your communication and relationship skills.

Continue

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METAVERSES AND WEB3 MAY BE LINKED...



Web 1.0

read-only
static



Web 2.0

read-write
interactive



Web 3.0

read-write-trust
verifiable



**IMPOSSIBLE IS THE
MOST PROBABLE !**

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