

# The Metaverse's Growing Pains — Where Do We Go From Here?

**FTI Consulting: Metaverse Credentials  
and POV Discussion**

**The metaverse has gone through a massive hype cycle, both consumer- and investment-led, in the last 18 months**

**This is not unique when considering transformative concepts and is arguably a good way to apply technological Darwinism**

**Now is a good time to get REAL and assess the next stage of the evolution of the metaverse**

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## **While the initial hype has died down...**

- 1 The shift in consumer behavior has begun**
- 2 Businesses continue to experiment and are already identifying where value can be created**
- 3 Tech funding and venture investment on substantive projects remain high**

**To identify true opportunities, we need a data-driven approach to separate myths from realities**

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# Part 1: Getting Real — What's the State of Play?

**Insight #1: Customer Perspectives**

**PART 1: GETTING REAL — WHAT’S THE STATE OF PLAY?**



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**Customer Perspectives**

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**Corporate Perspectives**



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**Investment Perspectives**

**PART 2: WHAT IS REAL, WHAT IS NOT — WHAT DOES THE DATA TELL US?**




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**Is the Metaverse Catering Only to Younger Demographics?**



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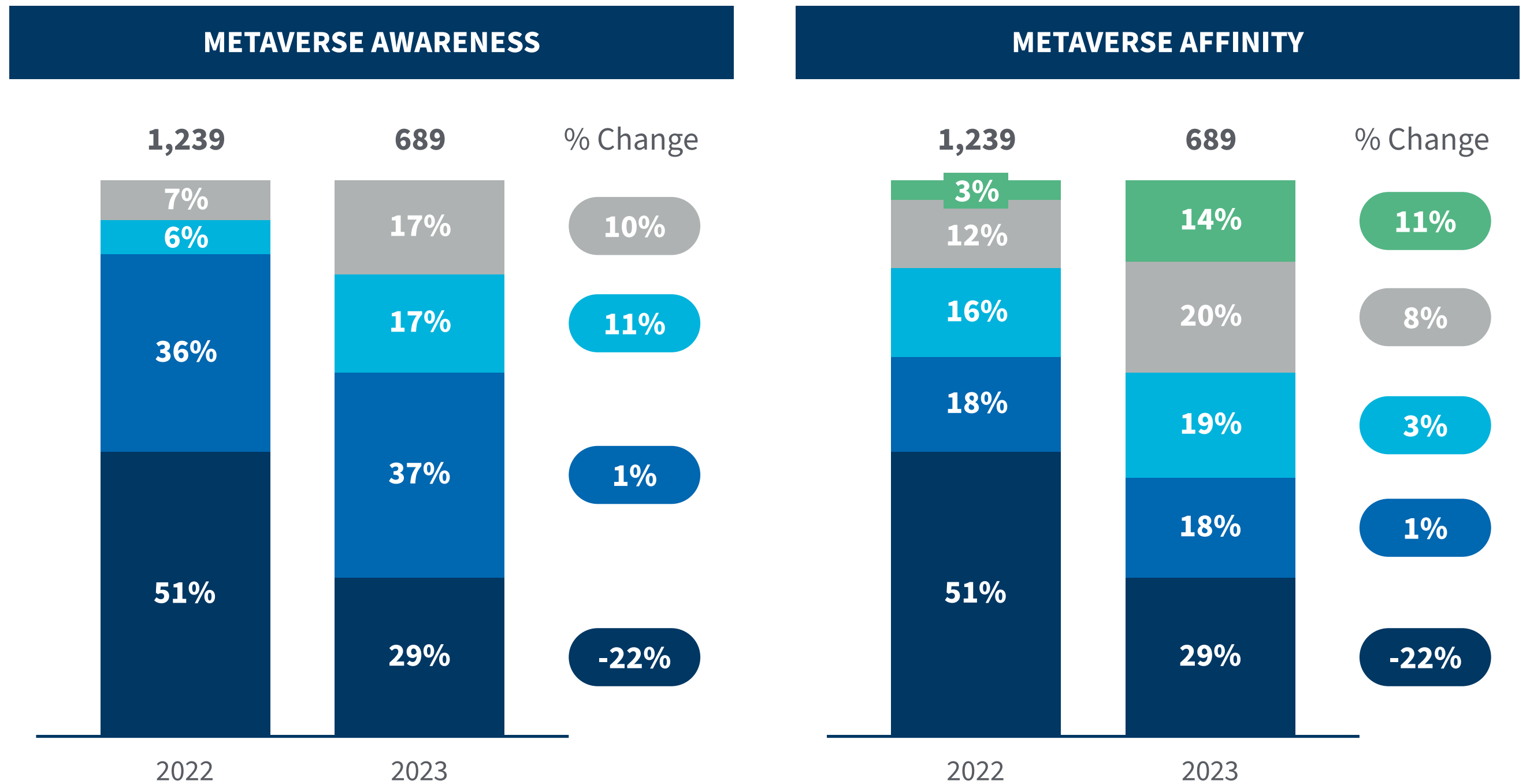
**Does the Crypto Winter Mark the End of the Metaverse?**



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**Is There any Utility in the Metaverse?**

# Although Metaverse Awareness is Increasing, Enthusiasts Remain a Small Portion of the Population



- Yes, I am aware and I regularly spend time in a metaverse playing and/or attending virtual events
- Yes, I am aware, I have logged on and have attended an experience or played
- Yes, I am aware but have never played/attended an experience or logged on to a metaverse
- No, I am not aware of the metaverse

- Enthusiast
- Aspirational
- Curious
- Rejector
- Unaware

**Metaverse Awareness Survey Question:** Are you aware of the concept for a new set of digital experiences called the metaverse?  
**Segment Definitions:** *Curious* individuals have little participation currently in the metaverse, but will probably engage in the future either through NFTs or experiences; *Aspirational* individuals currently participate in some metaverse experiences and are likely to continue participating in the future; *Enthusiasts* currently participate in a variety of metaverse experiences, have purchased NFTs and are very likely to engage in metaverse activities in the future.

# New Consumer Use Cases and Paradigms are Some of the Fundamental Shifts that are Taking Place as a Result of the Metaverse

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## **VIRTUAL IDENTITY & PRESENCE**

Meaning of personal identity is changing as people spend more time in virtual worlds. Money spent on in-game cosmetics shows users value virtual appearance.

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## **DIGITAL PARTICIPATION**

Nature of interactions is evolving, becoming more persistent and perpetual. Connections to others are made across multiple devices.

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## **DIGITAL OWNERSHIP**

Economics of acquisition and value creation with digital objects is changing. NFTs and similar technology allow consumers to own and transact digital goods.

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## **VIRTUAL TRIBES & SOCIETIES**

Nature of social relationships, norms and group behavior changing and adapting to virtual spaces.

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## **CREATOR-CONSUMER CONVERGENCE**

Blurring of creation and consumption patterns. Users creating experiences as part of the experience itself.

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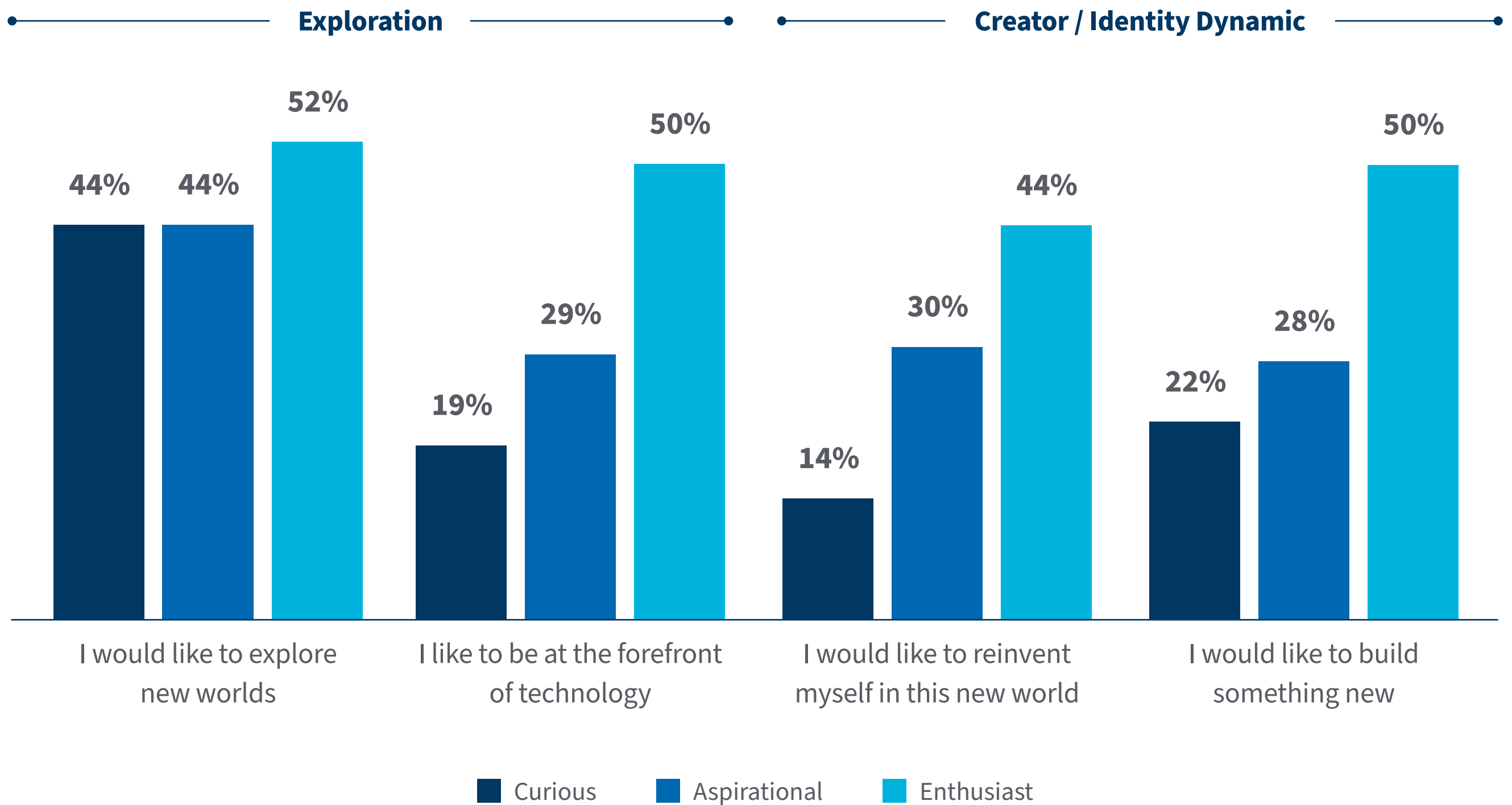
## **BEHAVIORAL TWINNING**

Crossover emulation between physical and digital behavior. Concerts, events, hangouts going digital.

# Exploration and the Ability to Create are Key Drivers of Consumer Interest in the Metaverse...

## WHY ARE YOU INTERESTED IN PARTICIPATING IN THE METAVERSE?

(% of respondents, n=780)



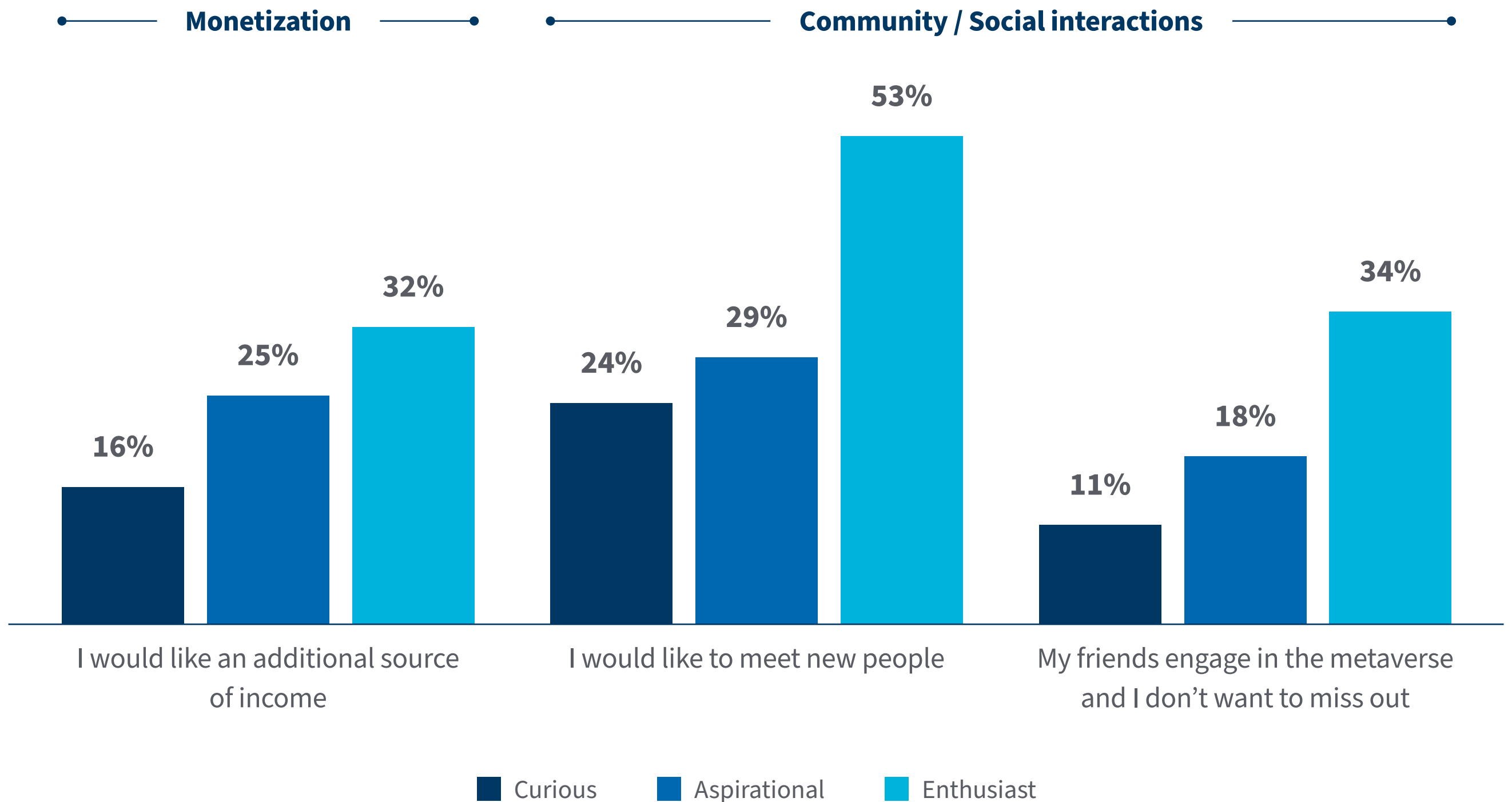
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# ... While Monetization Ranks Lower in Terms of Importance; Social Interactions Remain Relevant, Especially for Metaverse Enthusiasts

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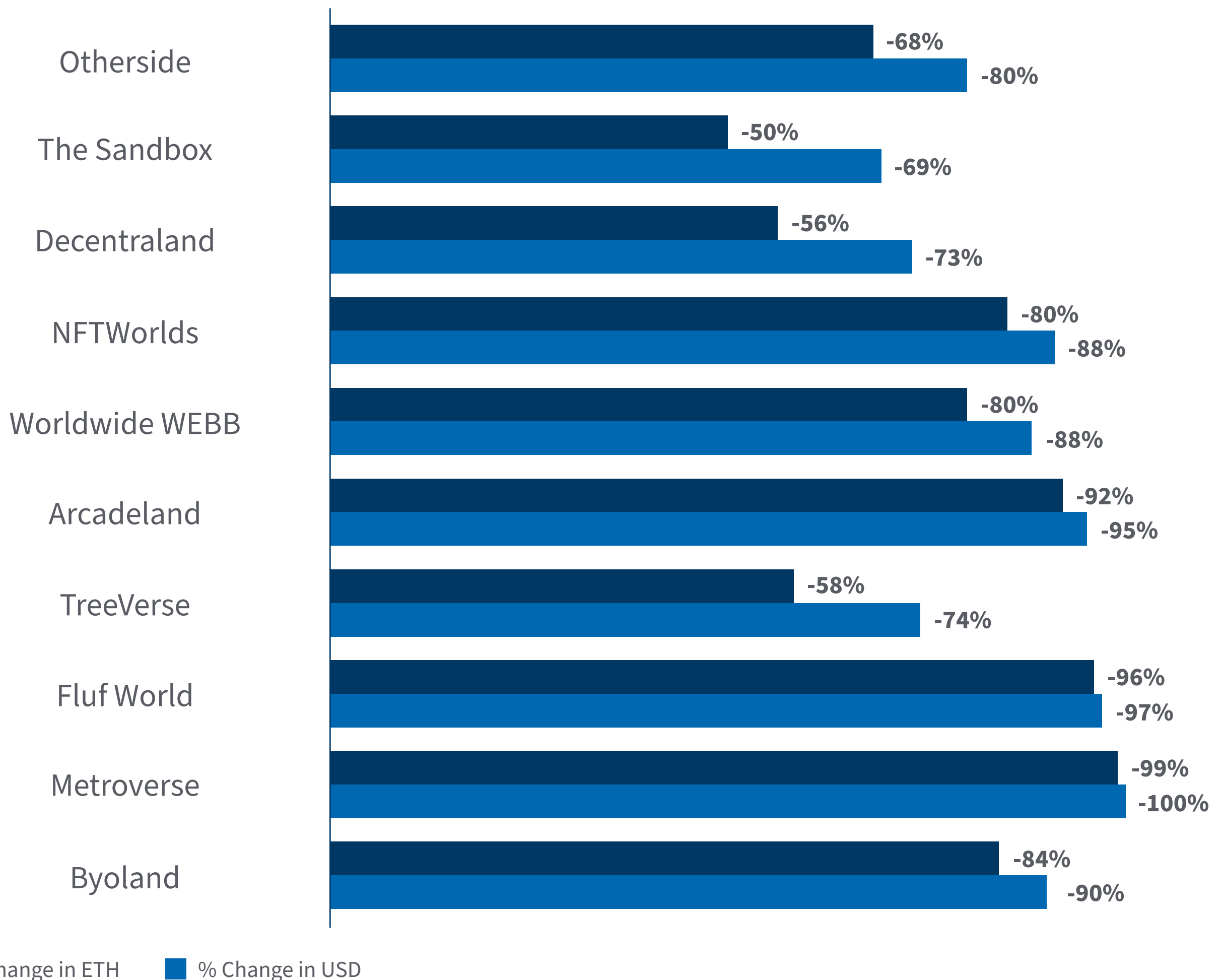
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**Consumer intent has not  
yet fully translated to sustained  
commercial activity**

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# Despite Virtual Land Sales as an Early Indicator of Potential Consumer Interest, all Major Projects Have Seen Steep Declines in Value

**METaverse LAND FLOOR PRICES** (% decrease from May 1, 2022 to March 17, 2023)

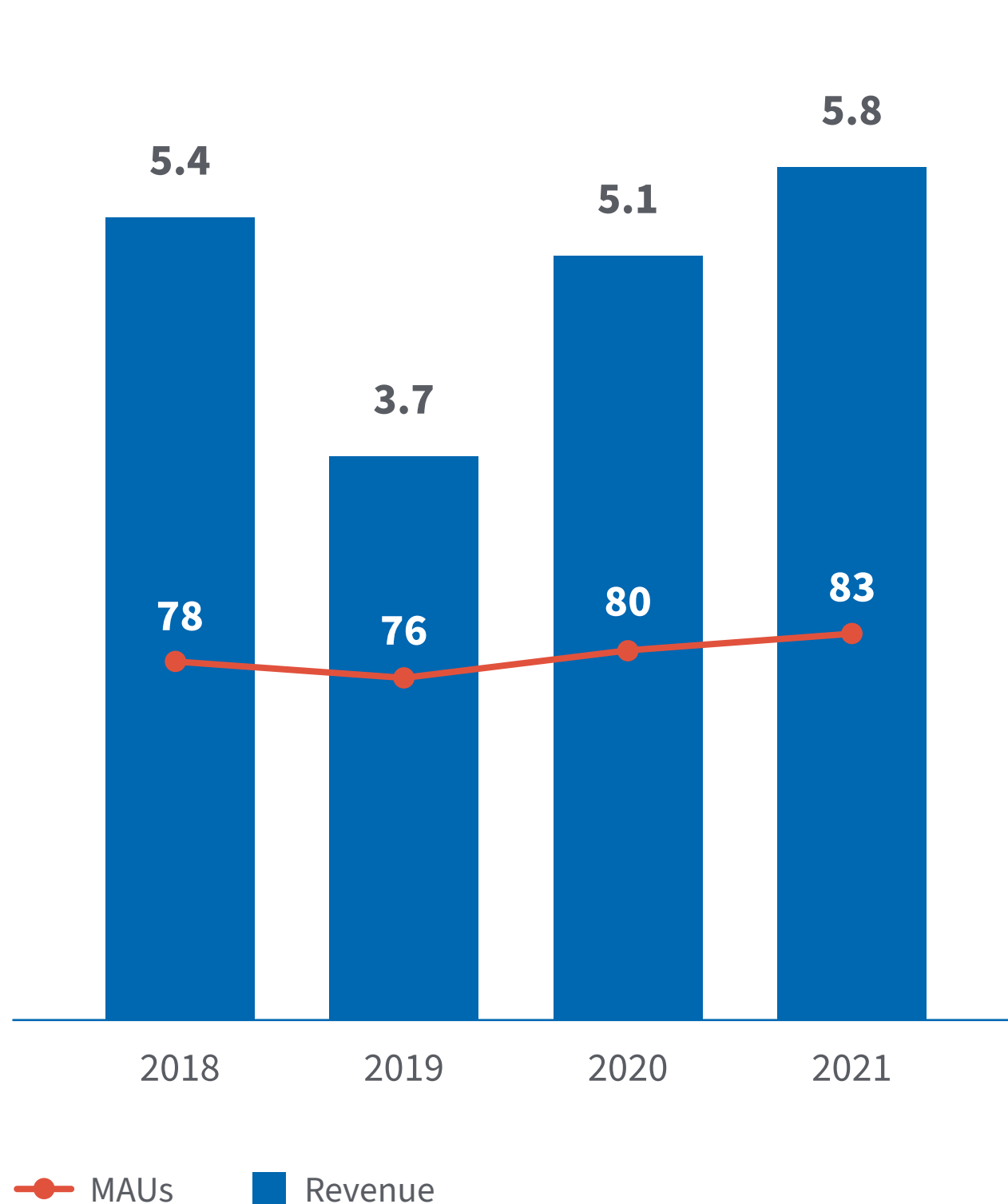


■ % Change in ETH   ■ % Change in USD

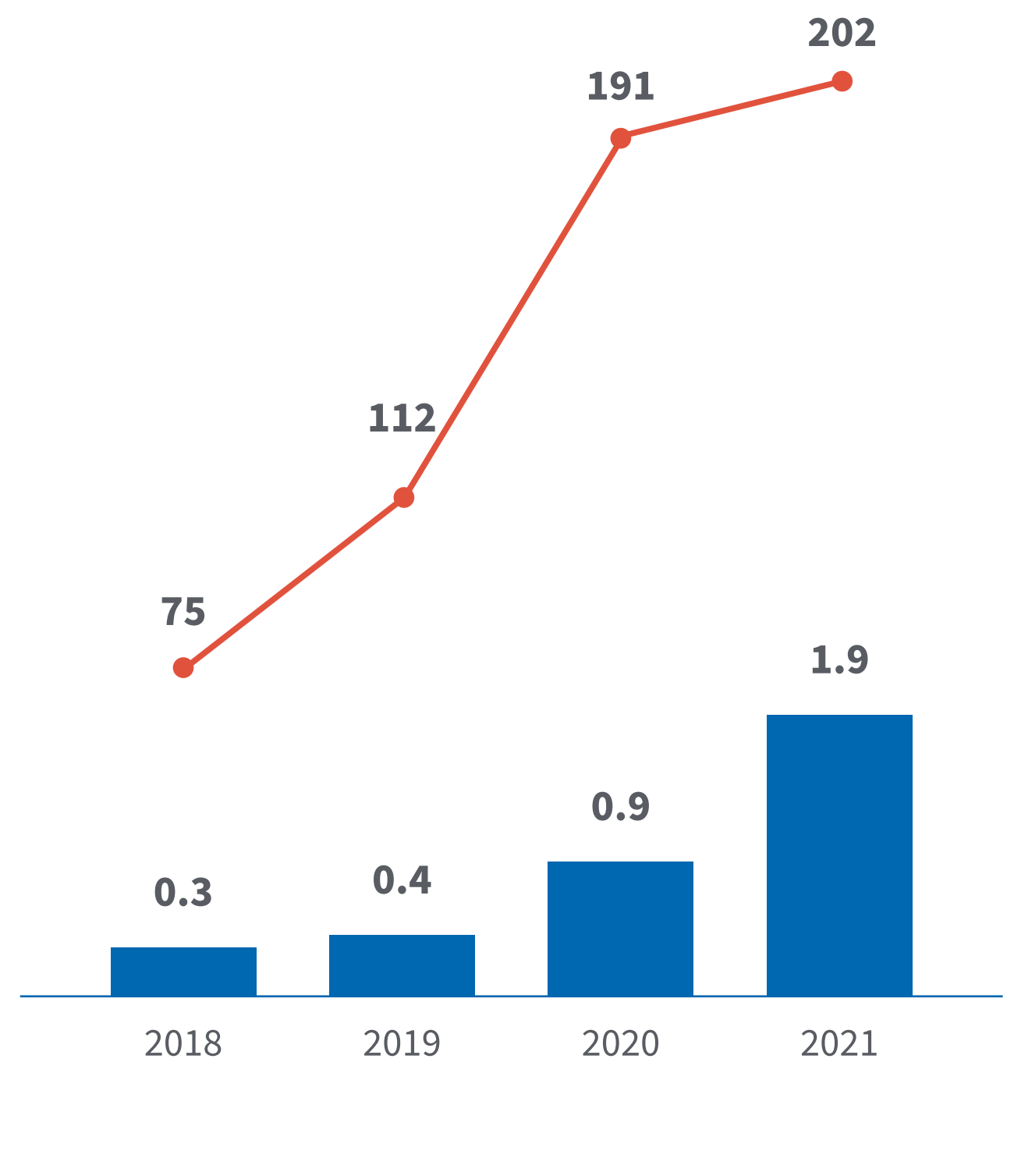
Source: Coin Telegraph, OpenSea

# ... and Growth in MAUs, and Revenue for Fortnite and Roblox, Have Been Positive but Slowing as Consumer Interest Matures After the Initial Hype

**FORTNITE REVENUE (BILLIONS) AND MONTHLY ACTIVE USERS (MILLIONS)**

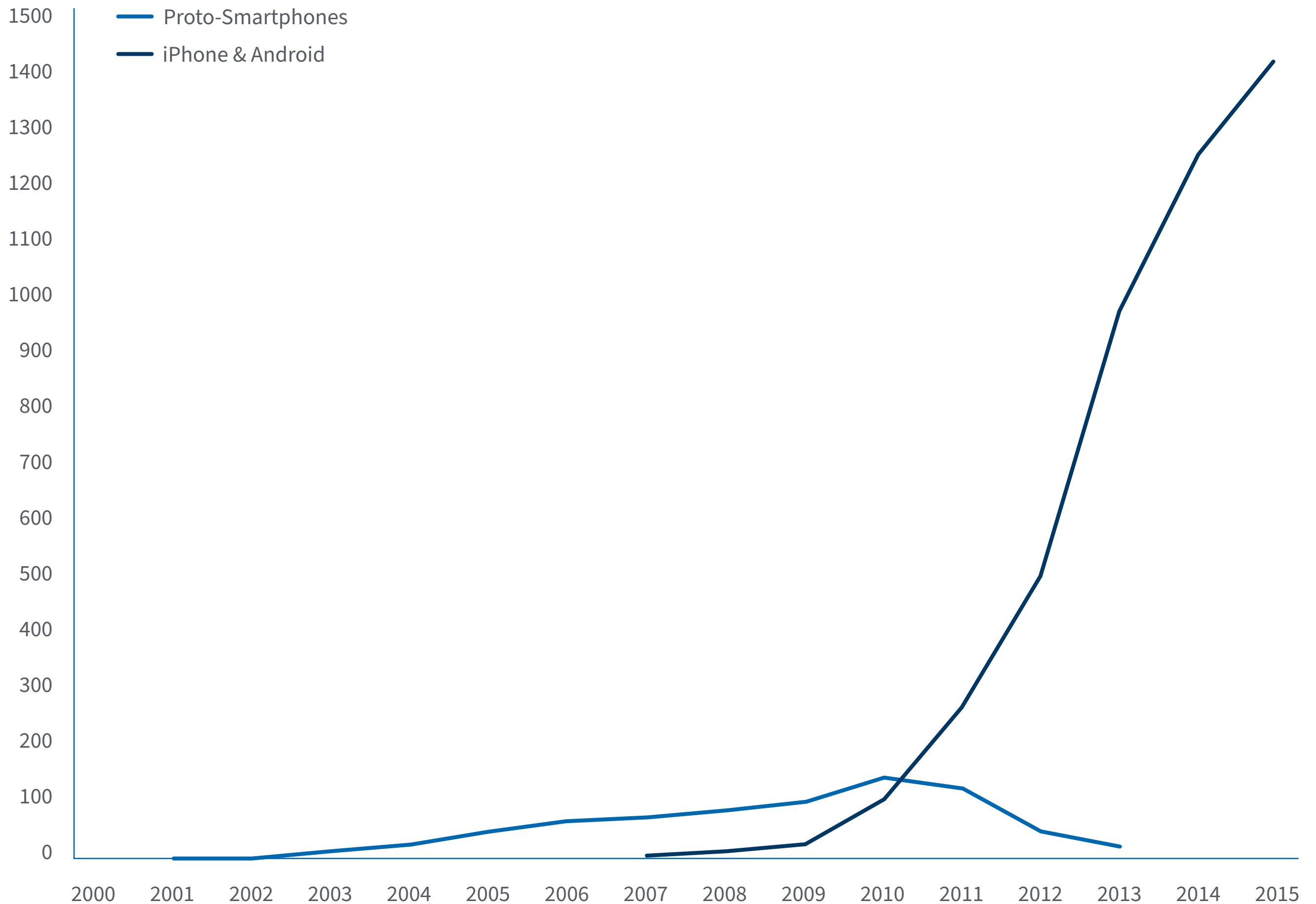


**ROBLOX REVENUE (BILLIONS) AND MONTHLY ACTIVE USERS (MILLIONS)**



# The Future Can Take a Long Time to Arrive: Smartphone Sales Growth may Foreshadow the Adoption Trajectory of the Metaverse

## SMARTPHONE UNIT SALES (Millions)



**Notes:** Proto-smartphone brands include S60, Palm, RIM, Windows phone

**Source:** IDC, Company websites

**The metaverse is still in a nascent stage, especially in terms of consumer adoption**  
**Continued technological development and corporate investment are likely to drive an increase in the number of use cases and therefore consumer involvement and participation**

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# Part 1: Getting real — What's the State of Play?

**Insight #2: Corporate Perspectives**

**PART 1: GETTING REAL — WHAT’S THE STATE OF PLAY?**



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**Customer Perspectives**



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**Corporate Perspectives**


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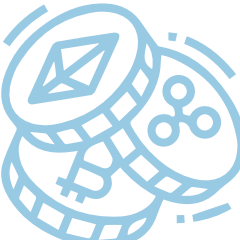
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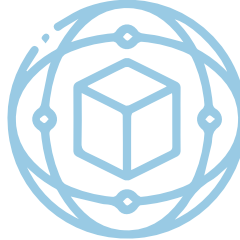
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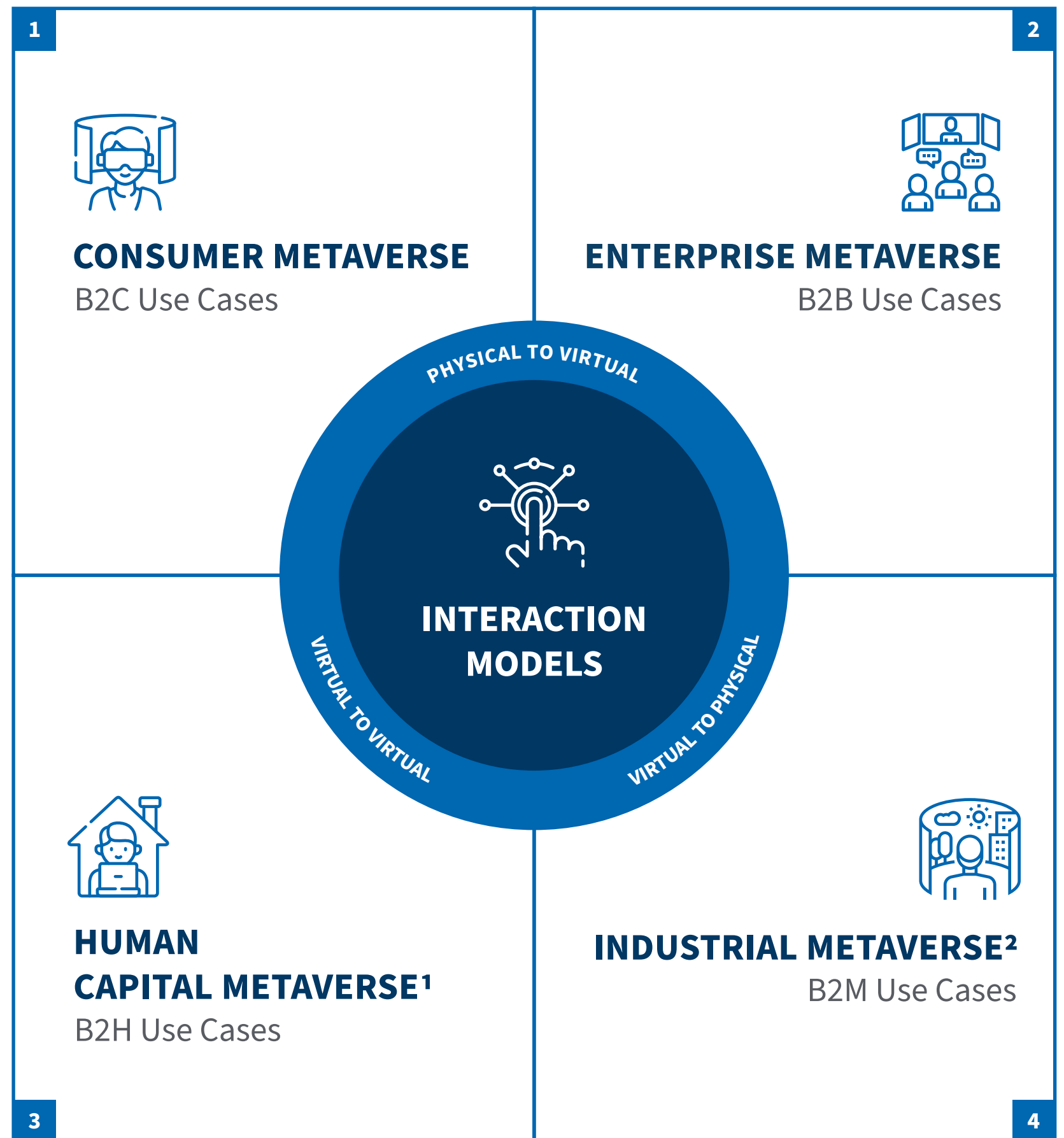


# Corporations are Beginning to Explore the Metaverse with Four Key Domains in Mind

What customer value is enabled through the new business models?

How is this value delivered through new interaction models?

How is this value created through new ways of working with human and machine capital?

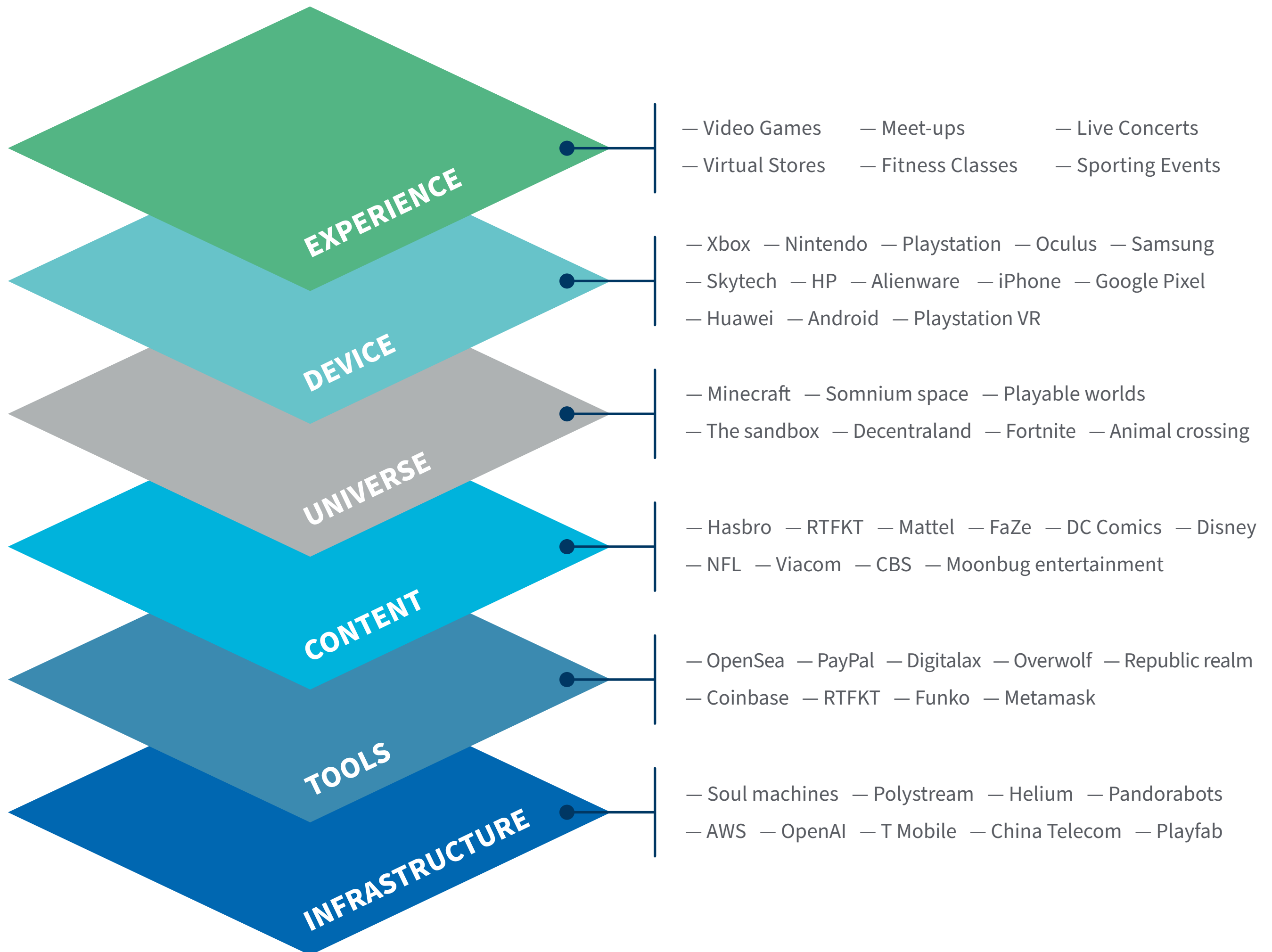


**Notes:** <sup>1</sup>Human capital metaverse refers to the opportunity to teach and develop individuals through specialized training opportunities in the metaverse; <sup>2</sup>Industrial metaverse refers to the development, testing and organization of industrial processes in a simulated world to assess and improve productivity

**Source:** FTI Consulting Research and Analysis

# In Charting Their Paths in the Metaverse, Corporations are Making Strategic Choices on Where to Participate

## THE METAVERSE “LAYER CAKE” *(Illustrative / Non-exhaustive)*



# Tech Companies Have Been Approaching the Metaverse from a Variety of Angles, Ranging from Investment to Development Tools to Filing Patents for Future Growth

## SOME SUCCESS STORIES / PROMINENT CASE STUDIES

### UNITY

#### AR & MR Studio

- Launched MARS, a mixed & augmented reality studio
- Most powerful tool on the market to create mixed-reality experiences

### APPLE

#### Augmented Reality SDK

- ARKit 5 - Apple's Augmented Reality Software Development Kit
- The SDK comes with a library full of AR code

### GOOGLE

#### Metaverse Funds

- Google has invested \$39.5 million in a PE fund for all metaverse projects

### AMAZON

#### AI Patents

- Amazon has filed two patent applications with the USPTO
  - Robots featuring AI
  - Robots for security
  - Retail stores for robots

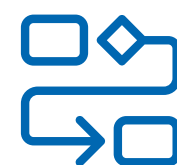
## REQUIREMENTS / CHALLENGES



**Upfront costs and complexity of the projects**



**Required digital literacy**



**Interoperability between platforms**



**High cost of devices**

# Retailers and Brands Have Been Early Adopters of the Metaverse, but to Extract Maximum Value, a Holistic Metaverse Strategy is Required

## SOME SUCCESS STORIES / PROMINENT CASE STUDIES

### NIKE

#### Metaverse Experiences

- Roblox - 2021
- 20+ million total visitors
- Games, events, gear

### GAP

#### NFTs with Physical Products

- GAP NFT Website - 2022
- Collection of NFT hoodies; collectors receive real sweatshirts

### CHARLOTTE TILBURY

#### Virtual Store with Video Chat

- CT virtual store - 2021
- Live events, video chat for shared shopping experiences

### FENDI, LEDGER

#### Physical Accessories

- Fashion Week - 2022
- Accessories for crypto hardware wallets

## REQUIREMENTS / CHALLENGES



Be integrated  
everywhere



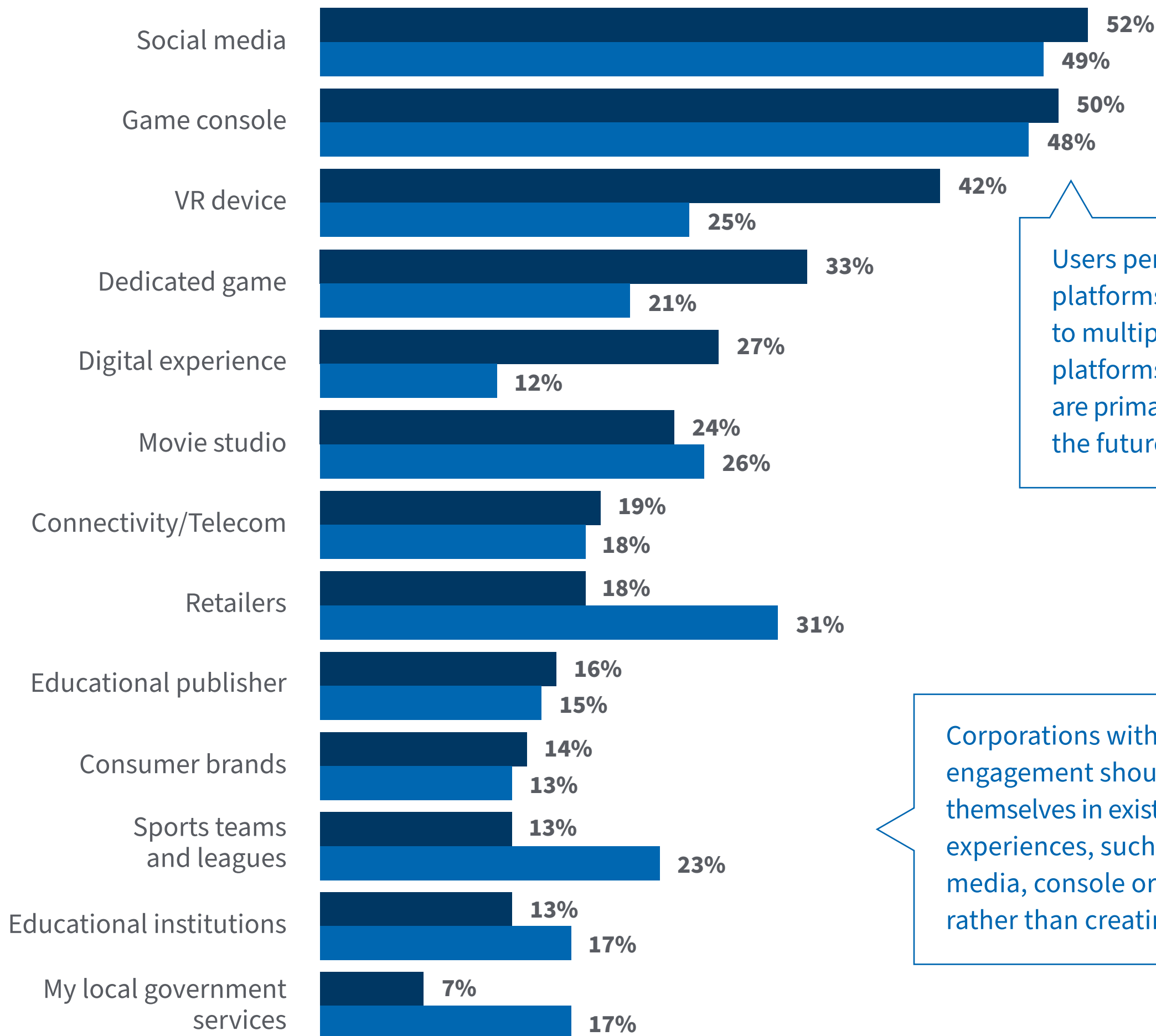
Reimagine brick-and-  
mortar



Embrace AI

# Consumers Want a Cohesive Experience on Mature Platforms Vs. a Fragmented Set of Walled Gardens

**If each of the following types of organizations offered its dedicated version of the metaverse with associated experiences and content, which would you consider using?**



Users perceive value in platforms that expose them to multiple brands; social platforms and game consoles are primary candidates to be the future winner

Corporations with lower engagement should embed themselves in existing metaverse experiences, such as social media, console or VR worlds, rather than creating their own

■ Millennials & Gen Z (% of respondents, n=507)    ■ Gen X & Older (% of respondents, n=250)

**Building the right experiences and tools to realize the ultimate vision of the metaverse and consumer adoption will require significant investment**

**Both strategic and financial sponsors are deploying capital to accompany the development of various components of the metaverse value chain**



# Part 1: Getting real — What's the State of Play?

**Insight #3: Investment Perspectives**

**PART 1: GETTING REAL — WHAT’S THE STATE OF PLAY?**



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**Customer Perspectives**



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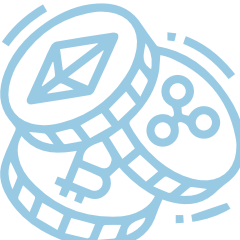
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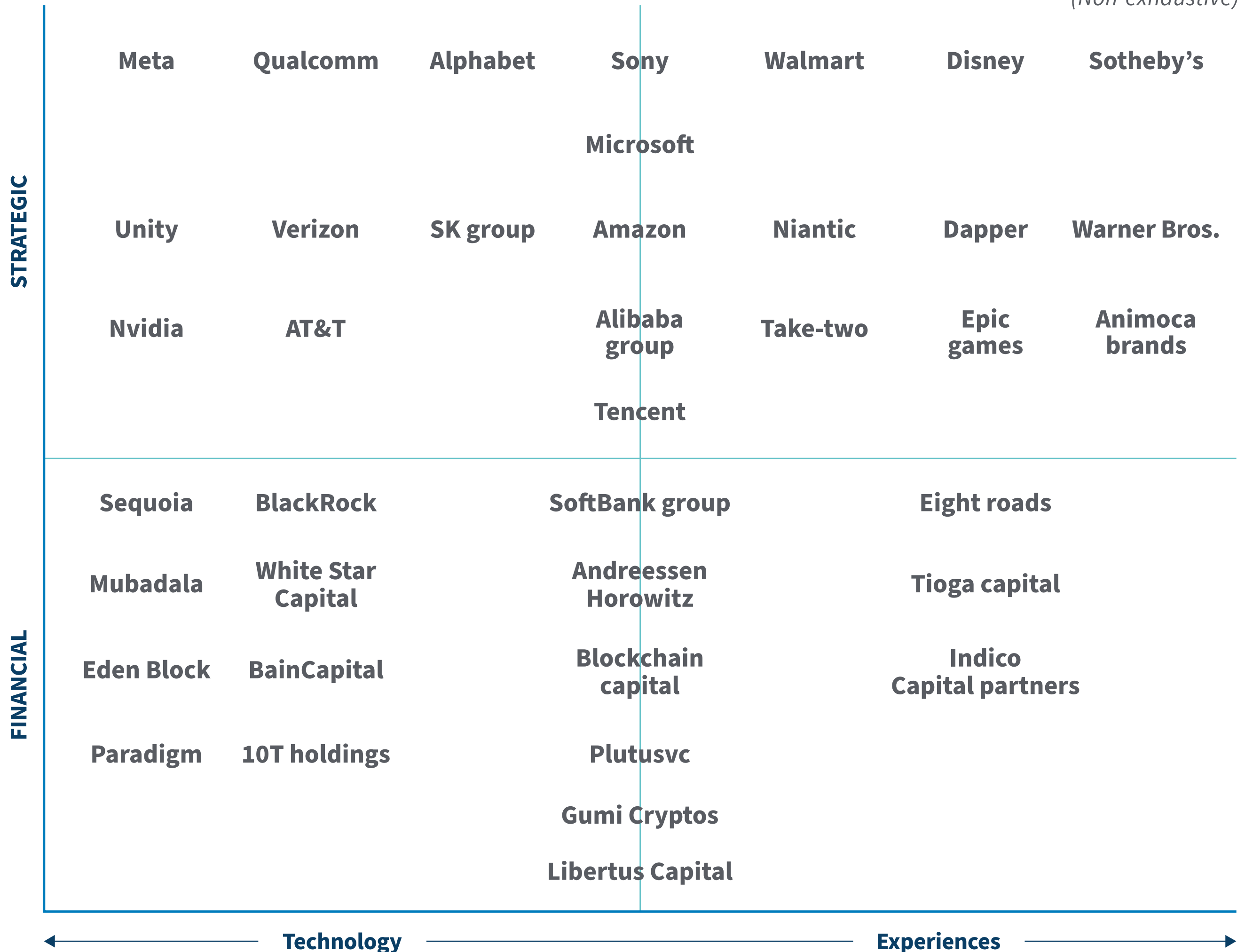
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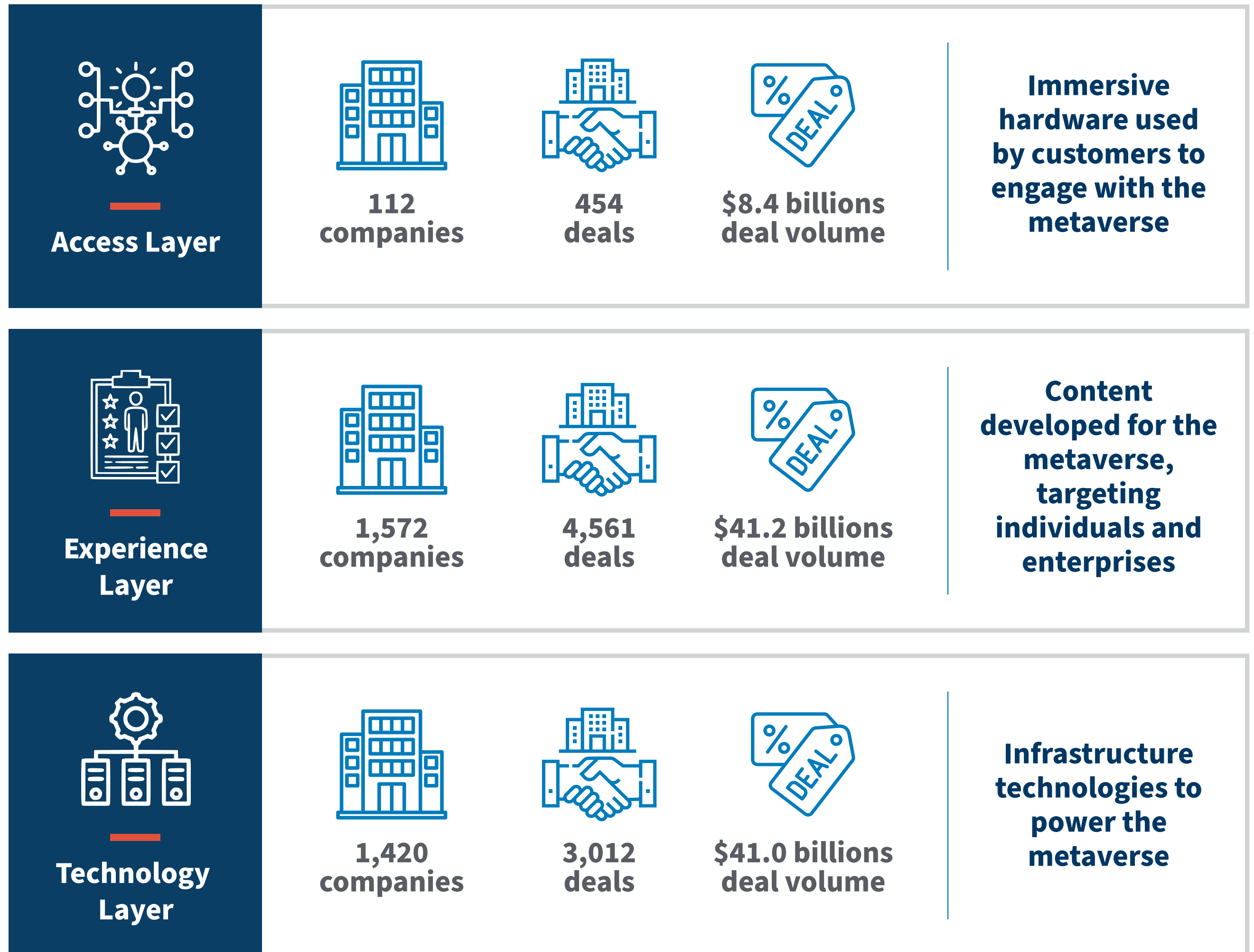
# Investment Started with the VC and Tech Communities and Has Now Spread to Blue Chips and Consumer Goods Brands

(Non-exhaustive)



Source: FTI Consulting Research and Analysis, Company websites

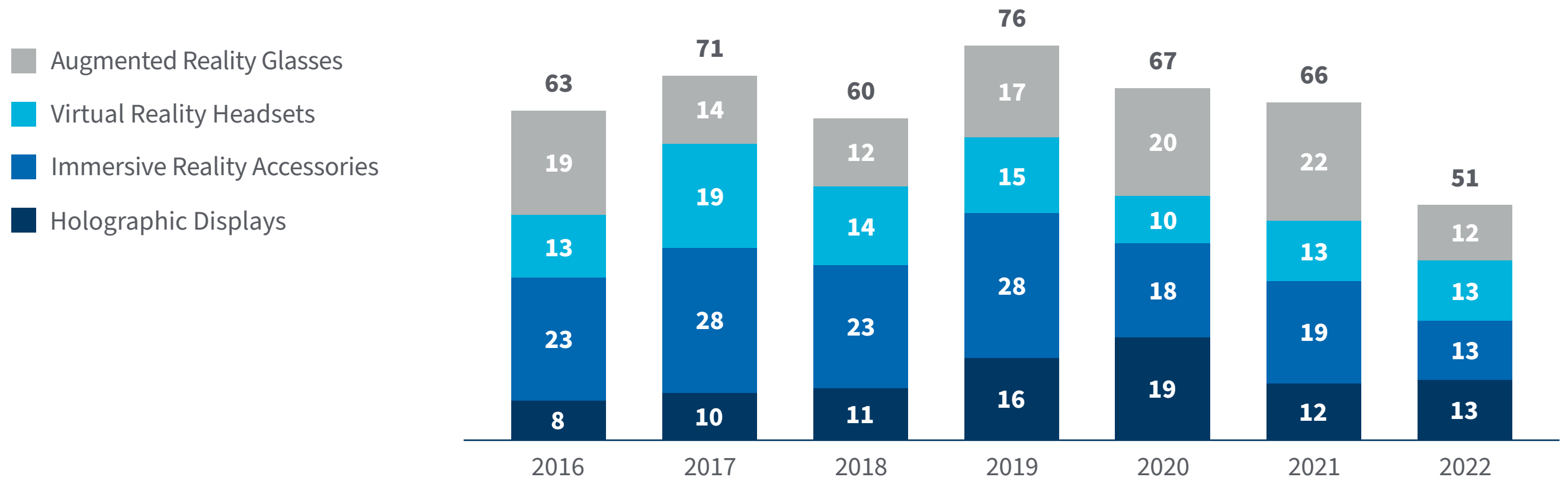
# The Metaverse Has Seen Significant Investment Since 2016 Across all Layers, with Outsized Investment in the Experience and Technology Layers



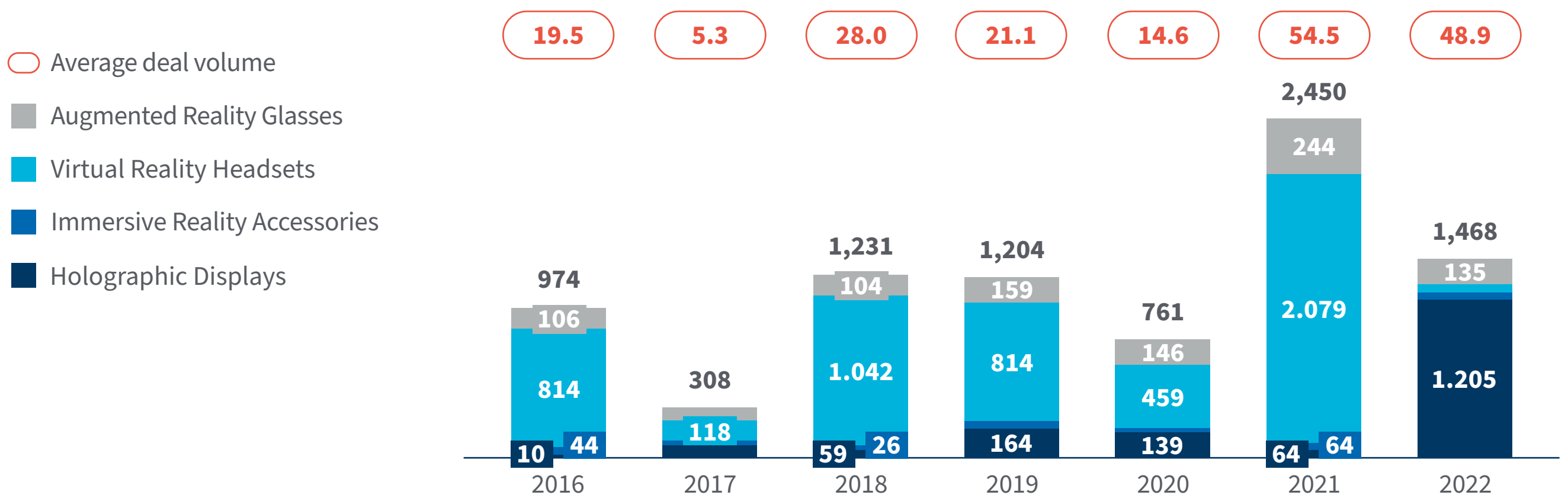
Source: Pitchbook, FTI Consulting Research and Analysis

# Access Layer: While Deal Count in the Access Layer Has Been Steadily Low Over the Past 7 Years, Deal Volume is Driven by a Few Large Transactions

## ACCESS LAYER: NUMBER OF DEALS (2016 - 2022)



## AVERAGE (\$M) AND TOTAL (\$M) DEAL VOLUME (2016 - 2022)



**Note:** Information displayed based on closed deals in the metaverse space

**Source:** Pitchbook, FTI Consulting Research and Analysis

# Experience Layer: Historically, IoT Has Shown the Highest Funding Activity in Terms of Both Deal Number and Value

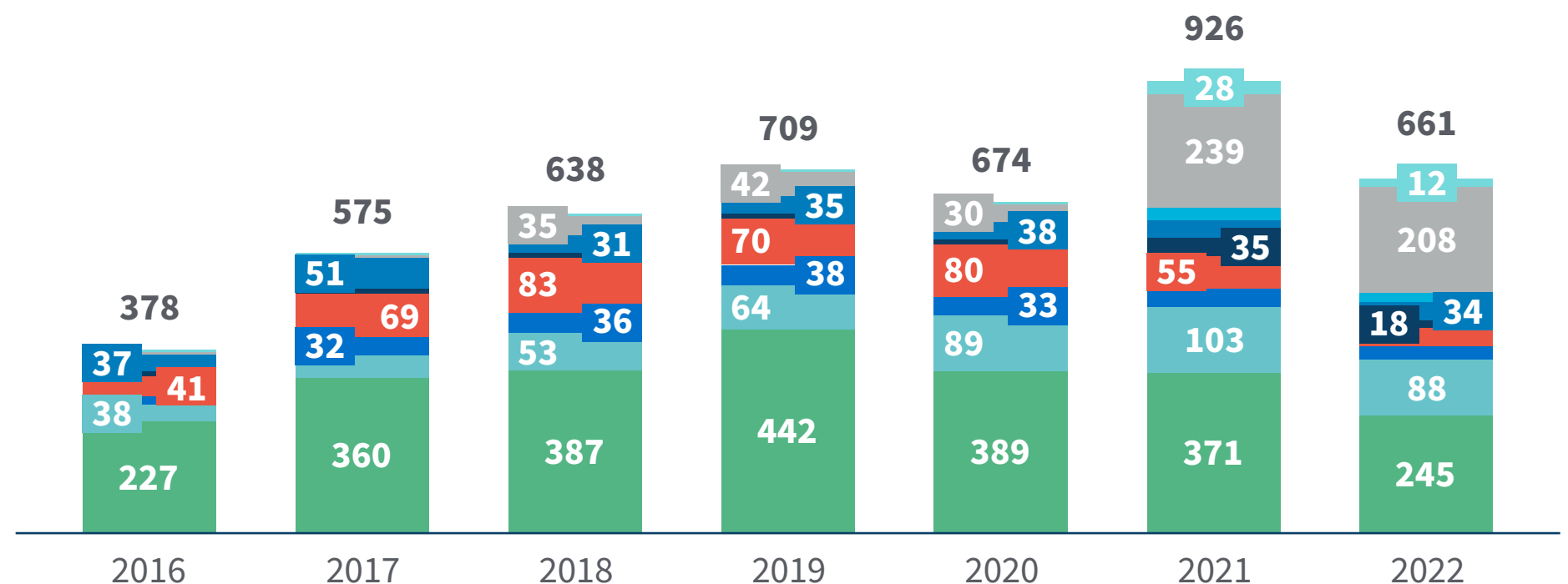
## EXPERIENCE LAYER: NUMBER OF DEALS (2016 - 2022)

### Entertainment

- Art & Collectibles
- Blockchain Gaming
- Decentralized Social Media
- Immersive Gaming
- Music & Events

### Enterprise

- Collaboration & Prod.
- Industrial - Immersive
- Industrial - Digital Twins
- Industrial - IoT



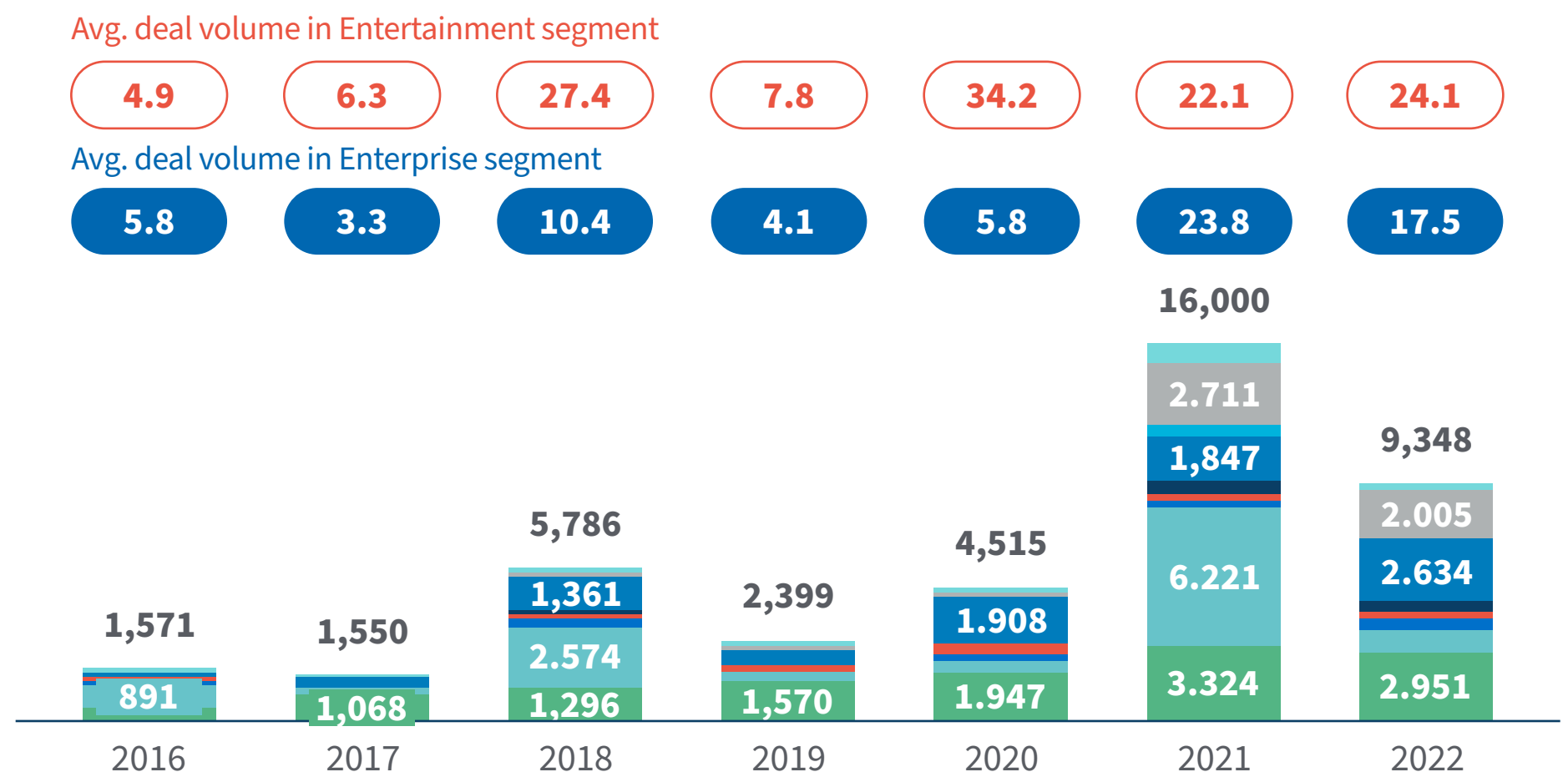
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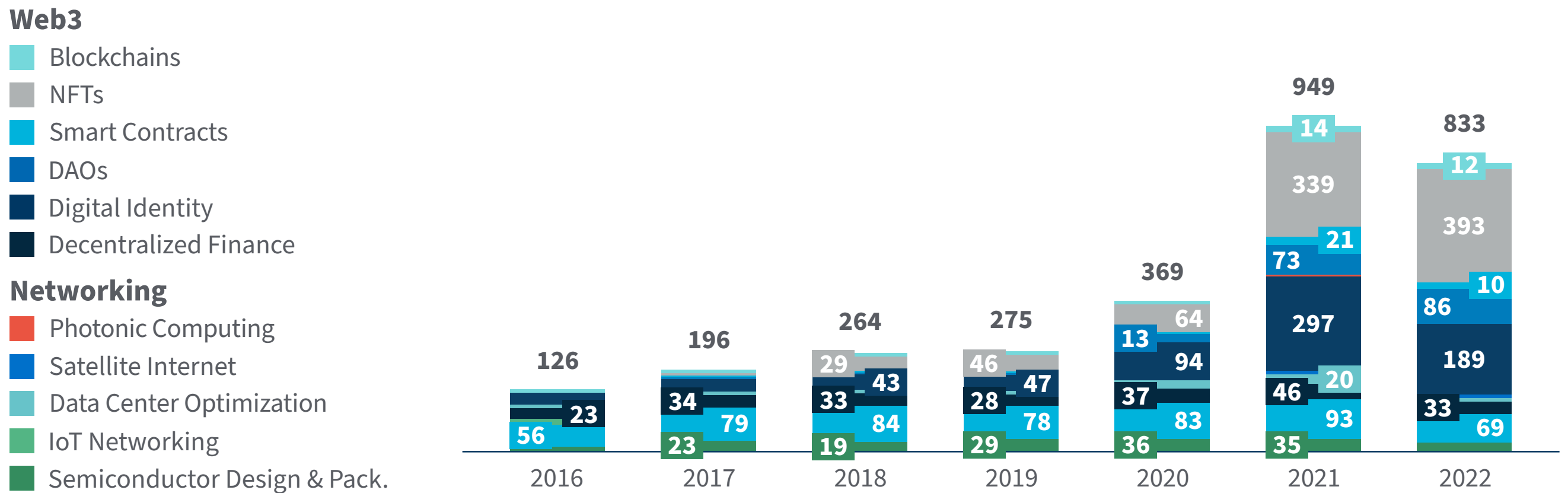


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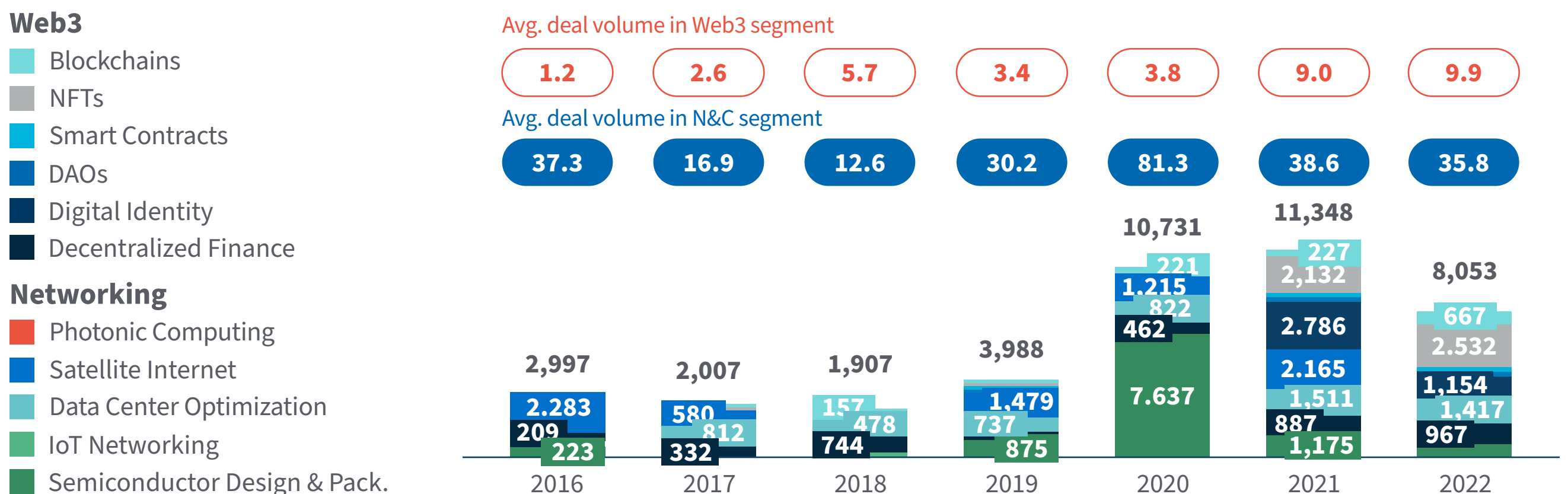
**Source:** Pitchbook, FTI Consulting Research and Analysis

# Technology Layer: Driven by the Exponential Rise of Interest in NFT and DeFi, Technology Has Attracted Significantly Larger Investments Since 2020

## TECHNOLOGY LAYER: NUMBER OF DEALS (2016 - 2022)



## AVERAGE (\$M) AND TOTAL (\$M) DEAL VOLUME (2016 - 2022)

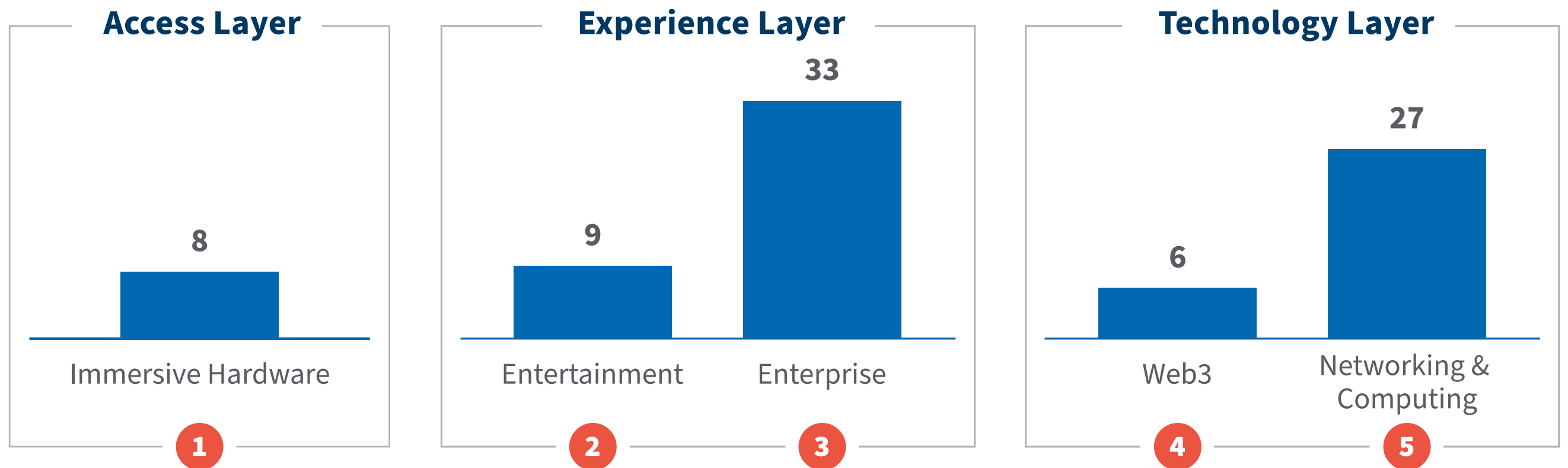


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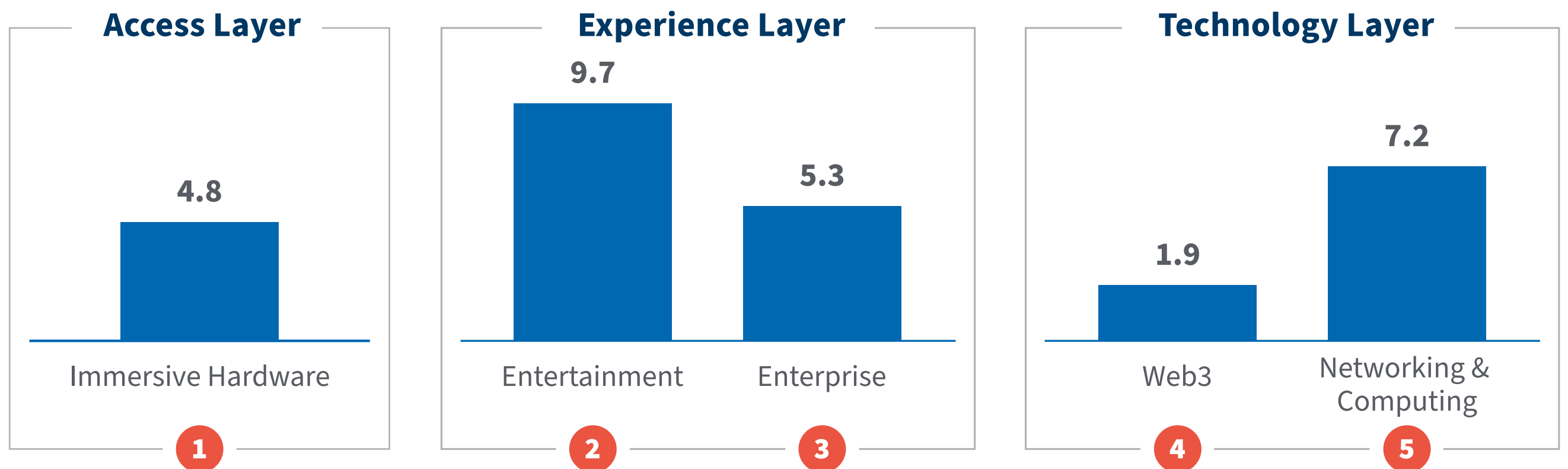
**Source:** Pitchbook, FTI Consulting Research and Analysis

# There is a Direct Correlation Between the Stage of Development of a Metaverse Layer and the Potential Risk and Returns of Investment in it

## NUMBER OF COMPANIES WITH 3+ DEALS FROM 2016 to 2022<sup>1</sup>



## TOTAL RAISED (\$BN) BY COMPANIES WITH 3+ DEALS FROM 2016 to 2022



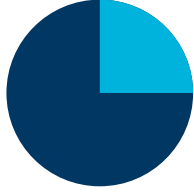
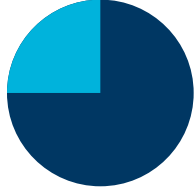
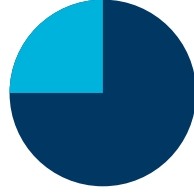
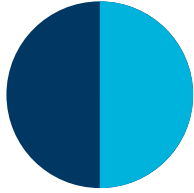
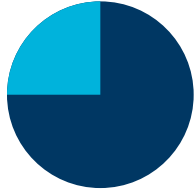
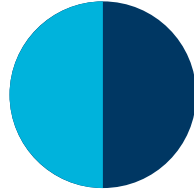
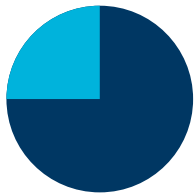
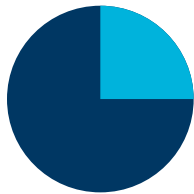
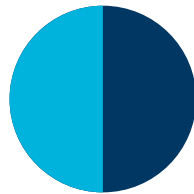
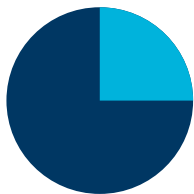
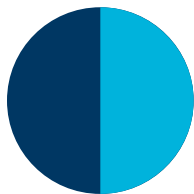
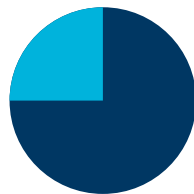
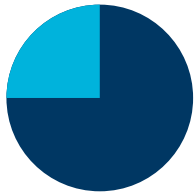
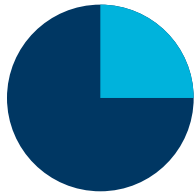
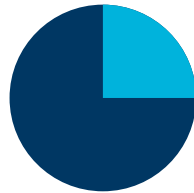


**Note:** Information displayed based on closed deals in the metaverse space.

1) Analysing companies with pre-money valuation >\$10m

**Source:** Pitchbook, FTI Consulting Research and Analysis

# The Enterprise and Network & Computing Segments are the Most Mature Layers with the Least Investment Risk and Shortest Investment Horizon

		Layer Maturity	Investment Horizon	Investment Risk
<p><b>1</b> <b>ACCESS: IMMERSIVE HARDWARE</b></p> <p>Immersive Hardware is a challenging vertical due to advanced technological requirements, high capex needs and tough competition</p>	 Low / Short  High / Long			
<p><b>2</b> <b>EXPERIENCE: ENTERTAINMENT</b></p> <p>The Entertainment segment can potentially exploit a large, still-untapped customer demand, pending stronger infrastructure and access hardware</p>				
<p><b>3</b> <b>EXPERIENCE: ENTERPRISE</b></p> <p>The Enterprise segment is driven by companies craving to implement new solutions to boost productivity and efficiency and improve working conditions (e.g. WFH)</p>				
<p><b>4</b> <b>TECHNOLOGY: WEB3</b></p> <p>Web3 is a volatile segment with outsized participation, but with a low survivability rate in the medium to long term</p>				
<p><b>5</b> <b>TECHNOLOGY: NETWORKING &amp; COMPUTE</b></p> <p>Networking &amp; Computing segment is mainly driven by strong demand for better infrastructure and is perceived as having safer returns in the medium to long term by investors</p>				

# As the Metaverse is Still in its Early Stage, Investors with a Long-term View and an Eye to Building “Segment Champions” are Likely to Drive M&A Activity

## **M&A MARKET DEVELOPMENT**

The Enterprise segment is driven by companies craving to implement new solutions to boost productivity and efficiency and improve working conditions (e.g., WFH)

## **WIN-ALL CHAMPION ON THE STAGE**

Consolidation around single players within certain sub-verticals to create a win-all champion at early industry development stage

## **INCREASING FOCUS ON RISK, RETURN & MATURITY**

The M&A track record shows increasing investor focus on sub-verticals with a visible customer base, more tangible use cases and a well-defined positioning within the current and future metaverse ecosystem

## **INVESTOR TYPE & EXITS**

Acquisition by a strategic investor is currently the most common exit path





## Part 2: What Is Real, What Is not — What Does The Data Tell Us?

**Insight #4: Is the Metaverse catering Only  
to younger demographics?**

**PART 1: GETTING REAL — WHAT’S THE STATE OF PLAY?**



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**Customer Perspectives**



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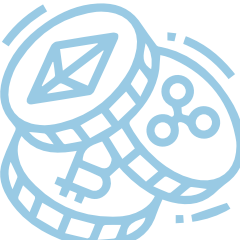
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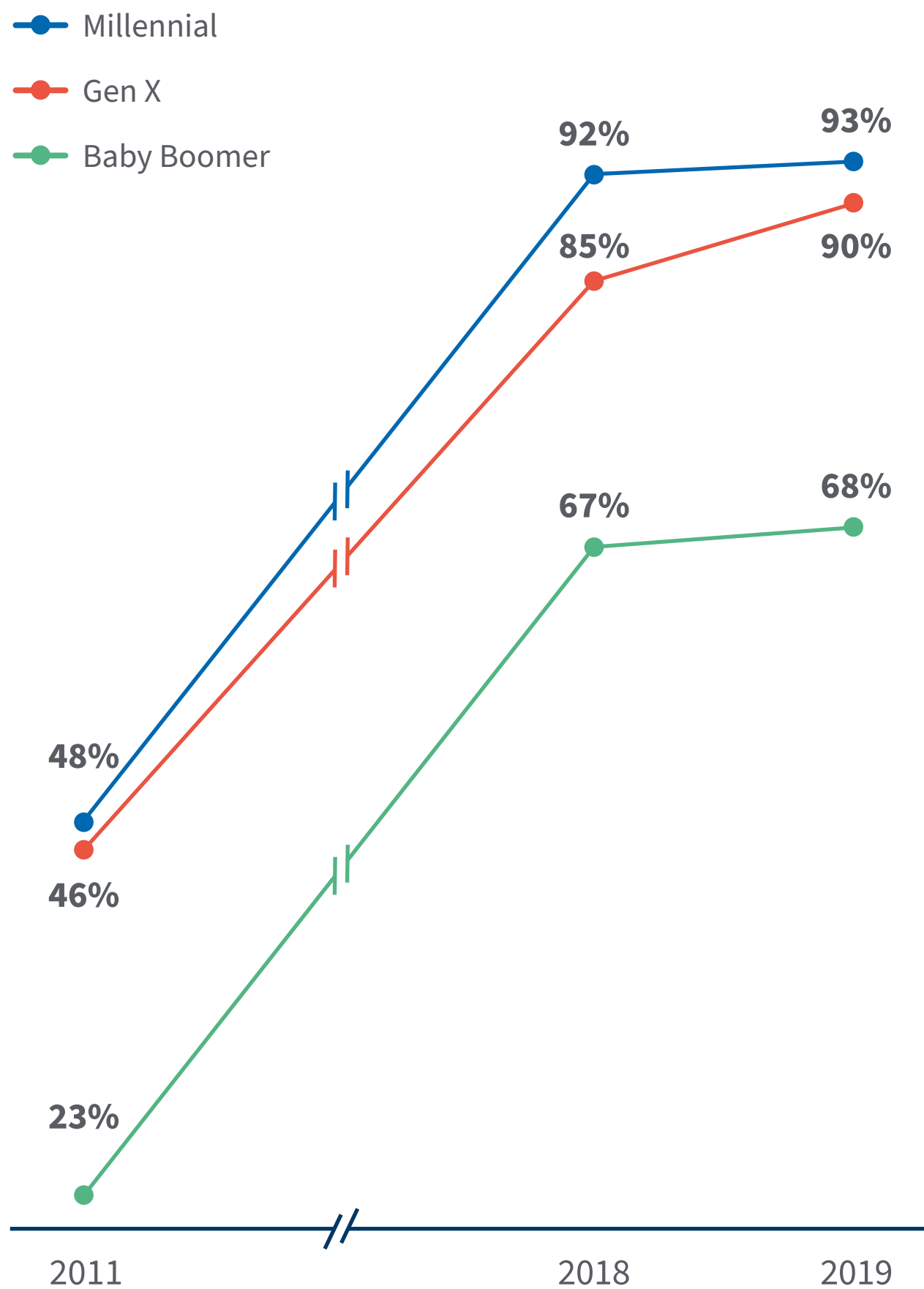
**Historically, the adoption of emerging technologies has been spearheaded by the younger, more tech-savvy generations**

**But data suggests that older generations are likely to engage with the metaverse at higher rates than initially anticipated**

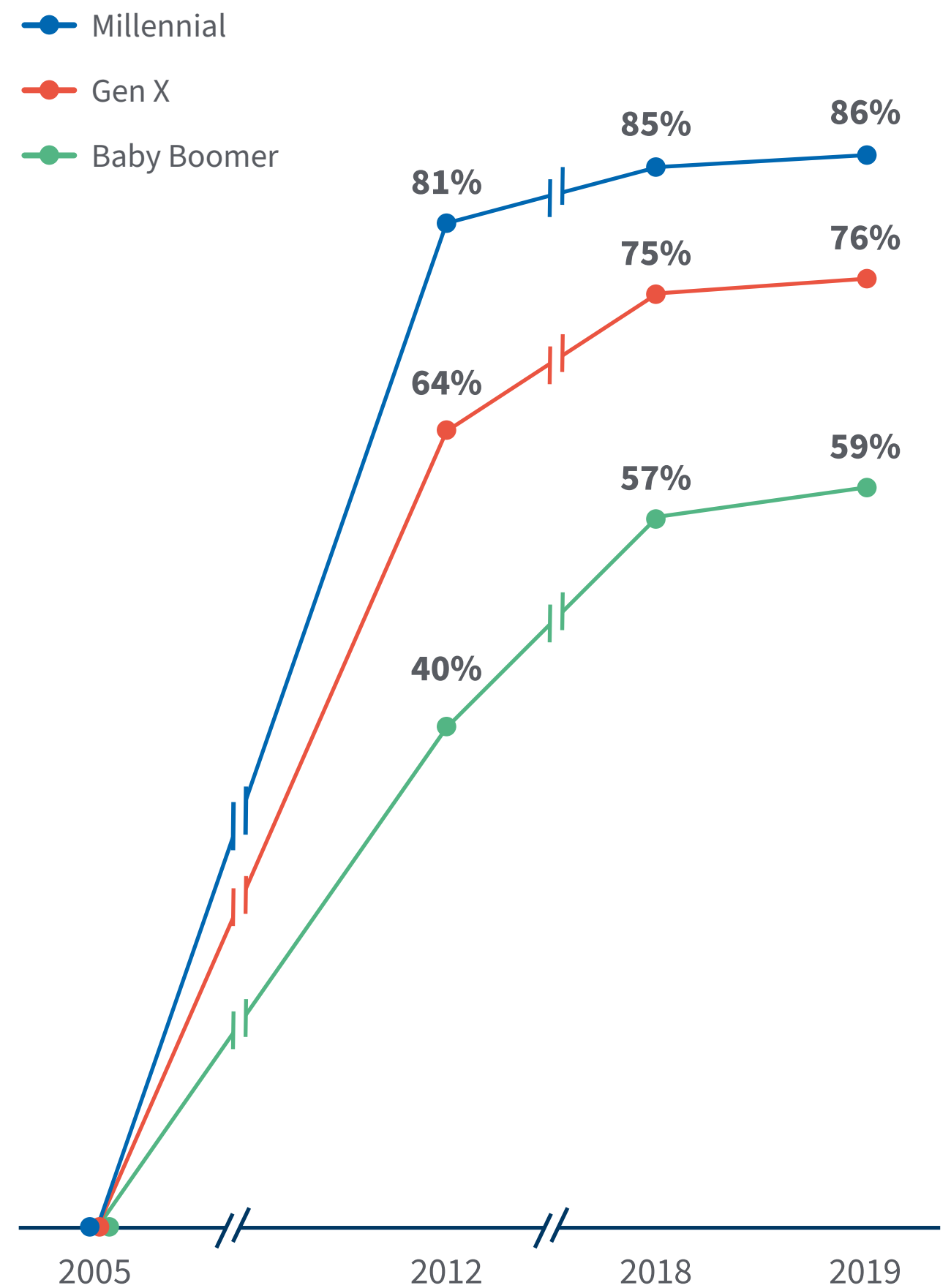


# Historically, Older Generations Have Been Fast Followers in Adopting Emerging Technologies

## SMARTPHONE OWNERSHIP

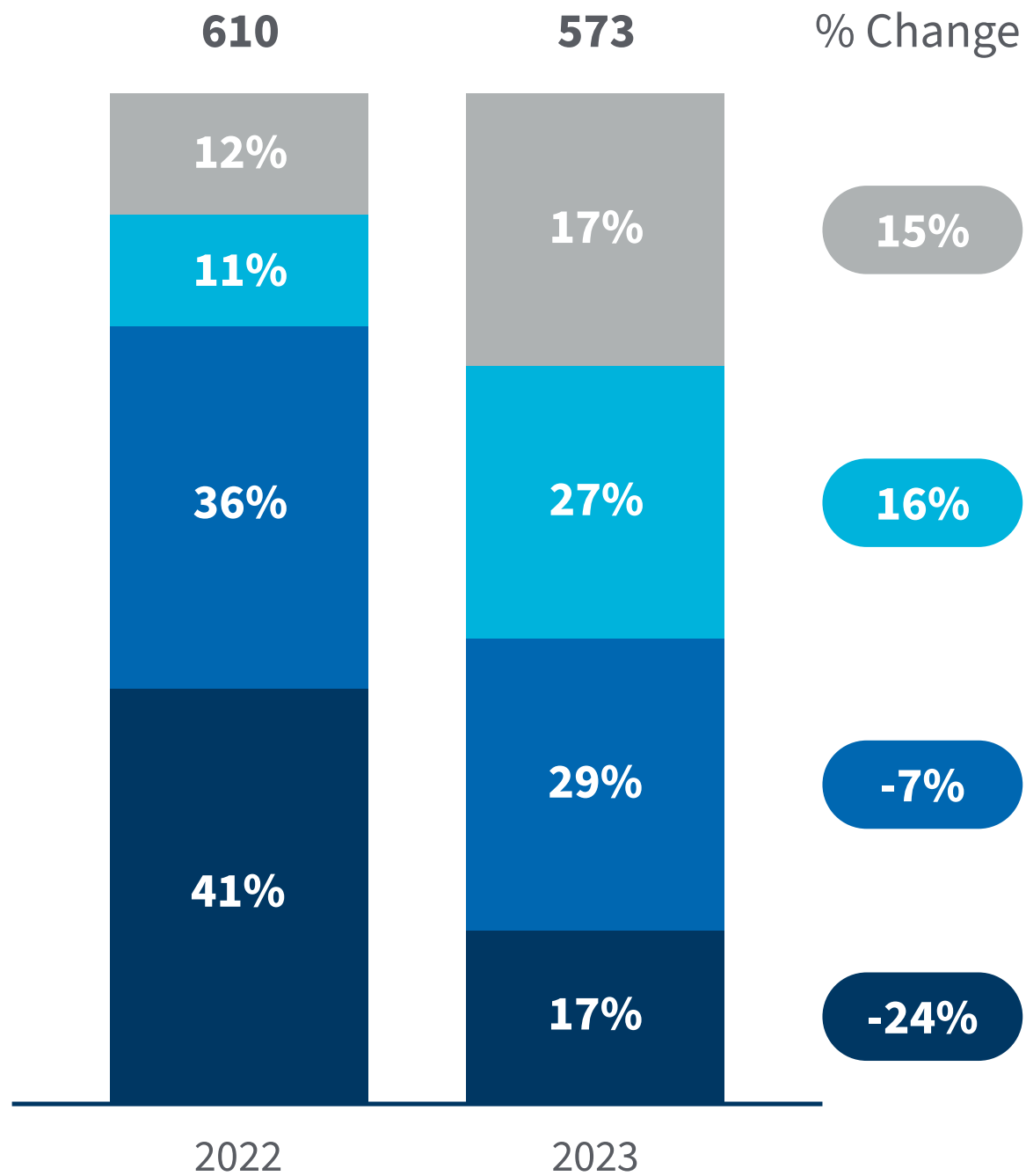


## SOCIAL MEDIA USAGE

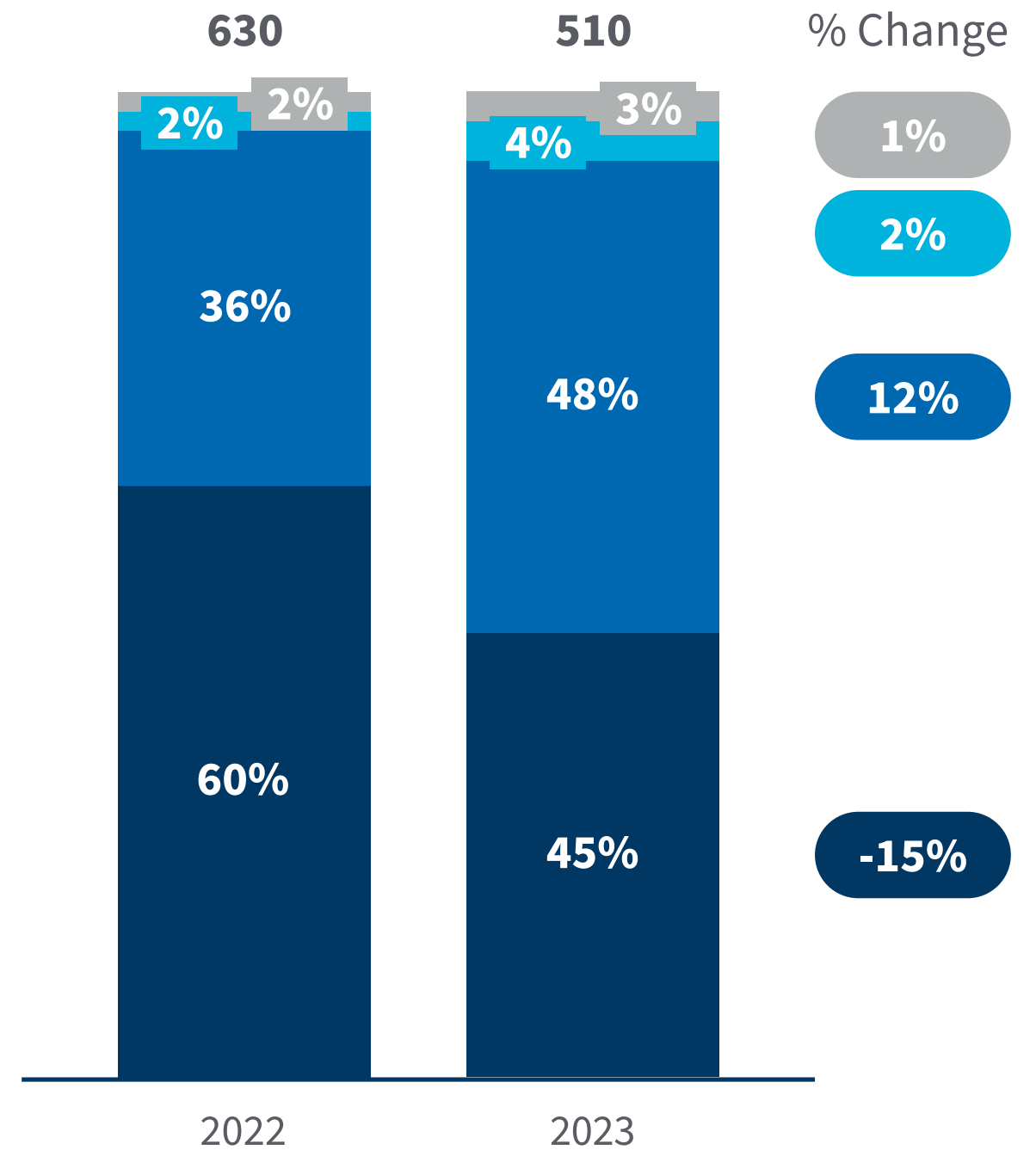


# Metaverse Awareness and Participation Across all Generations Have Increased Significantly Year-Over-Year

## MILLENNIAL & GEN Z AWARENESS



## GEN X & OLDER AWARENESS



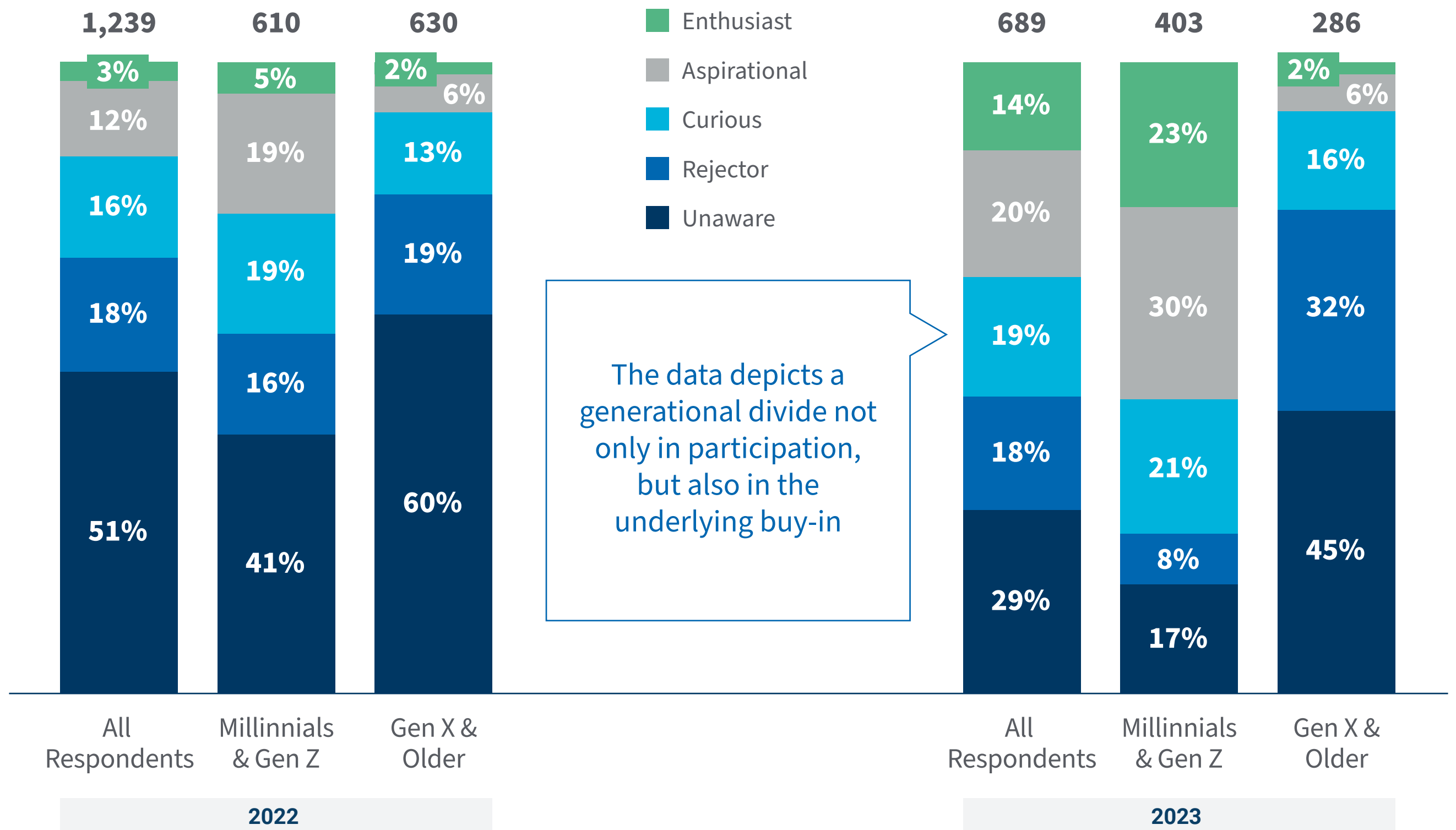
- Yes, I am aware and I regularly spend time in a metaverse playing and/or attending virtual events
- Yes, I am aware, I have logged on and have attended an experience or played
- Yes, I am aware but have never played/attended an experience or logged on to a metaverse
- No, I am not aware of the metaverse

**Survey Question:** Are you aware of the concept for a new set of digital experiences called the metaverse?

**Source:** FTI Consulting Annual Gaming Survey, January 2023

# Interest in and Understanding of the Metaverse is Increasing Across All Generations, Even Among Gen X and Older Individuals

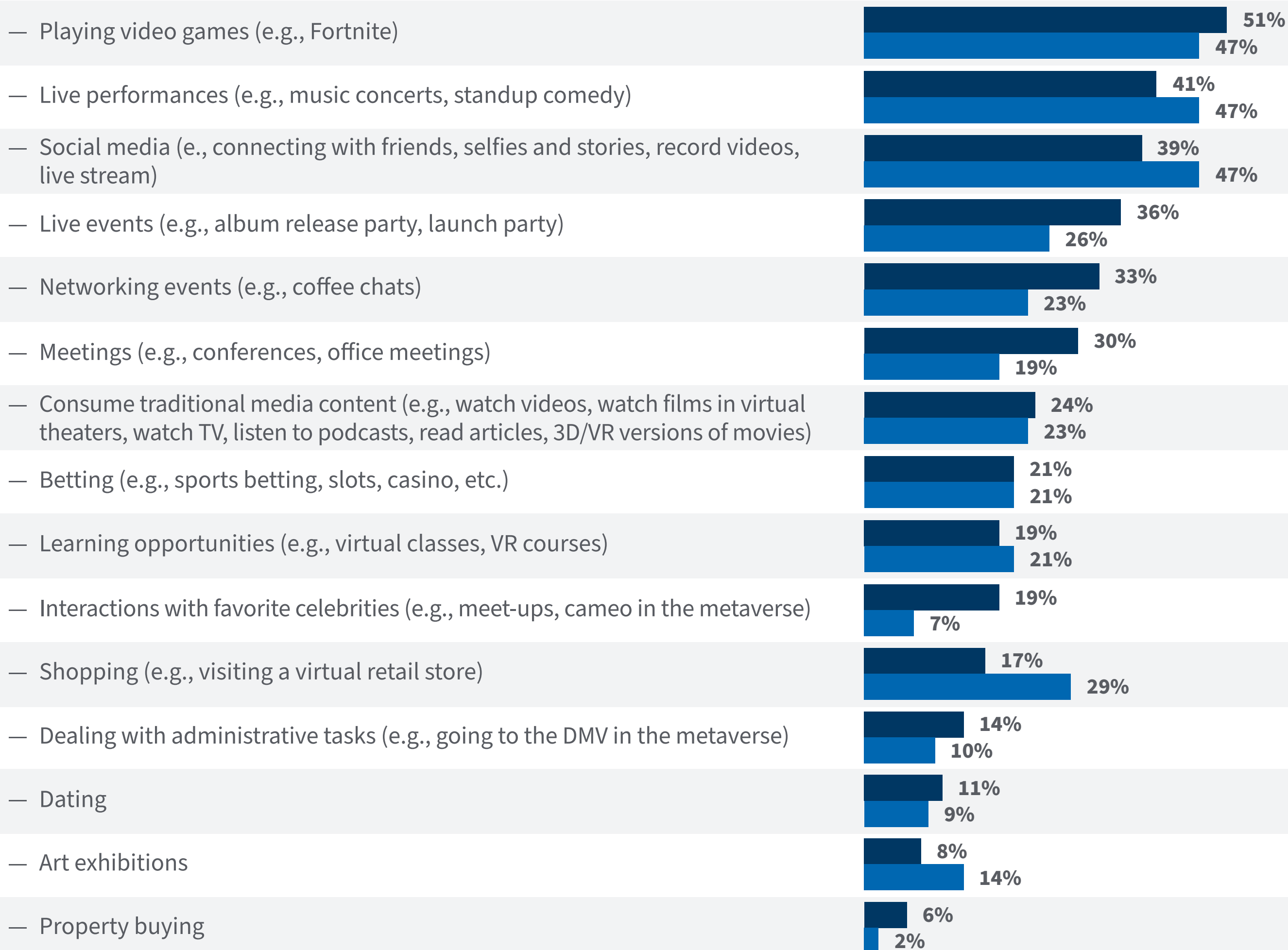
## METaverse AFFINITY BY GENERATION



**Notes:** Segment Definitions: *Curious* individuals have little participation currently in the metaverse, but will probably engage in the future either through NFTs or experiences; *Aspirational* individuals currently participate in some metaverse experiences and are likely to continue participating in the future; *Enthusiasts* currently participate in a variety of metaverse experiences, have purchased NFTs and are very likely to engage in metaverse activities in the future, *Rejectors* are aware of the metaverse but don't participate and don't plan to in the future, *Unaware* individuals are unaware of the metaverse, although they may participate in some facet (e.g., have bought cryptocurrency or have played a P2E game).

# Across Generations, the Metaverse's Social and Leisure Experiences Draw Similar Interest

**Which of the following activities would you be interested in experiencing in the metaverse?**



■ Millennials & Gen Z (% of respondents, n=757)

■ Gen X & Older (% of respondents, n=757)

Source: FTI Consulting Annual Gaming Survey, January 2023

**Metaverse affinity and participation display similar characteristics to other emerging tech, with younger demographics adopting early and older demographics increasing engagement over time**

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## Part 2: What Is Real, What Is not — What Does The Data Tell Us?

**Insight #5: Does the Crypto Winter Marks  
the End of the Metaverse?**

**PART 1: GETTING REAL — WHAT’S THE STATE OF PLAY?**



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**Customer Perspectives**



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**Corporate Perspectives**



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**Investment Perspectives**

**PART 2: WHAT IS REAL, WHAT IS NOT — WHAT DOES THE DATA TELL US?**



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**Is the Metaverse Catering Only to Younger Demographics?**



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**Does the Crypto Winter Mark the End of the Metaverse?**

FOCUS OF THIS DOCUMENT



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**Is There any Utility in the Metaverse?**

**Metaverse-adjacent innovations such as cryptocurrency and NFT projects have experienced declines in demand and price, exacerbated by recent scandals.**

**But, even through these headwinds, interest and participation in the metaverse remain.**

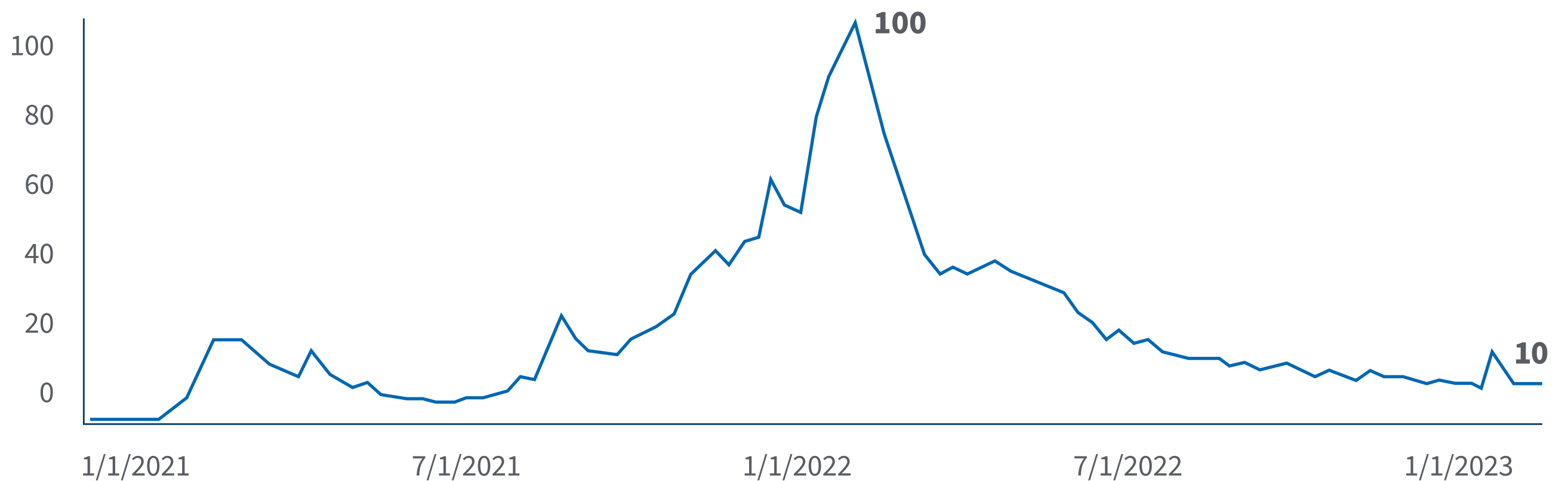


# Popularity of Crypto and NFTs Has Decreased from All-time Highs, but that Does not Mean the Metaverse is Over

## ETHEREUM HISTORICAL PRICING (\$)¹



## WORLDWIDE GOOGLE SEARCH INTEREST FOR THE TERM "NFT"

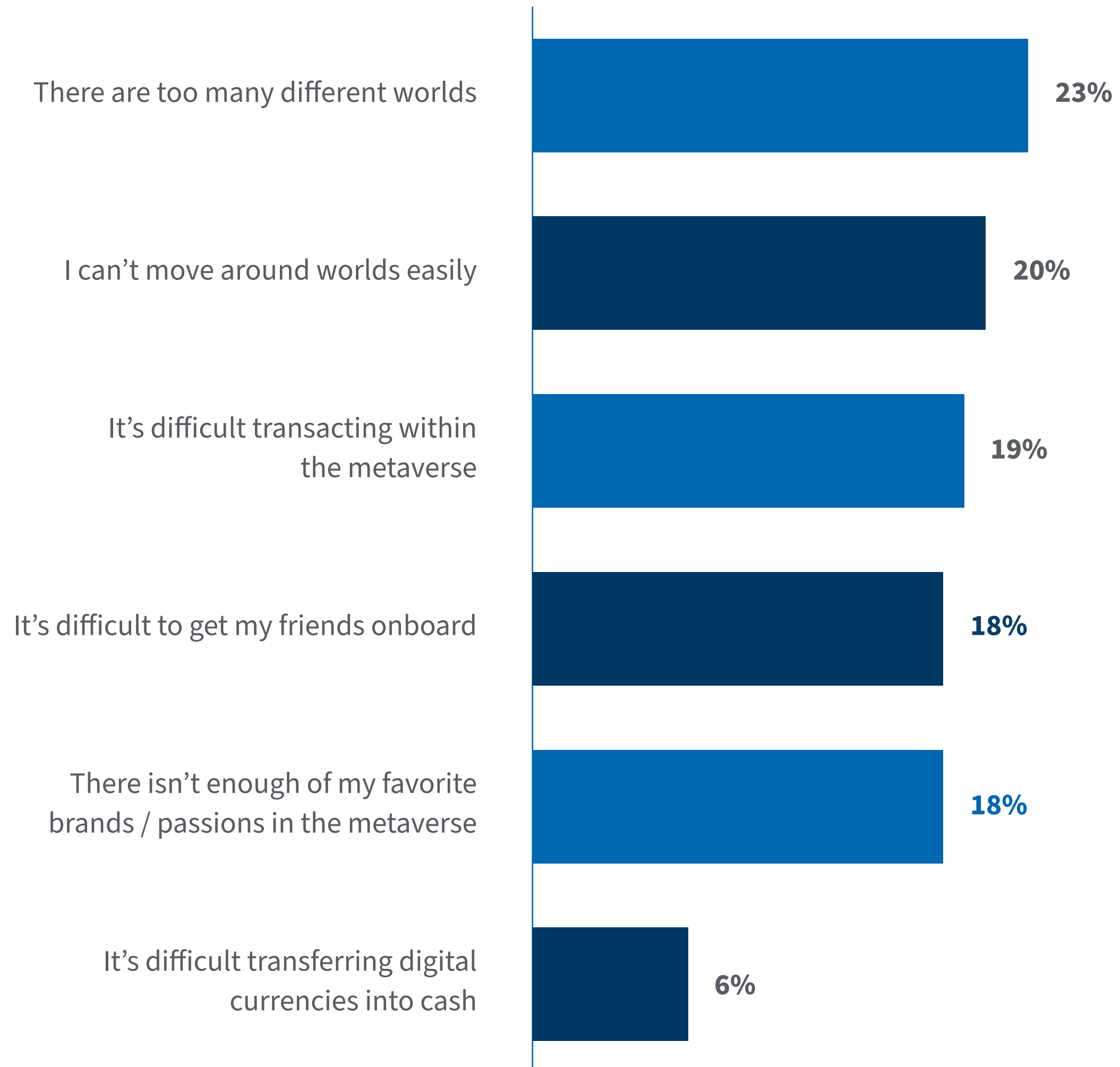


**Notes:** 1) Calculated using historical weekly data

**Source:** Yahoo Finance, Google

# There are Clearly Still Many Challenges from an Experiential Standpoint Across the Metaverse Ecosystem

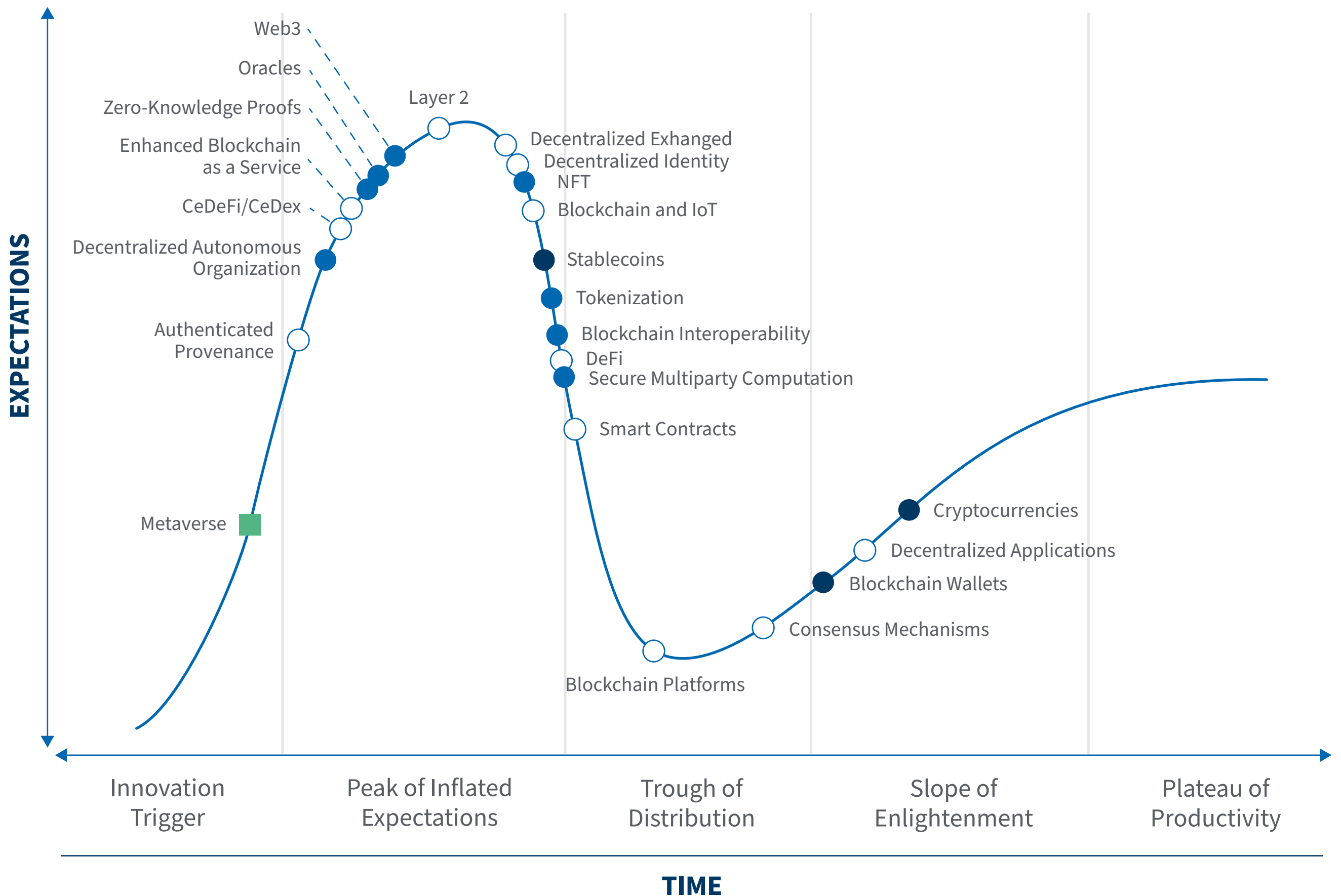
**WHAT ARE SOME CHALLENGES YOU ARE FACING IN USING THE METAVERSE?** *(% of respondents, n=364)*



Source: FTI Consulting Annual Gaming Survey, January 2023

# Like all Emerging-technology Hype Cycles, the Initial Frenzy is Followed by a Phase of Maturity, Productivity and Improvements in Technology and Experience

## BLOCKCHAIN & WEB3 HYPE CYCLE



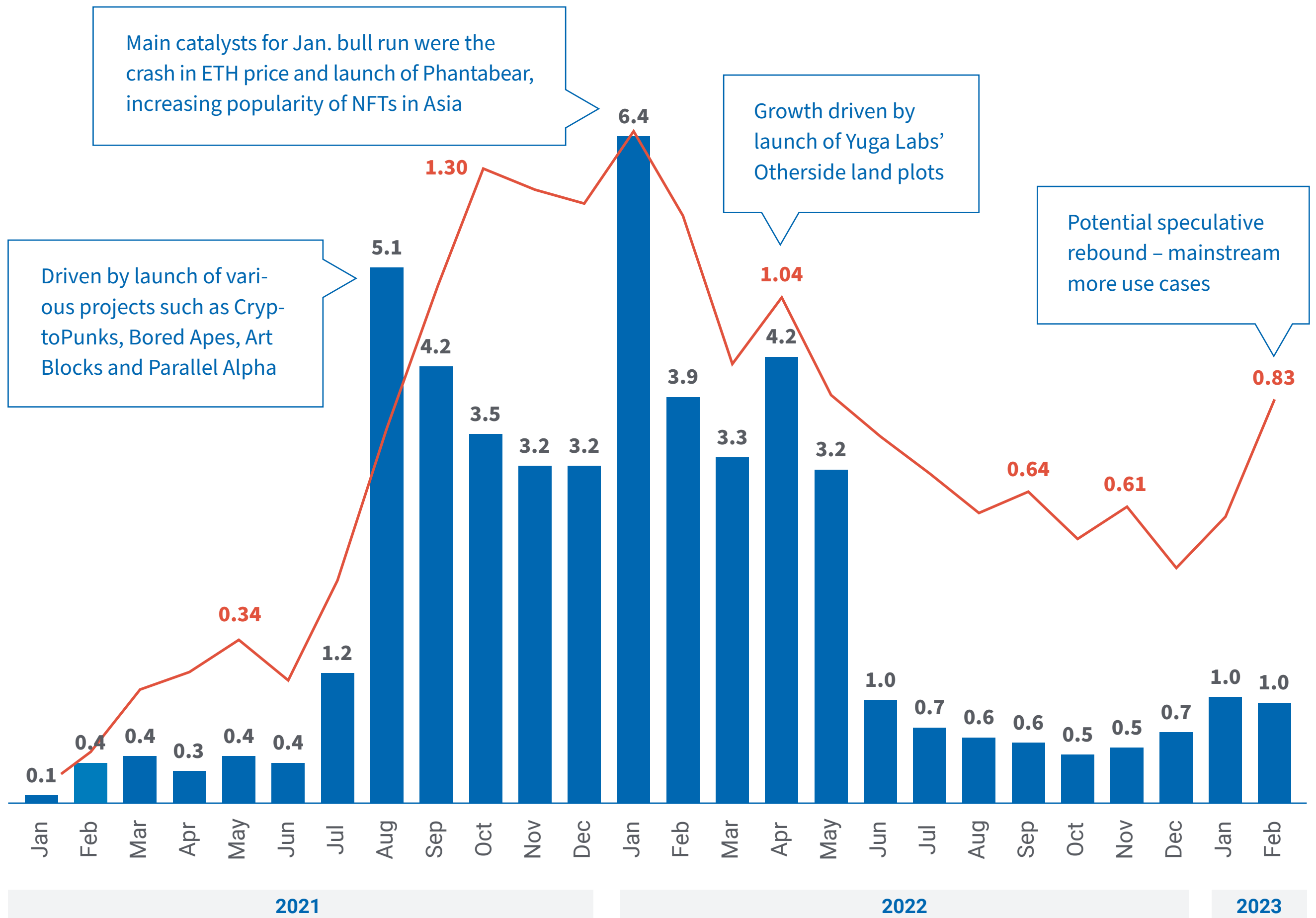
**Plateau will be reached:** ● <2 yrs. ○ 2-5 yrs. ● 5-10 yrs. ■ >10 yrs. ● Obsolete before plateau

**Source:** Gartner; <https://www.gartner.com/en/newsroom/press-releases/2022-08-30-metaverse-web3-and-crypto-separating-blockchain-hype-from-reality>

# Interest is Resurging Despite Negative Recent Developments in Metaverse-adjacent Industries, Such as the FTX Scandal and Crypto Winter

**NFT SALES** (Billions) **VS. UNIQUE BUYERS** (Millions) **OVER TIME**

— Unique Buyers (Millions) ■ Sales (\$B)

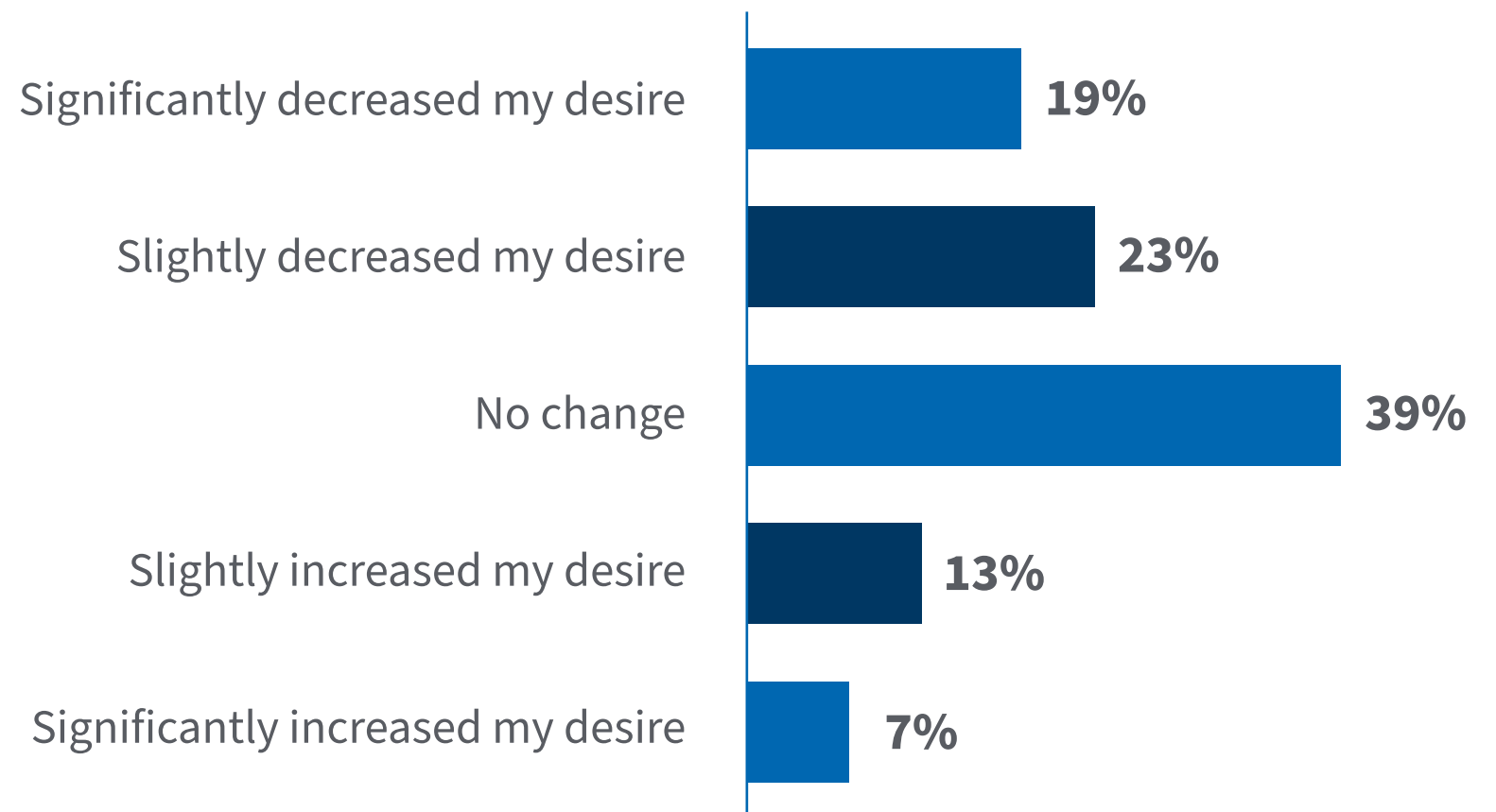


Source: CryptoSlam, Financial Express, PR Newswire, BitKE, Medium, Decrypt;  
<https://www.cryptoslam.io/nftglobal>

# Although Pessimism Has Followed Publicized Sector Missteps, There are Signs of Longevity in Consumer Interest

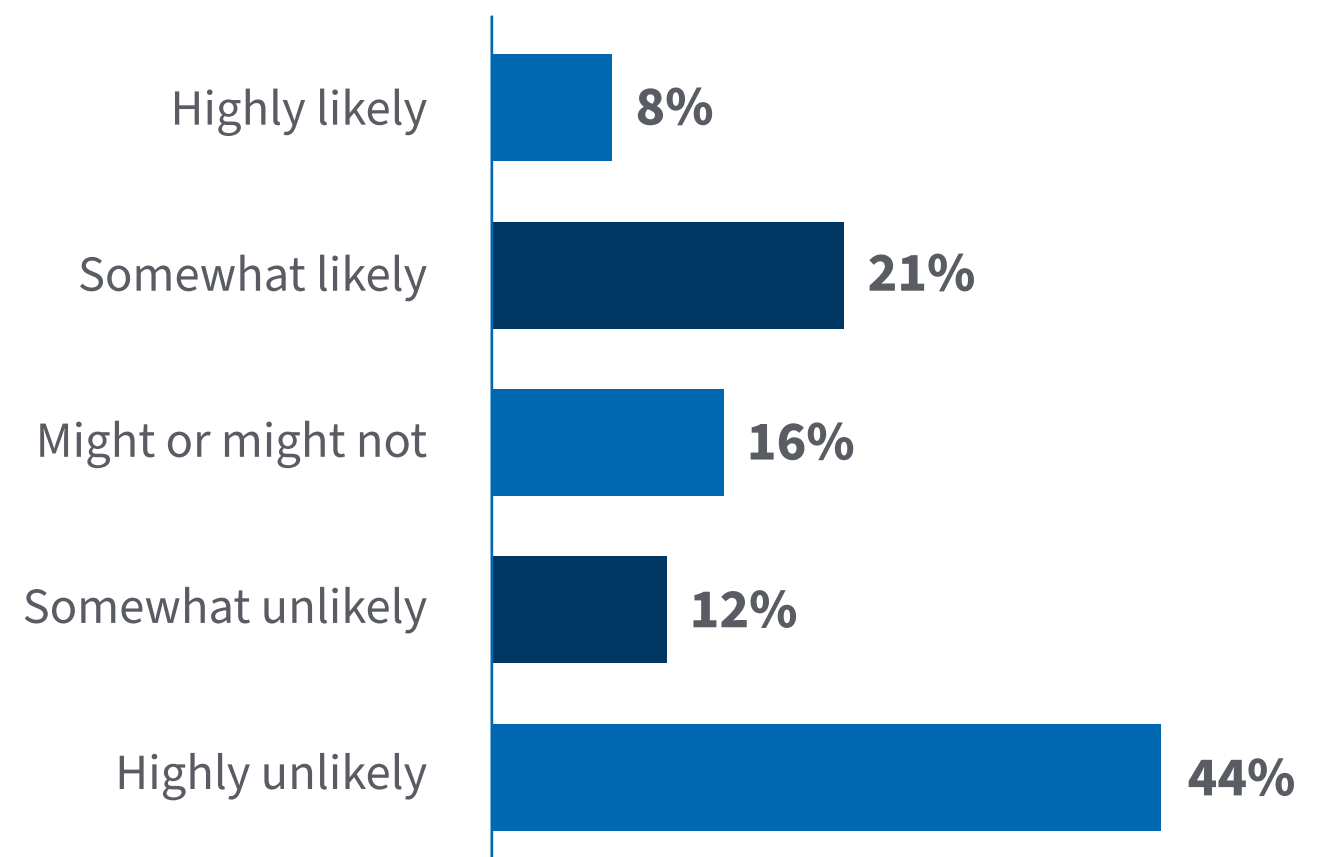
**How have the recent cryptocurrency missteps (e.g., FTX) affected your desire to play Web 3.0 / P2E games (e.g., Splinterlands)?**

(% of respondents, n=907)



**Among respondents that have not purchased an NFT in the last 12 months, what is the likelihood you purchase an NFT in the next 12 months?**

(% of respondents, n=239)





# We are Entering the Part of the Life Cycle Where “Scammy” Projects are Dying Down and Interest is Growing in More Substantive and Robust Experiences

## CALVARIA

- Calvaria is a P2E card game where players assemble 3D NFT battle cards to compete against others
- To start, users buy RIA, the game’s native cryptocurrency, which allows them to purchase an initial set of cards
  - As players win, they can earn eRIA game tokens that can be used to upgrade a player's deck or convert to RIA
- Expected to release in Q2 2023, the game has already raised \$3 million in presale for the \$RIA token

## THE SANDBOX

- The Sandbox is a platform where users can own land, build games and 3D creations, and share with others in the metaverse
  - Users have complete ownership of their creations as NFTs which can be traded on the various marketplaces
- Despite 2022 crypto headwinds, The Sandbox had high usage with over one million unique users and an average of 56k MAUs
  - In addition, almost 10,000 digital LAND parcels were sold for an average return of 109%, with prices only dropping to ~\$2,000/parcel during the crypto crash in November 2022

# Next-gen NFT Initiatives Will Prioritize Consumer Value and Utility, Unlike Previous Ones that Mainly Attracted Speculators

## FIRST-GENERATION NFT INITIATIVES

### Paramount Star Trek NFTs

There has been backlash in the Star Trek community as NFTs launched by Paramount have not gained traction with the fan community

- Many of these NFTs were **purchased by speculators as financial investments** rather than fans purchasing as memorabilia

### Porsche NFT Collection

Porsche halted minting and reduced the supply of NFTs after a failed launch due to customer complaints

- Fans complained about high mint prices and lack of utility for the NFTs during launch; Porsche is trying to remedy the latter

## NEXT-GENERATION NFT INITIATIVES

### Clinique Smart Rewards

Clinique Smart Rewards members had a chance to enter an NFT raffle by sharing inspirational stories on Instagram, TikTok and Twitter

- The top three would be **rewarded with two of the brand's products and color-changing NFT art** that symbolizes the theme of those items

### Starbucks launches Starbucks Odyssey

Starbucks Odyssey is a loyalty program that allows its members to earn and buy NFTs through activities such as playing interactive games or taking on fun challenges related to their knowledge of coffee and Starbucks



## Part 2: What Is Real, What Is not — What Does The Data Tell Us?

**Insight #6: The Metaverse is Just Another  
Sales Channel with no Utility**

**PART 1: GETTING REAL — WHAT’S THE STATE OF PLAY?**



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**Customer Perspectives**



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**Corporate Perspectives**



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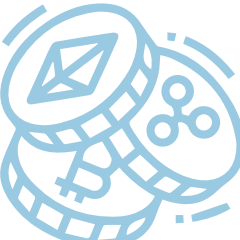
**Investment Perspectives**

**PART 2: WHAT IS REAL, WHAT IS NOT — WHAT DOES THE DATA TELL US?**




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**Is the Metaverse Catering Only to Younger Demographics?**



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**Does the Crypto Winter Mark the End of the Metaverse?**



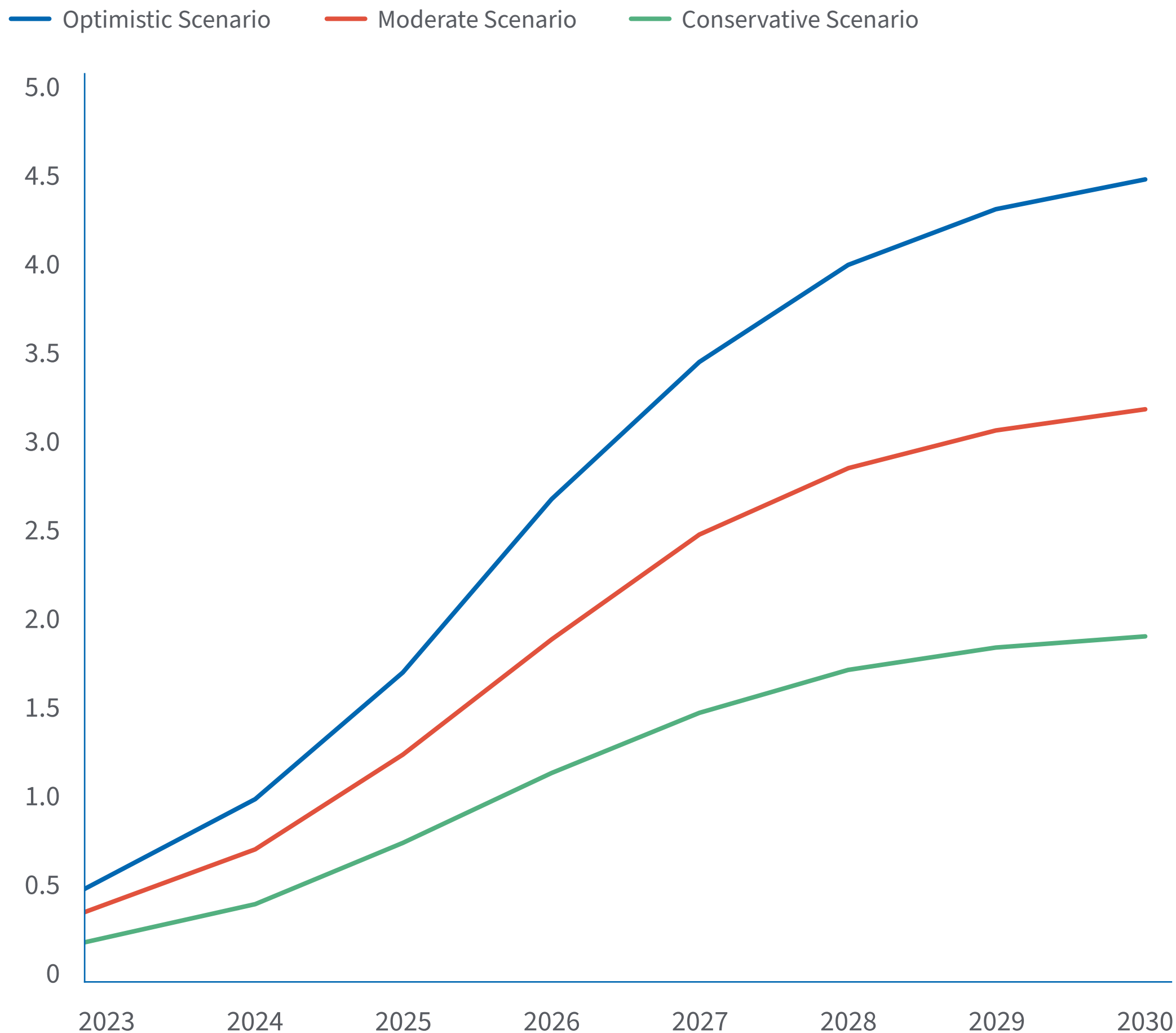
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**Is There any Utility in the Metaverse?**

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# As the Metaverse Continues to Evolve, the Market is Expected to Grow at a ~37% CAGR into 2030, Reaching ~\$3.17 Trillion in the Moderate Scenario

## METaverse MARKET SIZE SCENARIOS



**Note:** Includes virtual assets, advertising, AR & VR hardware, digital media, live entertainment

**Source:** Statista, World Economic Forum

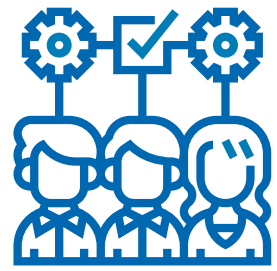
<https://www.weforum.org/agenda/2023/02/chart-metaverse-market-growth-digital-economy/>

# Metaverse Use Cases are Quickly Surfacing Across a Broad Range of Industries



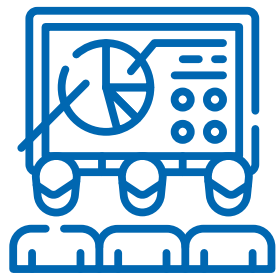
## HEALTHCARE

AR/VR market in healthcare is poised to reach nearly **\$9.6 Billion** in value in the next five years due to increase in telehealth services and technological advancement



## EDUCATION

Rising internet penetration and COVID-19 escalated global E-learning, with the market reaching **\$305 Billion in 2022** and expected to grow



## FINANCE

Financial services organizations are **exploring a variety of applications**, including virtual branches, new loyalty models and subscriptions, banking marketplaces and more

# Healthcare Providers Have Quickly Adopted AR/VR Technologies as a Means of Advancing Patient Care, but Challenges Remain

## SOME SUCCESS STORIES / PROMINENT CASE STUDIES

### THIRDEYE

#### AR Glasses for first responders

- Share live video/audio with remote physicians
- Over 40% reduction in unnecessary emergency transports

### BIODIGITAL

#### XR for healthcare education

- Fail-safe immersive anatomy education
- Used by +4 million students and clinicians

### BEHAVR

#### VR for mental/behavioral health

- Immersive VR environments
- Practice coping skills and anxiety management

### AIMEDIS

#### NFT medical records

- In-house NFT marketplace
- Patients to process their data as NFTs, send to providers and be monetized

## REQUIREMENTS / CHALLENGES



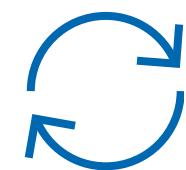
**Upfront costs and complexity of the projects**



**Privacy and security maintenance**



**High costs of wearables and other metaverse gear**



**Interoperability**

# Virtual Learning is Starting to Include AR, VR and MR Experiences Across Environments, from Both “direct-to-learner” and In-house Enterprise Perspectives

## SOME SUCCESS STORIES / PROMINENT CASE STUDIES

### THIRDEYE

#### Interactive Learning

- Virtual lab experiments with developmental feedback
- Used by 1,000+ institutions

### BIODIGITAL

#### Hands-on training

- Multisensory VR fire training
- 100+ fire associations across 30 countries

### BEHAVR

#### Immersive learning edutainment Metaverse

- During CES 2023, Roybi released the digital platform RoybiVerse, which creates experiences in which users fulfill learning needs for each other

*“The Metaverse offers endless opportunities to educate children, from teaching kids piano to learning about the different part of a human body in a safe environment.”*

*Head of Strategy, Roybi*

## REQUIREMENTS / CHALLENGES



**Privacy & cybersecurity**



**Required digital literacy**



**High cost of devices**



**Socialization & “soft-skill” development**



**Connectivity**



# Financial Services Organizations are Exploring the Metaverse by Expanding Services, Customer Interactions and Offerings Related to Crypto and Web3

## SOME SUCCESS STORIES / PROMINENT CASE STUDIES

**HSBC**

### Virtual office space

— Developing a virtual office in the blockchain-based platform The Sandbox

**J.P.MORGAN**

### Virtual office space

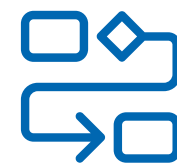
— Launched its first virtual office in the Metajuku district in the blockchain-based platform Decentraland

**STANDARD  
CHARTERED**

### Virtual office space

— Developing a virtual office in MegaCity in the blockchain-based platform The Sandbox

## REQUIREMENTS / CHALLENGES



**Interoperability between platforms**



**Privacy and cyber security**



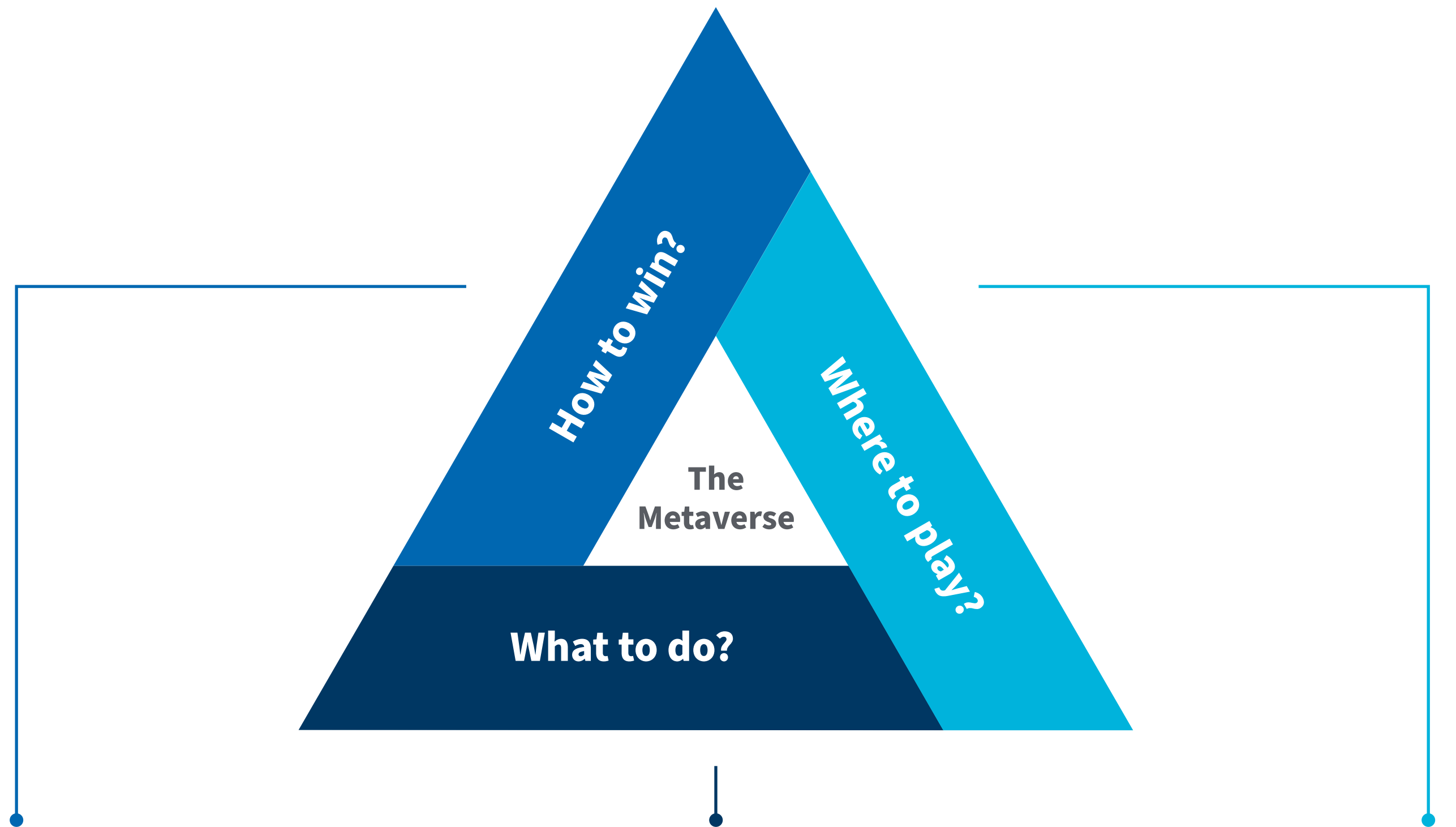
**Upfront costs and complexity**



**Connectivity**

# Charting the Metaverse: Assessing if you Fit in and How

FTI Consulting can support you by assessing your metaverse readiness through the exploration of near-term options and long-term strategies to identify paths to success.



Develop **near-term and long-term initiatives** to capture opportunities with a **detailed execution roadmap** and support from **FTI Consulting's network of metaverse partners**

**Identify and prioritize** opportunities based on trends and scenarios **leveraging a scorecard approach**

Evaluate your **company's metaverse value chain footprint** and review **possible metaverse scenarios**

# Meet Our Leaders

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