



INVESTING IN THE METAVERSE

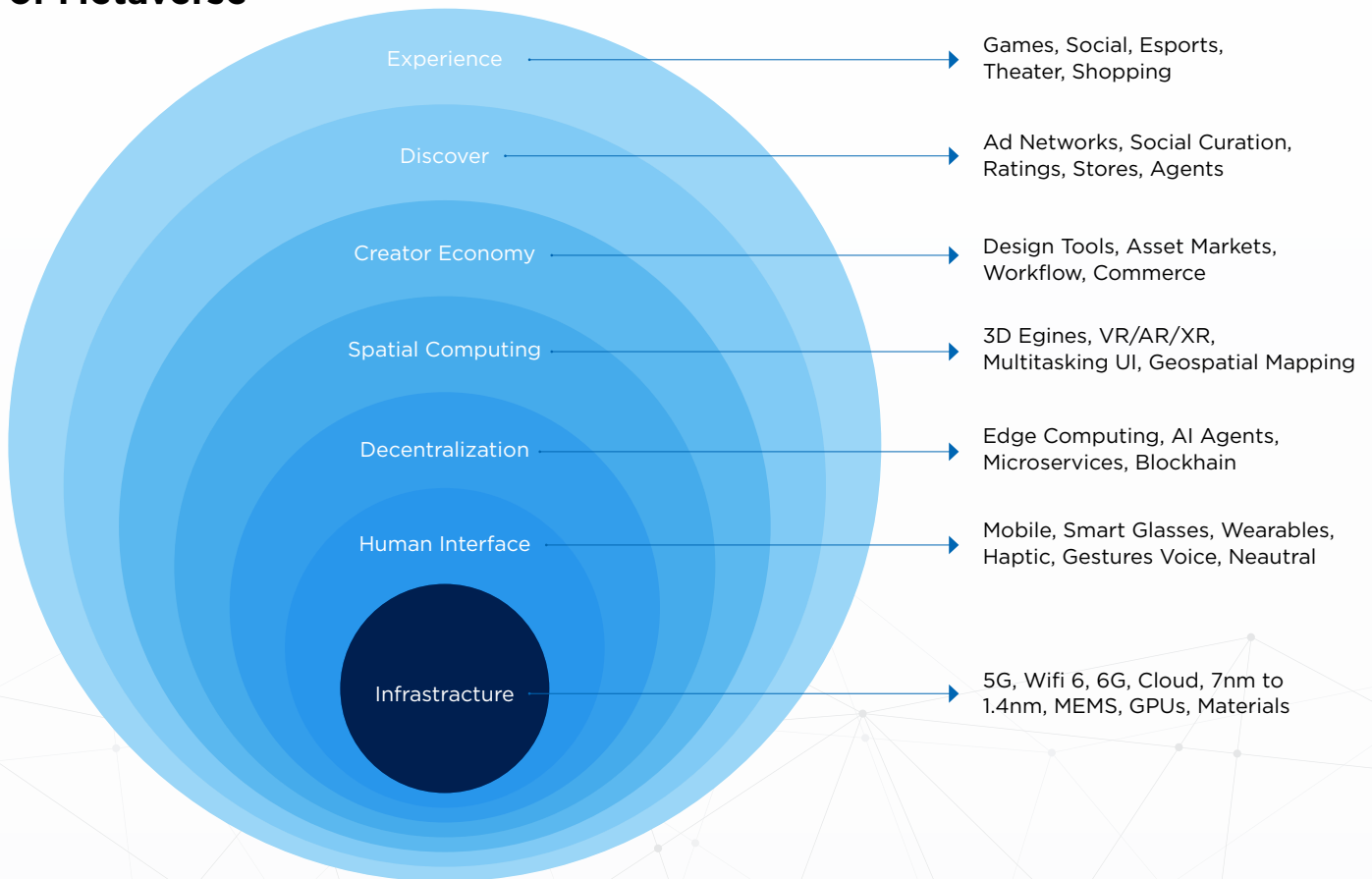
MULTIPLY
GROUP

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WHAT IS “THE METaverse”

The metaverse is a centralized virtual world, a “place” parallel to the physical world. It can be described as a digital reality that combines aspects of social media, online gaming, augmented reality (AR), virtual reality (VR), and cryptocurrencies to allow users to interact virtually. Augmented reality overlays visual elements, sound, and other sensory input onto real-world settings to enhance the user experience. In contrast, virtual reality is entirely virtual and enhances fictional realities

The Seven Layers of Metaverse



WHERE TO INVEST?

KEY INVESTMENT AREAS



RETAIL

Selling virtual goods or offering virtual shopping experience for real-life products.



CLOTHING AND STYLE BRANDS

Nike filed a series of patents aimed at making it the king of virtual sneakers and clothing in the metaverse.



TECH COMPANIES

Accessories that take the metaverse experience to the next level such as next-gen VR headsets, controllers and other equipment. Among current players Meta (formerly Facebook), Sony and HP.



CLOUD TECHNOLOGY

Potential opportunities for Amazon's AWS, Microsoft's Azure, Google Cloud, Alibaba Cloud, IBM Cloud, among others.



COMPANIES PRODUCING HIGH-POWERED SILICON

needed to power those servers, such as Nvidia.



BROADBAND & 5G NETWORK PROVIDERS, CONTENT DELIVERY NETWORKS

Companies such as Akamai Technologies operating data centers across the globe.

TOP 10 METAVERSE DRIVEN STOCKS



FASTLY

Metaverse sector	Market value
Infrastructure	\$3.67 bn

Edge computing and technology company. Fastly operates an edge computing infrastructure-as-a-service (IaaS) platform that brings servers and other equipment to the source of data creation.



NVIDIA

Metaverse sector	Market value
Infrastructure	\$673.7 bn

It forays into the worlds of artificial intelligence (AI) and other fast-processing chips making it a powerful player in the world of the metaverse stocks.



ROBLOX

Metaverse sector	Market value
Virtual platform	\$45.8 bn

The firm makes money by selling its virtual currency that players can use to access games, experiences, content and even virtual clothing for their characters. Roblox has already created the base for the metaverse within its game and it's expanding that further.



META (FORMERLY FACEBOOK)

Metaverse sector	Market value
Hardware and apps	\$923.3 bn

Changed its name to signal its desire to focus on building the metaverse. CEO Zuckerberg set the stage for the firm's metaverse vision back in 2014. Using the firm's VR headsets, users are able to participate in meetings via avatars. They can see their computer screens, keyboards and even participate on virtual whiteboards. It hopes to attract 1-billion people to the metaverse in the next 10 years.



AUTODESK

Metaverse sector	Market value
Software	\$57.0 bn

Best known for its pioneering AutoCAD software that allows to virtually design and create buildings, products, infrastructure projects in both 2D and 3D. It's the standard software for the industry. Developers started using its software to design and build virtual worlds for gaming and entertainment.



SHOPIFY

Metaverse sector	Market value
Payment services	\$138.5 bn

Designing e-commerce solutions for businesses. Digitalization of assets, currency, and the ability for content creators to get paid is a must. That's where e-commerce specialist Shopify comes in.



UNITY SOFTWARE

Metaverse sector

Software

Market value

\$34.5 bn

U is one of the biggest firms that make software that helps game designers create 3D worlds. According to the firm's data, 71% of the top 1,000 mobile games were created using Unity's platform and more than 50% of all games. Unity has simply designed the framework for the entire metaverse and democratized it for the masses.



MICROSOFT

Metaverse sector

Software

Market value

\$2.33 tn

At a recent corporate event, CEO Nadella and his team unveiled a new suite of metaverse and virtual products designed to integrate into its popular suite of tools. This includes enabling users to create AI avatars for video meetings, collaborating in virtual workrooms and creating immersive environments for participants.



MATTERPORT

Metaverse sector

Software

Market value

\$3.26 bn

Facilitates real-life transactions. Matterport is a software and video capture company that allows real estate firms to create virtual versions of their buildings. Prospective buyers or tenants can do a virtual walk-through of the apartment, house or commercial space.

ROUNDHILL BALL METAVERSE ETF

ROUNDHILL BALL METAVERSE ETF

Assets under management

\$233.2m

Fees

0.75%

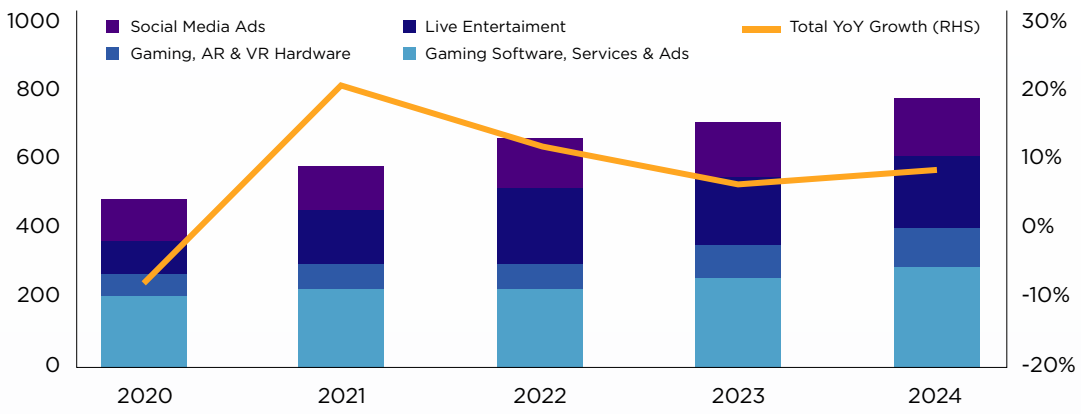
Roundhill Ball Metaverse ETF was developed by futurist and venture capitalist Matthew Ball among others to fully represent the entire spectrum of metaverse. 50 different stocks ranging from cloud solutions, gaming platforms and computing components make up the vast bulk of their holdings (70% of total). Top individual holdings include Nvidia, Microsoft and Tencent.



METAVERSE MARKET OUTLOOK

According to a study by Bloomberg, the metaverse market may reach \$783.3bn in 2024. Gaming, AR, VR will create a \$413bn primary market opportunity by 2024. Online game makers including Roblox, Microsoft, Activision Blizzard, etc. will capitalize on the growth of 3D virtual worlds, bringing live events such as concerts, film showings and sports into 3D virtual worlds.

Metaverse Market Growth Outlook



Source: Bloomberg Intelligence, Newzoo, IDC, PWC, Two Circles, Statista

Metaverse Competitive Landscape

Online Game Makers	Design Software Vendors	Social Networking	Gaming, AR & VR Hardware	Live Entertainment
Roblox	Unity	Facebook	Facebook	Live Nation
Epic Gamers	Epic Games	Tencent	Lenovo	Theme Parks
Microsoft	Adobe		HP	Sports Teams
Activision Blizzard	Autodesk		Acer	
Electronic Arts	Ansys		Valve	
Take-Two			Razer	
Tencent				
NetEase				
Nexon				
Valve				

Source: Bloomberg Intelligence

ANNOUNCED METAVERSE PLANS BY MAJOR COMPANIES



- ▶ **Tencent** The Chinese social media and gaming giant Tencent is reportedly entering the metaverse and experts say the virtual world could shape up to be a battle between Meta and Tencent. Tencent registered many metaverse-related trademarks for its social site QQ.
- ▶ **Microsoft** has unveiled its metaverse project called Microsoft Mesh. By using its HoloLens 2 headset, you can enter the virtual working world where you can appear as an avatar in a virtual office. “engage with eye contact, facial expressions, and gestures”.
- ▶ **Virtuleap** is taking a different approach as a kind of mental health application in VR.
- ▶ **Decentraland**, a virtual reality platform that enables users to create, interact with, and monetize content and apps. Users may purchase virtual pieces of land in the metaverse, which they can travel to, construct on and monetize.
- ▶ **Roblox**: Video game platform Roblox Corporation announced plans for a metaverse that is built around its players. The company says it wants to create a virtual space where people can “come together within millions of 3D experiences to learn, work, play, create and socialize.”
- ▶ **Nikeland**: Sportswear giant Nike is teaming up with Roblox to create a virtual world called Nikeland. It will allow users to dress up their avatars in Nike clothing and sneakers and will include Nike arenas, fields and buildings
- ▶ **Nvidia**: The Californian chipmaker Nvidia instead calls the metaverse the Omniverse. Its platform is connecting 3D worlds into a shared virtual universe. Omniverse can be used for projects such as creating real-life simulations of buildings and factories. It could be the building blocks of the metaverse
- ▶ **Dyson**: The home appliance maker Dyson built the Dyson Demo VR. It allows you to use simulation and visualization technology so you can test its hairdryers, stylers and hair straighteners at home.
- ▶ **Tinder**: Dating metaverse and meeting via “digital avatars” is something new that Tinder is building. Tinder will also launch tinder coins to explore its cryptocurrency ambitions.
- ▶ **Epic Games**: The company behind the video game Fortnite has become more than just a shooting game as it allows gamers to participate in dance parties and virtual concerts
- ▶ **Sensorium** is building Motion World, a high-graphic, underwater virtual land that has performance spaces. it will also be a space for users to reinvigorate their minds with meditation and well-being practices. It is also creating another virtual world called PRISM, for «next-level performances» by electronic music artists.

WHAT ARE THE MAIN CHALLENGES?



No agreed standards for inter-operability across the multiple metaverses have been set.

Currency & payments systems:
Metaverse will have its own version of a virtual marketplace, connecting different actual and digital currencies. There is a need to develop a unique new transaction verification system. There are challenges of convincing users that they can rely on and feel safe while engaging in any trade within Metaverse.

Privacy and data security will also be crucial, given the large quantity of potentially sensitive personal information involved.

Adjusting business models:
Many large-scale platforms will need to adjust their business models to operate within an inter-operable metaverse.

Law and Jurisdiction:
Essential to identify means according to which the matter of jurisdiction will be applicable. There are challenges to identify jurisdiction as well as legislations.

Mental health concerns if virtual worlds lead users to shy away from real-world responsibilities and interactions.

Ownership & properties:
challenge will be in creating a unified system that could be used to verify the possessors of virtual assets in the Metaverse.

Reputation & identity:
what will really be the elements that make up one's identity and how to prove that you are who you are, instead of another person or even bot trying to mimic your existence.

