



EXPERIENCE MAKERS^{MILAN}

MASTERCLASS



Lorenzo Cappannari
CEO & Co-Founder
AnotheReality

The background of the slide is a solid purple color. Overlaid on this background are several concentric, rounded hexagonal outlines in a lighter shade of purple. These hexagons are centered and create a tunnel-like or layered effect, drawing the eye towards the central text.

the Metaverse and its Human Factors



Lorenzo Cappannari

CEO of

ANOTHER  REALITY



**Metaverse
Innovation
Company**

Author of



Teaching at

SDA Bocconi
SCHOOL OF MANAGEMENT

DEVO LAB
DIGITAL ENTERPRISE VALUE
AND ORGANIZATION

istitutomarangoni
enhancing talent since 1935



What Is the Metaverse? The Future Vision for the Internet

VISION (in corporate terms)

*Describes what a company desires to achieve
in the long-run, generally in a time frame of
five to ten years, or sometimes even longer*

Tech leaders describe the online world as an extensive space where people and their avatars can work, shop, attend live events, and even walk on the moon.

Meghan Bobrowsky and Sarah E. Needleman

UPDATED APRIL 28, 2022

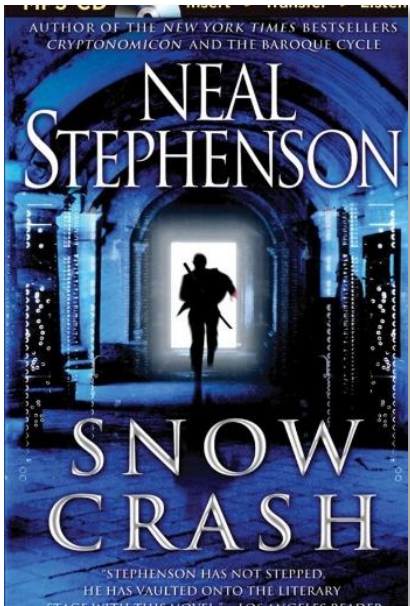
THE WALL STREET JOURNAL
WSJ

Some Stepstones of a Vision

Snow Crash

1992

Neal Stephenson



Second Life

2003

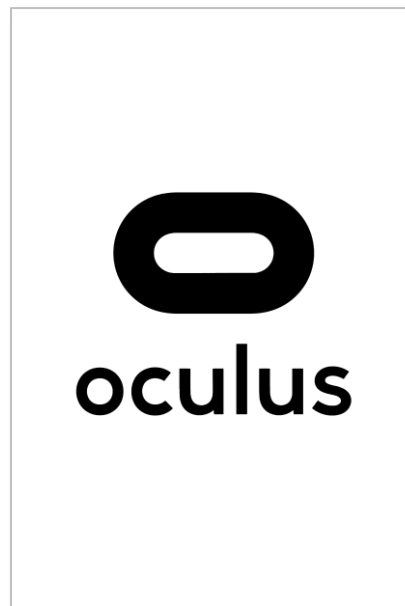
Linden Lab



Oculus VR

2012

Acquired by Facebook in 2014



Fortnite

2017

Epic Games



Meta

2021

Facebook

 Meta

From Technology to Human Factors

Human Factors

Engagement



Socialization



Digital
Ownership



Lifelike
Experiences



Dematerialization



The Metaverse



Technologies

Social Virtual Worlds

Blockchain

Extended Realities

What's the **Metaverse**?

It depends on who you ask!



Tim Sweeney
Epic Games

Realtime **3D social medium** where people can create and engage in shared experiences



David Baszucki
Roblox

Persistent and **shared 3D virtual spaces** in a virtual universe.

Metaverse as Social Virtual Worlds: a convergence between social & gaming



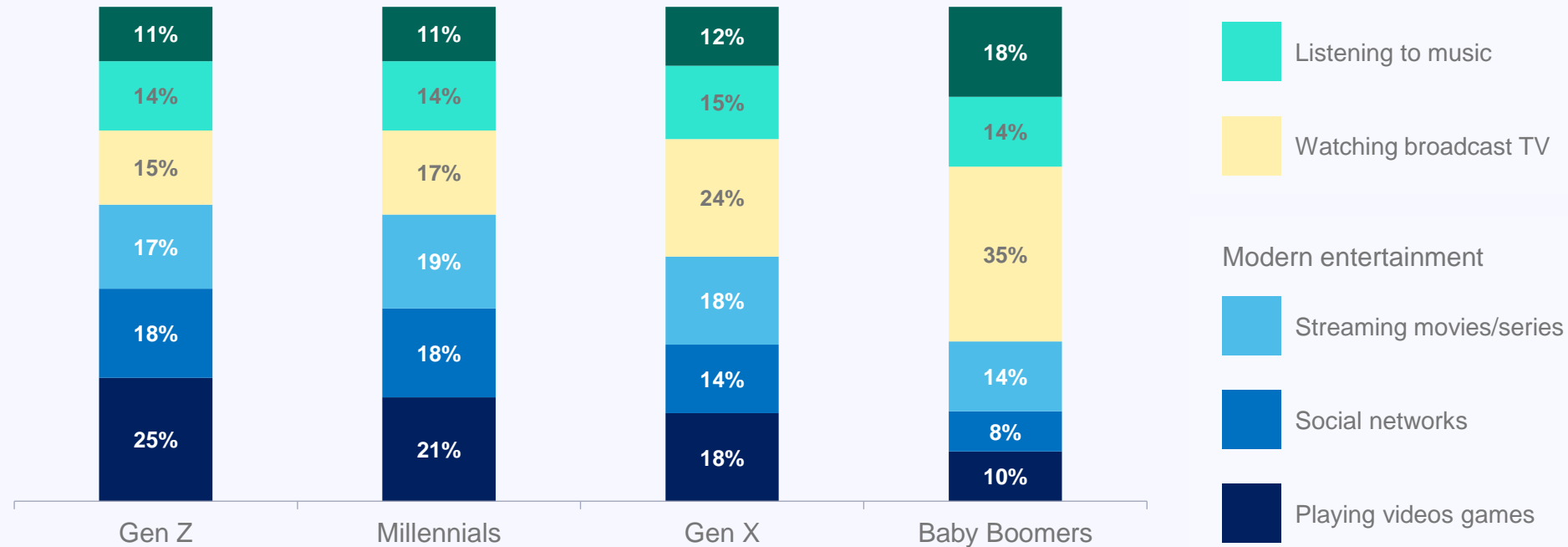
The Metaverse represents an interoperable network of interconnected social virtual worlds, a technological crossroad between social media & games

Gaming takes larger share of leisure time with each generation

Gen Z can already be called the “**Metaverse generation**”

% Leisure Time Spent per Entertainment Platform (Outside of Work)

Base: Total sample





The Economist ✓

23 agosto 2020 · 🌐

Many of Roblox's users are children, with 75% of Americans between the ages of nine and 12 playing its games



Engagement

#1 VALUE

FORTNITE

**Fortnite is a game.
But please ask that
question again in 12
months.**



Tim Sweeney, CEO of Epic Games





Fortnite 
@FortniteGame · [Follow](#)



Thank you to everyone who attended and created content around the Travis Scott event!

Over 27.7 million unique players in-game participated live 45.8 million times across the five events to create a truly Astronomical experience. 🤖🔥



7:00 PM · Apr 27, 2020



 70.5K  Reply  Share this Tweet

[Read 2.4K replies](#)

In the Metaverse you can do almost anything

Final Fantasy XIV Players Mourn *Berserk* Creator's Death With Touching Tribute

By Ash Parrish | 5/20/21 2:15PM | Comments (23) | Alerts



Conce



Recommen

THE ROOT

20 of the Most Memorable Looks of All Time

4/1/2022, 3:45 am

KOTAKU

The Best Games Of 2022

3/16/2022, 9:20 pm

AV CLUB

6 burning questions before *Murders In The Building's* season

3/25/2022, 10:14 pm

lourne...



**New generations
are hanging out
in game worlds
without playing
the main game.**



Socialization

#2 VALUE

A screenshot from the video game Fortnite Battle Royale. In the center, a massive, multi-limbed boss character is being fought. The boss has a large, glowing blue and yellow circular headpiece and is surrounded by various mechanical parts and wires. Several players in different skins are visible in the foreground, some attacking the boss. The background is a dark, starry sky with a large, glowing blue and yellow circular structure in the distance. The overall scene is dynamic and action-packed.

**Metaverse as an
alternative media to
reach new targets**



...but not only



What's the **Metaverse**?

It depends on who you ask!



Artur Sichov
Somnium Space

Interconnected virtual reality worlds with **open and decentralized economy** and content creation tools



Jonathan Lai
Andreessen Horowitz

A persistent, infinitely-scaling virtual space with its own **economy and identity system.**

The Metaverse as Web3/Blockchain: a new open virtual economy

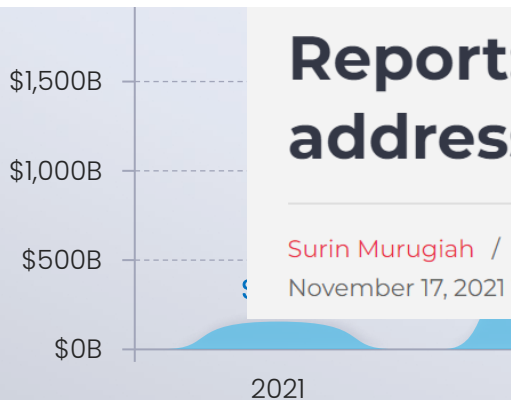
Business

Citi Sees Metaverse Economy as Large as \$13T by 2030

The virtual world could be the next generation of the internet, the bank's analysts said in a report.

By Will Canny · ⌚ Apr 1, 2022 at 1:45 p.m. · Updated Apr 1, 2022 at 4:15 p.m.

pectives
verse



Report: Metaverse an US\$8 trillion addressable market, says Morgan Stanley

Surin Murugiah / theedgemarkets.com
November 17, 2021 13:52 pm +08

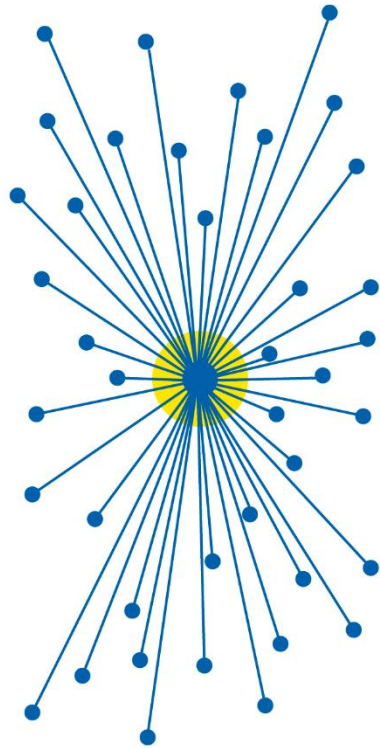
nt global ADV

arket (180B in 2021)

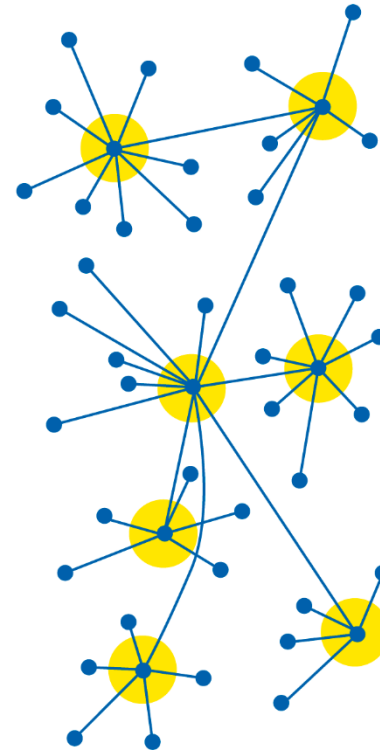
Metaverse could be worth \$5 trillion by 2030: McKinsey report

An economy needs trust...

...and trust can be achieved through a central authority or a decentralized technology



Centralized



Decentralized



Fashion designer on Roblox earns up to \$90,000 per month and \$900,000 per year selling his creations



ANDREW

JUL 04, 2022

Does t
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blockchains v



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Digital Ownership

#3 VALUE



**Metaverse as a
whole new market
opportunity**



...but not only

What's the **Metaverse**?

It depends on who you ask!



Satya Nadella
Microsoft

The metaverse is the **digital and the physical world coming together**. It **transforming how we see the world** and how we participate in it.



Mark Zuckerberg
Meta

The metaverse is where the physical and digital worlds come together, giving the **feeling of being really there with another person or in another place**.

The Metaverse as AR/VR Technologies: **the next iteration of Internet**

where physical and digital world come together

PHYSICAL WORLD



DIGITAL WORLD

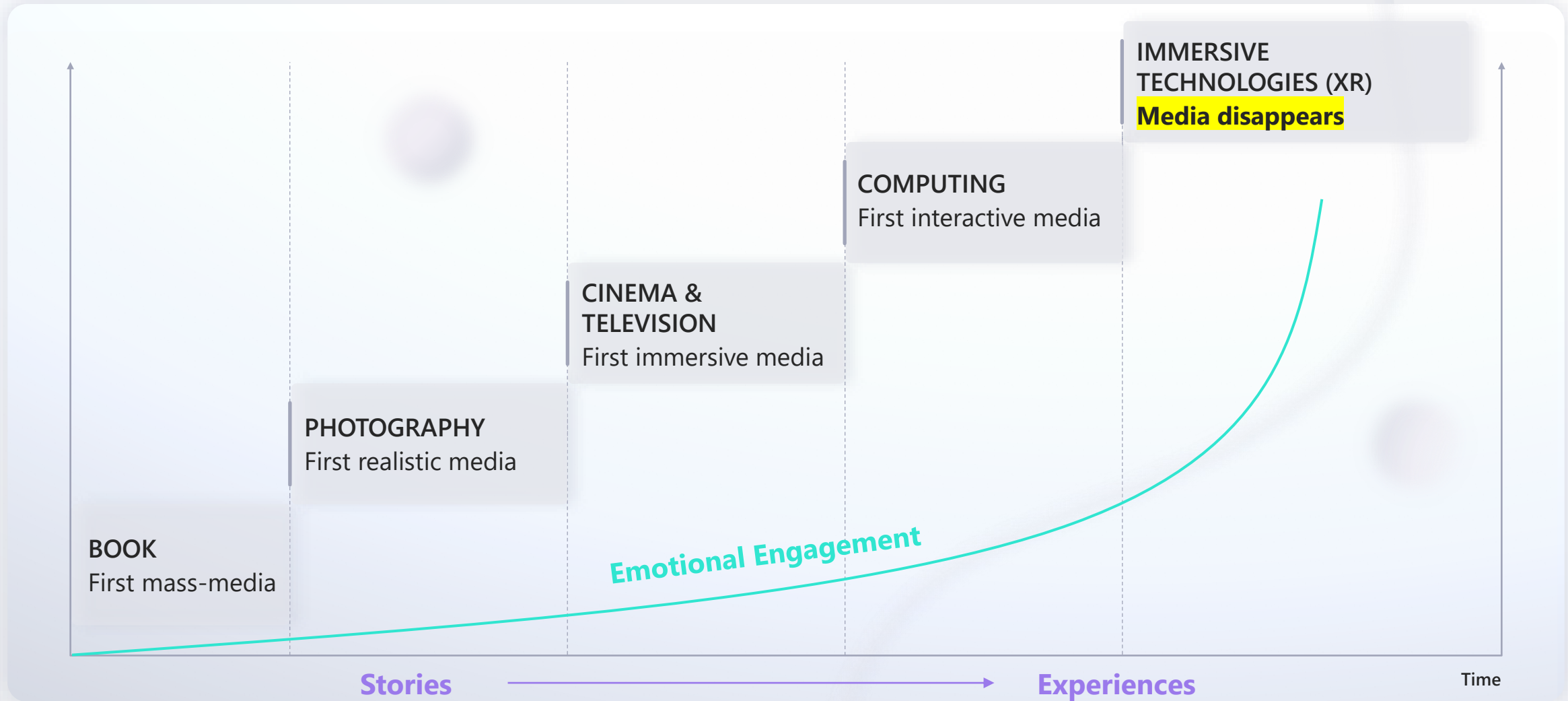


The metaverse will place everyone inside an *embodied*, or *virtual* version of the internet. We will constantly be *within* the internet, rather than have access to it.

**What it
means to be
present
inside a
Technology**



The final iteration of Media Technologies

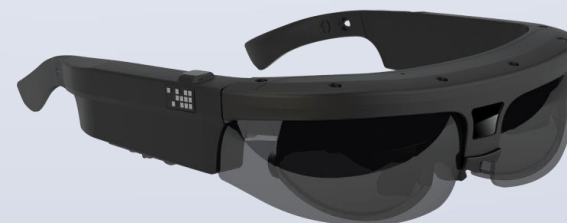


Artificial Lifelike Experiences



#4 VALUE

Will the smartphone become wearable?





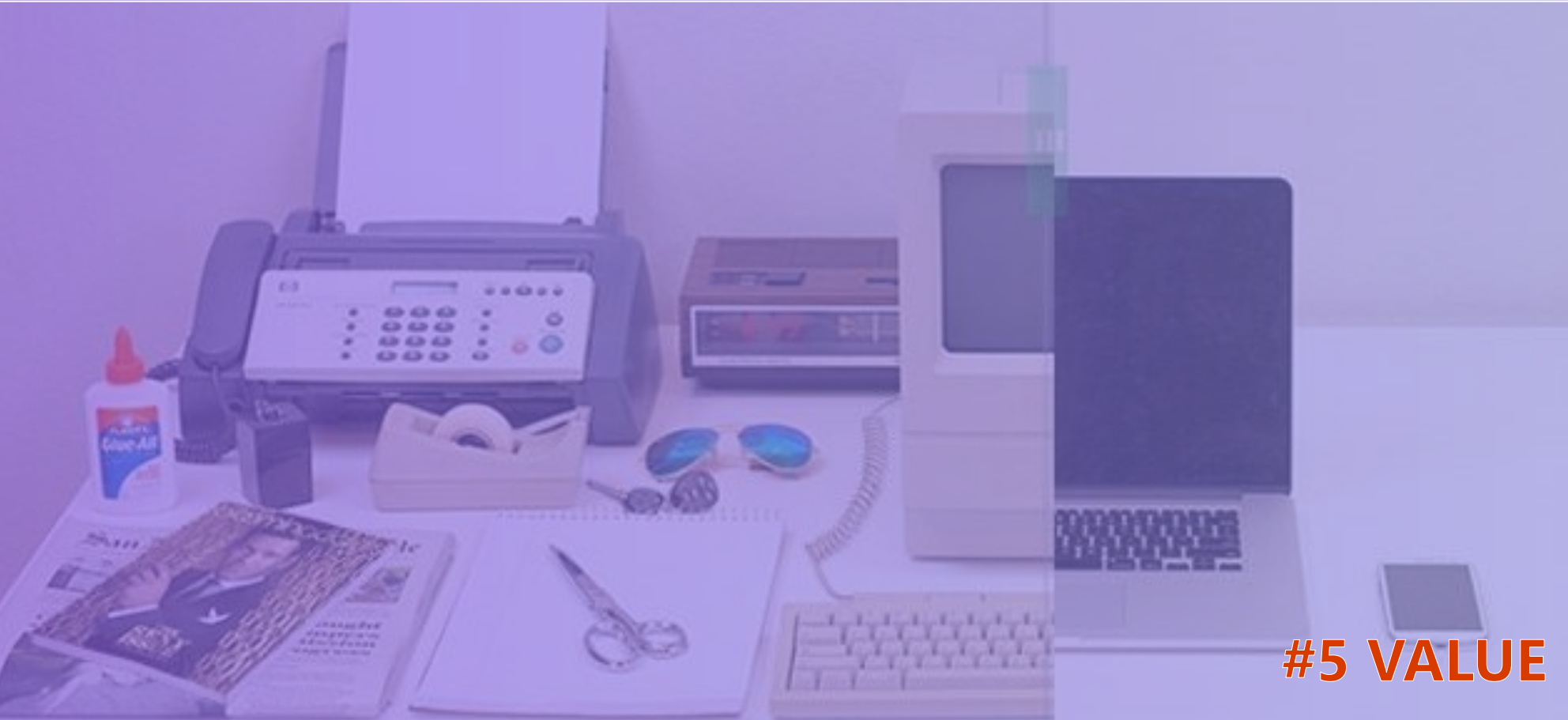
SIGHT SYSTEMS

LEVEL 1
黄瓜

SCORE:
00000



Dematerialization



#5 VALUE

We will gain new Superpowers!



The background of the image is a dark green field filled with vertical columns of glowing green characters, resembling the 'Matrix' digital rain effect. The characters are a mix of Latin and Cyrillic letters, some of which are bolded. The overall effect is a sense of rapid digital data flow.

**Metaverse as a new
way to see and interact
with the world**



Thank You

lorenzo@anotherreality.io

