



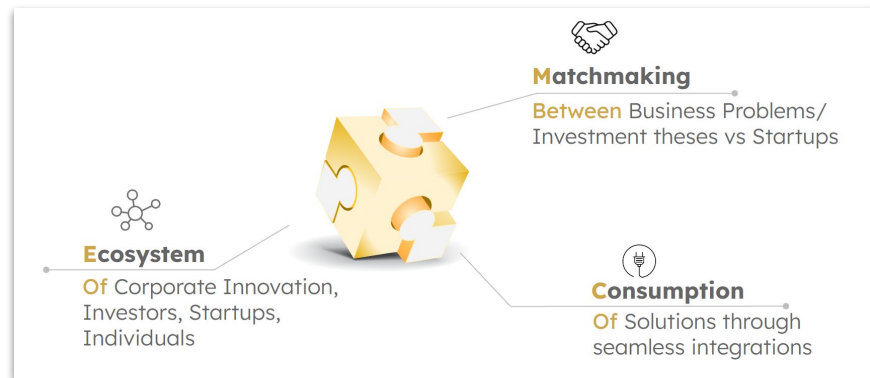
Metaverse & NFTs for CPG Companies

How can you make most of the Virtual World?



About OpenI

OpenI is an **End to End platform** to build and manage your Startup Investment and Innovation Sourcing Ecosystem.



DISCLAIMER

This report intends to inform key decision makers, investors and industry influencers on how innovative and disruptive startups and their digital solutions can solve Business Challenges within their industry and sector. All products, names, logos, brands, and product images are property of their respective owners and used in this report for identification purposes only.

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Executive Summary



Executive Summary

- The Metaverse is an Immersive 3D Virtual Universe wherein users can work, meet, game, and even socialize with each other.
- Non Fungible Tokens [NFTs] are unique & non-interchangeable units of data stored on the blockchain, that provides proof of ownership. There is greater transparency, authentication, and ownership of physical/digital goods through NFTs.
- The Metaverse replicates many real-world aspects & is a space for more than just gaming enthusiasts. Brands are buying & selling real-estate, hosting music concerts & Luxury fashion shows, selling digital-only merchandise, and creating Digital Twins of significant items/experiences on Metaverse.
- This report highlights the scope of Metaverse, and the tech components necessary to build it - including technologies like Blockchain, AI, IoT, Augmented Reality/Virtual Reality/Mixed Reality [AR/VR/MR], and supportive computer infrastructure such as 5G.
- The Metaverse Ecosystem highlights the various functions and use-cases for companies across industries - Virtual Commerce, Digital Finance, Business Operations Efficiency, and Gamification. It is a novel channel of Marketing for brands that can help target millions of people across the world.
- Further, we explore how AB InBev brand Stella Artois, and other Alcohol brands like Glenfiddich and Miller Lite have capitalized the markets of Metaverse & NFTs through their unique and engaging virtual presence.
- Nike has yet again proved their agility by acquiring popular NFT startup 'RTFKT' and engaging with other relevant startups. Emerging Metaverse platforms that are gaining traction include - Decentraland and The Sandbox.



Metaverse Opportunity



Metaverse Opportunity

- The Global Metaverse Revenue Opportunity is estimated to approach **\$800 billion** in 2024*
- World's Most Popular NFT marketplace **OpenSea** is valued more than **\$13bn***  **OpenSea**
- Leaders of the gaming industry - **Roblox & Epic Games** are said to be the pioneers of the 3D world of Metaverse, with their games including components of AR & VR [a primary market of **\$413 Billion** by 2024*]



- The Decentralized platform of Metaverse has gained traction from brands across industries, including - Gucci, Nike, Coca-Cola, Hyundai, Miller Lite, Facebook etc.
- The metaverse is meant to replace, or improve real-life functionality in the virtual space because of ability to replicate real-world experiences
- Consumers are now attributing high value to Digital Possessions, giving rise to new Business Models like Direct-to-Avatar [D2A] - Selling products directly to Digital Identities/Avatars
- Several Tech Components are required to make Metaverse a reality, including - Edge computing, AI, Blockchain etc.
- The Metaverse Ecosystem comprises of all functions of the Metaverse that can be capitalized on, and are integrated, and co-dependent.

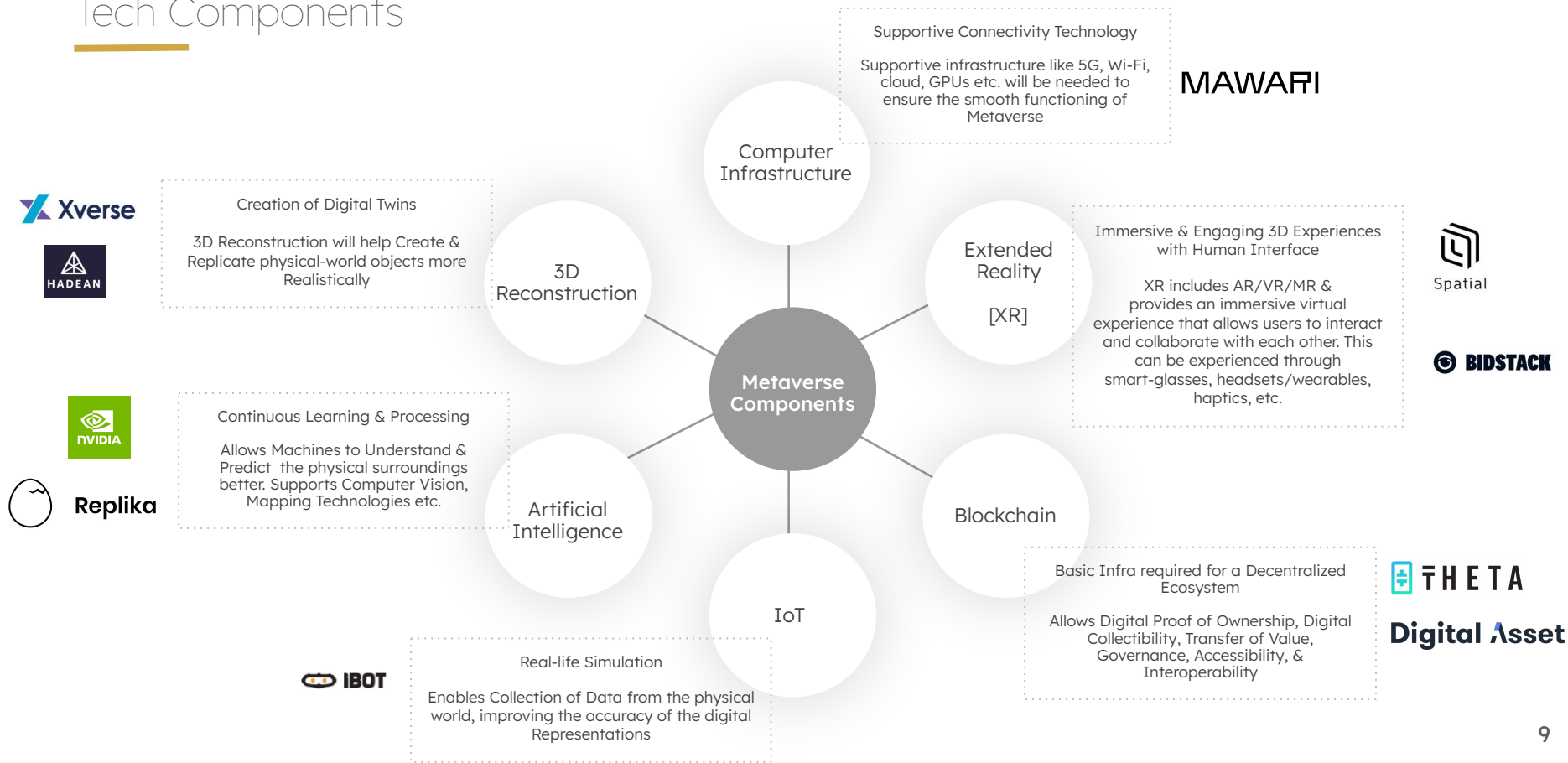


Building Blocks of Metaverse



Building Blocks of Metaverse

Tech Components



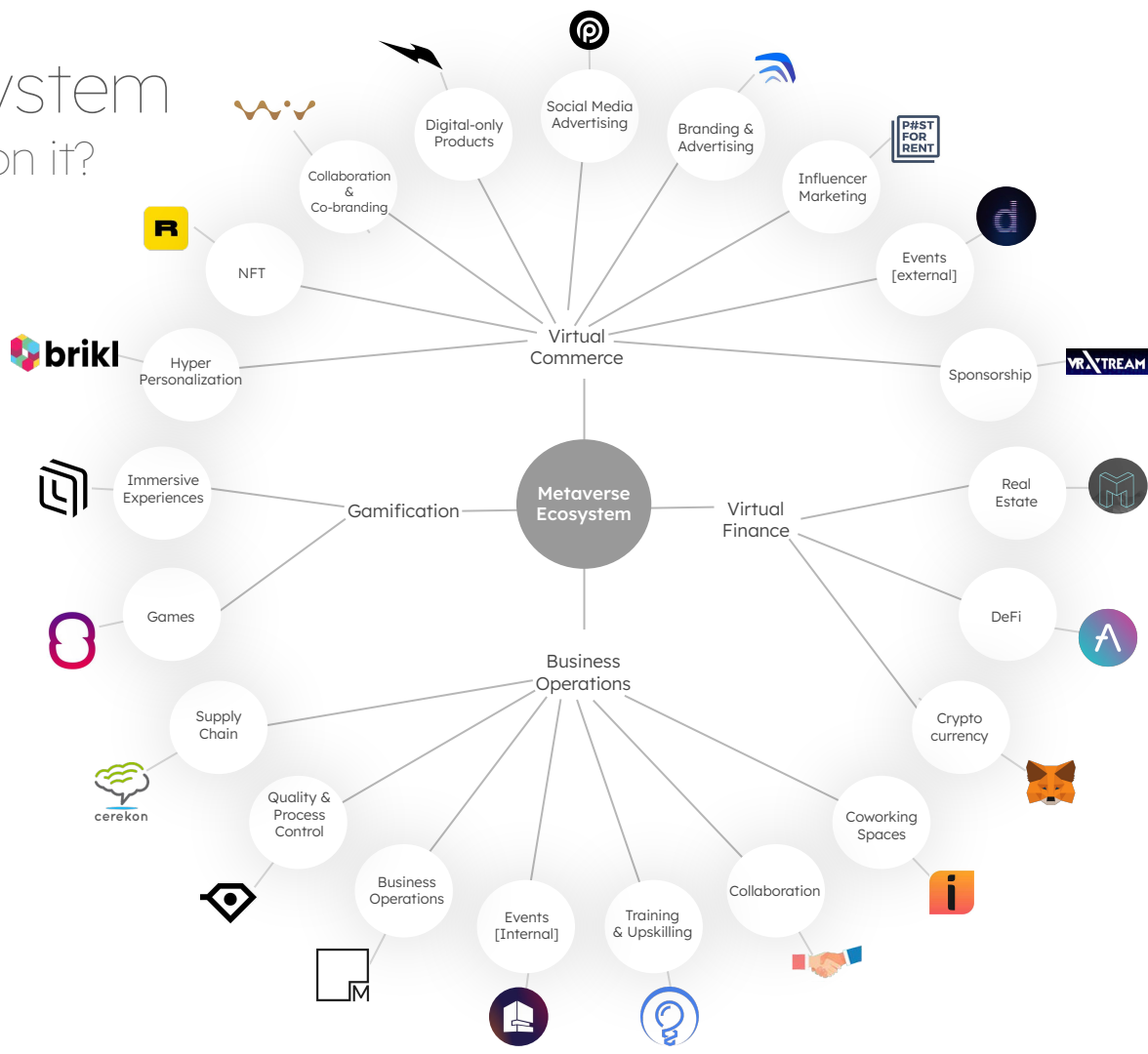


Metaverse Ecosystem

Metaverse Ecosystem

How can you capitalize on it?

The Metaverse Ecosystem highlights various functions & use-cases for brands across industries





Metaverse Ecosystem Explained

Virtual Commerce

NFT

Brands have released asset-backed NFTs that can be bought from anywhere in the world from a click of a button

Hyper-Personalization

Ads shown will be tailored according to the user's preferences, interactions, etc so users see relevant advertisements and recommendations

Branding & Advertising

Brands can offer advertisements in the Metaverse with virtual billboards/pop-ups or other installations in games, events, stores, & different communities

Social Media Advertising

Social Media Channels will exist in the Metaverse to stay relevant, allowing brands to use them to communicate & build their presence in the 3D world

Sponsorship

Given the number of events that have taken place on Metaverse, Sponsorship is a great marketing technique

Influencer Marketing

Post for Rent has built an 'Influencer HQ' in Metaverse [Decentraland] to bridge the virtual & real world for influencers & brands

Digital-only Products

Brands have introduced items that exist only in the virtual world which can be shared on Social Media, worn by characters on Metaverse, and be traded

Collaboration & Co-branding

Co-branding on the digital platform is not just easier but also allows more room for creativity & cost-efficiency

Public Events

Events can be organized for millions of users regardless of where they are geographically situated



Metaverse Ecosystem Explained

Virtual Finance

Cryptocurrency

Cryptocurrency is the foundation for all transactions on Metaverse. Metaverse Platforms like Decentraland have their own cryptocurrency 'MANA' through which people transact

DeFi

Users can deposit cryptocurrencies to lend, earn interests, get loans, etc without centralized middle-men like Banks. Popular DeFi lenders include AAVE, Curve

Virtual Real Estate

Prices of land have soared 400-500% in the past months, and include Virtual Properties like land, commercial spaces, art galleries, etc.

Gamification

Games

Play-to-Earn [P2E] Games allow users to earn money & brands can 'gamevertise' their products - advertise in-game. Brands have introduced their own virtual immersive games

Immersive Experiences

iCommerce [Immersive Commerce] allows users to buy & experience digital products on the immersive internet. Gaming, socializing, shopping, & working will be as realistic on Metaverse as in real-life



Metaverse Ecosystem Explained

Business Operations Efficiency

Co-working Spaces

Facebook has introduced virtual co-working space 'Horizon Workroom' wherein workers wearing a VR headset can be in the same virtual room

Collaborations

Workers will be able to collaborate and work on projects real-time in the Metaverse

Training & Upskilling

Hybrid/remote working models require new ways to train, sustain, and develop teams. Learning, knowledge retention, & understanding of teachings through immersive experiences is better

Private Events

Companies can host events for employees regardless of geographical location. Workers can attend & participate in global corporate events at their convenience

Business Operations

Digital Twins of Physical assets or environments has helped AB InBev sync real-time data to improve business operations & predict outcomes using AI & Mixed Reality

Quality & Process Control

Synchronized data via IoT helps businesses seek insights through their Digital Twin. Businesses will be able to detect and foresee when equipments might need servicing etc. Simulations can run on the Digital Twins to evaluate different outcomes

Supply Chain

Digital Twins help detect bottlenecks in the supply chain more effectively, ensuring consistency & efficiency throughout the process. AB InBev has improved their manufacturing process through a combination of Digital Twins, Mixed Reality, and Metaverse Apps



CASE STUDY

India's First Virtual Wedding on Metaverse



India's First Virtual Wedding on Metaverse



Virtual Wedding Event on YUG Metaverse

YUG is a Virtual Metaverse where people & Businesses can create and monetize content and Immersive 3D experiences

Brands like ITC, Coca-Cola, and Bharat Matrimony were integrated in **India's first Virtual Wedding Ceremony** on YUG Metaverse

Yug Metaverse created a scenic beachside wedding for a couple where people worldwide joined virtually

World's most Expensive Chocolate by ITC brand Fabelle were gifted by the groom in the virtual wedding



ITC Fabelle in YUG Metaverse

Digital Versions of Limited Edition Chocolates - **Fabelle Trinity Truffles Extraordinaire** [£4813/kg] were gifted on the Metaverse

Virtual Fabelle Chocolate Cart - Guests could choose from a range of luxurious chocolates that were delivered to their doorstep

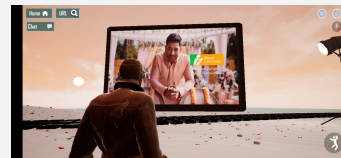
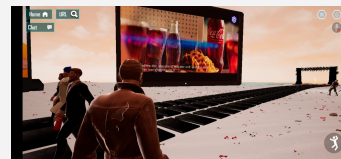
ITC also integrated their Premium Chocolate brand Fabelle in another Metaverse Wedding Ceremony on **Tardiverse**



Brand Sponsorships on YUG Metaverse

Coca-Cola and **Bharat Matrimony** were sponsors in India's first Metaverse Wedding on Yug Metaverse

Advertisements of both brands were displayed on the screen in Metaverse where attendees of the event were watching the live-stream of the wedding





CASE STUDY

AlcoBev Brands in Metaverse & NFT



AlcoBev in Metaverse & NFT



Racing In The Life Artois

- Official sponsor of Premium Live Sporting Events in real life
- Partnered with Zed Run - a blockchain-based platform where one can Buy, Breed, & Race Horses
- Auctioned 50 rare NFT racehorses wearing 5 limited edition Stella Artois skins
- Built a Branded 3D race track
- The NFTs are being sold on OpenSea - A secondary NFT Market, at a minimum floor price of 0.9 Ethereum [\$2606]

ABInBev



Metaverse's First-ever Brand Hosted Bar

- Partnered with Decentraland - A Metaverse platform, to set up a virtual bar to patrons during Super Bowl LVI
- Miller Lite's ad for the big game was shown only on the Metaverse
- There were Immersive, Collaborative & Interactive features like playing darts, digital instruments on stage, photo-booth selfies etc
- The bar has a golden tap where visitors can try to win \$500 of real-life beer



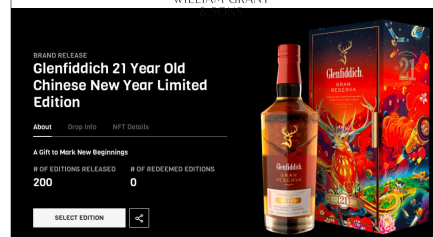
Glenfiddich

Sold for \$18,000 per NFT

- Partnered with BlockBar - World's First D2C NFT Platform for Luxury Wine & Spirits
- Released 15 NFTs of Rare 46-yr-old Scotch Whisky for \$18,000 a piece
- Buyer of NFT becomes the owner of the physical product
- Buyer can hold, resell, or redeem the NFT
- BlockBar stores & delivers the Bottles
- Blockbar has also collaborated with other Spirit brands like Dictador, Hennessy, Penfolds etc.



WILLIAM GRANT

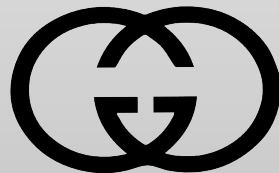




CASE STUDY

Luxury Brands in Metaverse & NFT

GUCCI



BURBERRY

L O N D O N

Luxury Brands in Metaverse & NFT

GUCCI



First luxury fashion label to launch NFTs

- Purchased land on Metaverse Platform 'Sandbox' to create themed experiences from 'Vault' - Gucci's Vintage Digital Store
- Unveiled 'Gucci Garden' on Roblox - A Digital replica of their immersive experience across the world - for their 100th Anniversary, allowing 42 million users to purchase virtual collectibles
- Sold virtual Dionysus bag on Roblox for \$4,115 [20% more than the physical object price]
- Collaborated with Superplastic - a limited-edition vinyl toy and digital collectible company to launch 'SuperGucci NFTs'



\$300 Burberry NFT sells out in 30 seconds

- Collaborated with Mythical Games to launch exclusive NFTs featured in the game 'Blankos Block Party'
- The NFT character can be purchased, upgraded, & sold within the Blankos Block Party marketplace
- Burberry will launch its own branded in-game NFT accessories
- Sharky B - the Burberry-branded NFT - sold out within 30 seconds of launch
- The NFT is now selling for at least \$1,000 on the game's marketplace





CASE STUDY

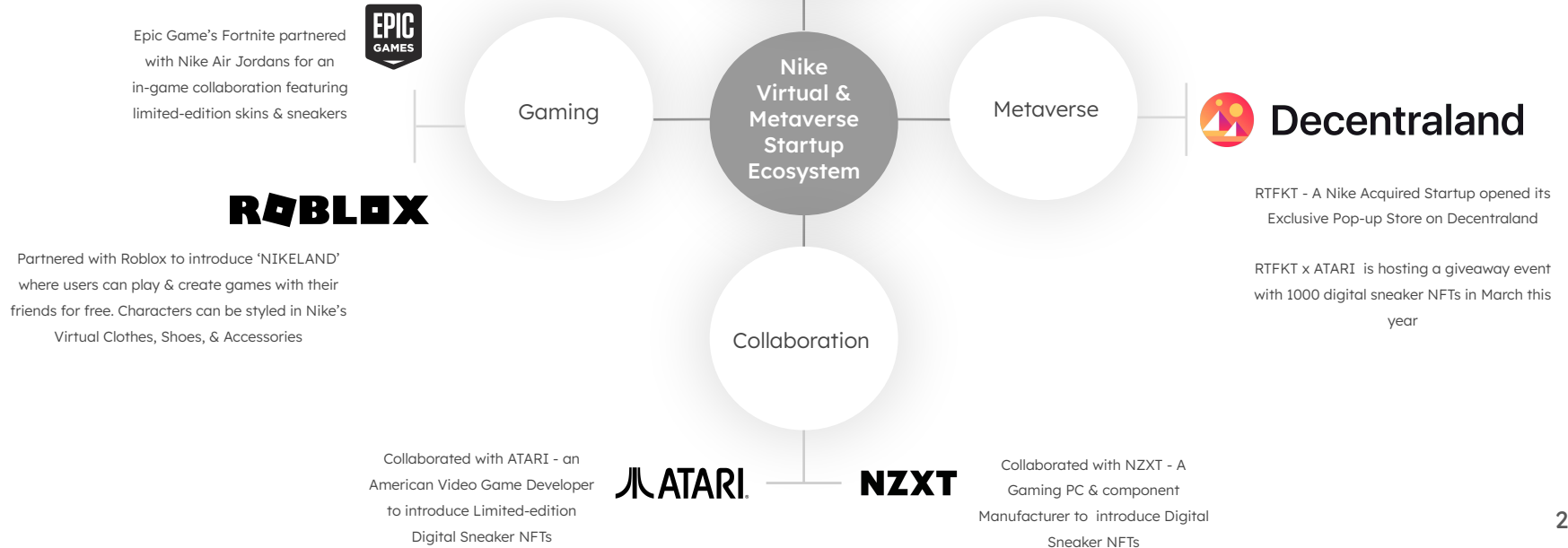
Nike's Virtual & Metaverse Ecosystem



Nike's Virtual & Metaverse Startup Ecosystem



Nike Acquired RTFKT - an NFT Startup founded in 2020 that sells Digital Sneakers & Artifacts



Nike's Virtual & Metaverse Startup Ecosystem



Fortnite x Nike



NIKELAND



NFT



Decentraland

Metaverse

Nike Virtual & Metaverse Startup Ecosystem

Gaming

Collaboration





Prominent Startups: Decentraland & The Sandbox

Prominent Startups: Decentraland & The Sandbox



Decentraland is a virtual world where users develop & own plots of Land, Artwork, and other NFTs. The platform's Decentralized Autonomous Organization (DAO) involves users in the project's Governance



*The spidermap shows brands present in the Metaverse



The **Sandbox** is a Play-to-Earn [P2E] game that combines Blockchain Technology, DeFi, & NFTs in a 3D metaverse



Challenges

Challenges



Given the large number of users worldwide, it will be challenging to create a proper **Legislation & Jurisdiction** in the Virtual World

Creating a unified system to protect **Intellectual Property Ownership & avoid Copyright Infringement** can be difficult

In contrast to real-life, **Personal Identification & Verification** on Metaverse is tricky, given the ease of imitation

Avoiding **Data Infringement & Privacy/Security Breaches**, and gaining the trust of users will be challenging



Key Takeaways



Key Takeaways

Virtual Ecosystem

The Virtual Ecosystem is quickly gaining traction, making Asset-backed NFTs & Immersive Experiences on Metaverse a necessity

Data Privacy

Protection of Consumer Data & Maintenance of Privacy must become part of a marketing organization's standard operating model

Build an Innovation Ecosystem

“Ecosystem as a Strategy” allows you to keep an eye on emerging players who you can **Partner** with, **Source** from, and **Invest** in to drive revenue growth and operations optimisation



We can enable your journey in this rapidly changing disruptive economy. OpenI Platform highlights:

- Next disruptor you must know about
- How your competitors are engaging with these disruptors/ innovators
- Startup ecosystem to drive your growth

Navigate with confidence

BUSINESS GROWTH
Identify high potential, startup investment opportunities

STRATEGY & INNOVATION
Source new business models, spot future competitors

MARKETING
Drive sales and customer engagement (D2C)

BUSINESS OPERATIONS
Optimize business operations

PARTNER MANAGEMENT
Procure and manage next-gen disruptors

ASK OUR ANALYSTS

White Space Analysis (Spidermap)

Ecosystem as a Strategy

Managed Sourcing

Corporate Venture

Competitive Analysis

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