

# Alison Berke Morano

## Pioneering the Metaverse and Advocating for Change



Alison Berke Morano, a technology expert, and advocate, has revolutionized the world of virtual reality (VR) and the metaverse with her innovative creations. Her involvement in numerous VR initiatives, such as the groundbreaking Metaverse Chamber of Commerce, has empowered small businesses to harness the potential of VR, amplifying their brands and driving sales. As the founder of Alison's Places in Wonderland, an immersive VR project inspired by the whimsical world of Alice in Wonderland, Alison has captivated audiences with her boundless creativity. Beyond technology, Alison's commitment to promoting affirmative consent and healthy relationships through the Affirmative Consent Project has earned her national recognition. Alison Morano's journey is

one of dynamic leadership, responsible innovation, and transformative experiences in the realm of emerging technologies.

### Embracing Technological Waves

Alison's journey in the technology industry began unexpectedly as she initially ventured into the world of stock trading. Little did she know that her knack for technology would soon emerge as she became the go-to person for operating new computer systems on the trading floor. As she transitioned into a sales business with her family, Alison's expertise in computers and online platforms grew. She delved into website design, coding, and teaching others how to navigate the digital landscape. With a passion for empowering women in technology, Alison collaborated with

fellow pioneers and formed a group that championed gender equality in the field.

Her entrepreneurial spirit led her to explore various projects, including political consulting, where she merged technology with campaigning. It was during the emergence of VR headsets, such as those introduced by Meta (formerly Facebook), that Alison recognized the immense potential of virtual reality. Immersing herself in the captivating world of virtual reality, Alison explored the possibilities of VR for fitness, entertainment, and beyond. Her passion and expertise led her to establish the Metaverse Chamber of Commerce, where she actively designs and creates within the metaverse. With a primary focus on crafting mesmerizing 3D immersive virtual reality experiences, Alison continues to push the boundaries of what is possible in this evolving landscape.

### Driving Metaverse Success

Founding the Metaverse Chamber of Commerce was a natural progression for Alison, drawing upon her experience with traditional chambers and her passion for networking. As she immersed herself in virtual reality, particularly within apps like the Infiniverse, she saw the opportunity to create hard-location storefronts for businesses and experiences. Recognizing the need for a supportive and collaborative community, Alison decided to establish the chamber, offering affordable real estate for members to showcase their ventures.

With over 30 plus members already on board, the chamber organizes business expos, networking activities, and discussions on innovation, including AI, cryptocurrencies, and NFTs. Through the chamber, Alison aims to foster mutual promotion and drive the metaverse's continual advancement. Her dedication to uplifting others and ensuring the metaverse thrives is the guiding principle behind the chamber's existence.

To further educate and empower small businesses, Alison authored a book called "Metaverse Mastery for Small Business." Drawing on her expertise, the book serves as an affordable guide to navigating the metaverse and understanding its potential for business growth. The eBook provides an introduction to the metaverse, with a focus on virtual reality and its immersive experiences. It also explores other technology platforms like augmented reality (AR), which overlays virtual elements onto the real world.

By explaining these concepts, Alison equips readers with the knowledge to make informed decisions about incorporating the metaverse into their business strategies. With major players like Meta (formerly Facebook) and Apple entering the scene, Alison highlights the importance of ensuring compatibility across platforms to avoid fragmentation. By embracing the metaverse and understanding the nuances of VR and AR, small businesses can position themselves for success in this evolving digital landscape.

### Advocating for Safety and Consent

In addition to her groundbreaking work in emerging technology, Alison is the founder of the Affirmative Consent Project, a nonprofit organization focused on promoting affirmative consent and healthy sexual relationships. This important initiative aligns with the principles of the #MeToo movement and addresses the pressing issue of campus assault and gender-based violence.

Recognizing the significance of the issue, Alison took action when she noticed the emergence of legislation in California and the growing recognition of campus assault prevention. She established the Affirmative Consent Project to create learning materials and engage with faculties, administrations, and students to foster a culture of respect and consent.

The project gained recognition from the White House as a leader in sexual violence prevention, validating the impactful work carried out by Alison and her team. Through education, dialogue, and support, the Affirmative Consent Project aims to shift societal norms and raise awareness about the importance of affirmative consent at all levels of education.

As Alison explores the realm of virtual reality, she brings her commitment to safety and consent into this immersive space. Recognizing the potential for harassment and the significance of addressing such issues, Alison is pleased to see virtual reality companies implementing policies, reporting mechanisms, and safety procedures to ensure user comfort and prevent harassment. The Affirmative Consent Project continues to play a vital role in advocating for safe and respectful virtual environments. By promoting affirmative consent and fostering conversations around healthy sexual relationships, Alison's work with the Affirmative Consent Project contributes to creating a more inclusive, respectful, and safer society for all.

[www.MetaVerseChamber.io](http://www.MetaVerseChamber.io)

### Navigating the Metaverse Journey

For individuals interested in making a positive impact in the technology industry, especially within the realm of the metaverse and virtual reality, Alison offers valuable advice. The first step is to acquire a headset, which has become increasingly affordable. The Meta 3 headset, set to release in the coming months, promises accessibility at a reasonable price. Apple's entry into the market is expected in the following year, offering another option, albeit at a slightly higher cost. Alison believes that the prices will eventually balance out as competition grows.

When choosing a headset, it is advisable to consider the Quest 2 as a reliable option. Refurbished Quest 2 headsets can be found on platforms such as eBay or Amazon, offering an affordable entry into the captivating realm of virtual reality. For those seeking advanced features and functionality, the upcoming releases of Meta Quest 3 and Apple VisionPro later this year are worth anticipating. These models promise to elevate the immersive experience with enhanced capabilities.

Once equipped with a headset, getting started is straightforward and user-friendly. There is an abundance of activities and experiences beyond roller coasters to explore within the metaverse. From immersive games to virtual tours, the possibilities are vast and continually expanding.

Alison encourages individuals to dive in, explore, and create within the metaverse. Building experiences, designing virtual spaces, and connecting with others are all avenues to positively impact the evolving landscape of virtual reality. By embracing technology, learning from experiences, and staying updated with advancements, individuals can play an active role in shaping the future of the metaverse.

Alison emphasizes that with affordable headsets readily available and an ever-growing array of experiences awaiting exploration, now is an opportune time for individuals to join the technology industry, venture into the metaverse, and make their mark on the exciting world of virtual reality.