

Area 2071 Digitization of everything



Market Cap: \$25,873,029,006 **+3.9%**

24hour Trading Volume: \$3,427,523,198 **-1.08%**

AREA 2071

#blockchainidxb

24 hrs.

7 days

04th Feb

02:00pm

Decentraland (Mana)

\$2.69

+4.85%

+20.03%

The Sandbox (Sand)

\$3.77

+4.12%

+10.19%

Axie Infinity (Axs)

\$48.73

+0.86%

+4.82%

Theta Network (Theta)

\$2.89

+4.69%

-0.67%

Enjin Coin (ENJ)

\$1.72

-0.48%

+7.43%

❖ **PODCAST AIMS TO HAVE INTERVIEWS TO UPDATE THE GENERAL MASS ON CURRENT & THE FUTURE PROSPECTS OF METAVERSE**

- A research driven Podcast focusing on Educational & informational content about Metaverse & its impact.

THE METAVERSE

PODCAST

www.area2071.com

Digitization of everything

Fridays: 08:00am GST

- ❖ News & Information
- ❖ Technology updates
- ❖ Metaverse news from
 - ❖ Dubai, UAE &
 - ❖ Middle East





The Sandbox

Decentraland

Cryptovoxels

Somnium Space

The BIG 4 of Metaverse

- *Real estate sales on the four major metaverse platforms reached \$501 million in 2021, according to MetaMetric Solutions.*
- *Sales in January topped \$85 million, the metaverse data provider said. It projects that at this pace sales could reach nearly \$1 billion in 2022*
- *Real estate sales surged nearly ninefold, to \$133 million, in November*
- *A report from BrandEssence Market Research Real Estate in Metaverse is expected to grow at a compound annual rate of 31% a year from 2022 to 2028*

Metaverse

- ❖ Blockchain
- ❖ Cryptocurrency
- ❖ NFT
- ❖ Augmented Reality
- ❖ Virtual Reality
- ❖ Neuro Tech

- *Metaverse data will be stored in the most Distributed Blockchain Platform*
- *An economy entirely transacting in Bitcoin & other cryptocurrencies*
- *NFT: Art, Physical & Digital, Medical Health, Real Estate platforms*
- *Access to Metaverse using Augmented Reality headsets such as HoloLens by Microsoft*
- *Oculus Quest by Meta(Facebook) could be a dominant player in the industry*
- *Neuralink & Neurable in the near future could change human communication entirely*



The Metaverse Hype

- ❖ Live events & music concerts with AR / Mixed Reality could be a game changer
- ❖ Meta(Facebook) has lost \$237 Billion the decline came after it reported weaker than expected first quarter
- ❖ Can a new entrant be the market leader in Metaverse

- Aren't we already in a Metaverse ?
 - Our digital identity, Social Media, Zoom sessions , Digital currencies, Verification process, Covid App
 - New Fad for VC & Hedge Funds to make more \$\$\$
 - Meta (Formerly Facebook) change of name intrigued interest
 - Terrible user experience in The Big 4 Metaverse platforms

Pillars for success in the Metaverse

Metaverse could be 100x bigger than Blockchain as user experience will be much better , easier user onboard & usage.



AUGMENTED REALITY

- Animated object in real life & current environment
- Ability to touch, feel, smell & interact
- Earnings & economies linked to physical world. (Ready player one), Nosedive (Black Mirror)
- Dr visits & check up, Schooling , Interviews & more

VIRTUAL REALITY


- 360 virtual visits & interact with specially during travel restrictions
- Gaming & ability to monetize using cryptocurrencies.
- Ability to interact and Advertisement with real time
- UFC is planning a VR experience in the Metaverse
- Samsung had live Boxing event in 360 mode& football matches
- VR glasses or lenses for ease of usage

HOLOGRAM

- Recreation of past using advanced technologies & interaction
- Larger than life (as in literally) Black Mirror episode Rachel ,Jack & Ashley Too
- His Highness Sheikh Zayed Bin Sultan Hologram in celebration of the “Year of Zayed”
- Hologram to be mainstream & used in Social Media

- ❖ **User Generated Content & Ownership of Content can make or break the Metaverse**
- ❖ **A platform that offers both will have competitive advantage over centralized Metaverse**





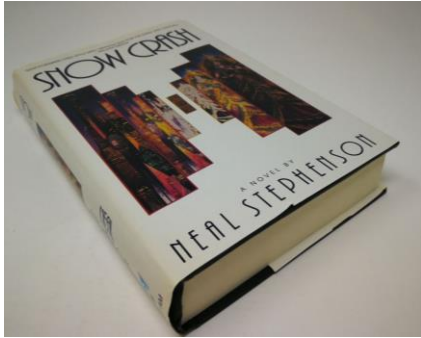
“We live in a world where having loads of information is not important. Having information from 1st source is.”
-18181

- PESTLER analysis & Porters Five Force Model on Metaverse

- Political- How does it effect Politics & vice versa
- Economical- Economies will be built on Metaverse
- Social- Social media (user generated content & ownership)
- Technological – Technological advancements & improvements
- Environmental- Environmental impacts (ESG)
- Religious- Religious facts governing Metaverse (Acceptance or Denial

- Buyer Power- Will it be free for users ?
- Supplier Power – Do platforms dictate the direction?/
Content Moderation
- Threat of new entrants – Economies of Scale
- Threat of Substitute – Newer technology that could make Metaverse obsolete before inception
- Rivalry among Competitors - Centralized vs Distributed/Decentralized vs Hybrid

OG's of Metaverse



Snow Crash

**A science fiction novel
by Neal Stephenson
Published in 1992 &
Coined the term
“Metaverse”**



Second Life

**Second Life was the
pioneer of virtual
worlds, possibly the
first example of the
metaverse**



Ready Player One

**Ready player one
science fiction novel by
Ernest Cline provides
an Extremely good
Visualization of the
Metaverse**



Samsung VR

**Currently defunct due
to Oculus being owned
by Facebook. Provided
users a very realistic
feel of Metaverse &
360degree gaming**

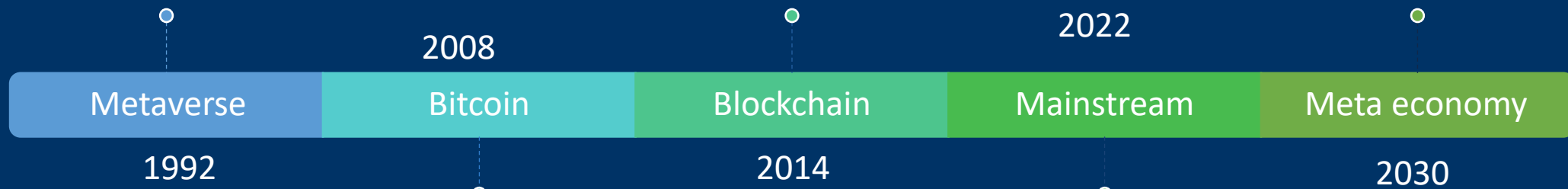
❖ Will Central Bank Digital Currencies be accepted in the Metaverse?

Timeline:

Idea generation over 30 years ago.
The concept of Avatars & digital ownership . A Digital version of self was established

VR & AR headsets were built & simultaneously rise of Blockchain protocols such as Ethereum & ICO's. Platforms to think outside the box & experiment newer things such as Defi

With 5G & faster internet bandwidth for all Metaverse could be less than a decade away of being part of our daily lives.



2008 a pivotal moment in human history. Separation of Money & the State. A peer-to-peer electronic cash system. Its cryptography, hashing algorithm, mathematics has given way for Blockchain protocols to copy & follow

NFT Hype in mid 2021 has given rise to the concept of Metaverse. Metacovan could be the sole person responsible for it?
NFT search overtakes crypto