



Press Release

neosfer and IBM iX bring companies to the Web3 with their "Metaverse Circle"

Frankfurt am Main / Berlin, October 30th, 2023 – Numerous companies are currently facing the challenge of evaluating the possibilities of Web3 and Metaverse for themselves and identifying possible use cases. IBM iX as an expert for digital customer experiences and neosfer, early-stage investor and innovation unit of the Commerzbank Group, are now launching the "Metaverse Circle". Experts and leading companies from the DACH region will come together to validate and develop innovative use cases and prototypes and bring them to market.

Experienced Web3 and Metaverse experts

As one of the largest providers of digital experience services worldwide, IBM iX, the experience design partner within IBM Consulting, supports companies and brands in their digital transformation. Neosfer, in turn, investigates future technologies that are relevant to business and society. In this context, neosfer promotes and develops sustainable digital solutions. Both companies bring in-depth experience and methods from numerous, successfully implemented Metaverse & Web3 reference projects and have positioned themselves as pioneers in the field.

Unique source of innovation and knowledge

In the "Metaverse Circle", they offer companies access to a network of international experts who present cross-industry use cases from their project work as well as best practices in regular lectures. Participants are given the opportunity to build up valuable Web3 expertise and to implement their own Metaverse projects in the company of the Circle.

Exchange in the cross-industry network

At its core, the "Metaverse Circle" consists of a structured, cross-industry innovation process based on proven tools and methods from IBM iX and neosfer. Mutual inspiration and open exchange are central elements. In this way, the initiators want to ease the transition from theory to practice for companies. "In my day-to-day consulting work, I experience great interest on the part of customers in better understanding the possibilities of Web3 for both existing and new business models. Neosfer and IBM iX provide access to our expertise from numerous international projects and offer access to the necessary skills and technology behind it," says Ilker Uzman, Banking Lead IBM iX DACH, IBM Consulting.

Kai Werner, Managing Director of neosfer alongside Matthias Lais, adds: "The Metaverse Circle provides companies with a unique source of innovation and knowledge around Web3 and a solid foundation for their strategic decisions around the implementation of the Metaverse."



For more information, visit <https://neosfer.de/metaverse-circle/> or <https://ibmix.de/metaverse-circle>. Companies interested in participating can contact Ilker Uzkan, Banking Lead DACH at IBM iX, IBM Consulting (ilker.uzkan@ibmix.de) or Giacomo Fanigliulo, Venture Building Manager neosfer (giacomo.fanigliulo@neosfer.com) directly. Alternatively, feel free to contact the general neosfer email address: metaverse-circle@neosfer.com.

About neosfer

neosfer is the early-stage investor and innovation unit of Commerzbank Group. It investigates future technologies that are relevant to business and society, promotes and develops sustainable, digital solutions, and brings them profitably to the bank and its customers. All of this is done through the three areas of invest, build, connect. It creates access to innovation through strategic venture capital (invest), in-house development of technologies and business models (build), and building ecosystems around the sustainable and digital future of society (connect).

With a portfolio of more than 30 digital and sustainable startups, neosfer has always kept its eyes on the future and is continuously developing. Some successful prototypes, such as the Lissi project, the blockchain-based identity network for self-determined identities, have already emerged from this and are being used in the Commerzbank Group. Through its own events, such as the monthly tech startup event series "Between the Towers" and the Impact Festival, the company strengthens its network in the innovation, venture and sustainability sectors.

neosfer GmbH, or neosfer for short, is a wholly owned subsidiary of Commerzbank AG based in Frankfurt am Main.

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About IBM iX

With 17,000 experts in over 50 studios worldwide, IBM iX is one of the largest providers of digital experience services in the world. As part of IBM Consulting, IBM's consulting and services unit, IBM iX is a consulting firm, digital agency, design studio and tech company in one. At the intersection of strategy, design and technology, the teams support organizations, companies and brands in their digital transformation. In German-speaking countries, more than 1,200 employees design digital experiences that put people at the center - based on IBM technologies and in collaboration with leading technology partners such as Adobe, Salesforce and SAP CX. For more information, visit: www.ibmix.de

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