

METAVVERSE

CIRCLE

powered by IBM iX & neosfer

**Cross-Industry Open Innovation Approach
on Metaverse & Web 3.0**

October 2023

neosfer IBM iX



With Metaverse Circle we want to seed a community to accelerate Metaverse & Web 3.0 use cases in practice



Build a Metaverse and Web 3.0 **community of leading corporates** from the DACH region



Lower barriers for corporates to enter the Metaverse and Web 3.0 space

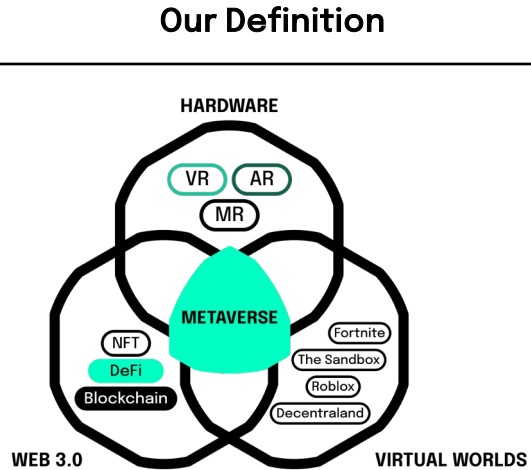


Provide **thought leadership** to shape business use cases and required capabilities

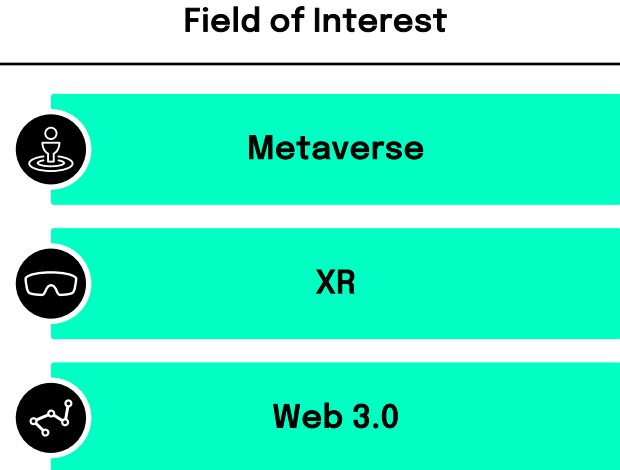


Accelerate development of prototypes to enable market validation of business cases and concepts

The Metaverse Circle will focus on three relevant aspects that enable the creation of new user experiences



>



The **potential** of use cases in the field of Metaverse, XR and Web 3.0 still **need to be exploited**, companies can **leverage** these **technologies** to **engage with customers** in an **innovative way**



Common patterns among challenges to enter the market and to scale pilots can be identified in various industries

Main barriers to entry



Uncertainty about ROI & **business models**



Lack of a clear **vision** and **roadmap**



Lack of **capabilities**

Main challenges to scale pilots



Lack of **management commitment**



Lack of **consumer adoption**



Lack of **investments**

With **Metaverse Circle** we want to **tackle relevant challenges** and **develop monetizable use cases** with relatively **low budget** and **ressources** to speed-up go-to-market and ease **management buy-in**





The disruptive potential of the metaverse is clear, yet corporates need to get up to speed to realize it

Main advantages of Metaverse & Web 3.0



More engaging brand experiences



Higher customer retention and lower CACs



New revenue sources and cost reduction

Growing number of initiatives in DACH

Communities & Events

Corporate Initiatives

With **Metaverse Circle**, we empower you to **build up knowledge** for better business decision and **create your own Metaverse project**





Metaverse & Web 3.0 use cases have been developed and are being gradually tested in various industries



Automotive

- Floor planning
- Design & engineering
- Inspection & maintenance



Healthcare

- Health communication
- Mental health & therapy
- Rehabilitation therapy



Real Estate

- Property showcase
- Virtual staging
- Architecture planning



Finance

- Virtual trading
- Digital payments
- Virtual branches



Insurance

- Claim processing
- Asset management
- Virtual simulation



Consumer Goods

- Virtual clothing & shows
- Gamification of experiences
- NFT-based loyalty programs

Metaverse Circle gives you the unique opportunity to ideate, validate and build your use case with the support of our experts and the community



The Metaverse Circle builds upon a 3 steps approach with proven methodologies and significant support from us

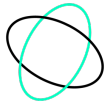
Approach	IDEATE	VALIDATE	BUILD
Target	<ul style="list-style-type: none"> Develop a long list of use cases Prioritize use cases Define teams 	<ul style="list-style-type: none"> Finalization of use cases Validation of use cases from experts 	<ul style="list-style-type: none"> Co-develop validated use cases Perform user testing Roll out use case
How	<ul style="list-style-type: none"> Define joint target Follow the neosfer innovation process* to generate long list Impulse key notes Ongoing exchange among community members through Slack Regular workshop-days Thought leadership initiatives 	<ul style="list-style-type: none"> First validation of finalized use case by the Metaverse Circle members Pitching in front of a jury of experts Second validation from experts and decision of top 3 winning use cases 	<ul style="list-style-type: none"> Joint development of use cases with partners on a cost-sharing base Use of the Metaverse Garage* from IBM iX with strong focus on implementation
Support	<ul style="list-style-type: none"> Community orchestration Content sharing Established communication formats* 	<ul style="list-style-type: none"> Gather experts Pitch event organization 	<ul style="list-style-type: none"> Provision of a proven methodology Sharing of ressources



*More details in the appendix



Metaverse Circle provides exclusive insights and limited access to relevant expertise as well as many other benefits



Exclusive membership



Introduction workshop



Regular community meetings



Participation in the innovation process



Impulse keynotes



Access to research & insights



Provision of required collaboration tools (Slack, Miro, etc.)



Events & thought leadership initiatives



Logo as cooperation partner in the neosfer lounge



Limited parcel renting in Decentraland*

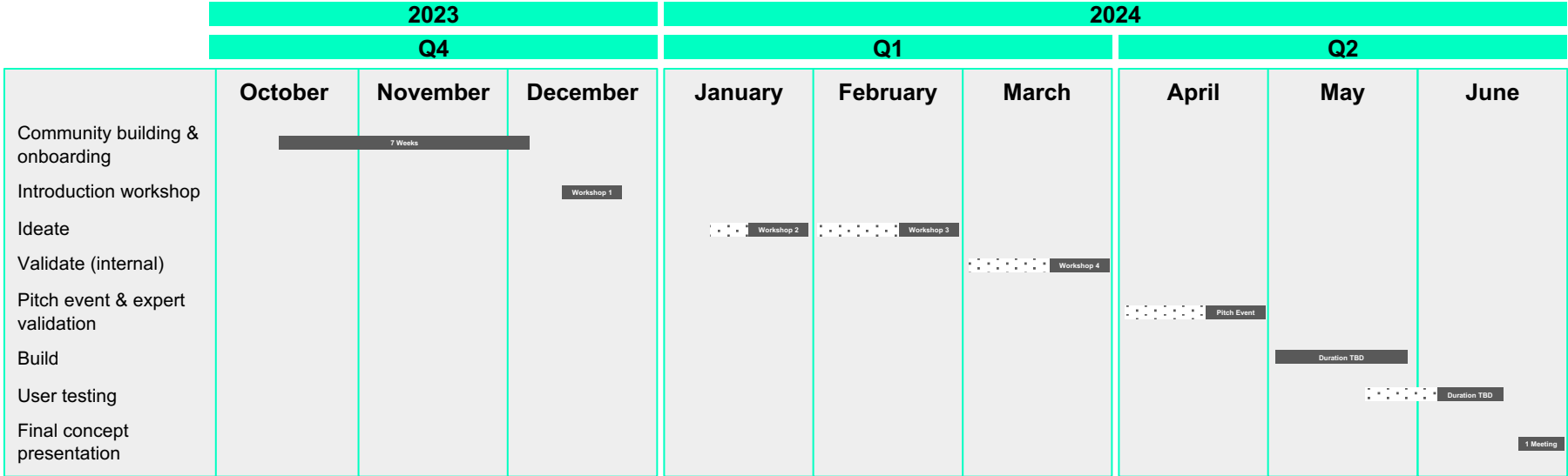
To participate in the first **Metaverse Circle 6-months-badge** focused on **use case development**, a monthly **community membership fee of 500€**** per organization is required



* additional monthly cost of 100€ before switching to base monthly fee
** Plus MwSt. - Minimum contract duration: 6 months



Our plan for the first badge is to generate 6 ideas and validate 3 prototypes by the end of 2023



We plan to conduct one 4-hours-long workshop per month - The proven methodologies used in Metaverse Circle allow members to get to final validated use cases after only four months from start*



* Tentative timeline as of October 2023 - changes could occur





The participation in the Metaverse Circle brings numerous monetary and non-monetary advantages for partners

Low up-front Investment

No need for a significant budget to analyze and generate new use cases



Thought Leadership

Position your company as thought leader of Metaverse and Web 3.0



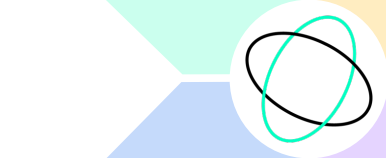
Knowledge Transfer

Learn from the expertise and experience of partners unleashing network effects



Hands On Approach

Start ideating and developing use cases fast
„Let's not talk the talk but walk the walk“





Neosfer & IBM iX have already developed use cases and positioned as thought leaders of Metaverse & Web 3.0

neosfer

IBM iX



neosfer Lounge

- 5 live events | 60+ participants | 40+ POAPs | 500+ interactions generated
- Developed and currently testing digital identity use cases based on SSI (Lissi)



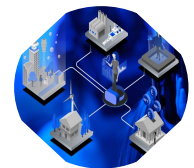
Excerpt of Projects

- 150+ cross industry spatial implementation projects
- Established E2E-process model (IBM Metaverse Garage)
- Established IBM Spatial Platform
- Providing Metaverse accelerators (e.g. 3D assets, templates, use cases)



Thought Leadership

- 20+ keynote about Metaverse and Web 3.0
- 2 Metaverse events already organized
- 3+ blog articles | 7 podcast episodes



neosfer and IBM iX bring to the table relevant experience and methodologies gathered from numerous, successfully implemented reference projects



Neosfer & IBM iX bring the right mix of expertise in building ecosystems and leveraging technology potential

neosfer

IBM iX



Early Stage VC and Innovation Unit of Commerzbank AG



Initiator of **Impact Festival** (3k+ participants) and **Impact Community** (900+ members)



Initiator of the **ID Union Consortium** (60 corporate members)



Digital Agency and **Digital Consulting Unit** of IBM Consulting



Dedicated **global Web 3.0** competence **teams** and **centers** (DACH /US/China)



Leading **global experts** in spatial experience **design & implementation**

neosfer and IBM iX will contribute to the Metaverse Circle with experienced teams, exclusive resources and an extensive network of industry experts

Direct to membership

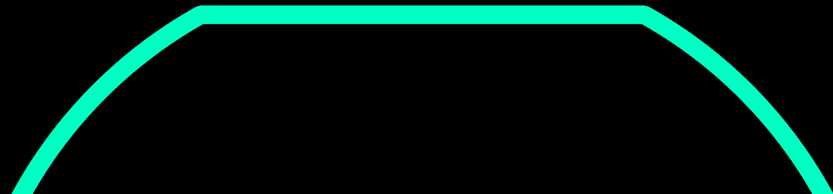


Get in Touch!

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Appendix





The double diamond approach is a proven ideation method to prioritize use cases based on defined criteria



0. Prepare

- Scouting of use cases



1. Discover

- Creation of a long list of use cases



2. Define

- Creation of a short list of high-potential use cases



3. Develop

- Brainstorming about short list and definition of teams



4. Deliver

- Analyze use cases in depth with selected frameworks



5. Pitch

- Pitching of the final concept and selection of winners

The method led to the ideation of **20+ use cases** at neosfer during the last 2 years

IDEATE

VALIDATE

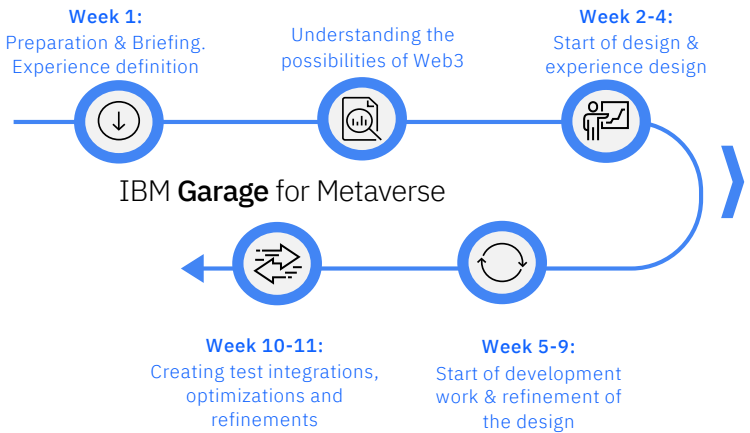


IBM Garage for Metaverse: Minimizing risk and maximizing the impact of your Web3 innovation initiatives

Industry best practices and proven IBM methodologies combined with the right know-how and a new methodology will help you develop your Web3 use case from idea to POC in 7-10 weeks.

Typical customer challenges

- You need help with **problem formulation as well as formulating new business opportunities** that arise from the Web3
- You have an existing Web3 initiative and **need to demonstrate and measure the value proposition**
- You need **human resources (skills & methods)** to **realize Web3 and Spatial implementations**
- You want to **scale an existing solution** and learn what it takes to **incorporate Web3 capabilities across the enterprise**



IBM Garage Performance Indicators

67% faster speed to outcomes	10x as many novel ideas
2x more likely to achieve a successful rollout	6x as many projects into production



* Source: *The Total Economic Impact™ Of IBM Garage A commissioned study conducted by Forrester Consulting.*



Neosfer & IBM iX offers well established communication channels and formats with proven engagements

neosfer

IBM iX



9.5k+ followers | 40k+ monthly impressions



Between the Towers live event | 100+ participants per event



Podcast Talk Between the Towers | 80+ episodes | 1.3k+ listeners per month



neosfer newsletter | 2k+ followers | 900+ article views



19k+ followers | 70k+ monthly impressions



2.5k+ followers | **20k+ monthly impressions**



1.200+ experts in 10 locations (3D-, experience & game designer, technical architects, frontend & backend developers)



Initiator of various **industry events & initiatives** (IBM iX Healthcare Experience Meetup, Vater Smart Hackathon, Innovate Banking Initiative)