

Metaverse asstes

## **Here's a simple story:**

Emily's Virtual Boutique Emily, a young designer, opened a virtual boutique in the metaverse.

## **She created:**

Digital dresses Virtual accessories Customized avatars Customers came, tried on outfits, and shopped.

Emily's boutique became popular.

## **She earned:**

Virtual currency Reputation points Emily's success inspired others. She expanded her boutique. Hired virtual staff Emily's virtual dream became reality.

## Digital Objects:

1. Gucci's Digital Dionysus Handbag  
(sold for \$4,115 on Roblox)
2. Nike's Virtual Air Jordan Sneakers  
(available on Fortnite)
3. Louis Vuitton's Virtual Tambour Watch  
(partnered with League of Legends)

## Virtual Real Estate:

1. Decentraland's Virtual Land  
(sold for \$2.4 million)
2. The Sandbox's Virtual Plots  
(sold for \$1.5 million)
3. VRChat's Virtual Worlds  
(user-created environments)

## Avatars and Characters:

1. Ready Player One's Avatar Marketplace  
(featuring popular franchises)
2. VRChat's Avatar Store  
(user-created and sold avatars)
3. Fortnite's Skins and Outfits  
(popular character customizations)

## **Virtual Experiences:**

1. Travis Scott's Fortnite Concert (attended by 12.3 million players)
2. Ariana Grande's Virtual Concert on Roblox (attended by 4 million players)
3. Virtual Fashion Week on Decentraland (featuring top designers)

## **Intangible Assets:**

1. Cryptokitties' Virtual Cats (unique, tradable NFTs)
2. Axie Infinity's Virtual Creatures (NFT-based gaming)
3. The Sandbox's Virtual Currency (used for transactions)

## **Other Assets:**

1. 3D Models on Sketchfab  
(used in various metaverse platforms)
2. Virtual Art on SuperRare  
(unique, blockchain-based art)
3. Audio Content on Audius  
(decentralized music streaming)



## **1. New Revenue Streams:**

Create and sell digital assets, generating new income opportunities.

## **2. Increased Creativity:**

Unlimited expression and experimentation with unique digital assets.

## **3. Global Connectivity:**

Interact with people worldwide, building communities and social connections.

## **4. Personal Freedom:**

Customize your virtual experiences, showcasing your personality and style.



Thank you