



THE DROP

COMPELLING COMMERCE IN THE METAVERSE

haygarth Tracy-Jocke

April 2022

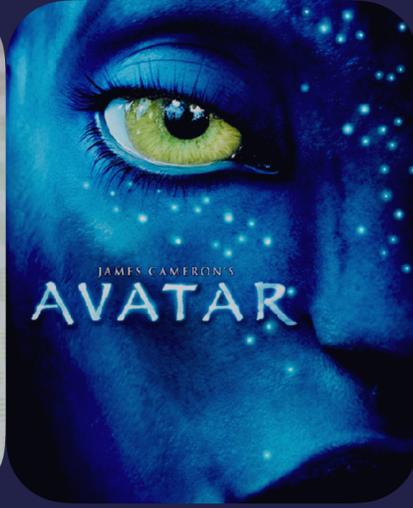
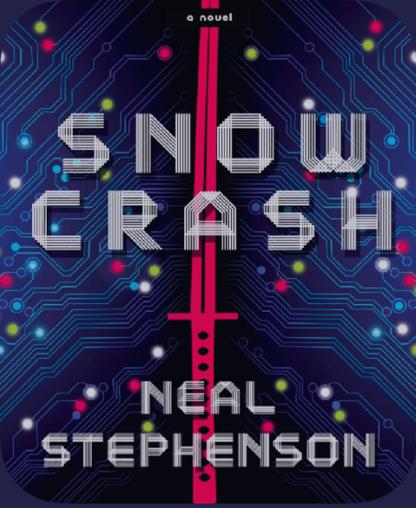
This is an invitation, to explore a roadmap to the metaverse.

In this three-part series of The Drop, we want to take you on a journey to experience what the metaverse is, why it's accelerating in culture, and how brands are leveraging it to craft immersive experiences.

Most importantly, we want to go beyond the shiny and trendy cases of the moment and uncover the true long-term potential the metaverse has to compel commerce.

So, join us and experience all the ways we can create **compelling commerce in the metaverse.**

haygarth Tracy Locke



PLEASE JOIN US TO MEET THE METAVERSE

April Edition

BUSINESS MOVERS

May Edition

TECHNOLOGY MAKERS

PEOPLE & SHOPPERS

June Edition

BRAND SHAKERS

The metaverse is a collection of 3D virtual worlds that can surpass real life experiences and enable brands to connect deeper with audiences.

from

Websites

Enhanced real life

Flat currency (government-backed)

Real life personas

Limited brand experiences

to

Metaverse portals

Immersive virtual experiences

Decentralized currency (user-backed)

Digital 3D avatars

Limitless brand experiences

In short, the metaverse is a new frontier to compel commerce.

Let's jump into a Metaverse.

We'll show you what it's like to sign up for metaverse Decentraland..



MARKETPLACE

BUILDER

DOCS

EVENTS

DAO

BLOG

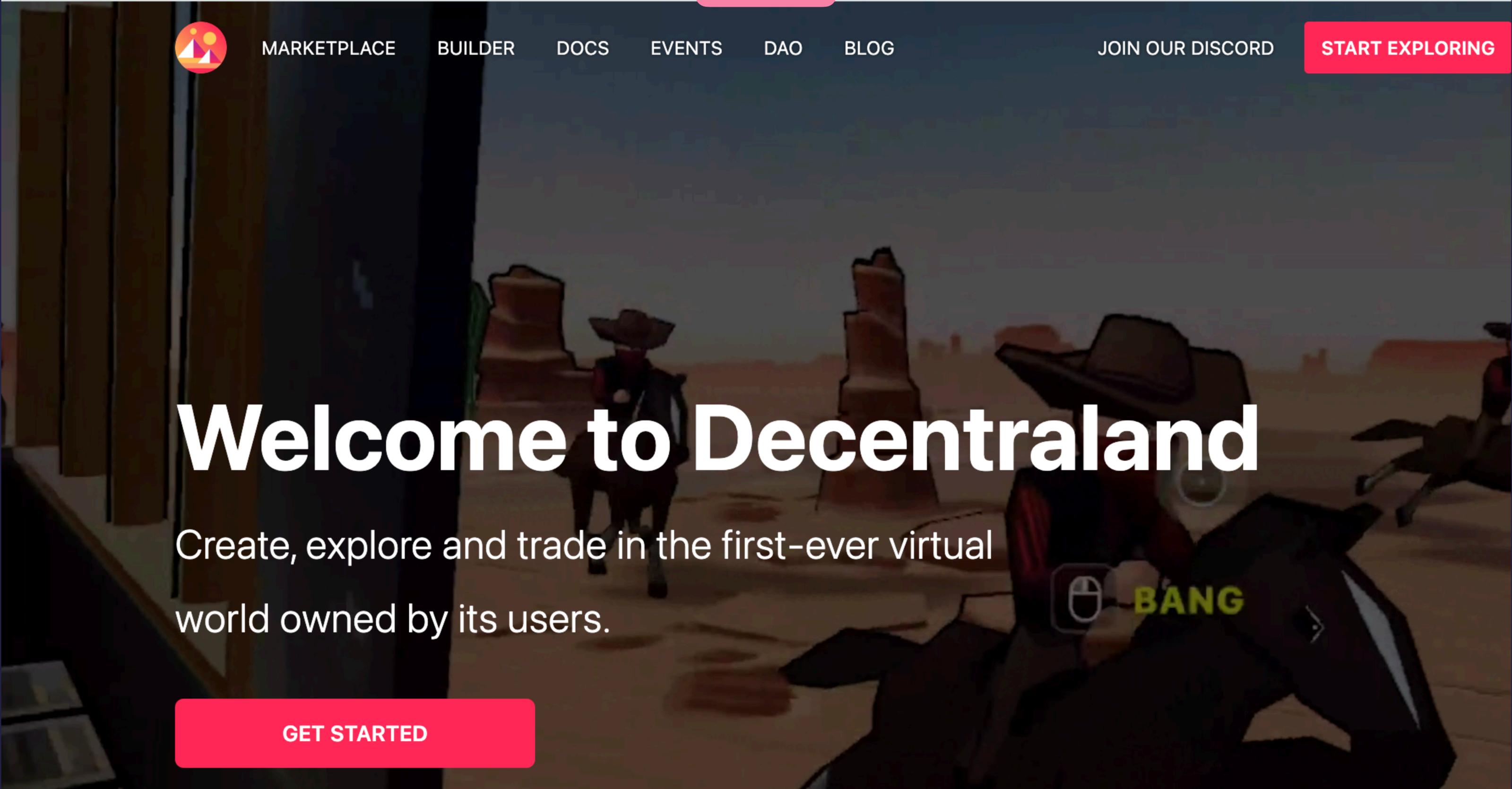
JOIN OUR DISCORD

START EXPLORING

Welcome to Decentraland

Create, explore and trade in the first-ever virtual world owned by its users.

GET STARTED



STEP 1: CHOOSE YOUR EXPERIENCE

Play using your wallet



Connect your account to fully enjoy Decentraland!

More on digital wallets in the next edition of the Drop!

Play as guest



Your information will be locally stored and your experience limited.

For a limited, newbie experience

Customize how you look

 RANDOMIZE



STEP 2: DESIGN YOUR VIRTUAL SELF

TOP

BOTTOM

SHOES

SKIN TONE



SHAPE



Accessories beyond the default will cost extra



DONE



STEP 3: EXPLORE THE NEW VIRTUAL WORLD



Nice to meet you, Max#139b! My name is Alice and I'm here to teach you some Decentraland basics. Shall we begin?

Press **E** to Start **F** Skip tutorial

Press U to show the UI again.

STEP 4: FIND EXPERIENCES & MEET PEOPLE



RSVP to events!

trending now

APRIL 6
Women in Web3: An Evenin...
 Starts in: in 1 days Going: 37

INFO WANT TO GO

APRIL 6
Parcel Party Presents: MAGI...
 Starts in: in 1 days Going: 693

INFO WANT TO GO

837X Block Party
 4/7 8:37PM EDT

APRIL 8
Samsung 837X's You Make I...
 Starts in: in 2 days Going: 56

INFO WANT TO GO

WonderZone META PARTY
 2x LOOT Drop Sunday April 10th

APRIL 10
WonderZone x Meta Party - ...
 Starts in: in 5 days Going: 70

INFO WANT TO GO

ONEPLUS 10 PRO 5G METaverse UNBOXING

LIVE
Unboxing of the OnePlus 10

MEGACUBE

MAY 6
MegaCube 2

Business

Meet the Metaverse Movers

It's not just fun and games...

THE METAVERSE COULD BE WORTH

CONSUMER SPEND

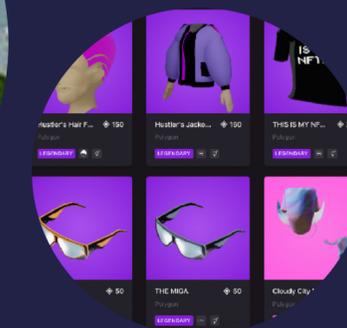
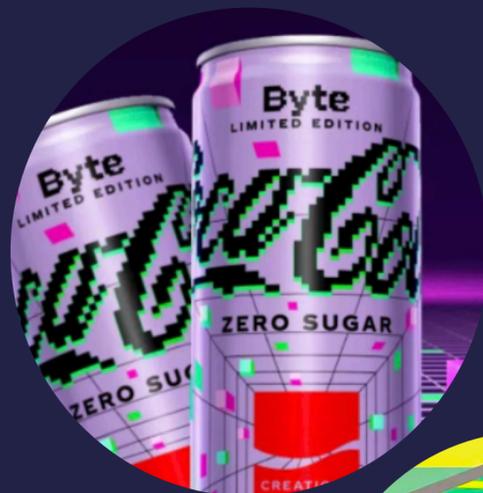


INVESTMENTS

\$800B

IN 2024

(SURPASSING THE GDP OF TURKEY, SWITZERLAND, OR ARGENTINA)



AD SPEND



DEVELOPERS & DESIGNERS

THE METASPACE RACE

There are many “Metaverses,” each with a unique function or focus, but all striving to become top destinations in the future...

Gaming Entertainment (Now)

ROBLOX

Early entrant embracing co-creation and attracting brands

\$27B

INVESTMENT
(MARKET CAP)

HOT ON
THEIR HEELS

Minecraft/Microsoft, Sony, Bandai Namco

EPIC GAMES **FORTNITE**

Popular gameplay introducing metaverse concepts and partners

\$31.5B

Open-Source Economies (Near)

Decentraland

A crypto-based wild west of developers mirroring real places

\$4.8B

THE SANDBOX

A crypto-based world bringing film & music partnerships onboard

\$4.0B

Axie Infinity, Tezos Stone Age, MetaverseMe

Lifestyle Hybrids (Next)

Meta

Rebranded Facebook investing \$10B to build their social metaverse

\$610B

amazon

E-commerce giant moving from AR into metaverse shopping

\$1.6T

Microsoft Teams, ByteDance, Tencent, Alibaba

Let's learn about these top metaverse movers...

Gaming Entertainment Metaverses

COMPELLING COMMERCE IS NOW

ROBLOX

**EPIC
GAMES** **FORTNITE**

61%

*of gamers view the
metaverse as the gaming
destination of the future*

1 in 4

*participate in
in-game social events*

17%

*of gamers are already
shopping at virtual shops
and marketplaces*

GAMING ENTERTAINMENT

ROBLOX

Dress up as a blocky character and explore gaming worlds like MeepCity and Pizza Place!

Roblox is the social hub of the younger generation- some friends interact more in-game than in real life.

With its high engagement rate and young user base, Roblox is the metaverse to increase the lifetime value of future shoppers.

DAILY USERS 54MM daily users

AUDIENCE Kids (9-12 y.o.)

CURRENCY Robux

COMMERCE Digital wearables, gameplay boosts, entertainment experiences

BRANDS Vans, Chipotle, Gucci, Forever 21



GAMING ENTERTAINMENT



Be the last man standing or look cool losing. Top game Fortnite enjoys fashion collabs, QSR mini-games, and film and music events.

Epic Games is also investing in Core, a metaverse platform to allow co-creation with players.

With a young adult audience base and average engagement of 5 hrs a week, Epic Games is the young, hip entrant to the metaverse.

DAILY USERS 24MM daily users

AUDIENCE Young Adults (18-24 y.o., skews male)

CURRENCY V-bucks

COMMERCE Digital wearables, gameplay boosts, entertainment experiences

BRANDS Wendy's, Nike, Coca-Cola



Open-Source Economy Metaverses

COMPELLING COMMERCE IS NEAR (2-3 YEARS)



Decentraland

THE
SANDBOX

44%

*of internet users say
money investment is
their main reason for
entering the metaverse*

46%

*cite cryptocurrencies as
their preferred
metaverse payment*

\$500MM

*value of the metaverse digital
real estate market in 2021,
expected to double in 2022*

OPEN-SOURCE ECONOMY



Explore a curiously empty world based on cryptocurrency MANA.

With low daily visitors and low engagement rates, the continued success of this metaverse will depend on future developed content.

A 2022 virtual fashion week with brands Tommy Hilfiger and Dolce&Gabbana saw success with 120K visitors. A virtual mall concept is in the works.

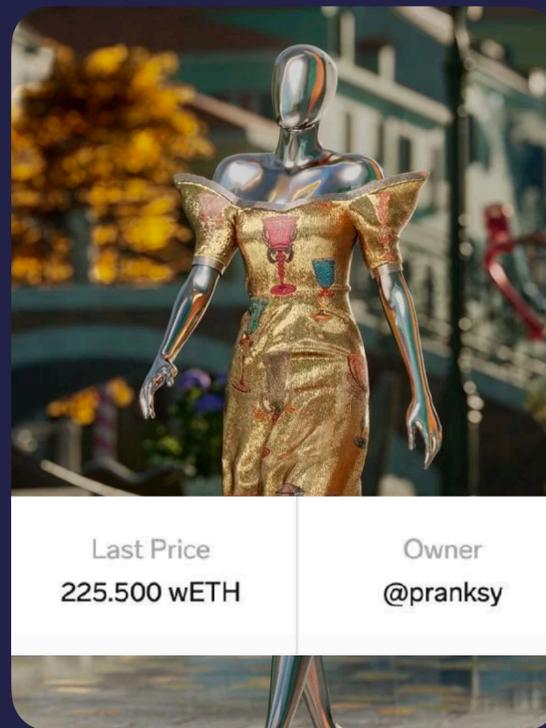
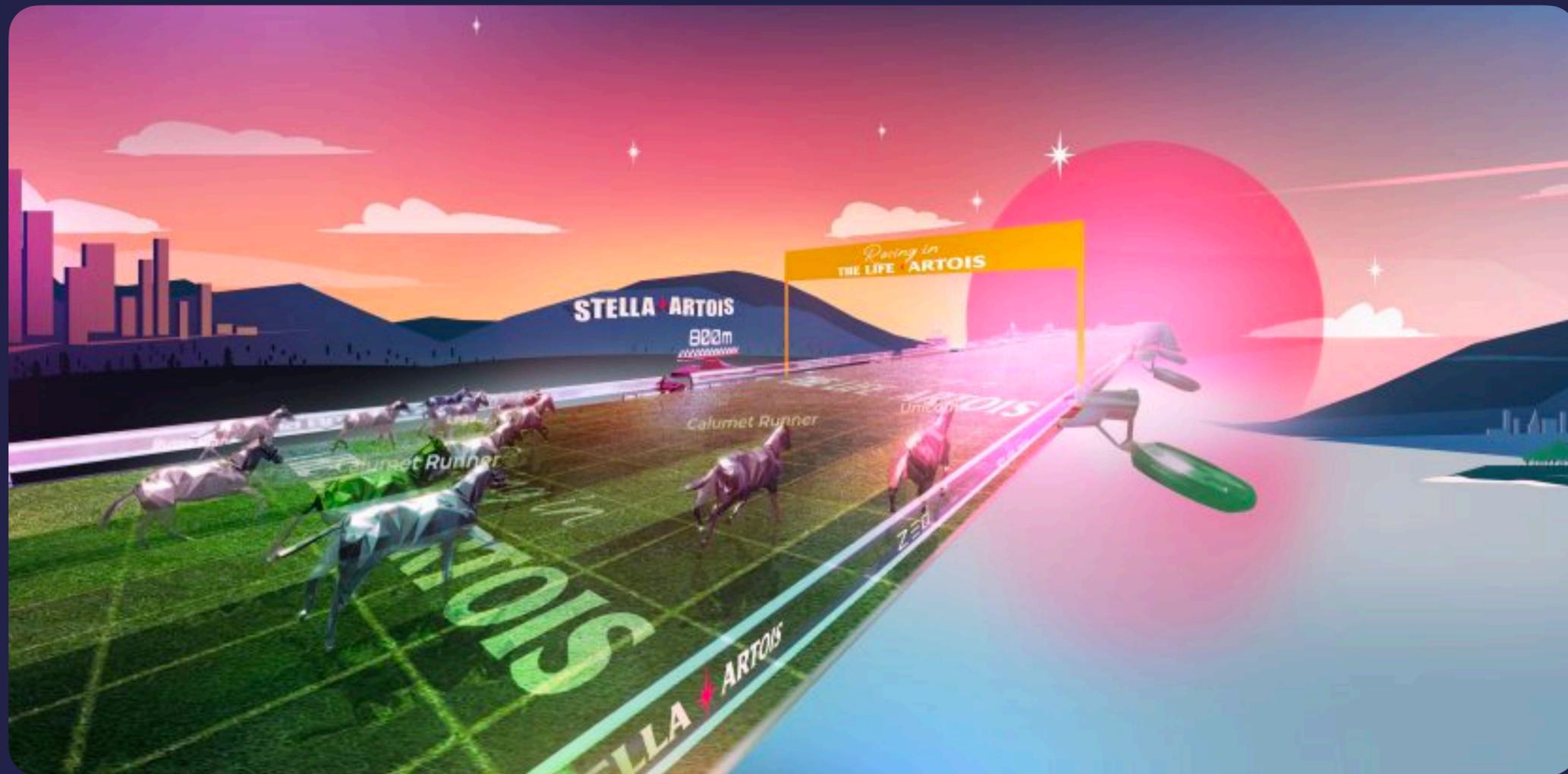
DAILY USERS 18,000 daily users

AUDIENCE Adults (20-40 y.o., skews male)

CURRENCY MANA

COMMERCE Digital real estate, digital wearables, NFT collectables, banking

BRANDS Stella Artois, Dolce&Gabbana, J.P. Morgan



OPEN-SOURCE ECONOMY

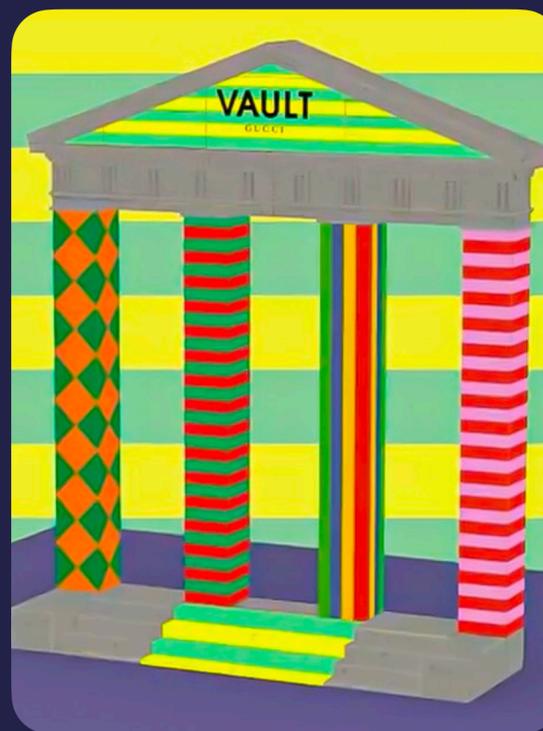


In contrast to Decentraland, Sandbox is focused on bringing onboard over 60 celebrity and entertainment partnerships, including Snoop Dog and the Smurfs, to build out their metaverse.

In 2022, they secured a partnership with Warner Music Group and K-pop company Cube.

Sandbox enjoys a slightly younger user base due to the draw of popular IPs.

DAILY USERS	15,000 daily users
AUDIENCE	Young Adults (24 y.o. average, skews male)
CURRENCY	SAND
COMMERCE	Entertainment, digital real estate, digital wearables, NFT collectables
BRANDS	Snoop Dog, Gucci, The Walking Dead



Lifestyle Hybrid Metaverses

COMPELLING COMMERCE IS NEXT (3-5 YEARS)

 Meta

 amazon

66%

expect the metaverse to partially or fully replace social media as we know it

52%

see work possibilities as the main reason for joining the metaverse

40%

are curious about metaverse educational opportunities

LIFESTYLE HYBRIDS



With a dramatic rebrand and equally dramatic \$10B metaverse-specific investment, Facebook is now “Meta” to reflect their metaverse commitment.

Horizon Worlds, Venues, and Workrooms are Meta’s first look at their own metaverse. Together these platforms boast 300,000 monthly active users, with 10x more users than at the start of 2022.

Commerce capabilities are just starting out.

DAILY USERS 10,000 daily users (Horizon Worlds)

AUDIENCE Young Adults (18-24 y.o., skews male)

CURRENCY Diem* (legal pending)

COMMERCE Digital wearables, entertainment, hybrid work and events (predicted)

BRANDS Wendy’s



LIFESTYLE HYBRIDS

amazon

Well-versed in AR shopping technology, Amazon is quietly hiring for upcoming metaverse projects.

Their first attempt, "AWS Cloud Quest," is an educational open-universe to learn computing skills.

With established e-commerce capabilities, Amazon has the potential to be the easiest and most seamless way for brands to integrate themselves with metaverse shopping.

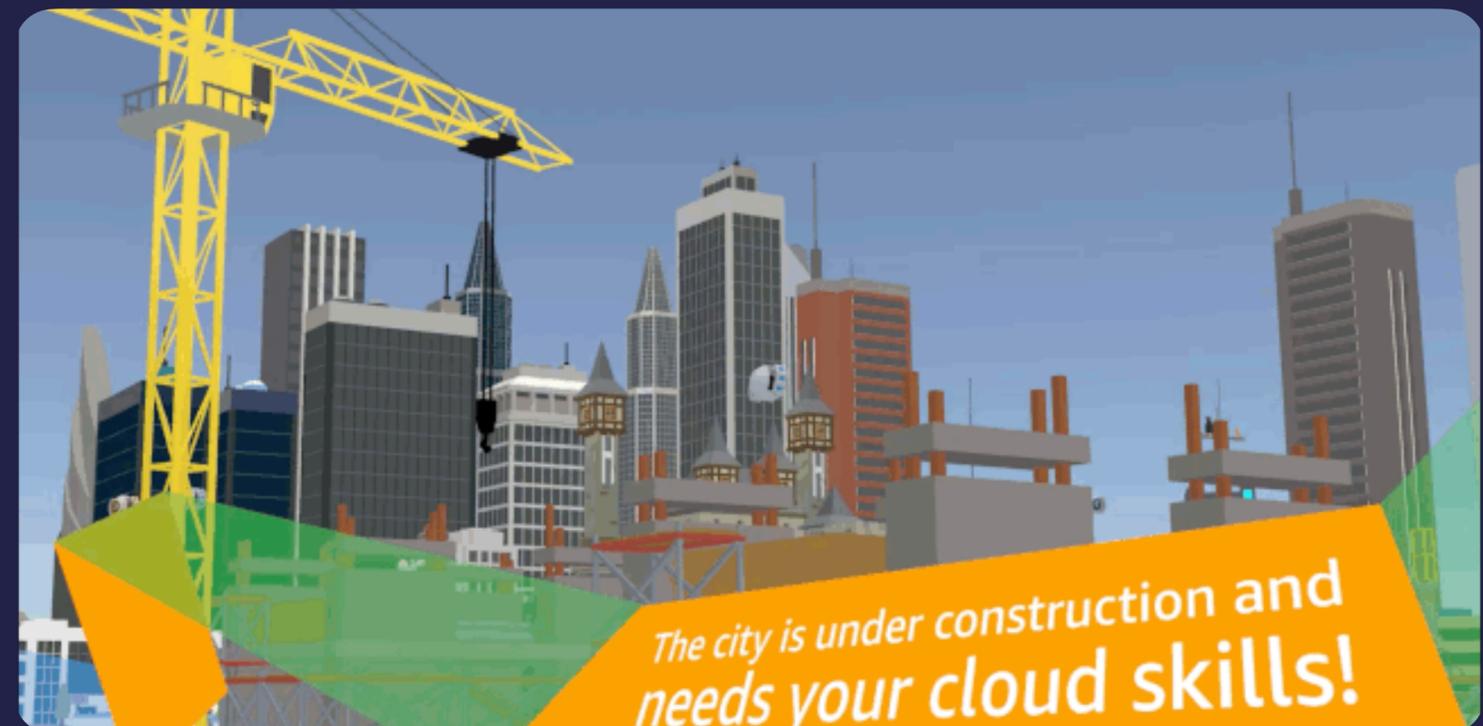
DAILY USERS <1,000 daily users

AUDIENCE Adults (Amazon: 18-44 y.o., skews middle/upper class)

CURRENCY Amazon Coins

COMMERCE Lifestyle, Fashion, CPG (predicted)

BRANDS NA



LIFESTYLE HYBRIDS



As Amazon and Walmart continue to go head-to-head to gain share of wallets, and the metaverse could be a future battleground.

Walmart submitted seven trademarks in 2021 to produce and sell virtual goods, hinting at a future metaverse project(s).

Retailers with strong e-commerce and delivery platforms will be best equipped to succeed with CPG metaverse shopping experiences.

USPTO TRADEMARK APPLICATION



SERIAL #:
97197298

FILING DATE:
DECEMBER 30, 2021

OWNER:

WALMART

IC 035: On-line retail store services featuring virtual merchandise, namely, electronics, appliances, indoor and outdoor furniture, home décor, toys, sporting goods, outdoor recreation, health, beauty and personal care products, household essentials, apparel, patio, garden, lawn care and landscaping products, home improvement products, grilling products, entertainment recordings, video games, books and publications, musical instruments, office supplies, arts and craft supplies, holiday and celebration supplies, jewelry, and pet



BUSINESS TAKEAWAYS

*Top companies are investing billions to move metaverses forward.
The battle for future wallet share is on!*

Educate your teams today on the accelerating investment, interest, and business potential of the metaverse.

Identify the most relevant metaverse for your organization's business challenges and desired commerce experiences.

Resist being a first mover with short-term goals. Plan for long-term equity-building, brand-engaging, and loyalty-driving experiences.

Prepare to fail smart, to optimize faster.

Congratulations!

You've met the movers building metaverses



April Edition

BUSINESS MOVERS

PLEASE JOIN US
NEXT DROP TO MEET...

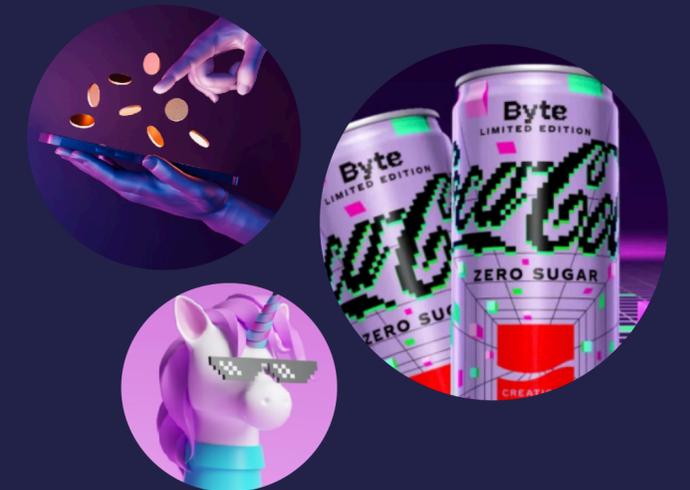
May Edition

TECHNOLOGY MAKERS

PEOPLE & SHOPPERS

June Edition

BRAND SHAKERS



Crypto, NFTs, and
so much more!



THE DROP

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