

**ROCKETART**

MAKING WEB3 EASY



# ROCKETART

# The Metaverse Guide

September 2022

Learn about the Metaverse and identify how it can  
impact your business

# Who we are

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Web3 development studio based in Miami.

Our services include web3 education, tech development & infrastructure, AR/VR, Metaverse, marketing, community growth, legal & tax.

RocketArt Labs has implemented security standards based on NIST cybersecurity framework.



DANTE AMARAL

CMO



IGNACIO LOPEZ

CEO



DIOGO DUBIELLA

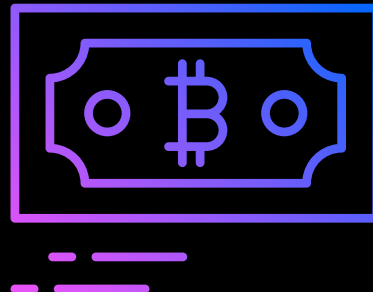
CTO



# Some of our achievements



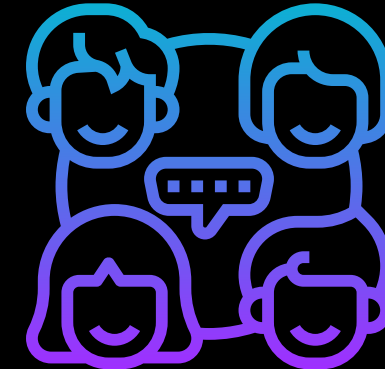
**+27k NFTs Sold**



**\$11.9 M  
in Sales**  
for our customers



**1 Metaverse**



**4 Communities**

# MonKeeVerse by RocketArt Labs



AR Filter for Social Media



Metaverse with fun puzzles



3D Printed NFT

# 1. The Metaverse

The image features a solid black background. In the lower right quadrant, there is a series of white, wavy, concentric lines that resemble a topographic map or a stylized landscape. These lines flow from the bottom right towards the center, creating a sense of depth and movement. The lines are thin and closely spaced, with some larger, more prominent curves.

# What is the Metaverse?

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*“The ‘Metaverse’ is a set of virtual spaces where you can create and explore with other people who aren’t in the same physical space as you.”*

## FACEBOOK

The Metaverse is a virtual world but there are several different Metaverse platforms. Decentraland, The SandBox, Meta and Roblox are the most popular ones. **Each platform have different pros and cons.**

You can explore it with a VR Headset, a computer or even a phone.



# Avatars - Who are you in the virtual world

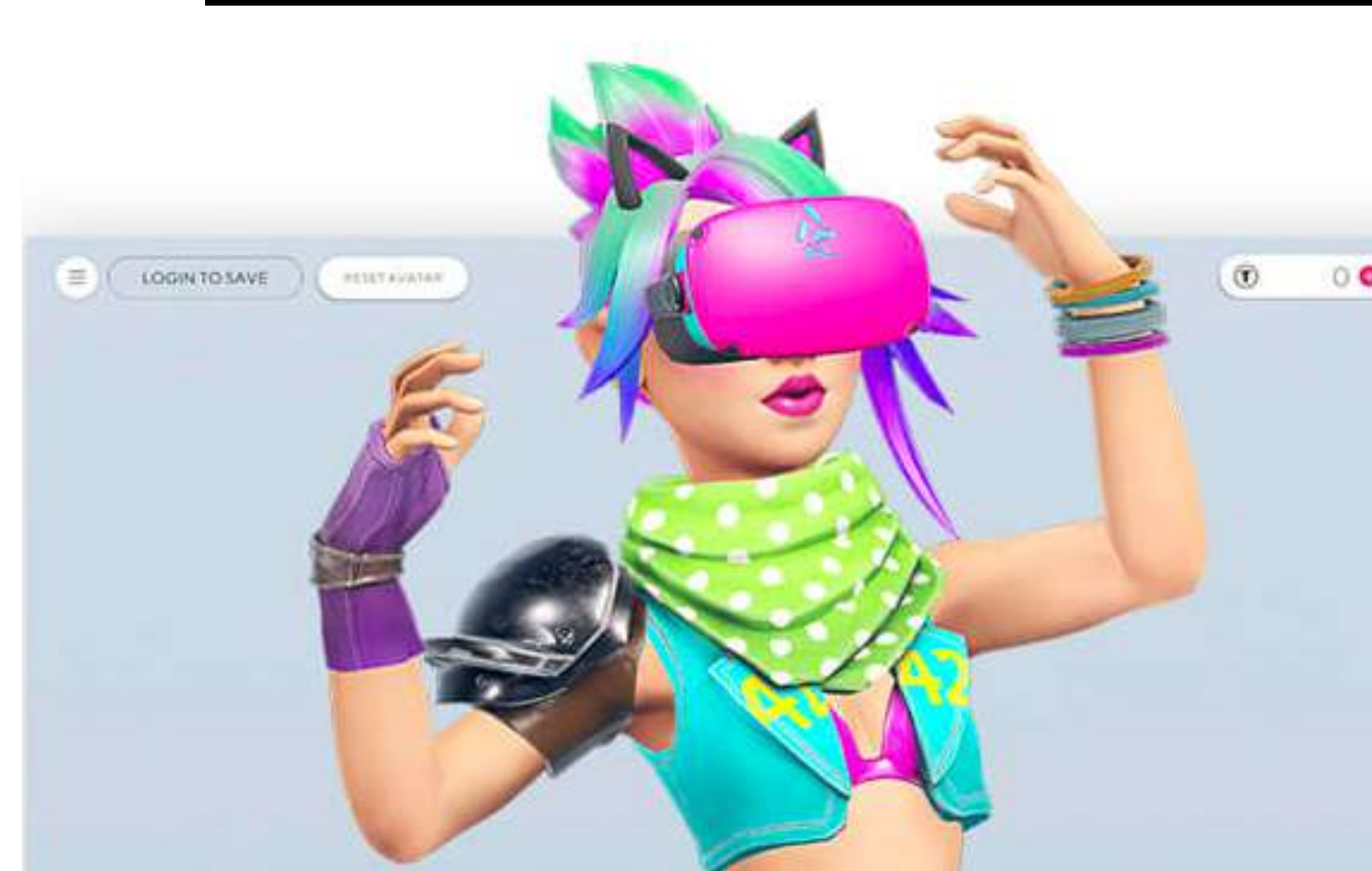
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Because the Metaverse is both a 3D and social environment, you need to represent yourself to others. This is the Metaverse avatar.

A Metaverse avatar can be customized in almost any way you can imagine.

Avatars are new status symbols.

Avatars will help brands grow in a completely new avenue where their products will now be accessible to people online.



# Virtual Wearables

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In the Metaverse, virtual wearables are used for accessorizing avatars and other elements.

Virtual fashion helps people express multiple versions of themselves online.

Depending on the Metaverse platform you have different virtual wearables categories like : T-shirt, pants, accessories, shoes, etc.

Big brands such as Gucci are offering several Metaverse exclusives. A virtual Gucci bag recently sold for \$4,000 on Roblox.

Digital fashion is predicted to become a \$56 billion market by 2030.



# There is more than one Metaverse

## Blockchain based Metaverse platforms

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Blockchain-based Metaverse platforms use NFTs, tokens and cryptocurrency, providing an ecosystem for creating, owning, and monetizing decentralized digital assets. You need a crypto wallet to connect to the platform.

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## None Blockchain based Metaverse platforms

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Users can enjoy the immersive gaming experiences through their smartphones anytime.

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# Metaverse platforms connected to the blockchain



- Sotheby's, opened a replica of its iconic New Bond Street London Galleries
- Atari is building a cryptocurrency casino
- Heineken, recently released Heineken Silver, a virtual beer within a virtual space
- Mastercard opened the Mastercard Pride Plaza
- Samsung Metaverse store
- Coca-Cola launched their NFT collection and last year and threw a party in the virtual world .

- Smurf Village world can be found in the Sandbox Metaverse
- You can buy unique Snoop Dogg avatars, along with virtual dog items such as his personal car collection,
- The Walking Dead it's available in the Sandbox Metaverse now
- Adidas has acquired a large chunk of digital land named 'adiVerse'

# Metaverse platforms

## Not Connected to the blockchain



- Meta's Horizon Worlds is a social VR application that allows users to explore virtual worlds in an interactive and immersive manner, engaging in both content consumption and creation.



In-game fashion is a big deal on Roblox:

- Gucci Town debuted in Roblox in October of 2021
- Givenchy launched the Roblox Givenchy Beauty House. It's been visited more than 2.3 million times since launching
- Nikeland is the place where Roblox fans can let loose with friends and play a little three-on-three lightning-fast soccer and strike fiery mega-kicks to the back of the net

# The Metaverse is a \$50 billion revenue opportunity

- ❑ There are over 400 million Metaverse monthly active users.
- ❑ 51% of the Metaverse userbase is 13 or younger.
- ❑ Over \$500 million worth of real estate was purchased in the Metaverse so far.
- ❑ Gartner estimates that by 2026, 25% of people will spend at least an hour a day in Metaverse to carry out activities like shopping and socializing.



## **Sell virtual goods:**

Every year, \$50 billion is spent on virtual goods. It could soar to US\$1 trillion, according to JPMorgan



## **Sell NFT wearables:**

Virtual clothing and digital accessories that can be used to dress up your avatar in the Metaverse



## **Virtual Showrooms:**

Gucci, Dolce & Gabbana, and Burberry are making millions selling fashion in the Metaverse



## **VIP access to virtual events through NFTs:**

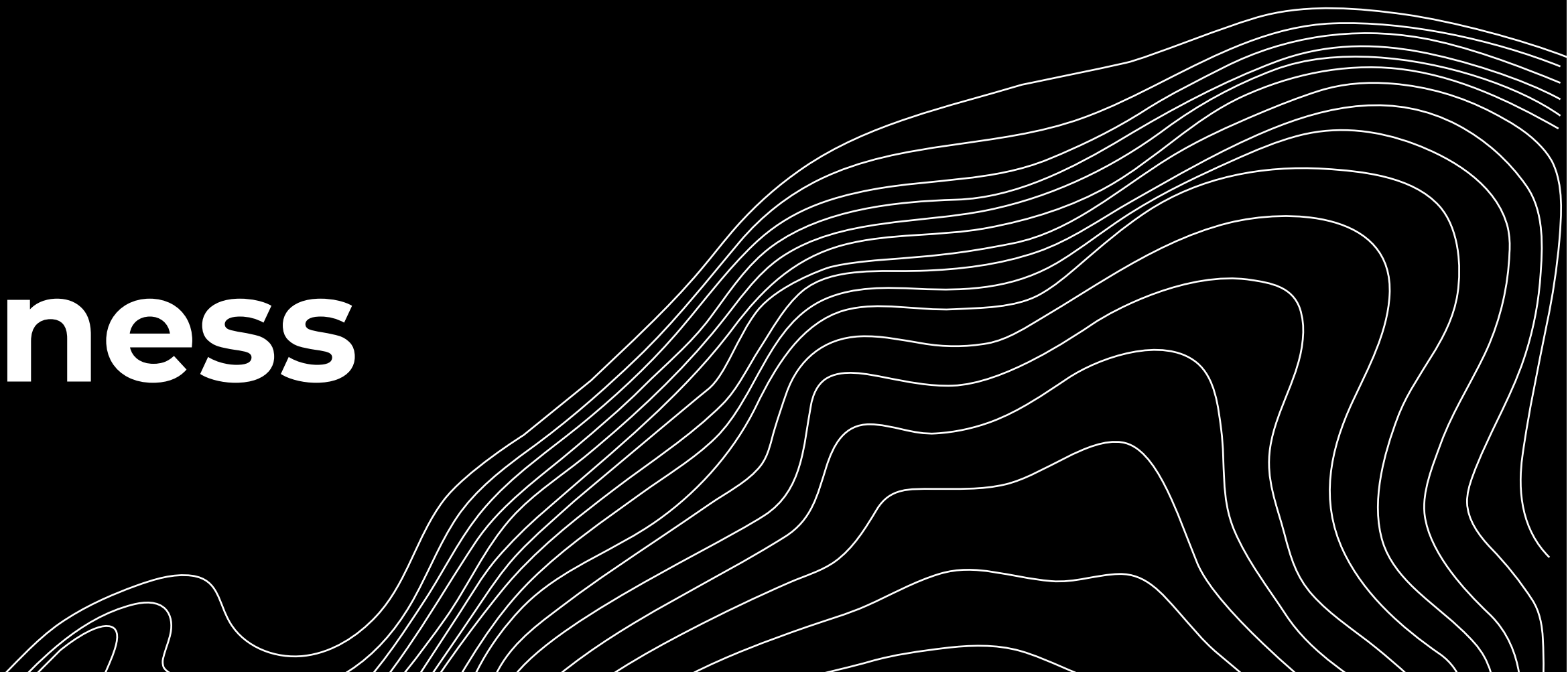
10.7 million people attended Marshmello's Fortnite concert in 2019.



## **Reach a younger audience:**

Gen Z make up approximately 60% of users in the Metaverse and spend twice as much time socially interacting in the Metaverse.

## **2. The Business**

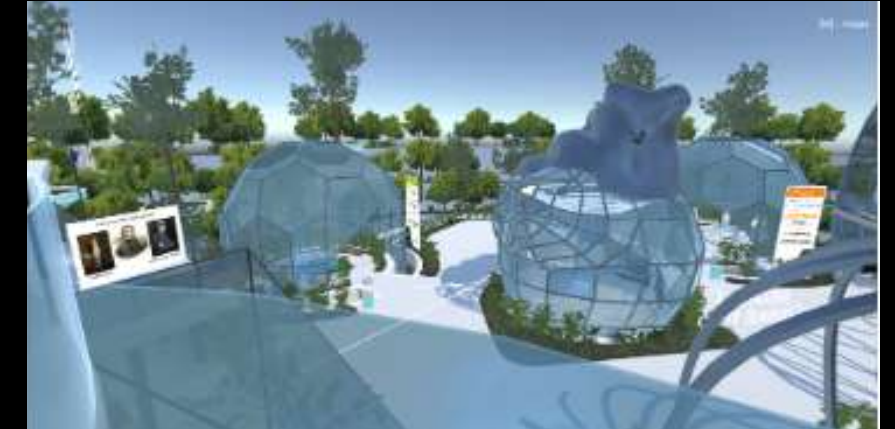


# Virtual Showrooms

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A new road to sales

Connect to customers almost anywhere in the world with ease. Scale your business and decrease your dependency on physical stores, and present products and services in a more interactive and immersive way.



# Selling Virtual Products

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A virtual product is an exclusively digital representation of a product. It may be a virtual representation of a real product, or it may be a product that only exists in the virtual realm.

Brands can sell digital products with high margins directly to consumers



# Virtual Entertainment

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You can host virtual fashion shows, music concerts and art exhibitions to draw in potential buyers, allowing you to showcase your best pieces and provide solid promotion for your brand.



10.7 million players saw Marshmello perform live in a Fortnite concert.



Decentraland's First Metaverse Fashion Week



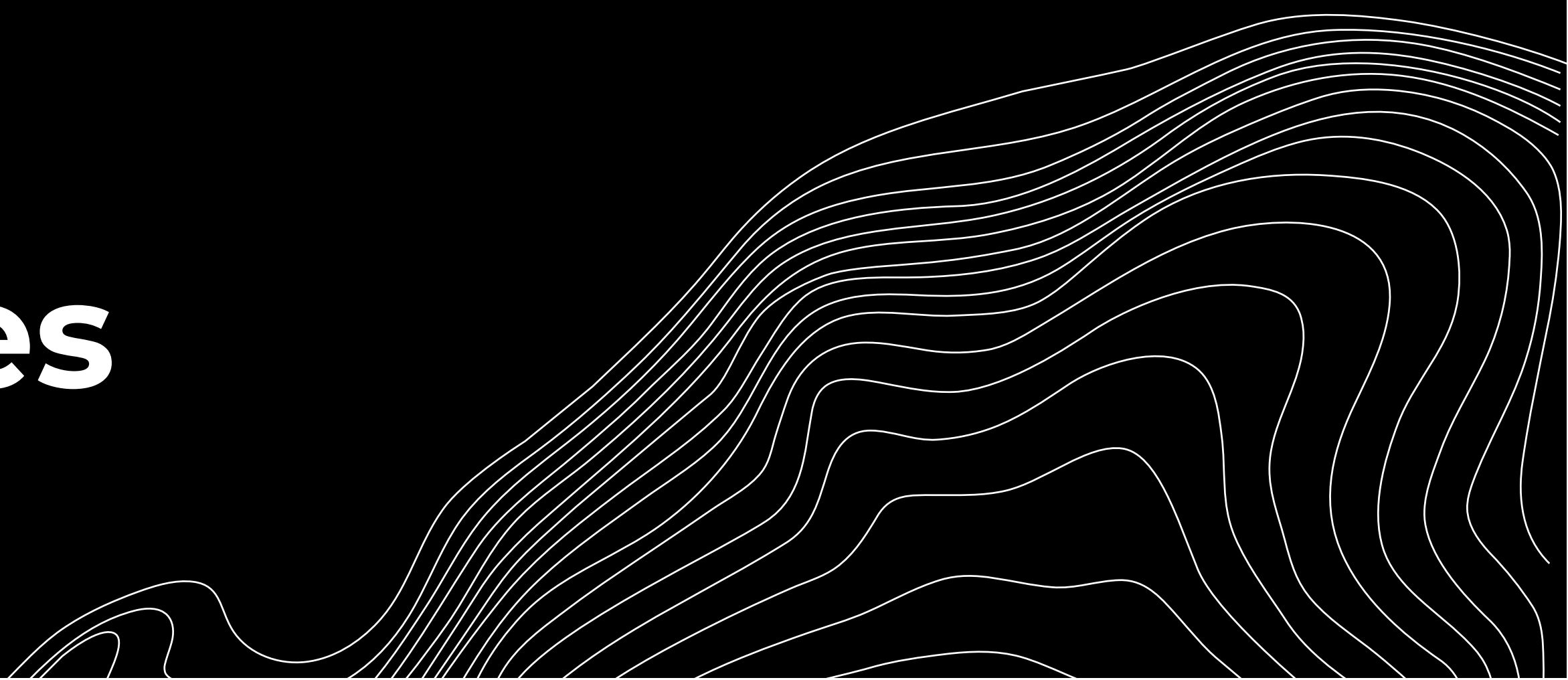
Users test their skills and compete against other shoppers by playing NikeLand's Pachinko Obby Bal

# Why Metaverse it's important for brands

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- Reach more customers, sell experiences and boost offline sales.
- There are plenty of opportunities for brands to generate profit, with \$54 billion spent on virtual goods annually.
- Connecting in new ways with customers. You can talk with your customer directly . No middleman.
- Early adopters are also more likely to create and enjoy a long-term halo effect, helping their audience have a positive disposition toward the brand.
- The Metaverse has been predicted to have the potential to become a multi-trillion dollar economy.

# 3. Use Cases



# The Good



NIKE

NIKELAND @ Roblox Showroom to find a collection of Nike shoes, clothes, and accessories to personalize your look, including a free exclusive Nike cap.

RTFKT

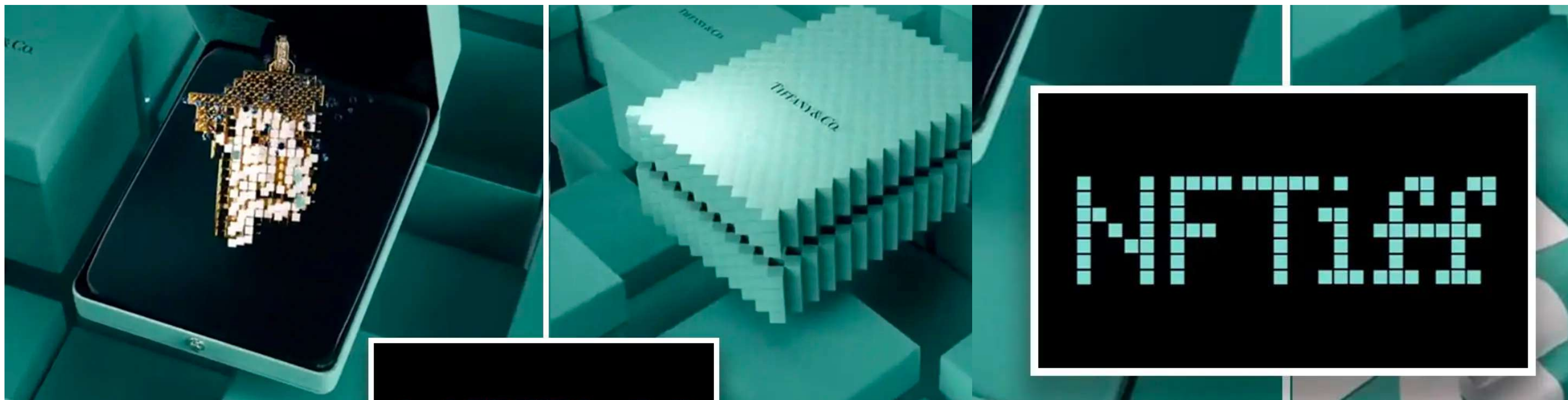
Total NFT Rev: \$185.3 M

Transactions: 67,251  
Secondary Volume: \$1.29 B  
Primary Sales Rev: 93.2 M  
Total Royalties: \$92.2 M

**For brands looking to succeed in this modern era of retail, it's time to get phygital (“physical” and “digital”)—a combination of real-world experience with all the ease and sophistication of technology.**

# The Good

TIFFANY & Co.



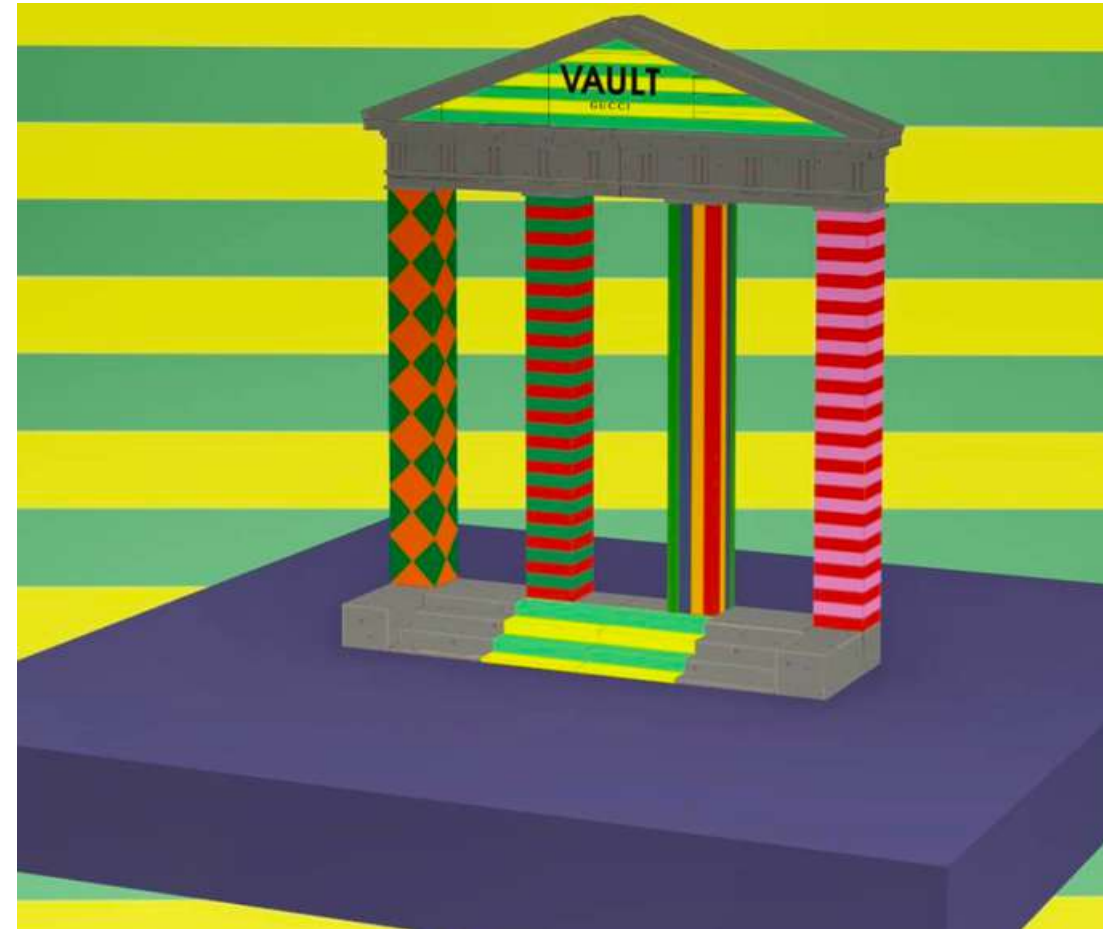
TIFFANY

Total NFT Rev: \$12.5 M

NFTiff is a collection of 250 custom NFTs designed to become a digital and physical pendant of the beholders CryptoPunk designed by Tiffany & C.

**Each NFTiff, which provides access to a pendant and a matching NFT digital rendering, costs: 30 ETH, or around \$50,000.**

# The Good



GUCCI

Total NFT Rev: \$25 M

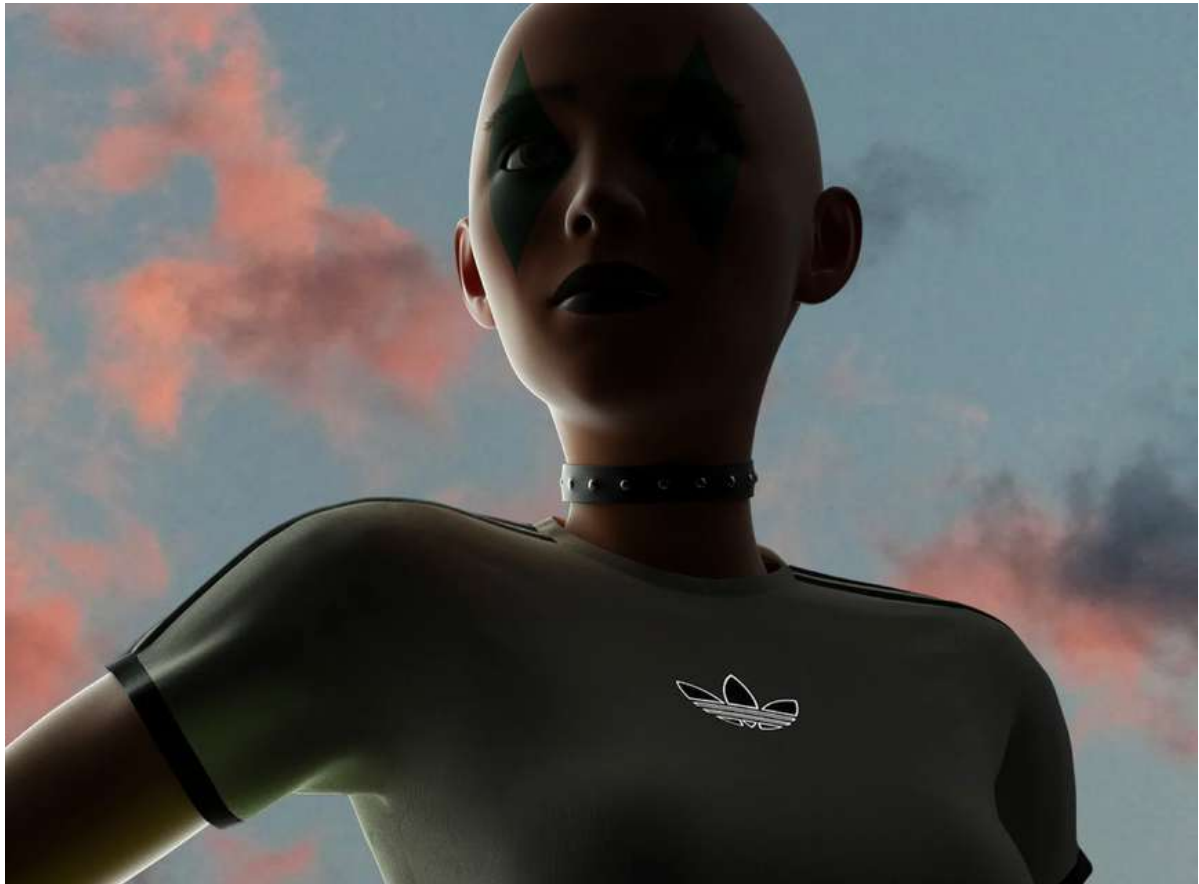
A two-part series of NFTs each with their own handcrafted porcelain sculpture

IA new meeting place starts to take shape within The Sandbox. Gucci attracted 19M visitors to the Gucci Garden

The virtual piazza offers a series of experiences including mini games, art exhibitions, and shopping for digital Gucci items to outfit Roblox avatars.

**Both Gucci & TAG Heuer recently announced they're adding \$APECOIN ( a new cryptocurrency) to the list of cryptocurrencies accepted as payment via BitPay.**

# The Good



ADIDAS

Total NFT Rev: \$10 M

Adidas Partners with Metaverse Platform Ready Player Me.

The Bored Ape Yacht Club, PUNKS Comic and gmoney welcomed adidas Originals Into the Metaverse.

# The Bad



PEPSI

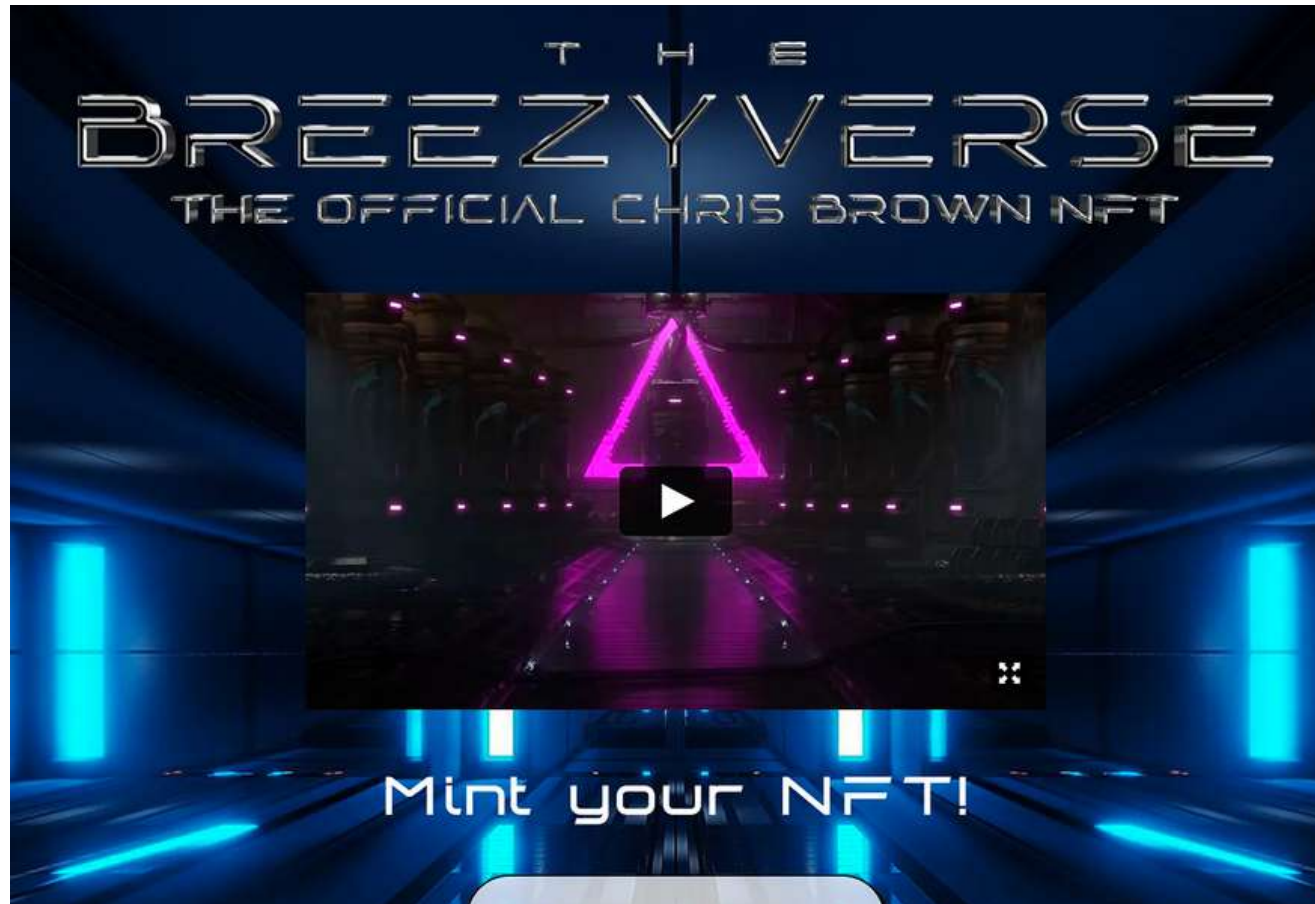
Total NFT Rev: \$0 M

The Pepsi Mic Drop genesis NFT is a generative-style collection of unique NFTs that live on the Ethereum blockchain

# The Ugly



& KEVIN HART



CHRIS BROWN Total NFT Rev: \$7,000

Despite 150MM followers across socials, Chris Brown has sold only 7% of his NFT collection



KEVIN HART Total NFT Rev: \$20,000

Despite 210M followers, Kevin Hart has sold only 22% of this NFT collection.g

**NFT projects have to be treated like a business.  
Success in the current music industry does not guarantee success in Web3.**

# What successful brands did:

- Partner up with Web3 studio.
- Partnership with a popular collection or web3 project.
- Real utility behind the project. Mainly Metaverse related.
- Combined Web3 & Web2 marketing.
- Great PR strategy in web3 channels. Twitter Influencers.
- Community focus. Great Twitter and Discord Management.
- Paid attention to Legal: IP Rights / Terms and Conditions.

# The benefits of being an early adopter

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①

Marketing in the Metaverse now, in the early stages, means you can tap into emerging opportunities, draw attention without as much competition, and get ahead of your competitors.

②

Rather than rely on online ads, billboards, and influencers, you can create your own digital worlds or venues that hold virtual events such as concerts and exhibits.

③

Connect with younger audiences. 83.5% of the Metaverse market is 18 years old and under. This is a sizable consumer force with a lot of spending power.

④

The Metaverse is expected to grow and be present in every sector—J.P. Morgan estimates that the market opportunity could exceed \$1 trillion in yearly revenues.

# 4. The Challenges

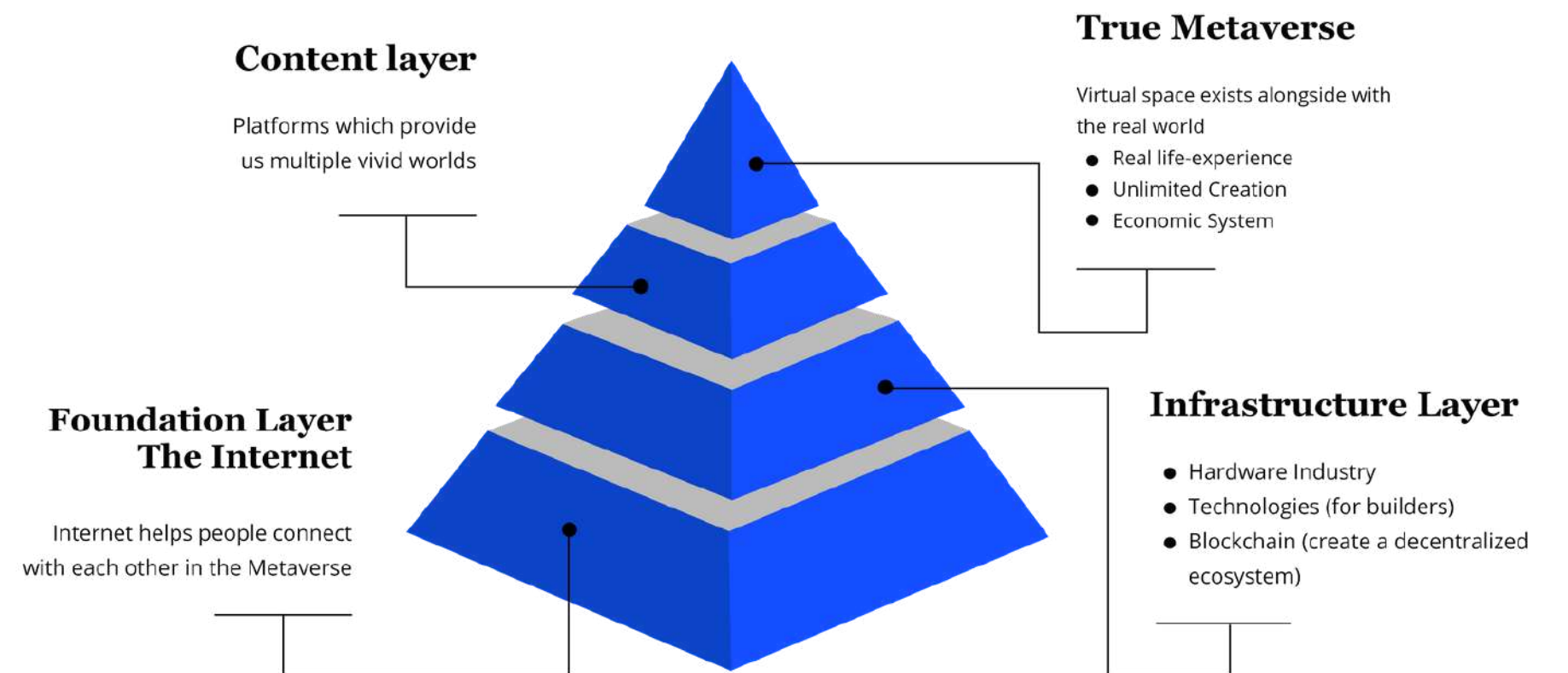
The image features a solid black background. In the lower right quadrant, there is a decorative graphic consisting of numerous thin, white, wavy lines that flow from the bottom left towards the top right, creating a sense of movement and depth. The lines are closely spaced and vary in curvature, resembling a stylized wave or a topographical contour.

# Interoperability Challenges

As things stand now, major Metaverse players and/or contenders — including Sandbox, Decentraland and the FAMGA companies — “offer very little interchange between their web platforms and other platforms.

Meaning that you will have one avatar and user per Metaverse platform. You cant move between platforms and you cant use the same wearables on all of them.

## Interoperability in the Metaverse



### **No Intellectual Property Rights**

The main issue for an NFT buyer is understanding what rights they are acquiring

### **Data Protection Regulations**

Data protection laws, especially within the General Data Protection Regulation framework in the EU, tend to give individuals the “right to be forgotten” and the right to either rectify or even erase their data from both public and private businesses.

### **Money laundering**

NFT platforms are increasingly scrutinized in relation to AML regulation.

### **Taxation aspects**

As taxes and related regulations are different worldwide, NFT creators and investors should familiarize themselves with local laws.

**The current legislative framework is not designed for the rapidly evolving cryptocurrency environment and the fast rise of NFTs**

# RocketArt Labs Metaverse Services

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## LEARNING AND EXPLORATION

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We help clients understand the current state of the metaverse and all adjacent technologies

Through relevant use cases and constructive discussion, we work together to dissect the future of digital innovation

## STRATEGY AND IDEATION

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Strategic consulting aimed at exploring business needs, the fit of different existing Metaverses, the limitations, the implementation and operational cost involved, as well as a custom creation program plan for your particular scenario.

## DESIGN AND DEVELOPMENT

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We design, build and operate Metaverse capabilities for our clients, including world-building and engagement, content management, marketplace development, blockchain, 3D commerce, extended reality, digital twins, trust and safety and ecosystem and community development.

**ULTRA REALISTIC  
3D VIEW**

**FULL E-COMMERCE  
INTEGRATION**

**IMMERSIVE  
EXPERIENCES**



# Thank you

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