



WHAT IS THE METAVERSE?

# IS IT JUST THE INTERNET IN 3D?

It is a version of the internet as a unified, universal immersive world.

Accessed via the use of virtual reality and augmented reality headsets.

It is a place which runs parallel to the real, physical world where you can spend your digital life in the form of an avatar

Interact with other avatars in real time

Term “Metaverse” first coined in 1992 Sci-Fi novel “Snow Crash”

Recent development interest centers around Web3 concept of a decentralised iteration of the internet

Parts in existence in video games – World of Warcraft, Second Life, Minecraft

Augmented Reality, Mixed Reality and Virtual Reality.

Think of it like Cyberspace

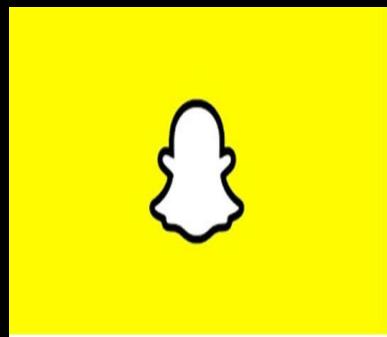
# DUDE, WHERE'S MY ISLAND?



# WHO ARE THE BIG COMPANIES BUILDING IN THE METAVERSE?



# OTHER PLAYERS INVESTED



# OTHER PLAYERS INVESTED



Centralised Metaverse produce vast revenues for companies who control them

Second life launched 2003 – avatars living virtual lives

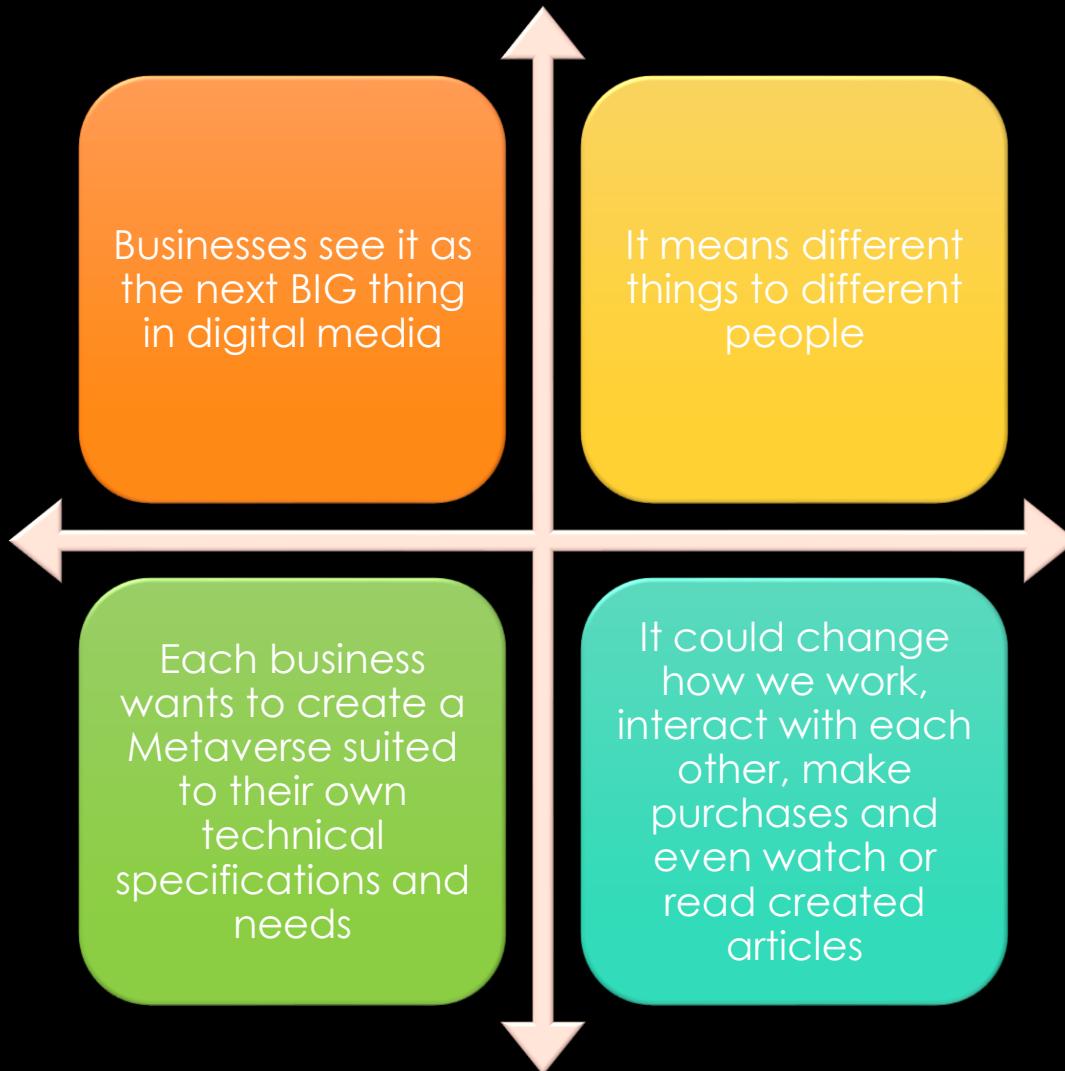
Peaked in 2016 – over 8M users per month

2022 – still over 30,000 users per month

Fortnite, Roblox & Minecraft – own land, purchase wearables.

In 2020 – in-game purchases in Fortnite was \$5.1 Billion

# SO WHY THE BIG INTEREST?



# SO WILL IT BE LIKE “READY PLAYER ONE”?

Presently it is highly unlikely that there will be a unified single Metaverse

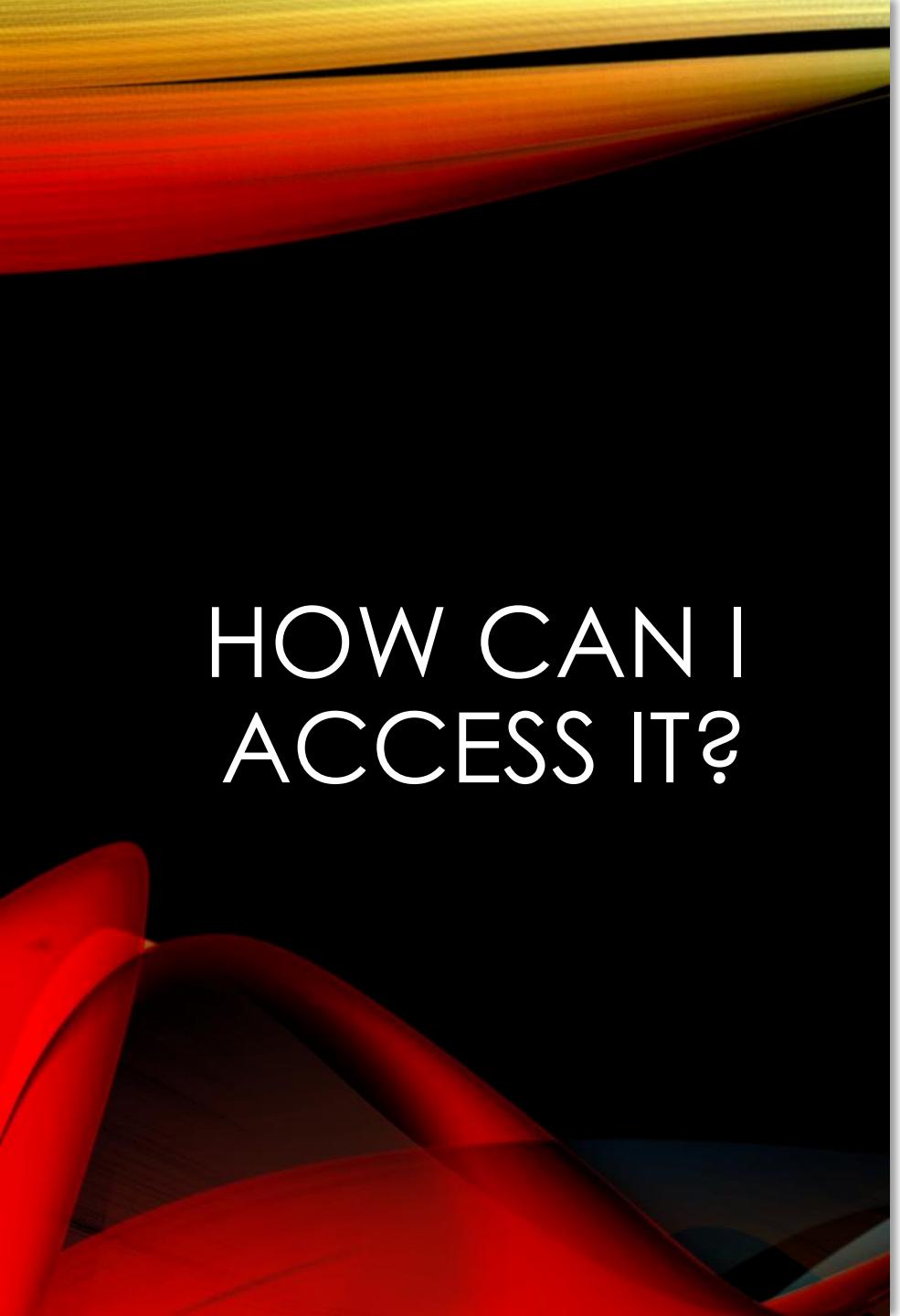
There will be multiple Metaverses for various reasons – closed & open platforms – based on how they operate with others

Computing capability and competing large companies building to their own requirements

Walled Gardens – closed platforms controlled by one company ie: Meta, Nvidia and Alibaba

DAOs – Decentraland and The Sandbox – development decided by network members – Web3

Merchandise opportunities – new revenue opportunities – digital fashion



# HOW CAN I ACCESS IT?

Virtual Reality headsets are an entrance point for most people to access

Web2 Metaverse accessed through gaming consoles, laptops, mobiles

Web3 expected to be a much more immersive experience

Technological advances in Haptic suits (physical experience) and also treadmills (realistic mobility) will offer a more immersive experience

Technological advances will also allow a larger number of people to access the same space at the same time – (Fortnite concert 2019 – 10M+ audience, 2020 April concert – 12M+)

# WHAT IS THERE TO DO THERE NOW?

Meta – Horizon  
Worlds offers virtual  
meeting rooms and  
social spaces

Decentraland –  
purchase virtual  
land and clothes

Roblox & Minecraft  
– massive multi-  
player experiences

HSBC announced a  
Metaverse  
partnership in  
March 2022

JJP Morgan –  
opened a  
Metaverse space  
with virtual tiger in  
February 2022

Barbados  
government  
announced plans  
for world's first  
Metaverse embassy

Dubai – Digital Asset  
Regulator intends to  
create virtual HQ

Interactive art  
exhibitions

NFT art galleries with  
VIP sections for  
owners of certain  
tokens in wallet

# WHAT CAN I BUY THERE?

- Land – you can buy virtual plots of land – as an investment or to build on it
- Build your own gallery to show of NFT collection
- Create a game and charge Cryptoassets to play it
- Land is represented by NFT – ownership stored on blockchain
- Currently plot for sale - \$1.6M. Average plot - \$6K
- The Sandbox – plot up for sale for \$450,000 as Snoop Dogg is virtual neighbour
- Secondary market on NFT sites, ie: OpenSea, purchase land from owners
- Prices effected by facilities – near to roads, plaza, places of interest, etc



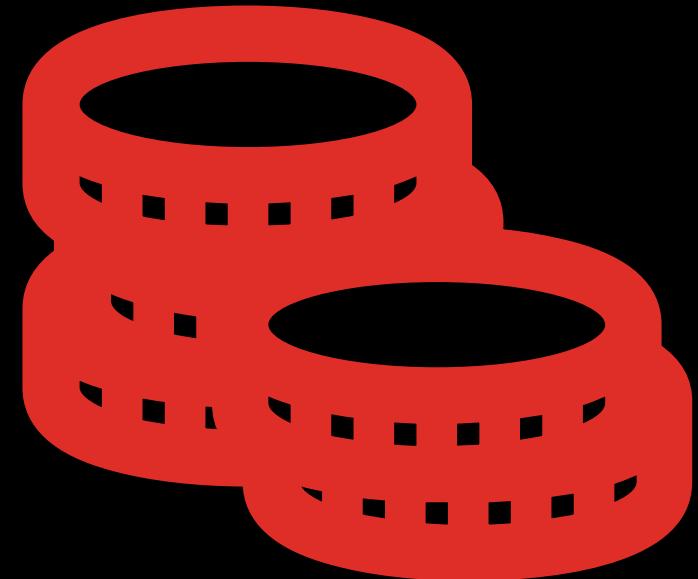
# WHAT ELSE CAN I BUY THERE?



- Wearables – Skins. Clothing and accessories for avatars
- Digital fashion houses
- Real world fashion houses – Gucci, Balenciaga, Nike sneakers, Snoop Dogg
- All are NFTs stored on a blockchain
- Certain wearables are statements of wealth and social standing
- Can denote you belong to a certain faction, attended a concert or work somewhere
- Active second-hand market
- Decentraland – over 71,000 created items
- March 2022 – 1<sup>st</sup> Metaverse Fashion Week – Tommy Hilfiger, catwalks by D&G, events offering limited edition wearables

# CURRENCY OF CHOICE?

- The sale of goods and service needs a payment method to facilitate trading
- Each Metaverse will have its own cryptoasset or token
- Decentraland – MANA
- The Sandbox – SAND
- Otherside (soon to launch from Bored Ape Yacht Club) – APE
- All are ERC20 tokens on Ethereum (MANA also available on Polygon)



# WILL THERE BE CRIME WITHIN THE METAVERSE?

Elliptic survey May 2022 –  
58% audience expected  
Metaverse to provide  
commercial opportunities  
for their businesses within  
5 years

Significant growth  
potential for crypto  
based and traditional  
financial institutions

66% of audience already  
have started, or intend to  
start, risk assessment for  
crime in the Metaverse

Gartner predicts by 2026  
– 30% of real world  
organisations will be  
ready to offer goods and  
services in Metaverse

# WHAT ATTRACTS CRIMINALS?

Citibank – predicts value of Metaverse worth \$13 Trillion by 2030

Currently – Top 5 native assets seeing 24 hour volume - \$4B

Seven day virtual land sales - \$2.94M on Decentraland

Elliptic survey of customers – only 14% saw no commercial opportunities over next 5 years

Metaverse will be a revenue producer and investment opportunity

# OBSERVED CRIMINALITY

99.5% of illicit activity  
linked to thefts of MANA  
and SAND

Mirrors NFT criminal activity  
– social engineering, fake  
giveaways and MetaMask  
browser wallet attacks,  
scams, phishing and  
malware

Decentraland land sales  
linked to thefts from  
MetaMask and phishing  
attacks split over –  
OpenSea 42.8%  
LooksRare 57.2%

# POTENTIAL AVENUES FOR CRIMINALITY

Money Laundering

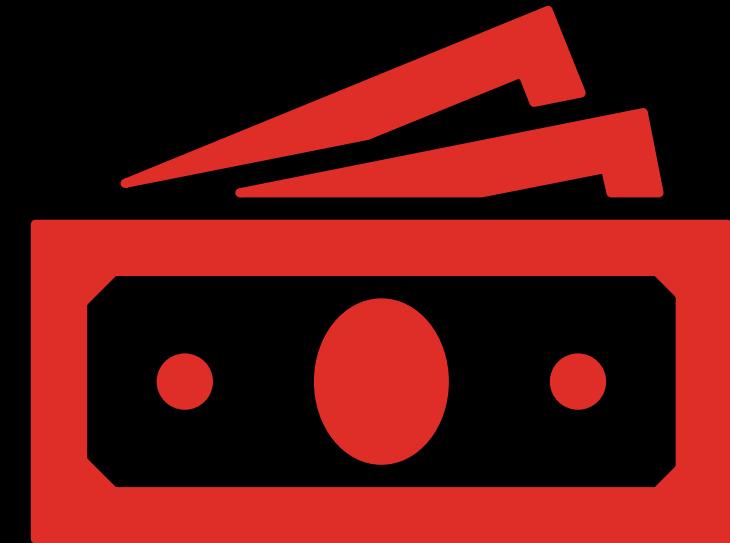
2021 total sales of assets/land exceeded \$500M on four sites

2022 estimated to rise to \$1B

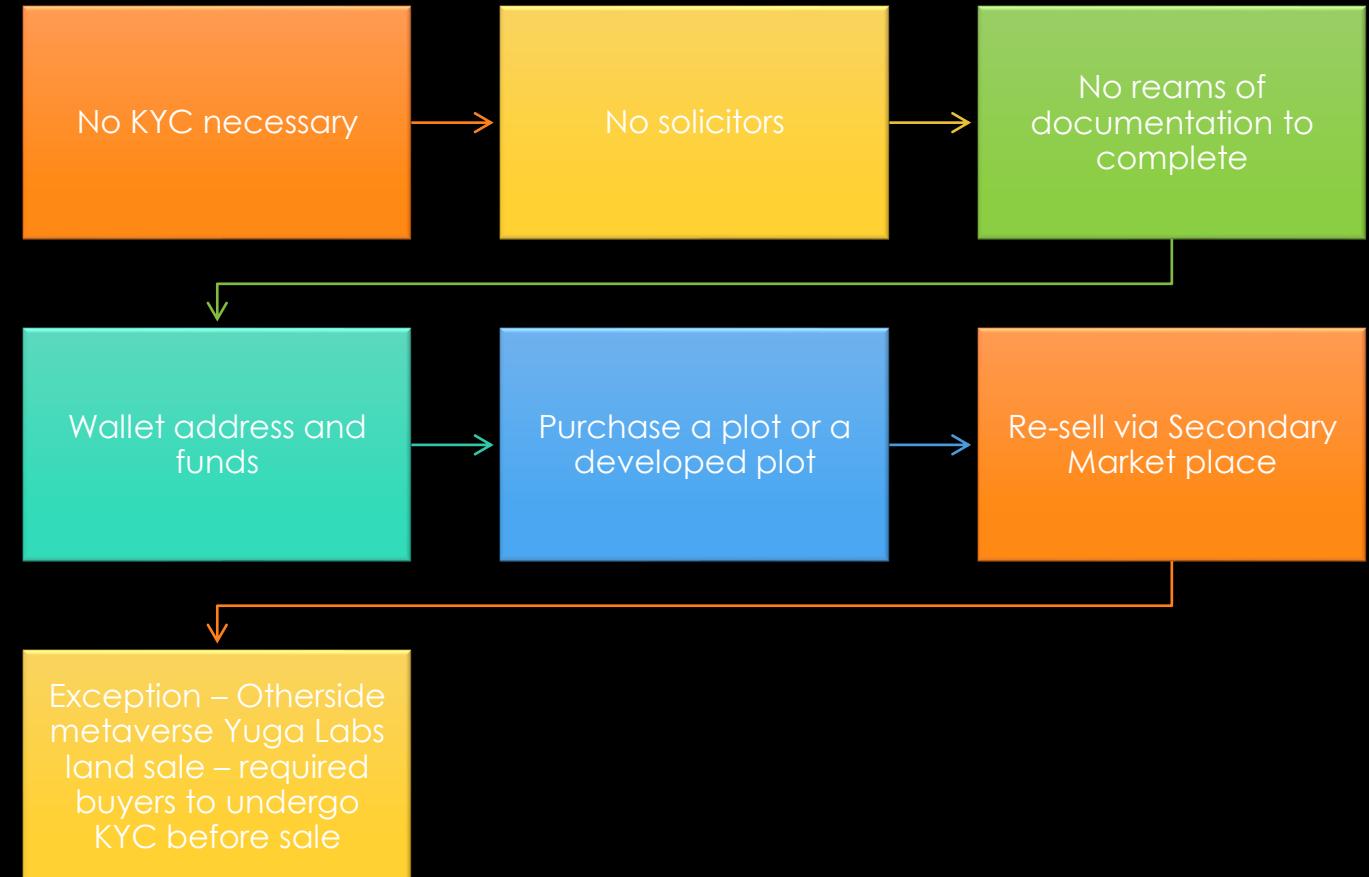
December 2021 – Sandbox sold 166,464 plots for \$12,700 (96 x 96m) (Ethereum)

Decentraland – 90,600 plots at \$14,440 (16 x 16m) (Ethereum)

BrandEssence Market Research – virtual real estate will grow by 31% per annum to 2028.



# SO WHAT MAKES LAND SO ATTRACTIVE?



# HOW ABOUT WEARABLES?

- Less market liquidity – infinite number and rarity
- Judging as to what will be a good investment
- Average Decentraland wearable under \$100
- Exceptions – Decentraland bloody knife - \$12,000
- Coca Cola Bubble Jacket – on sale for \$1.5M
- The Sandbox – Super yacht - \$650,000
- Currently limits usefulness as ML tool
- Wearables can be moved across Metaverses
- Metaverse Wearable Market estimated to be worth \$3 Trillion by end of 2023





# Decentraland Wearables statistics

[Refresh](#)[Created almost 3 years ago](#)[72,283 token supply](#)[OpenSea verified collection](#)[2.5% Fee](#)[1,389 Discord members](#)[642,107 Twitter followers](#)

Decentraland Wearables NFTs were sold 37 times in the last 7 days. The total sales volume for Decentraland Wearables was \$619.83. The average price of one Decentraland Wearables NFT was \$16.8. There are 10,930 Decentraland Wearables owners, owning a total supply of 72,283 tokens.

Decentraland is an Ethereum blockchain-powered virtual world, developed and owned by its users, who can create, experience, and monetize content and applications. Wearables are worn in game by avatars, and collecting and trading these unique NFTs is a great way for users to integrate themselves into the growing community. The digital assets are dropped in limited-edition collections, and will be available to purchase right here in this store.

## Decentraland Wearables Rarity Explorer

[Twitter](#) [@decentraland](#) [Discord](#) [Instagram](#) [Website](#) [OpenSea](#)

NFTs sold  
last 7 days

37

Trading volume  
last 7 days

\$620

Average price  
last 7 days

\$17

Floor Price  
Lowest Ask Price

Ξ0

Total Supply  
Number of tokens

72,283

Owners  
Number of owners

10,930



#### ≡ Description

By **Coca-Cola** 

A futuristic jacket illuminated with effervescent fizz, purposely designed with subtle nods to Coke's nostalgic delivery uniforms fusing the metallic red of the aluminum can and caramel brown of the delicious drink. It includes a Unique unlockable version that can be worn in Decentraland.

Purchaser of the The Coca-Cola Friendship Day Loot Box NFT

## The Coca-Cola Bubble Jacket Wearable

Owned by [4932114](#)

9.8K views

100 favorites

 Make offer

#### ↗ Price History

All time



No data yet  
Check back later.

#### Listings

#### ≡ Offers



191



### Description

#### By EveryrealmOfficial

The Metaflower is one of one ultra luxury megayacht. With a DJ booth, helicopter landing pad, and hot tub, among other amenities, this Fantasy Collection NFT provides access to The Fantasy Marina and is designed to be the crown jewel of The Sandbox.

Fantasy Collection - Yacht Rock Edition



## The Metaflower Super Mega Yacht

Owned by 35D0CA 23.8K views 191 favorites

Make offer

### Price History

All time

All time avg. price  
Ξ149

### Listings

### Offers

# WASH TRADING

Markets [News Report](#)

## 95% of Trading Volume on LooksRare Linked to Wash Trading

By [Rahul Nambiarupath](#)

5 April 2022, 07:15 GMT+0000

Updated by [Kyle Baird](#)

5 April 2022, 07:15 GMT+0000



### In Brief

CryptoSlam says that 95% of trading comes from wash trading.

LooksRare has a lifetime trading volume of \$22.2 billion.

Chainalysis has previously said that the NFT marketplace is rife with wash trading.

# HOW DOES WASH TRADING WORK?

Movement of tokens/funds in a meaningless manner

Participants are buyer and seller

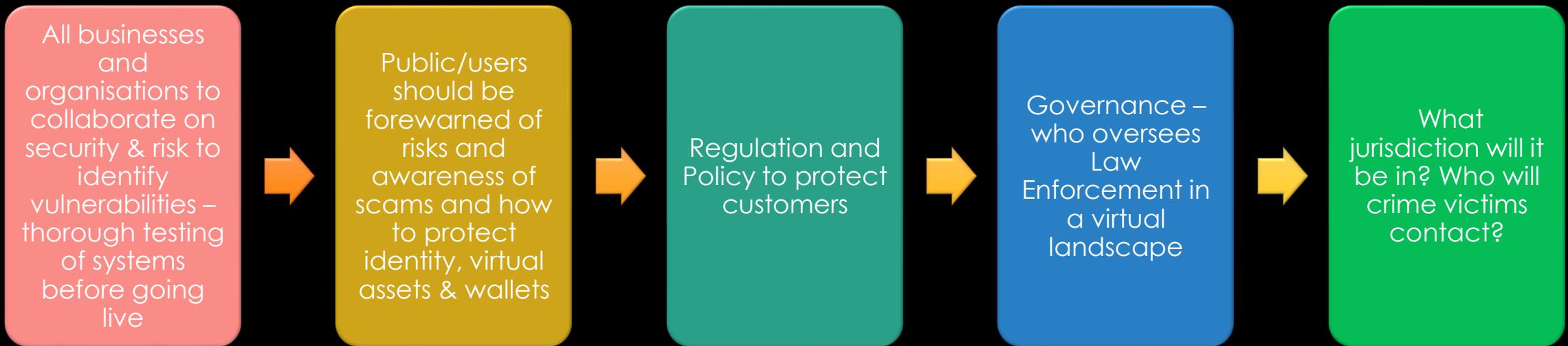
Artificial inflation in price of asset

Trade movement makes it look like it is more desirable than it really is

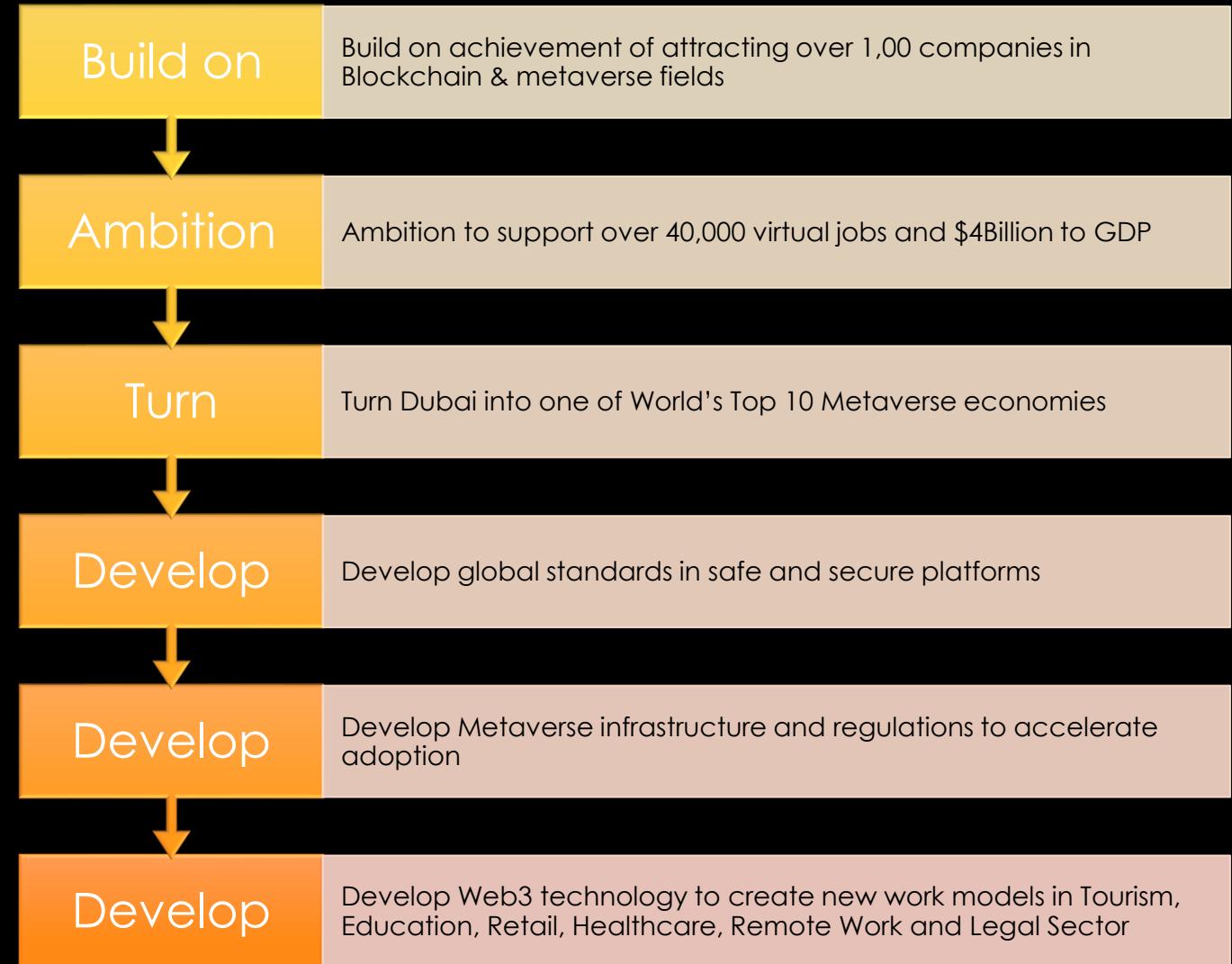
Movements generate fees for the platform additionally

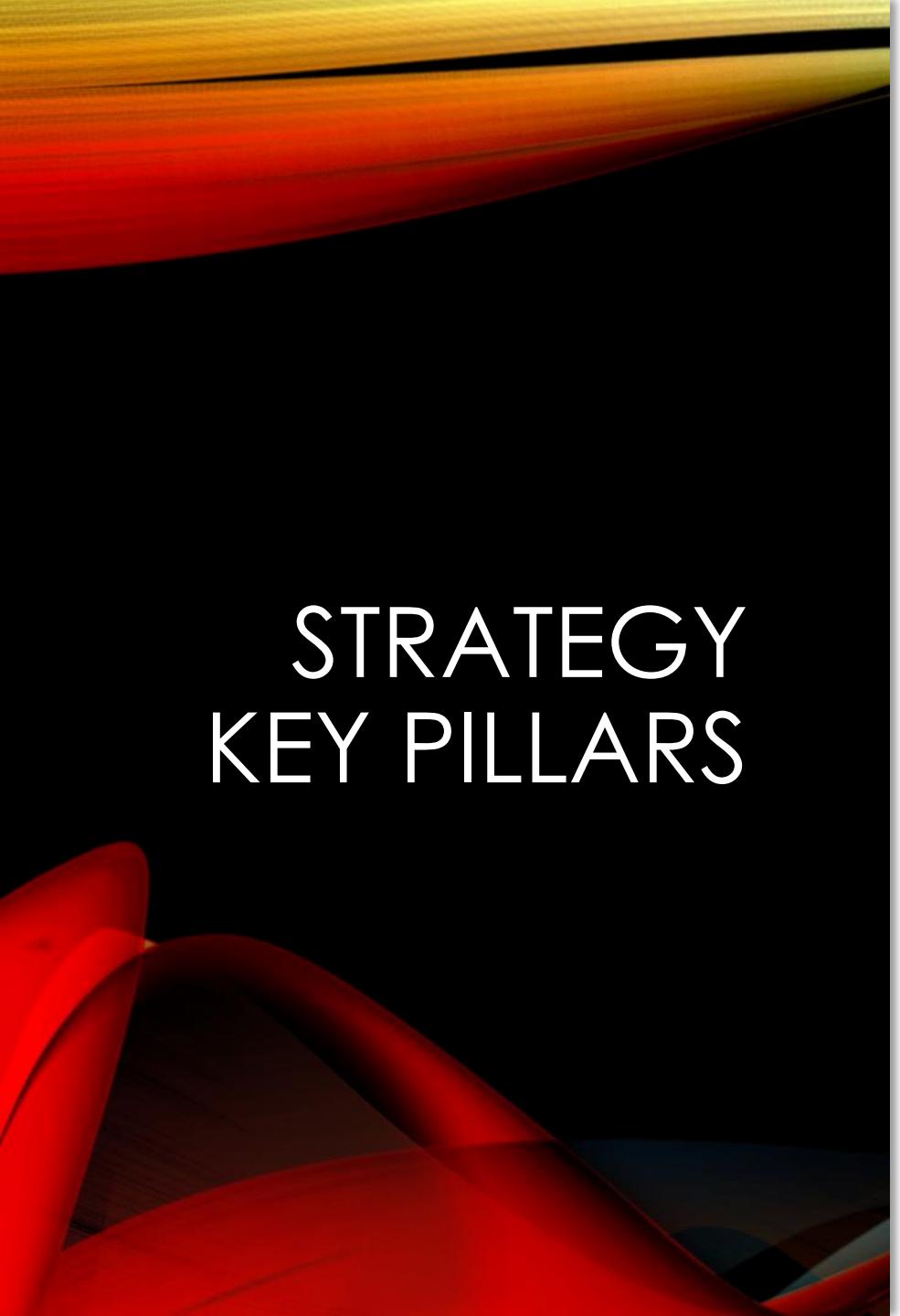
Chainalysis report February 2022 – 262 users sold NFTs to addresses they were associated with

# WHAT NEEDS TO BE DONE TO MAKE THE METAVERSE SAFE?



# DUBAI METAVERSE STRATEGY





# STRATEGY KEY PILLARS

Extend reality – blending of physical and virtual world

Augmented Reality - AR

Virtual Reality – VR

Mixed Reality

Digital Twins – virtual representation of an object or system

# UAE STRATEGY & INITIATIVE

- The strategy aims at leveraging real-time data using machine learning and IoT, and employing AI simulation and blockchain to enhance human thinking process

 Hamdan bin Mohammed   
@HamdanMohammed · [Follow](#)   
الإمارات العربية المتحدة حساب حكومي رسمي 

I attended the Dubai Metaverse Assembly at the Museum of the Future today. More than 500 global experts are in Dubai to design the future of the metaverse and explore its potential applications. Dubai remains a global hub for testing and developing future technologies



1:23 PM · Sep 28, 2022 

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ANY QUESTIONS?

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GREG KELLY

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TECH ENABLED MONEY LAUNDERING SME

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ILLICIT FINANCE STRATEGY

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HMRC FIS