



METaverse  
A BVDW COMMITTEE

# THE CORPORATE PLAYBOOK TO ENTER THE METAVERSE

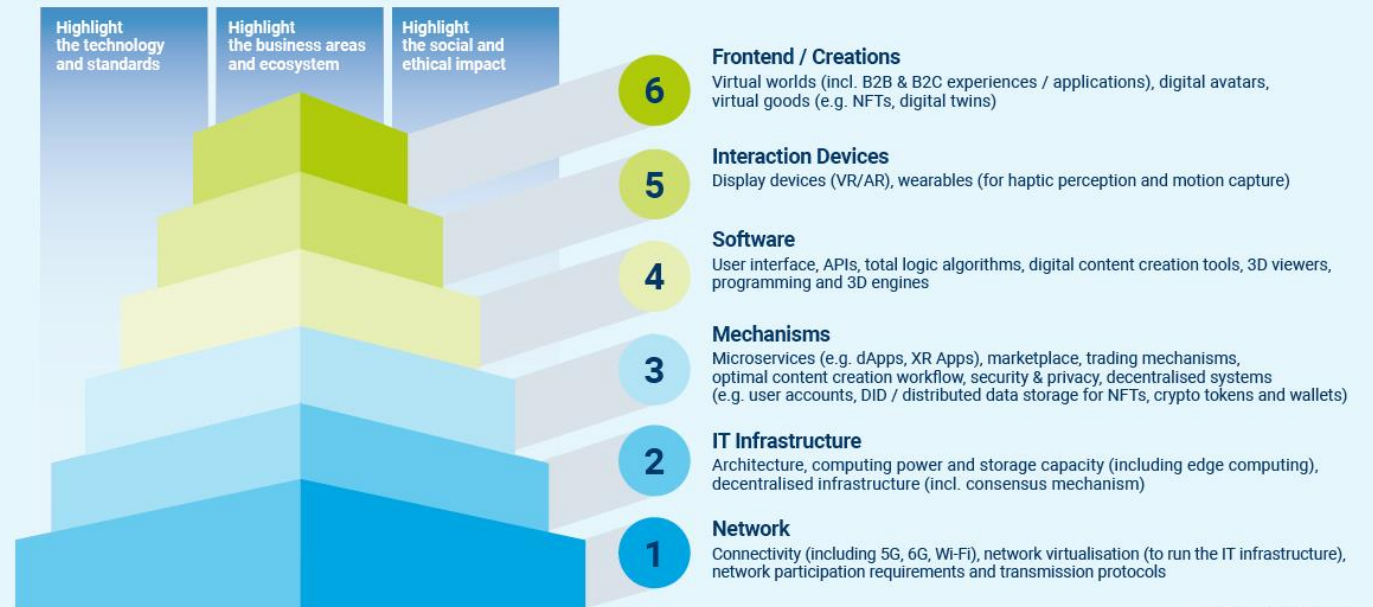


# METaverse DEFINITION & FRAMEWORK



The ultimate vision of the Metaverse is a decentralized, interoperable, persistent and immersive digital ecosystem with unlimited user capacity. It will co-exist both in an augmented as well as a truly virtual version as an expansion to the physical world. The fully developed Metaverse will converge with real life and fundamentally change our society and the way we connect, work, live and interact with brands.

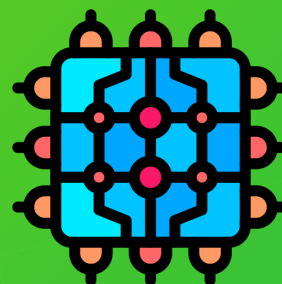
## The Metaverse Components



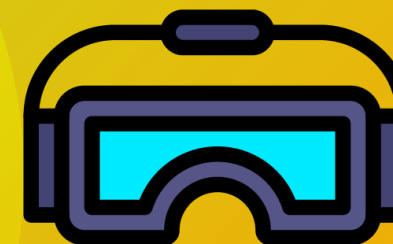
#digitalexperten



**ENABLER**



**CREATOR**



**USER**

**THREE MAJOR POSITIONING OPTIONS  
TO JOIN THE METAVERSE**



## DEEP DIVE ENABLER

### SCOPE

Corporations could take on an enabler role by providing required technology elements, IT infrastructure, network capabilities or the necessary hardware in order to power and secure the Metaverse ecosystem

### RELEVANT INDUSTRIES

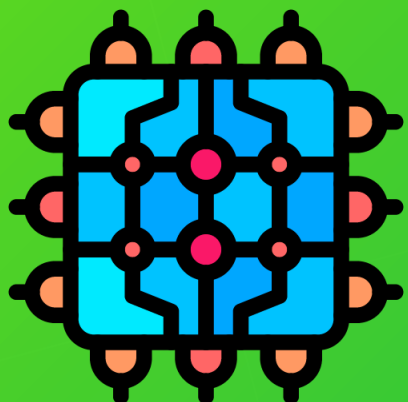
Telecommunication, Cloud Provider, Hardware Provider, Chip manufacturer, Software Provider

### RELEVANT ELEMENTS

- **Network:** Connectivity (5G, 6G, WiFi)
- **IT Infrastructure:** GPUs, Edge Computing, Cloud Infrastructure
- **Software:** AI, Blockchain, APIs
- **Interaction Devices:** Mobile, PC, xR Headset, Haptic & Movement devices/ sensors

### BEST PRACTICES

- [Meta reveals their latest prototype VR Headsets](#)
- [HaptX Gloves bring industrial-grade haptics and natural interaction to VR](#)
- [Qualcomm Announces \\$100M Snapdragon Metaverse Fund](#)



## DEEP DIVE CREATOR

### SCOPE

Corporations could take on a creator role and contribute with relevant tools and services which can be used by creators to develop content, assets and applications to improve the end user experience.

### RELEVANT INDUSTRIES

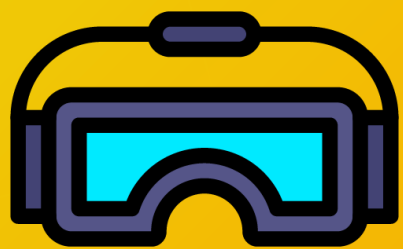
Platform Provider, Design Software provider, Finance marketplace, Payment provider, Design Studios, Advertising, Event & Music Organizer

### RELEVANT ELEMENTS

- **Frontend & Experiences:** Virtual Spaces, Avatars, Assets
- **Software:** 3D Engines, Design tools, UI, Geospatial Mapping
- **Mechanisms:** Microservices, marketplace, workflow, Ad-Networks, Ratings, Identity management, Payment

### BEST PRACTICES

- Decentraland organized first virtual Fashion Week when brands such as Tommy Hilfiger, Dolce & Gabbana, Estée Lauder participated
- Stage 11 creates digital concert stages to provide digital concerts with David Guetta and other artists:



## DEEP DIVE USER

### SCOPE

Corporations could take on a user role to experience the rising opportunities (e.g. for marketing, branding, retail purposes) while setting up own initiatives as well as participate in existing experiences (in existing worlds / spaces)

### RELEVANT ELEMENTS

**Frontend & Experiences:** Communications, Games, Social, sports, Concerts, Theatres, Cinemas, Shopping, travel, work, and many more

### RELEVANT INDUSTRIES

Actually, all industries are affected and can take a user role (especially luxury goods, consumer electronics, fashion)

### BEST PRACTICES

- German military was making a booth in Decentraland and was giving away free shirts for avatars
- Samsung is already making all of its PR-release presentations in virtual spaces
- BMW developed its own virtual space to provide virtual showrooms to their potential customers



## CLARIFY

Clarify how the Metaverse ecosystem may impact your strategy and creates sustainable advantages for you.

## UNDERSTAND

Understand how your current value proposition will evolve & what Metaverse assets /capabilities you may have (incl. how to monetize them).

## DEFINE

Define a strategy to position (how to contribute) & defend (identity protection) your business and consumers.

**THE 3 STRATEGIC PILLARS**  
TO BE CONSIDERED BY CORPORATIONS  
TO PREPARE FOR THE METAVVERSE  
PLAYGROUND





## FORM A TASK FORCE

Bring together experienced and passionate people to work on the Metaverse vision & strategy. Establish transparency on ongoing activities.

## INCREASE AWARENESS & EDUCATE

Organize demo & educational sessions within the organization to increase internal awareness, foster continuous development & understanding of employees on that topic.

## START SMALL & DEVELOP PROTOTYPES

Based on current activities, new use cases should be defined & take small steps while developing prototypes.

**OPERATIONAL STEPS  
CORPORATIONS NEED  
TO MAKE TO POSITION  
THEMSELVES ON THE  
METAVVERSE PLAYGROUND**



## OPERATIONAL STEPS CORPORATIONS NEED TO MAKE TO POSITION THEMSELVES ON THE METAVERSE PLAYGROUND

### ADOPT & HIRE TALENTS

Include Metaverse components / skill sets on the HR agenda and to be sure to identify internal talents, foster widespread adoption and hire external talents.

### WIN WITH WINNERS

As the Metaverse will be an ecosystem and not build by just one corporation, set-up partnerships and alliances now!

### BE VISIBLE

Position yourself externally that Metaverse is on your radar & show to the local and global community what you are doing to promote and evaluate opportunities.



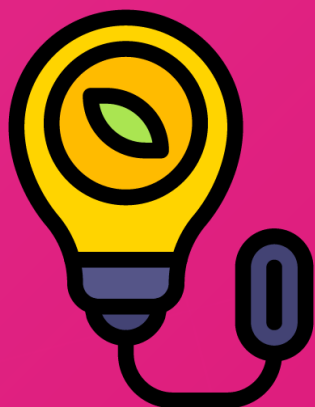
Companies can take multiple roles and become an enabler, creator and user (Depending on corporate capabilities & their value proposition)!

Corporates need to define metaverse experience principles which will impact their business model.

Empower, upskill or hire talents which have the required skill sets to be an enabler, creator or user.

Web 2.0 monetization frameworks should not be applied to web 3.0 applications, as it would distract creators and users to contribute & participate.

● GENERAL CALL TO ACTION ●



## CALL TO ACTION ENABLER

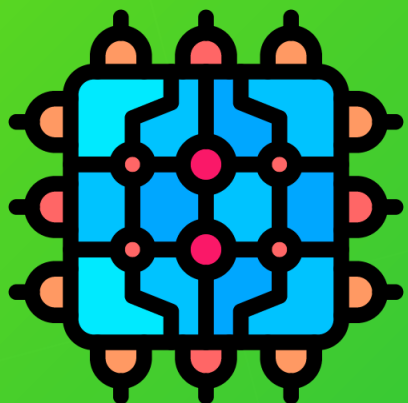
### “GERMANY NEEDS RELIABLE TECHNOLOGICAL PROVIDERS BETTER SOONER THAN LATER!”

The existing network capabilities needs to be expanded to ensure seamless and robust quality experience in the metaverse

While enabling the Metaverse human-centric & customer-oriented developments should be in focus.

While providing enabling assets, platform & application neutrality is key

Corporates should aim to become the main access point in specific enabler areas, but should ensure an interoperable framework (see MetaMask)



# CALL TO ACTION CREATOR

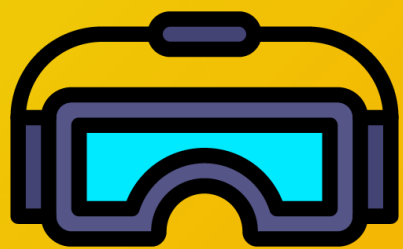
**“BE BRAVE! CREATE YOUR OWN TESTS,  
FAIL AND START CREATING AGAIN.”**

Try new ways to connect your core business with the digital world, e.g. fashion brands provide clothes, construction companies provides houses.

Rethink your KPIs! Metaverse projects are R&D projects and will become profitable on the long-term.

Aim to improve 3D engines/software by deploying most recent standards & aim to simplify 3D content production process.

The ambition should be to offer decentralized virtual spaces.



## CALL TO ACTION USER

**“BE OPEN MINDED TO COLLABORATE WITH PARTNERS - ROME WAS NOT BUILT IN A DAY, EITHER.”**

Be courageous and have the first mover advantage: Be creative and open-minded to produce buzz and attraction in an attention-based virtual economy!

Enhance your communities with added value in your events while providing virtual benefits for your customers (e.g. airdrops, wearable NFTs)

Keep focused on results, but do not be discouraged by initial failures

Collaboration is key for the success with events in the metaverse (e.g. Decentraland fashion week, where several fashion brands created a joint event)



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# TEAM LAB METaverse: ECONOMY



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A BVDW COMMITTEE

## CONTACT

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## About the BVDW

The German Association for the Digital Economy (BVDW) is the central body for the representation of the interests of companies that operate digital business models and whose value creation is based on the implementation of digital technologies. As the driving force, guide and accelerator of digital business models, the BVDW represents the interests of the digital economy towards politics and society and campaigns for the creation of market transparency and framework conditions that encourage innovation. With figures, data and facts, its network of experts provides orientation for a central area of the future. Besides DMEXCO and the German Digital Award, the BVDW organises a multitude of professional events. With members from many different industries, the BVDW is the voice of the digital economy.