Long live the Metaverse
BFSI Symposium

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Who am I?

Em (Emanuele) Colonnella

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www.linkedin.com/in/emcol/
onemetaverse.finance
A 191 years old global leading insurer with a solid innovation footprint

Central Innovation Team

Enable and drive Innovation as a catalyst to drive fundamental business outcomes

2022 Premiums

€81.5 BLN

618B Assets under Management

82+ thousands employees

50 countries

69 million customers
Meta...what? Metaverse!

<<A series of immersive 3D digital worlds that exist in the cloud where people and businesses can connect, interact and transact.>>

- Em Colonnella (Oct. 2022)
Not completely new.. then why now?

1989
World Wide Web
Tim-Berners Lee invents the World Wide Web (www)

1995
Virtual Boy
The first portable video game console developed and manufactured by Nintendo

1999
Film: Matrix
The creation of AI led the way to a race of self-aware machines that imprisoned mankind in a virtual reality system—the Matrix.

2003
Second Life
an online multimedia platform that allows people to create an avatar and have a second life in an online virtual world

2004
Roblox
Roblox, an online platform that allows users to create and share games is launched

World of Warcraft
a massively multiplayer online role-play game is released by Blizzard Entertainment

2013
Ethereum
Ethereum, a decentralized open-source blockchain with smart contract functionality is launched

2015
Decentraland’s first iteration of an online virtual world is created

2016
Pokemon Go
A game that uses augmented reality technology, takes the world by storm

Neuralink
A neurotechnology company that develops implantable brain-machine interfaces (BMIs) is co-founded by Elon Musk

2021
Facebook becomes Meta
Facebook rebrands its corporate name to Meta to reflect its focus on building the metaverse

2022
Microsoft acquires Activision
Microsoft announces that it intends to acquire Activision for 68.7 billion dollars, a deal that will make Microsoft one of the biggest gaming companies in the world.

Technological readiness

Social readiness
Kids these days...
Why are we all talking about this?

In 2021, venture capital and private-equity funding into the metaverse reached $13 billion.

By 2030, the value of the metaverse could reach... $5 trillion.

In 2022 already, investment into the metaverse space is more than double what it was in all of 2021: >$120 billion.

Source: McKinsey Insights → Value creation in the metaverse report (June 2022)
Where are we?

VISIBILITY

Peak of Inflated Expectations
Plateau of Productivity
Slope of Enlightenment
Trough of Disillusionment
Technology Trigger

TIME

### What can you do and where to start?

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
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<tbody>
<tr>
<td><strong>Branding &amp; advertising</strong></td>
<td><strong>Internal Interactions</strong></td>
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<td>- Establish a presence</td>
<td>- Enhanced collab. tools</td>
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<td>- Strengthen our brand</td>
<td>- Virtual training &amp; onboarding</td>
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<td>- Attract talents</td>
<td><strong>Products &amp; Services</strong></td>
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<td><strong>Education</strong></td>
<td><strong>External Operations</strong></td>
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<td>- Awareness and understanding</td>
<td>- Omnichannel experience</td>
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<td>- Client onboarding and Claims mgmt</td>
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<td>- Digital Twins UW</td>
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<td><strong>New asset classes</strong></td>
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<td></td>
<td>- New alternative investment asset classes</td>
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<td>- Tokenisation</td>
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Warning!
Will the Metaverse be the saviour of the London market?

Hype

Reality
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