

Long live the Metaverse BFSI Symposium

May 4th, 2023

Emanuele Colonnella Innovation Lead @ Generali Head Office

Who am I?



Em (Emanuele) Colonnella

Innovation Lead @Generali



www.linkedin.com/in/emcol/





2

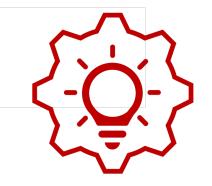
A 191 years old global leading insurer with a solid innovation footprint

2022 Premiums €81.5 BLN

618B Assets under Management
82+ thousands employees
50 countries
69 million customers

Central Innovation Team

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



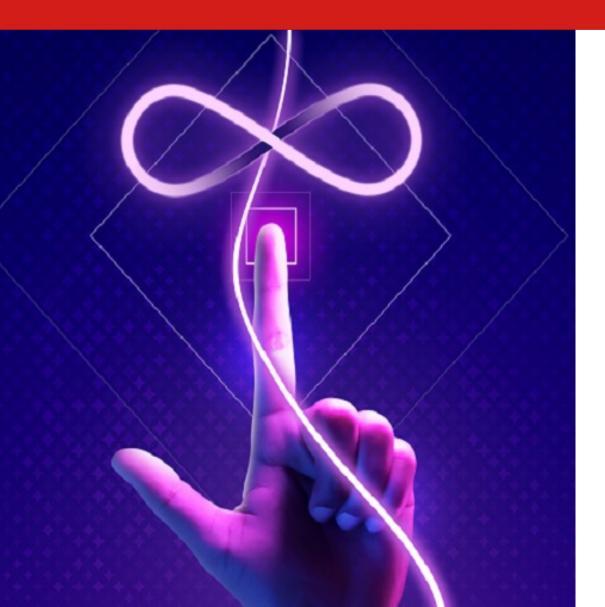


Build and maintain the machine

Explore and guide



Meta...what? Metaverse!

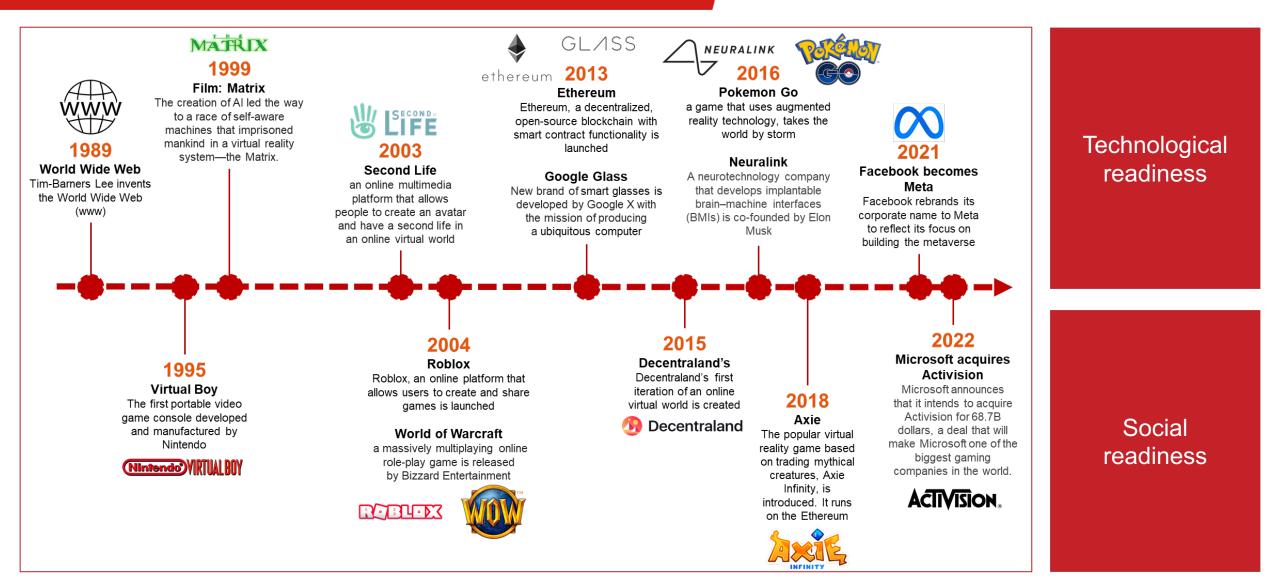


<<A series of immersive 3D digital worlds that exist in the cloud where people and businesses can connect, interact and transact.>>

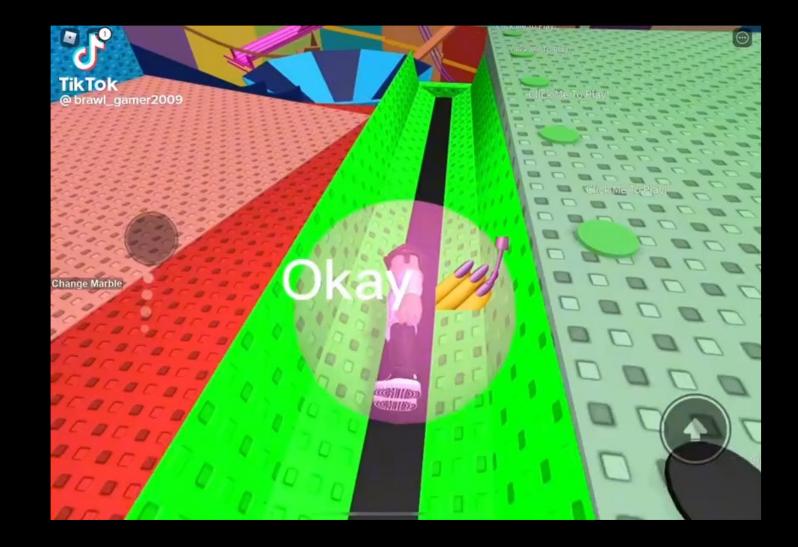
- Em Colonnella (Oct. 2022)



Not completely new.. then why now?



Kids these days...



Why are we all talking about this?

McKinsey & Company

In **2021**, venture capital and private-equity funding into the metaverse reached

\$13 billion By **2030**, the value of the metaverse could reach...



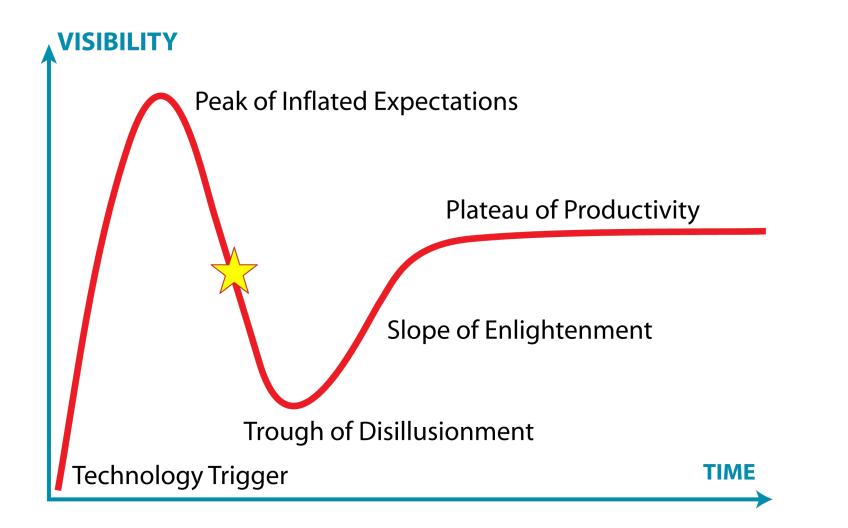
In **2022** already, investment into the metaverse space is more than double what it was in all of **2021**



Source: McKinsey Insights \rightarrow Value creation in the metaverse report (June 2022)



Where are we?





8

Image source: Wikipedia

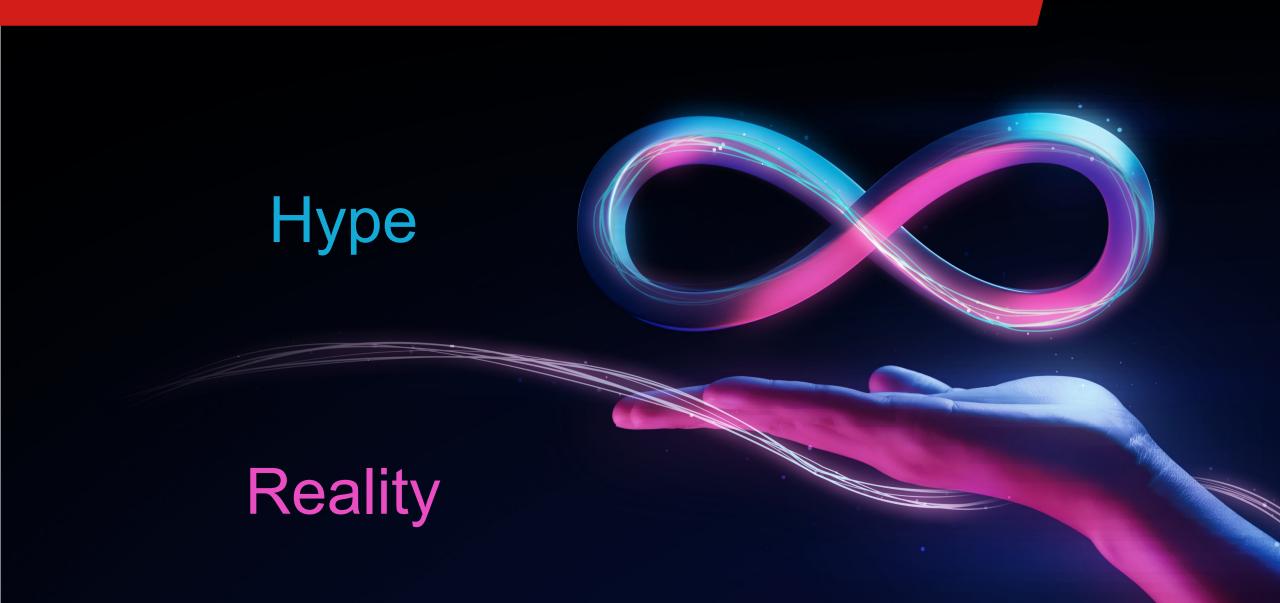
What can you do and where to start?

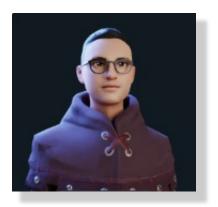
High		Readiness / Maturity		Lc
Branding & advertising	Internal Interactions	Products & Services	External Operations	New asset classes
 Establish a presence Strengthen our brand Attract talents 	 Enhanced collab. tools Virtual training & onboarding 	 Property, BI, Life & Health products Protection Services 	 Omnichannel experience Client onboarding and Claims mgmt Digital Twins UW 	 New alternative investment asset classes Tokenisation
Education		•		



.

Will the Metaverse be the saviour of the London market?





Emanuele (Em) Colonnella

Innovation Lead @Generali

emanuele.colonnella@generali.com

m www.linkedin.com/in/emcol/

onemetaverse.finance

