



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

2022 Premiums

€81.5
BLN



618B Assets under Management

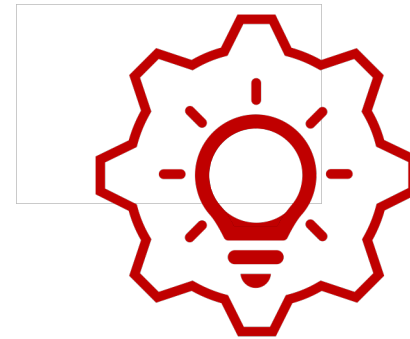
82+ thousands employees

50 countries

69 million customers

Central Innovation Team

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

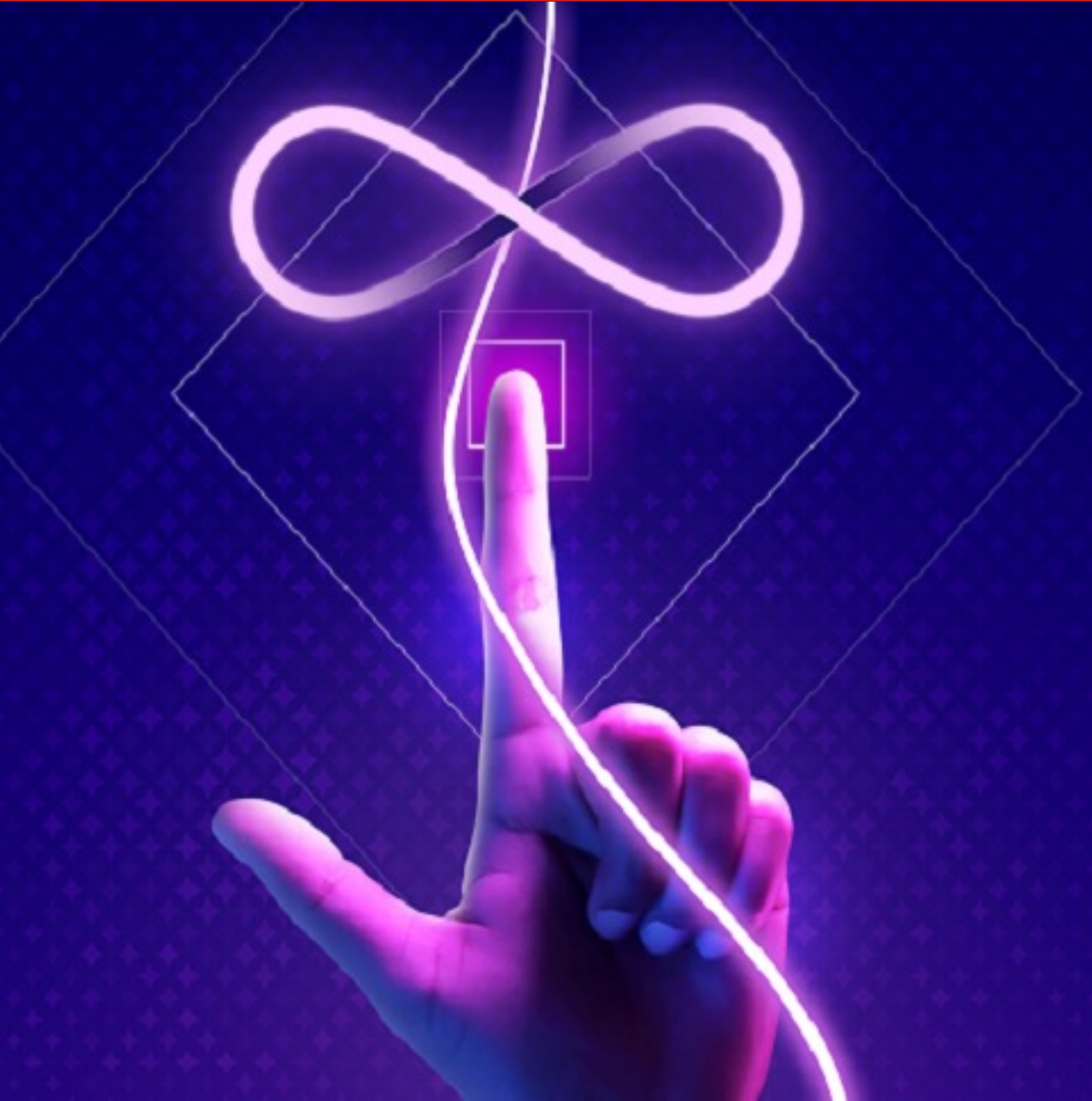


*Build and maintain
the machine*



Explore and guide

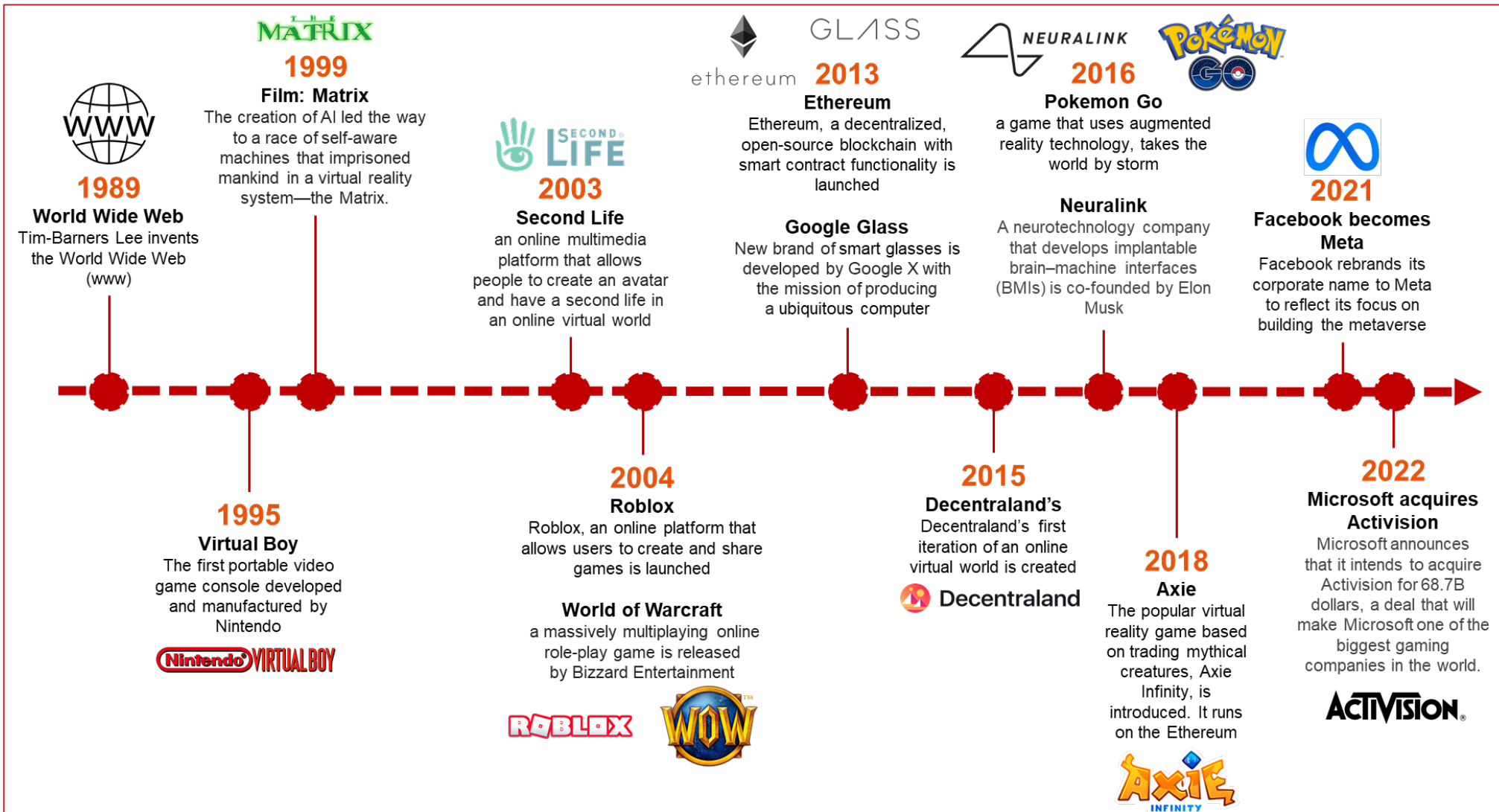
Meta...what? Metaverse!



<<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)

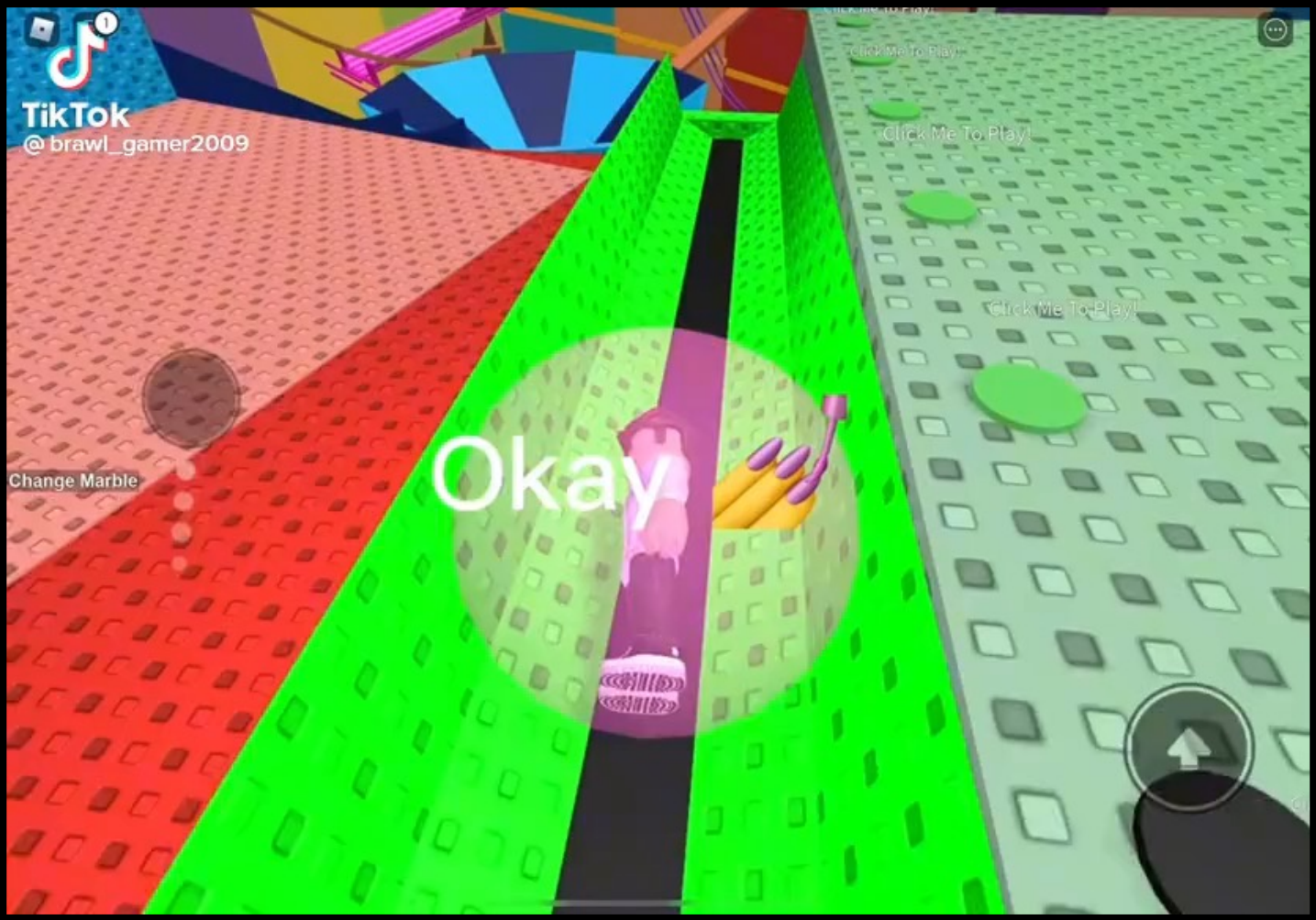
Not completely new.. then why now?



Technological
readiness

Social
readiness

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...

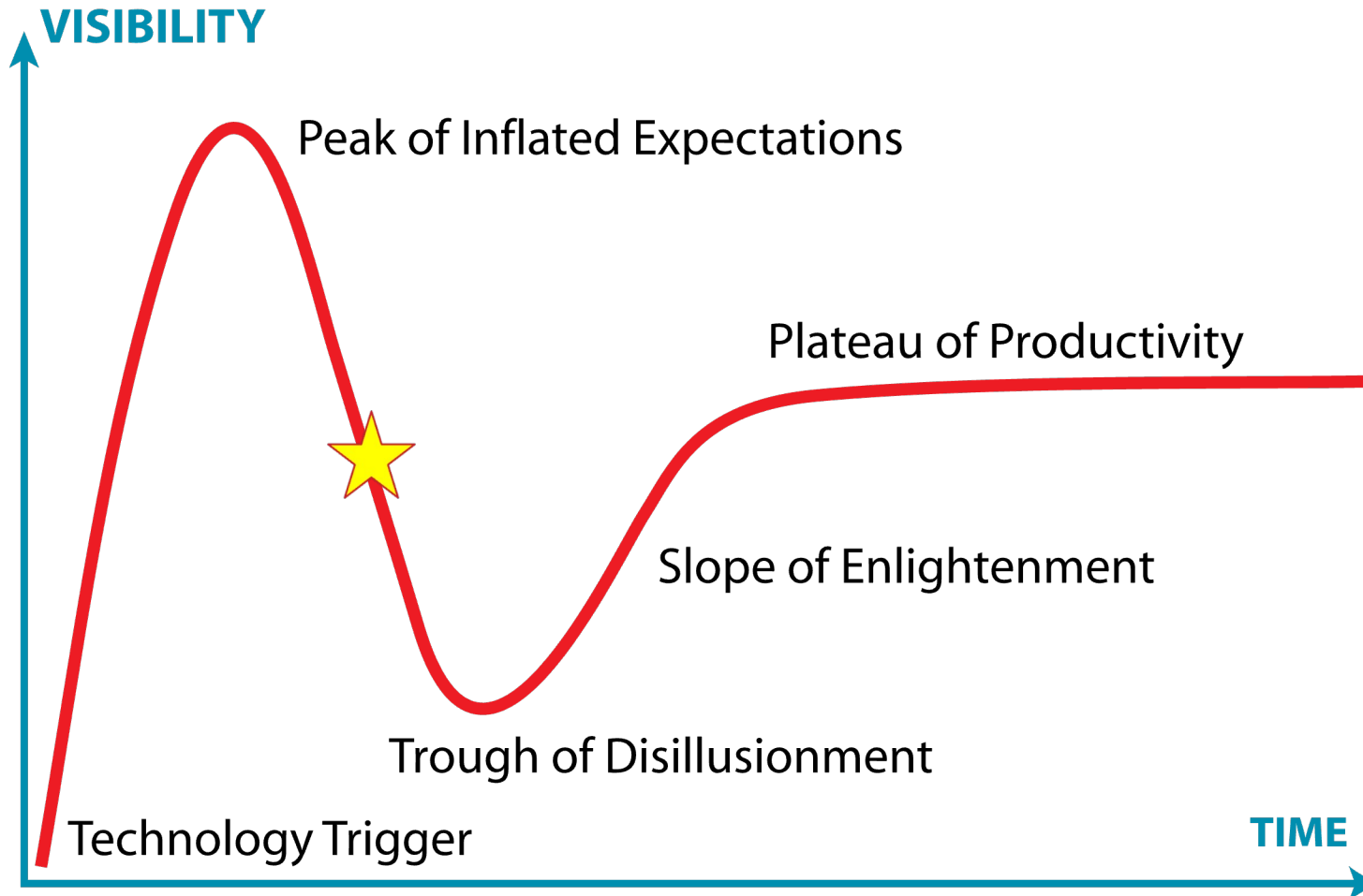
~\$5 trillion

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

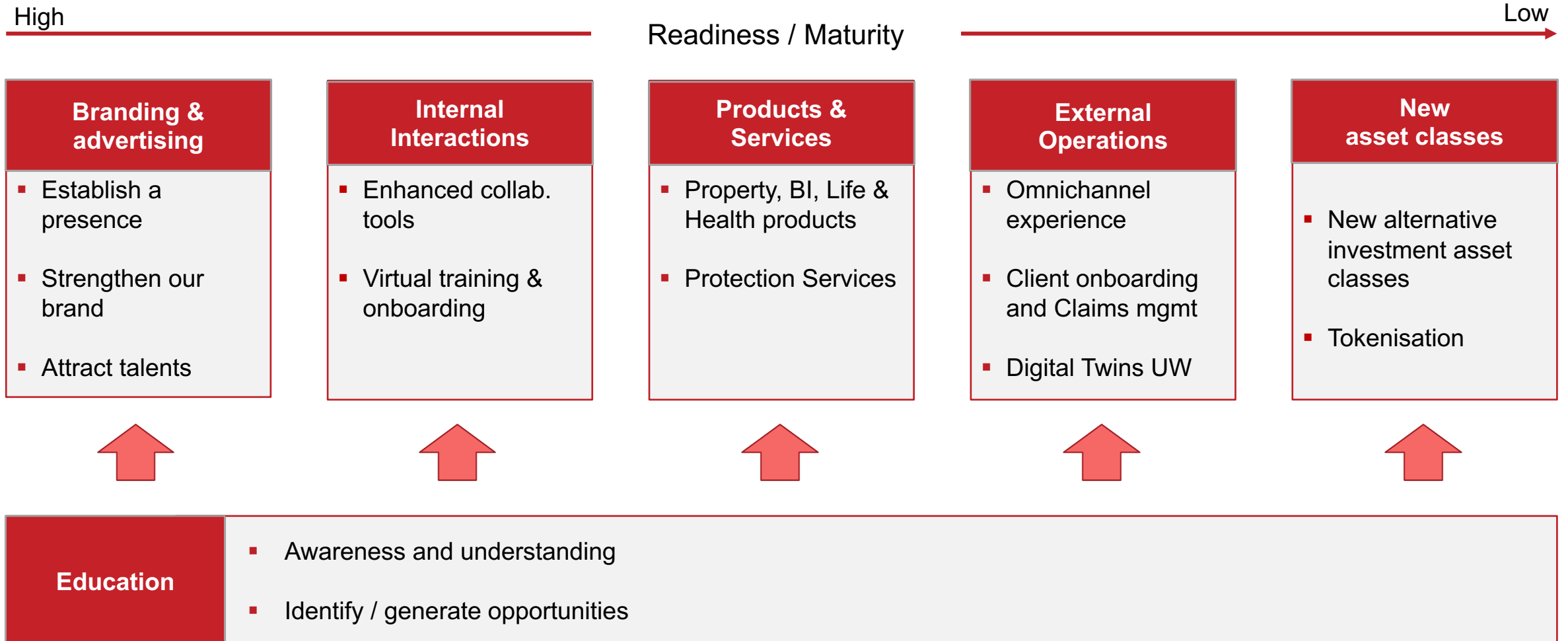
>\$120 billion +

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

Where are we?



What can you do and where to start?



Will the Metaverse be the saviour of the London market?

Hype



Reality





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