

The Black Box Institute

The Business of The Metaverse
PART 3: Gaming in The Metaverse

Nov 22nd, 2022

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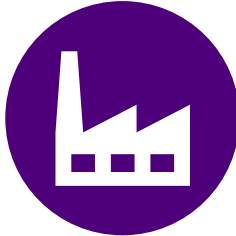
The gaming industry interacts with nearly all other industries in the Metaverse. A study by EY found that 95% of executives believe that non-gaming companies will benefit from following how gaming companies are engaging with the Metaverse and applying that to their own industries.



Education



Entertainment



Manufacturing



Automotive



Fashion



Financial



Real Estate



Retail



Gaming

While the Metaverse can simply be experienced with a computer, the growing VR hardware space can bring gaming experiences in the Metaverse to the next level. This presents new opportunities for technology companies' range of products.



The Meta Oculus Quest 2 is one of the most well-known virtual reality headsets. The device is relatively affordable at about \$300 but still provides high quality VR imaging.



The HTC Vive Pro Focus Plus is a pricier option at about \$900 but has nicer features such as softer face cushions and more advanced lenses to enhance user experience.

Several games and platforms have expanded their gaming environments to include aspects of the Metaverse such as immersive virtual concerts and NFT shops:

FORTNITE

Fortnite is an online, multi-player battle royale game developed by Riot Games. They have partnered with fashion brands for avatar skins as well as various artists to enhance virtual concert experiences.



Roblox is an online gaming platform that allows users to create their own games and participate in other players' games and events. Users have published over 20 million games on the platform and increasingly have access to NFTs related to sports, fashion, and more.

Other games have been developed specifically for the Metaverse, allowing users to build their lives in a virtual gaming space:



Decentraland

Decentraland is a virtual gaming world built on the Ethereum blockchain where users can trade virtual assets such as land, clothing, and accessories using MANA cryptocurrency. Additionally, users can develop their estates and explore others' habitats.

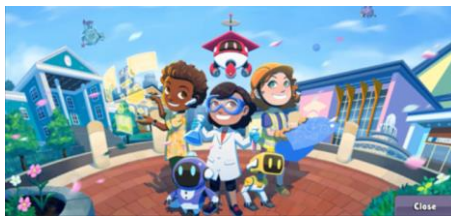


The Sandbox is another metaverse gaming environment on the Ethereum blockchain that allows users to build and monetize their gaming experience with SAND cryptocurrency.

Gamified Learning



Stemuli is an educational technology company that created the first game-based learning metaverse in the United States. Students earn tokens after completing assignments in the gaming environment, and the program's analytics engine provides real-time data on students' progress in subjects such as Science, Math, and English Language Arts.



The gaming environment makes learning more interactive, allowing young students to better absorb new information.

Training Programs



Volkswagen uses VR technology to train more than 10,000 employees and help develop more efficient workflows.

Employees complete tasks within a certain time frame in the virtual game environment such as installing a door or a brake.

The gamified nature of these training programs enables employees to become more engaged in learning new job tasks. Additionally, virtual training programs can reduce safety risks and excess material use.

Gamified training programs can be used to train employees across all industries including retail, financial services, and manufacturing.

NFT Game Esports



Esports and video streaming platform VeraEsports partnered with Axie Infinity to host the GalAxie Cup 2022, a competitive esports tournament.

Axie Infinity is a Pokémon-inspired NFT video game developed by Vietnamese studio Sky Mavis. The game follows a play-to-earn model, which allows players to earn Ethereum-based cryptocurrency as they complete actions such as collecting, breeding, and raising digital NFT pets.

As NFT games become increasingly popular, streaming platforms and media companies will be able to capitalize on various NFT gaming events.

NFT Land and Shops



Voxels, formerly Cryptovoxels, is an NFT-based gaming metaverse built on the Ethereum blockchain — similar to popular metaverses Decentraland and The Sandbox.

Players can buy virtual real estate in the form of NFTs, build on their land, and customize their avatar with various accessories from NFT shops.



With gaming at the forefront of the Metaverse, opportunities for growth and improvement are virtually limitless across industries.





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