DEMYSTIFYING THE METAVERSE MADNESS



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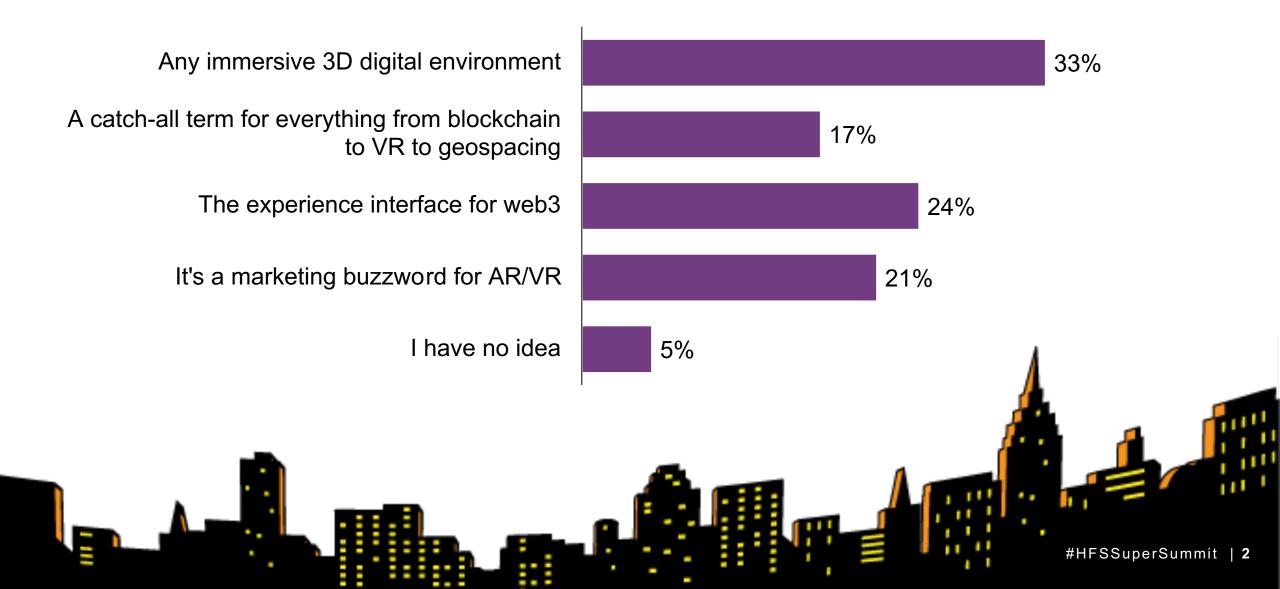
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Audience poll – What is the "Metaverse"?



ne true metaverse remains in the realm of interesting thought experiments

More hype than value

Invest if you want a highrisk high-reward but they don't do much

Least

Interesting thought experiments

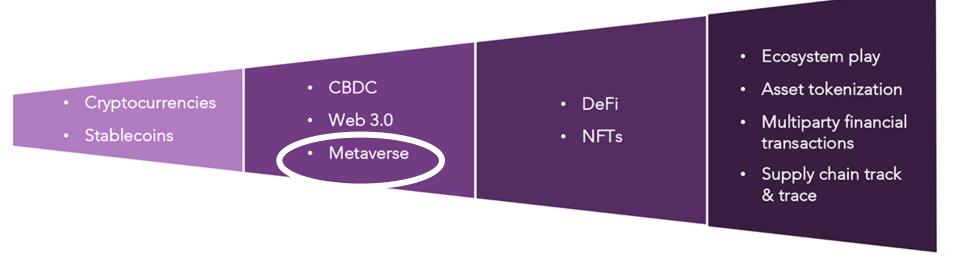
Potentially gamechanging but more philosophical as of now

Pilot and prove

Technology exists but needs a robust business strategy

Ready for primetime

Already proven to drive business outcomes and new sources of value



Current value creation potential for enterprises

k the experts

- How do you define metaverse? How far away is it from becoming a reality?
- Can you give us an example of the metaverse to make it real for us?
- How are metaverse and web3 linked? Or are they?
- How will our life and ways of working change?
- What are biggest stumbling blocks for us to avoid?
- What can enterprises do to prepare?

About HFS

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HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries. Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.



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