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CURATING THE WEB3 ECONOMY IN THE MIDDLE EAST

In the Crypto Oasis, we have created global platforms to foster creativity, entrepreneurship, and collaboration in Web3 and the Metaverse. These initiatives have been designed to bring together prominent voices from the Web3 design, metaverse, and gaming community space. While we share insights and experiences, we get a chance to network and educate each other on the Web3 revolution.

The Web3 renaissance is being heralded by technological innovations such as NFTs. NFTs (Non-fungible tokens) are ground-breaking for the digital economy, the art world, and the gaming universe. The fact that they enable digital asset ownership, has enabled multiple industries, especially art, collectibles, and gaming.

Allowing individuals to own their digital assets has brought a new economic incentive to the crypto world and the NFT market is set to be worth USD 231 Billion in 2030. NFT projects, blockchain gaming, play-to-earn games, fractionalisation of art, and democratising art are some of the opportunities that we realise can leverage Blockchain and give power back to the creators through decentralised tech.

We have two initiatives that have helped create spaces to acknowledge the multiple dimensions of real-world application of Blockchain technologies especially in art and gaming. We have been adding to Dubai's vibrant Web3 community with:

- arte - a Web3 Meta Community
- Crypto Oasis Games Guild - an ecosystem for game makers and service providers

arte

arte is a dynamic community-driven initiative that fosters collaboration and knowledge sharing among individuals in the Web3 space, including artists, investors, collectors, blockchain specialists, and Metaverse enthusiasts. It serves as a hub for staying updated on the latest news and trends, while also educating the wider public on blockchain technologies.

As the art industry has become increasingly intertwined with the crypto market and the emergence of NFTs in 2020, arte provides a much-needed space for various communities to connect, collaborate, and showcase their creativity and entrepreneurship in the Web3 ecosystem. Its global community offers a platform for even the smallest projects to gain exposure and interact with the industry and community.

With the art industry playing a vital role in shaping the virtual design of the Metaverse, arte brings together all the essential players in the Web3 universe, creating opportunities for thought leaders to share knowledge and collaborate.

Arte's weekly meetups held at the Pointe, Palm Jumeirah, have been a significant achievement, with over 100 projects and founders showcased in the past year. The platform welcomes all newcomers, blockchain enthusiasts, and seasoned crypto professionals, creating an inclusive community. Where community members come for the project and stay for the community.

In partnership with the Theatre of Digital Art at Madinat

Jumeirah, we launched arte Talks. A bi-weekly talk series that elevates the thought leadership element to the next level, featuring some of the most exciting emerging voices in art and crypto, delivered in a keynote format to a crowd of Web3 enthusiasts.

Arte Experience has been a pioneering Web3 IP export from the region, with regular meetups and exhibitions held at Trust Square in Zurich over the past six months, showcasing major artists and projects from around the world. This global expansion is set to continue, with arte Experience soon to be held in other countries worldwide.

Crypto Oasis Games Guild

The Crypto Oasis Games Guild is a B2B symbiotic collective of game makers and service providers from all over the world. It was created to be an ecosystem within an ecosystem for the region. It aims to enable businesses in the Web3 gaming industry to create alliances, create mentorships between industry experts and newcomers and build thought leadership in the space. With blockchain games transforming the gaming universe, the Crypto Oasis Games Guild will create opportunities for initiatives to be taken as a collective rather than as individual organisation, in turn having a higher level of success and reach.

Blockchain gaming has experienced tremendous growth in 2022, with activity increasing by 2000% compared to the previous year. Despite challenging economic conditions, the Blockchain gaming sector has surpassed \$3 billion in investments from global investors and venture capitalists. The development of gaming decentralized apps (dApps) is on the rise, while the metaverse ecosystem provides further opportunities for games to shine in the blockchain universe. Integration of blockchain technology in gaming apps is driving market growth and Blockchain games attracted over 1.22 million unique active wallets in March 2022, making up 52% of the total activities in the blockchain ecosystem.

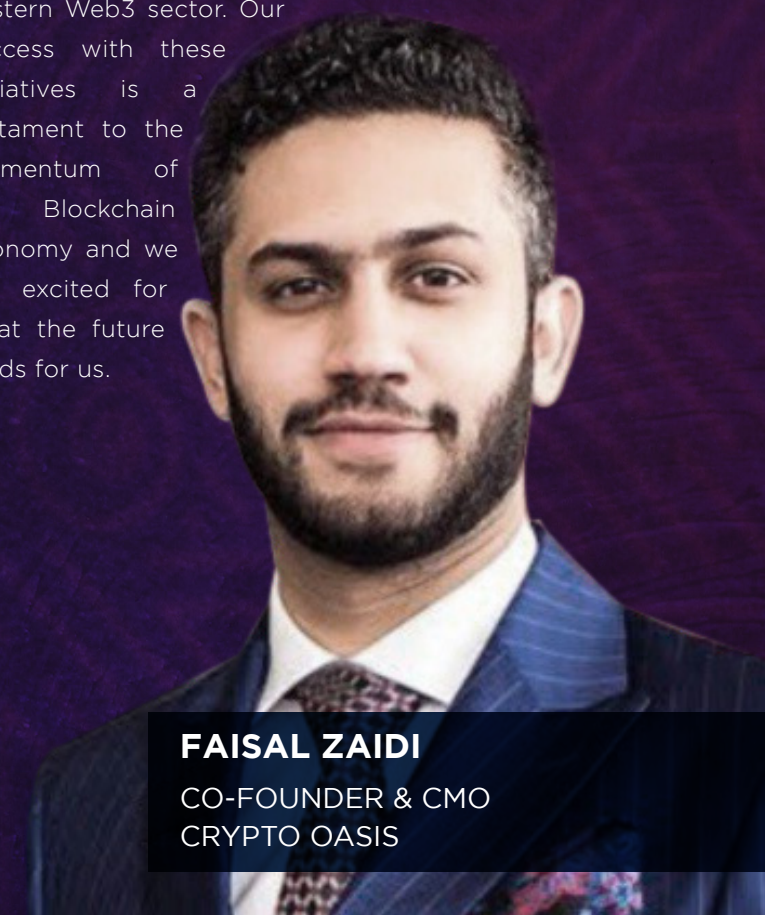
The Games Guild will create leadership in this space with content and events that will educate and inform. We have already completed workshops with Unity, where some of

the Unity leadership came down to give training on new products and showcase some new developments made on the software.

The mentorship provided by industry leaders in the Guild will help design best practices and build tools that will enhance the future of gaming and the metaverse. The Crypto Oasis acknowledges the concept of an open economy and the new business model of Play-to-Earn (P2E) Games that is witnessing exponential growth and is gaining traction as it refines itself over time.

These two ventures in the Crypto Oasis have two primary directives: to educate about the cultural phenomenon that is NFTs, the Metaverse, blockchain, and Web3 and, to provide a platform that helps develop cutting-edge disruptions. arte and the Crypto Oasis Games Guild bring together a strong portfolio of Web3 leaders to help create synergy in the industry and share information readily that otherwise would not be accessible to the ordinary folk.

Members of arte and the Games Guild will play a significant role in the Crypto Oasis ecosystem and contribute to the growth and development of the Web3 community. They will be at the forefront of the vibrant and growing Middle Eastern Web3 sector. Our success with these initiatives is a testament to the momentum of the Blockchain economy and we are excited for what the future holds for us.



FAISAL ZAIDI
CO-FOUNDER & CMO
CRYPTO OASIS

METaverse

The Metaverse is a collection of virtual realms where users meet through Virtual Reality and Augmented Reality devices. The Metaverse offers endless activities: users can hang out, buy property, go shopping for designer goods, enjoy concerts and buy digital art. The term 'Metaverse' isn't new. In fact, it was created by American Sci-Fi author Neal Stephenson in 1992. He used 'Metaverse' to describe a three-dimensional alternate reality in the future.

The Metaverse is impacted by various emerging technologies. These are AI (Artificial Intelligence), the IoT (Internet of Things), 3D modeling, Blockchain, Cryptocurrency and Web3 NFTs (Non-fungible Tokens) are a prominent feature in the Metaverse. These digital assets are created using Blockchain technology. NFTs can represent pieces of digital art, music and virtual property. They are bought and sold in the Metaverse, primarily through Cryptocurrency.

These virtual spaces are on the rise. The total value of the Metaverse was \$47.48bn in 2022. This is expected to reach \$5tn by 2030. An increasing number of companies are investing in the Metaverse each day. The Middle East is trying to foster this growth with the Dubai Metaverse Strategy, which will add Dubai to the list of the top ten Metaverse economies worldwide.

147,000

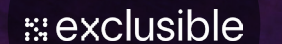
Virtual Land Transactions in
Q1 2023 Reached All Time High

\$5tn

Estimated Market
Value by 2030

\$5bn

Estimated Users
by 2030



PULSE WORLD

ENTER THE METAVERSE WITH PULSEWORLD: A HIGHLY IMMERSIVE AND INTERACTIVE SOCIAL NETWORK

Pulseworld is a Metaverse based social network where users can interact with each other through a highly immersive and interactive virtual environments enabling them to form virtual communities, play games, listen to music, watch videos, discover new places, share experiences, transact and engage in social activities like never before.

Throughout human history, how individuals communicate, engage, discover, learn, transact, and access services have undergone significant changes. Therefore, it is natural that current tools will eventually become obsolete as new and superior alternatives emerge.

The Metaverse represents a potential future breakthrough in technology and the digital world, as it seamlessly blends virtual and physical realities into a shared and persistent online space. This development has the potential to significantly transform the way businesses interact with their customers and carry out operations, offering limitless new opportunities and experiences for both consumers and businesses alike.

In the first five months of 2022, more than \$105bn have been invested in building out Metaverse technology and infrastructure. That's more than double the \$57bn invested in all of 2021 according to a McKinsey report and JP Morgan labeled the industry as a \$1tn market opportunity, while Bloomberg Intelligence calculates

that Metaverse revenue 'could approach \$800bn in 2024'.

We are witnessing a colossal interest and engagement coming from major global industry players ranging from tech giants, financial institutions, luxury brands, real estate markets, art and entertainment companies looking at expending their presence in the Metaverse and looking at it as the new medium that people will use to engage, interact, socialise, and transact.

Pulse recognises this, offering a platform connecting users, creators and brands combining this demand driver with a backend management system leveraging Blockchain technology, Decentralised identity and smart contracts focused creating a shared economical model within the Ecosystem of Pulse and creating more value for everyone participating.

Pulseworld built its Metaverse as a highly immersive and interactive new social network and its model relies on the various participants within its Ecosystem as a recipient of a digital identity (DID) and uses an innovative approach on how intellectual property rights over content can be quired, and payments calculated and executed through smart contracts. These innovations provide a suite of benefits to all the actors within Pulseworld's business case.

Going beyond smart contracts, with the implementation of new protocols such as Hydra and Lightning,

Pulseworld is able to implement micropayments. This will allow content creators to receive a continuous stream of payments as the content is consumed, and the brands sponsoring the content to only be debited what they have paid for. Users who interact with brands will be able to watch their balance increase every time there is a brand sponsored action. This adds a level of interaction that has never been possible, further encouraging brands to invest and participate in the Pulseworld platform.



Mehdi Cherif
Founder & CEO, Pulse World



Bedu

— Token Ticker: **N/A**

Bedu is a Web3 pioneer based in the UAE, providing a wide range of products and services to help its partners build meaningful and innovative Metaverse, Blockchain and NFT solutions. Their team brings decades of international experience and leadership within the Web3 space.



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EMPLOYEES UAE



Dubai, DMCC
LOCATION



D-Labs

— Token Ticker: **N/A**

D-Labs is DAMAC Group's newest initiative which will see the Group enter the Metaverse and build digital cities, as well as offer a range of other services from virtual homes, digital property, as well as digital wearables, and digital jewelry through the company's acquisitions of Swiss jewellers de Grisogono, and Italian fashion brand Roberto Cavalli. The initiative forms part of a larger push by the group towards digital assets and non-fungible tokens (NFTs).



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EMPLOYEES UAE



Dubai, DED
LOCATION



Edverse

— Token Ticker: **EDV**

Edverse is building an advanced and scalable AI powered immersive education Metaverse "edverse". Bringing together the perfect amalgamation of marrying the world of gaming with deep rooted immersive, interactive, and insightful learning experiences.



1
EMPLOYEES UAE



Dubai, (Inception)
LOCATION



Excludible

— Token Ticker: **N/A**

Excludible is a versatile platform that offers a range of innovative services designed to help individuals and businesses navigate the rapidly evolving world of digital assets. At the core of Excludible is Highloop, a cutting-edge CRM solution that provides users with the tools they need to manage their relationships and engage with their customers in a more efficient and effective way. With Highloop, users can streamline their workflow, automate their processes, and gain valuable insights into their customers' needs and preferences.



2
EMPLOYEES UAE



Dubai, (Inception)
LOCATION

LOVELY HUMANS
by GLEAC

THE EVOLUTION OF NFT & BLOCKCHAIN USE CASES

NFTs have advanced significantly since 2021, when we first learned about them. Most people now consider the functionality of NFTs in addition to the artwork when thinking about them.

Let's talk about a few recent, highly intriguing use cases of Blockchain and NFT technology:

Transforming the Legal Patent Filing System

In the field of protecting intellectual property (IP), IBM has explicitly filed patents relevant to patent filing on Blockchain. These patents seek to improve the speed, security, and transparency of the patent application process using Blockchain technology. Details are as follows:

1. Streamlining the application process for patents: Inventors might submit their patent applications directly to the Blockchain using IBM's Blockchain-based patent filing system, without the need for the usual intermediaries like patent attorneys and patent offices. This might speed up and reduce the cost of the application procedure.
2. Increasing transparency: When a patent application is added to the Blockchain, it becomes an unalterable record that is available to the public. Due to the complete transparency and ease of verification of the application's history and its prosecution, this could assist in preventing conflicts and issues over the validity of patents.
3. Increasing security: IBM's Blockchain-based patent filing system may offer more defense against the infringement and theft of intellectual property. In order to avoid illegal revisions and tampering, the system would be made to ensure that only authorised parties could access and amend the records of patent applications.

Helping Us Reach Net-Zero

Imagine your refrigerator and washing machine conversing with one another about which one is turning on and off to ensure controlled energy use. How NFTs and Blockchain can assist us in reaching net zero is as follows:

- NFTs can be utilised to create distinctive digital assets that serve as verifiable carbon offsets. These offsets can be purchased and traded on marketplaces built on the Blockchain, enabling businesses and people to offset their carbon emissions and support green initiatives. Utilising NFTs can improve the market for carbon offsets' transparency and traceability, ensuring that offset projects are authentic and that emissions reductions are properly recorded.
- **Financial sustainability:** Blockchain-based systems can be used to establish digital tokens that reflect sustainable assets, such as green bonds, sustainable agriculture, or renewable energy projects. Investors can promote and fund sustainable projects by trading these tokens on exchanges built on the Blockchain. This might quicken the shift to a low-carbon economy.
- **Transparency in the supply chain:** Blockchain technology can offer traceability and transparency in supply chains, allowing businesses to monitor and confirm the sustainability of their goods and raw materials. This can verify that items fulfill sustainability requirements and help reduce their carbon footprint.

Preserving Human Identity

Life before and after ChatGPT vividly defines the era in which we currently live.

Tokenising human time and wisdom is the process of

developing one-of-a-kind digital assets that represent the labor and knowledge of certain people, such as consultants, coaches, or mentors. On the Blockchain-based Marketplace powered by our lovely humans, these assets can be traded, enabling people to monetise their knowledge and talents in the following ways:

1. Making original digital assets NFTs can be used to produce one-of-a-kind digital assets that symbolise people's labor and knowledge. These assets can be sold in markets built on the Blockchain, enabling people to monetise their knowledge and talents.
2. Increasing transparency and trust: Blockchain technology can give transparency and traceability in the exchange of knowledge, ensuring that the knowledge being offered is reliable and authentic.
3. Cutting out intermediaries people may be able to directly trade their expertise with others via Blockchain-based markets, eliminating the need for middlemen and improving the efficiency of the transaction.

NFT and Blockchain technology have the potential to transform the way we interact with digital assets and create a



Sallyann Della Casa
Chief Identity Hacker, Gleac

EXSCAPE

Exscape

— Token Ticker: N/A

Exscape is a Metaverse based social network where users can interact with each other through a highly immersive and interactive virtual environments enabling them to form virtual communities, play games, listen to music, watch videos, discover new places, share experiences, transact and engage in social activities like never before.



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EMPLOYEES UAE



Dubai, DMCC

LOCATION



Keys MetaMansion

— Token Ticker: KEYS

The KEYS Metaverse is a universe built for the evolution of real estate, business, socialization, interaction, commerce, and entertainment. Their vision is to give users the ability to progress through all the different layers of real estate: from buying land to establishing a residence, starting a business, monetising their assets, hosting events, and socialising. They want to democratise access to the real-estate industry by allowing everyone to participate, regardless of geography, age, race, or socioeconomic status.



3

EMPLOYEES UAE



Dubai, (Inception)

LOCATION



THE METAVERSE REVOLUTION: WILL YOUR BUSINESS BE LEFT BEHIND?

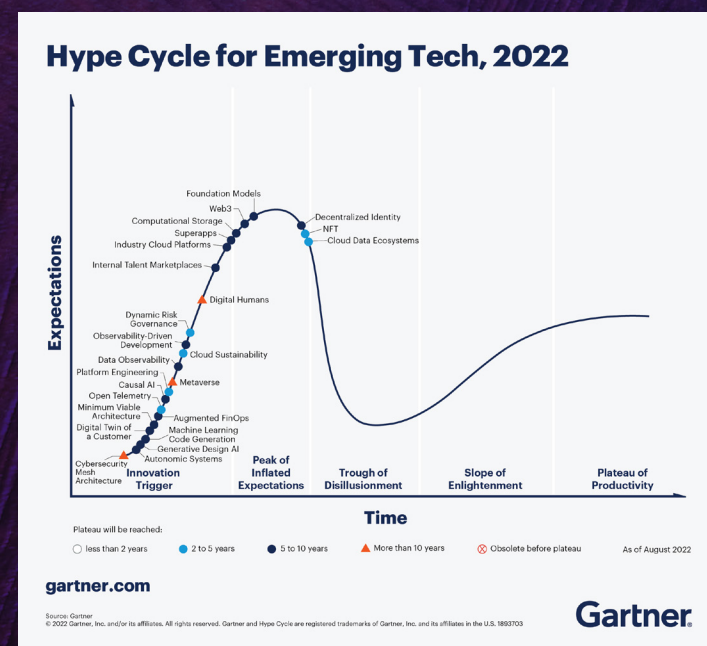
The Metaverse revolution is upon us and is poised to change the way we live, work, learn, and interact. It is not a single entity but rather a continuum of virtual and augmented realities that include social media platforms, immersive ways of learning, online gaming, and other digital experiences. By providing new ways for consumers to connect and socialize, Metaverse is transforming all parts of the business - customers, enterprises, and Ecosystems alike.

Examining How the Metaverse Provides Value for Various Business Use Cases

A recent report by Gartner suggests that 25% of people will spend at least one hour in the Metaverse for work, shopping, education, or entertainment by 2026.

Let's dive into few use cases where businesses see this value work in tandem with their organisational goals.

Employee Onboarding



Human Resources are taking advantage of the Metaverse to offer an immersive and interactive onboarding experience for new employees. This approach revolutionises the traditional onboarding process, allowing new hires to connect with fellow colleagues, explore company culture and values, and gain a deeper understanding of the people and operations of the company.

Rather than a tedious three-hour presentation, new employees are provided with a virtual tour of the company's facilities where they engage in discussions with senior management in a virtual setting, experience the operation of a manufacturing unit, and participate in leisure activities.

Remote Work: Connect, Collaborate, and Communicate

Imagine that your employees are teleported to their colleague's workspace somewhere in the Philippines or Australia to collaborate on a project instead of just typing a Slack text. Think of the possibility of all employees attending town halls with their colleagues' avatars in one big meeting hall or brainstorming sessions with their teams instead of Google Meets. This is all happening in the Metaverse!

A Metaverse developed by Edverse, is enabling companies to rent virtual office spaces hence replacing commuting, high-cost commercial real estate, and high-effort business travel. Spatial technology in Edverse has gained ground as people collaborate in new group settings like virtual boardrooms, auditoriums, and outdoor-inspired virtual spaces that feel natural to them, resulting in increased concentration and stronger memory retention than when people spend all day in video meetings.

Real-World Skillling in Virtual and Hybrid Environments

In virtual worlds, employees are practicing and applying skills in a real-time immersive setting alongside others.

For example, companies are creating immersive real-time

simulations of production facilities, manufacturing plants, and factories to identify issues and improvements in the design and production process.

Companies like Boeing and Airbus have already begun leveraging digital twins to reduce design validation time, accelerate production assembly, and audit end-to-end manufacturing operations without interrupting the real-world supply chain.

Learning in the Metaverse

By bringing education to life, the Metaverse makes learning more engaging, interactive, and fun, leading to better knowledge retention.

The Metaverse is democratising education by providing access to quality education for people who may not have had it before, breaking down physical barriers and geographical constraints. The potential benefits of overcoming the limitations of time and geography are numerous.

For example, colleges in disadvantaged areas are collaborating with distant institutions and receiving much-needed support. Exceptional teachers are now teaching in underserved schools located far away. While schools facing a shortage of teachers in a particular subject are hiring instructors to teach remotely from anywhere in the country.

Additionally, Metaverse provides ambitious students with opportunities to learn from experts unavailable in their local area. For instance, a college student in Ohio is now participating in a seminar led by a professor in Seoul, and students in remote parts of Alaska have the possibility to visit world-renowned institutions like NASA or the Louvre in Paris.

There have been cases seen on Edverse training room where a personal tutor is even conducting sessions with students located in completely different cities without having to travel.

According to a University of Maryland Global Campus survey, some students felt more comfortable speaking to faculty members and peers while using virtual reality technology. This was particularly true for students who experience anxiety or have difficulty with in-person interactions, such

as those with agoraphobia or PTSD. The technology is also playing a pivotal role in providing opportunities for lifelong learning and upskilling in a rapidly changing job market.

Applying the Metaverse in education also presents opportunities for research and development. Universities are using IXR Labs virtual simulations to study complex phenomena that are otherwise challenging or impossible to study in the real world. This has led to new discoveries, insights, and innovations in various fields, including science, medicine, and engineering.

In Conclusion

According to Accenture Business Trends survey, executives anticipate that the Metaverse will contribute 4.2% of business revenues in the next three years, translating to a value of \$1tn. This highlights the Metaverse's potential to significantly change how businesses interact with customers, operate within their Ecosystems, and transform the enterprise landscape.

The Metaverse has started to define the next era of digital transformation, revolutionizing life and enterprises in the years ahead. However, ultimately, the Metaverse comes down to people.

Business leaders have started exploring the possibilities of the Metaverse for use cases suiting their enterprise and goals. Companies embracing the Metaverse revolution have undoubtedly started to reap significant benefits, while those that are slow to adapt risk would be left behind. It's time that you make a choice!



Gautam Arjun
Co-Founder & CEO, Edverse



THE METAVERSE: A NEW FRONTIER FOR REAL ESTATE

As we stand on the cusp of a new age in technology, the Metaverse - a virtual experience consisting of interconnected digital spaces - promises to revolutionise the way we interact, work, earn, play, and live. At the heart of this paradigm shift is the impact on the real estate industry, as virtual spaces become increasingly valuable and scalable beyond physical limitations (and regulations).

The Metaverse's impact on real estate is taking shape rapidly, as people buy and sell virtual land, properties, and relevant assets. This shift in how we perceive value and space is not just an opportunity for real estate investors and developers, but a chance for the real estate industry to redefine itself and adapt to an increasingly digital world. One start up set to disrupt the real estate market is Meta Mansions, which recently launched their Metaverse product and generated more than \$10mn in 5 hours of their NFT sale, showcasing the demand for this new emerging industry and its implications for future disruptions. This exemplifies the fact that virtual real estate is more than a new asset class; it's a new experience for younger demographics who may not be able to deal with the real estate market due to high barriers to entry.

As the Metaverse evolves, virtual real estate is emerging as a new asset class especially for the younger generation. In these virtual worlds, users can buy, sell, and trade digital properties, similar to how they would in the physical world; all of these transactions are verified on the Blockchain, showcasing the benefits of integrating Blockchain technology into physical real estate transactions. Virtual properties can be developed, monetised, and transformed to cater to various needs, such as virtual offices, galleries, or entertainment venues.

Virtual real estate offers several advantages over traditional real estate. It is not subject to geographical constraints, enabling users to create and access virtual spaces from

anywhere in the world. Additionally, virtual properties can be built and modified without the limitations of physical construction, making it easier for developers to experiment and innovate. Furthermore, the Metaverse is not just about creating a separate virtual world, but rather, it aims to blend the virtual and physical realms seamlessly. The integration of augmented reality (AR) and virtual reality (VR) technologies will facilitate this convergence, allowing users to experience virtual spaces in a more immersive way.

In the near future and aligned with Meta Mansions business plans, the Metaverse could offer real estate professionals new ways to showcase properties and provide virtual tours, enabling potential buyers to experience a property without physically visiting it. Moreover, businesses may establish virtual offices or storefronts in the Metaverse, blurring the lines between physical and virtual spaces and opening up new possibilities for remote work, collaboration, and commerce.

One of the most significant aspects of the Metaverse is its decentralised nature, which has the potential to democratize access to real estate opportunities. Blockchain technology underpins many Metaverse platforms, enabling secure, transparent, and decentralised transactions for virtual real estate. By removing intermediaries and reducing entry barriers, the Metaverse could level the playing field and enable a wider range of participants to invest, develop, and engage with virtual real estate. In turn, this could foster greater creativity, collaboration, and innovation within the industry.

To be transparent, the Metaverse's impact on real estate goes far beyond economics and technology, as it also presents an opportunity to address sustainability concerns. As the world deals with climate change, urbanisation, and resource constraints, virtual spaces can provide alternative solutions that reduce the environmental footprint of real

estate development. This is a new emerging trend that many developers are taking advantage of.

By enabling users to work, play, live, and interact in virtual environments, the Metaverse could potentially reduce the demand for physical space and the associated resource consumption. Furthermore, the Metaverse offers a platform for sustainable urban planning and design, allowing architects and planners to experiment with new, eco-friendly concepts and ideas.

In conclusion, the Metaverse is poised to reshape the real estate industry, ushering in a new era of virtual property ownership, development, and user engagement. As virtual and physical worlds become increasingly interconnected, the real estate industry must adapt and evolve to stay ahead of this digital transformation. Those who fail to recognise this change will ultimately fade away from consumer minds and become irrelevant in the next decade.



Nima Ghassemi
CEO, Keys Meta Mansions



Landrocker

— Token Ticker: **N/A**

LandRocker.io is a community-driven, Decentralised, multi-chain, and Blockchain agnostic gaming platform which brings the game-building genre into Web3.



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EMPLOYEES UAE



Dubai, DSO
LOCATION



Landvault

— Token Ticker: **N/A**

LandVault is a Metaverse builder with over 100mn square feet of virtual real estate, more than 120 full-time creators, and nearly 300 completed projects. They have been helping brands build and grow in gaming environments since 2017 and the Metaverse since 2021.



1
EMPLOYEES UAE



Dubai, (Inception)
LOCATION



Megaverse

— Token Ticker: **N/A**

Megaverse revolutionises the concept of Metaverse by offering an incredibly realistic environment that provides users with an unparalleled futuristic experience. This innovative platform pushes the limits of what is currently possible and lays the foundation for the next iteration of the Metaverse.



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EMPLOYEES UAE



Dubai, DMCC
LOCATION



TOKENIZATION: DEMOCRATISING ACCESS TO FINE ART AND OTHER ASSET CLASSES

Increasing Financial Inclusion through Asset Accessibility

Introduction

I had the recent privilege of speaking at a Blockchain conference, Block on the Beach (BOB), in Phuket, Thailand. The topic of our panel was, Tokenization and Digital Assets-Relevance in Today's World. With AI's current moment in the sun, Blockchain and its related technologies seemed to have receded into the shadows. The topic was certainly timely, and the discussion lively. While all the panelists approached the topic from different perspectives, we were all in agreement that Tokenization and digital assets are absolutely still relevant and still have a future. One of the specific use cases is as a vehicle to access high-value assets that were not previously accessible to the average person or investor.

Fine art and other high-value asset classes have long been exclusive and difficult to access for the average investor. However, the advent of Tokenization is changing the status quo, providing a new, more inclusive way for individuals to participate in the ownership of these assets. Tokenization leverages Blockchain technology to break down high-value assets into smaller, more affordable shares, allowing more people to invest in and benefit from the appreciation of these assets. In this article, we will explore how Tokenization works and its potential to democratise access to fine art and other asset classes, thus increasing financial inclusion.

Tokenization: A Primer

To set a baseline, Tokenization is the process of converting the ownership rights of a physical or digital asset into digital tokens. Each token represents a fractional share of the asset, which can be bought, sold, or traded on digital platforms. By breaking down these assets into smaller units, Tokenization enables a broader range of investors to participate in the market, thereby increasing liquidity and democratising access.

How Tokenization Works in the Fine Art Market

My personal belief is that art is meant to be shared with the world, but scarcity breeds luxury and exclusivity, and that comes at a cost. One of the asset classes that was discussed during my recent panel was the fine art market; as it's a prime example of an industry that can benefit from Tokenization. Traditionally, investing in fine art has been reserved almost exclusively for the wealthy and privileged, as high entry costs and lack of

liquidity have acted as barriers to entry for the average investor. Tokenization has the potential to change the dynamic in several ways:

Fractional Ownership: By tokenizing a piece of art, the ownership is divided into smaller fractions, which can be sold to multiple investors. This would give people the ability to invest in fine art without having to pay the full purchase price of a piece.

Increased Liquidity: Tokenization enables investors to buy and sell their fractional shares on digital platforms, providing a secondary market for fine art investments. This increased liquidity makes it easier for investors to enter and exit the market as needed.

Transparency and Provenance: The use of Blockchain technology ensures that the ownership history and provenance of the artwork are securely recorded and easily accessible. This reduces the risk of fraud and counterfeit artwork, while also simplifying the authentication process for buyers and sellers.

Tokenization of Other Asset Classes

Tokenization can be applied to a variety of other high-value asset classes, including real estate, collectibles, and even wine. By offering fractional ownership, increased liquidity, and transparency, Tokenization has the potential to revolutionise these markets as well:

Real Estate: Tokenizing real estate allows investors to purchase fractional shares of properties, lowering the barrier to entry and providing a more affordable way for individuals to invest in this asset class. This potentially leads to a more inclusive real estate market, allowing more people to participate in property ownership and the benefits that come with it.

Collectibles: The market for collectibles, such as rare coins, cars, and sports memorabilia, can also benefit from Tokenization. By dividing these assets into smaller, tradable units, Tokenization can make it easier for collectors and investors to buy and sell these items, while also ensuring the authenticity and provenance of the collectibles.

Real-World Applications

Several platforms have emerged to cater to the Tokenization of fine art and other asset classes; here are some of my favorite:

Angelo: A platform that tokenizes physical real world art, Angelo is building an Ecosystem and community to bring high value art investing to the people. It allows investors to trade, buy, and sell real physical art fractions on their exchange. Angelo's mission is to create the best marketplace in the world for artists, investors, & art collectors to share space in, all powered by the Web3 community.

HoneyBricks: A platform that tokenizes real estate, allowing investors to buy and trade fractional ownership in properties through syndication. HoneyBricks simplifies the investment process, removes barriers to entry, and offers greater liquidity for investors interested in diversifying their portfolios with real estate assets. Their mission is to unlock the potential of real estate.

RallyRd: A platform that tokenizes rare collectibles, such as vintage cars, watches, and sports memorabilia. RallyRd offers a way for investors to gain exposure to these unique assets without the need to maintain, store, or insure them.

Fulfilling the Tokenization Promise

While adoption is still in the early stages (but growing), Tokenization is a powerful tool that has the potential to democratise access to fine art and other high-value asset classes



Keo Sar
Co-Founder & CRO, Metamall

to create a more inclusive investment landscape. As Blockchain technology continues to evolve and mature, it can fulfill the promise of a more equitable and accessible world of investment opportunities. The best way to be part of the evolution is to get educated about Tokenization and test a platform that caters to your interest.



MetaMall

— Token Ticker: **MALL**

Metamall is designed to bring the ultimate Metaverse shopping experience by connecting brands from traditional malls into the Metaverse for a virtual shopping experience. Metamall meets virtual retail demands by offering brands and shoppers to connect in the Metaverse using social dynamics that bridge realities through artificial intelligence and virtual reality computing systems like Oculus, where users can connect using the VR headset.



MetaMetaverse

— Token Ticker: **VOX**

MetaMetaverse is a play to earn game where you explore and build Metaverses. MetaMetaverse is a platform for creating your own Metaverse. Each Metaverse functions as a virtual society and has its own games, interactive experiences, economy, and governance. These Metaverses are constructed with metameta lang, the Layer 1 protocol for Metaverse interoperability.



Pulse World

— Token Ticker: **N/A**

Pulseworld is a Metaverse based social network that is built to provide the best immersive experience and be accessible for as many people as possible allowing them to feel fully engaged and present in a virtual world that is designed based on convenience, flexibility, creativity, freedom, safety, security, and interoperability.



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EMPLOYEES UAE



Dubai, DMCC

LOCATION



1

EMPLOYEES UAE



Dubai, DMCC

LOCATION



25

EMPLOYEES UAE



Dubai, DMCC

LOCATION



WHY WEB2 GAMES DESPERATELY NEED WEB3 (BUT DON'T KNOW WHY)

Have you ever wondered why some of your favorite mobile games don't offer a way for you to earn rewards for all the time and effort you put into playing them? It seems like a missed opportunity, doesn't it?

The rise of Web3 and the Metaverse is poised to revolutionise the gaming industry, but as of now, the majority of gamers remain unaware of the potential benefits. Web3 offers a new level of monetisation, user engagement, and a more immersive gaming experience, but how can we get the mass market to buy in?

Web3 is the next evolution of the internet, where data is decentralised, and users have more control over their online experiences. One of the most exciting aspects of Web3 is the ability to earn rewards for participating in online communities and contributing to their growth. This concept is not new to the gaming world, but it's often limited to a specific game or platform. What if we could take this idea to the next level and bring Web3 rewards to all our favourite mobile games, regardless of the platform they're built on?

That's where the power of the Metaverse comes in. The Metaverse is a shared virtual space where people can come together to interact with each other and digital content. It's like a massive multiplayer game, but instead of being limited to a specific game world, the Metaverse can host many different games and experiences. By integrating Web3 rewards into the Metaverse, we can create a new Ecosystem where players can earn rewards across different games and platforms.

So, how can we make this a reality? One approach is to create an API that allows mobile games to be onboarded into the Metaverse. Once a game is onboarded, players can use a single sign-on to access a Metaverse social space where they can interact with other players and explore new

games. Players can then earn Web3 rewards for playing these games, regardless of whether they were originally built for the Metaverse or not.

But why would game publishers want to integrate Web3 rewards into their games? The answer is simple: engagement. By adding a layer of engagement through the Metaverse, game publishers can increase player retention and loyalty. The more players engage with their games, the more rewards they can earn, creating a positive feedback loop of engagement.

This approach not only benefits game publishers but also the players. By offering Web3 rewards, players can earn real value for their time and effort, increasing their investment in the game and potentially even earning some extra cash. It's a win-win situation.

However, the real challenge is getting gamers to buy into the idea of Web3. While the Blockchain technology behind it may seem intimidating to the average gamer, the benefits of Web3 can be easily understood once they are introduced to it. By bringing the mass market of gamers into the Web3 Ecosystem, we can create a cycle that benefits the whole Ecosystem, but we need to engage Web2 audiences better in language which makes sense to them.

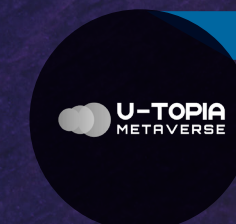
Web2 games may not realize it yet, but they are missing out on a golden opportunity to enhance their engagement and revenue potential by tapping into the power of Web3. By integrating Web3 technologies and incentives, game developers can create new, immersive experiences for their players and foster deeper connections with their audiences. They can also tap into a whole new world of monetisation opportunities through Cryptocurrency rewards, NFTs, and other mechanisms.

Virtua is at the forefront of enabling this vision by providing an easy-to-use API for Web2/Web3 games to integrate into the Metaverse, providing Metaverse social spaces, and facilitating a seamless creator economy. Virtua's platform makes it possible for both Web3 and Web2 games to participate in the new era of gaming, allowing players to access new experiences and rewards, while also providing creators and developers with a new revenue stream. With Virtua's help, the future of gaming is not just about individual games but rather an interconnected Metaverse where players can explore, socialise, and engage in a more immersive and interactive experience.

Of course, this isn't an overnight fix, and it will require some work and investment from developers to make the transition. But by embracing the possibilities of Web3 and its potential to create a more interactive, engaging, and lucrative gaming landscape, they can stay ahead of the curve and attract new audiences who are looking for the next big thing.



Jawad Ashraf
CEO, Virtua



U-Topia

— Token Ticker: **N/A**

The U-Topia Metaverse aims to remodel the mainstream media and digital universe by creating a world where Crypto enthusiasts, and gamers may merge as one. It doesn't require one to be a Crypto expert to take part in the Metaverse. The world is for all.



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EMPLOYEES UAE



Dubai, (Inception)
LOCATION



Verse Estate

— Token Ticker: **N/A**

Verse Estate is a VR technology company headquartered in Dubai providing Metaverse solutions (consumer Metaverse/ enterprise Metaverse/industrial Metaverse). Unlike gaming Metaverses, Verse Estate is focused on hyper realistic designs.



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EMPLOYEES UAE



Dubai, DED
LOCATION



Virtua

— Token Ticker: **TVK**

Virtua is a gamified Metaverse which provides immersive social, Web3 gaming, digital collectible, and interactive experiences. Headquartered in London and supported by a global development team of over 200 specialists, Virtua has also reached a number of significant milestones and the company's games development arm, Virtua Studios, is already actively developing its own range of Metaverse-focused games.



10
EMPLOYEES UAE



Dubai, TECOM
LOCATION

4 Subscription

Once approved, your CH or XS ISIN can be opened and your product goes live.

2 Request

Start your request on our custom platform and set up your unique product structure, selecting from existing counterparties – such as custodians, brokers, paying agents – or your own.

5 Issuance

Everyone can now participate in your product performance, as investors have received their certificates, and your idea can be funded.

3 Creation

Enjoy as we take care of the product setup consisting of legal review, any required onboardings, structuring, termsheets, and approvals.

1 Idea

Expand your investment universe: turn literally any investment idea into a bankable security or token.



From idea to investment

Make any asset bankable and investable –
simple, fast and effective.