



Hello. 😊

160over90 Metaverse
Digital POV →

Last Updated: July 2022

ONE
SIXTY
NINETY

We can do

what they do.

But they can't do

what we do.

We are the most
culturally connected
creative agency
in the world.

160over90 is a culturally-led, full service creative agency. Because we're an integrated part of the Endeavor network, with global insight, influence and access across the cultural landscape, we know where your audiences will be, and what and whom they'll be paying attention to.

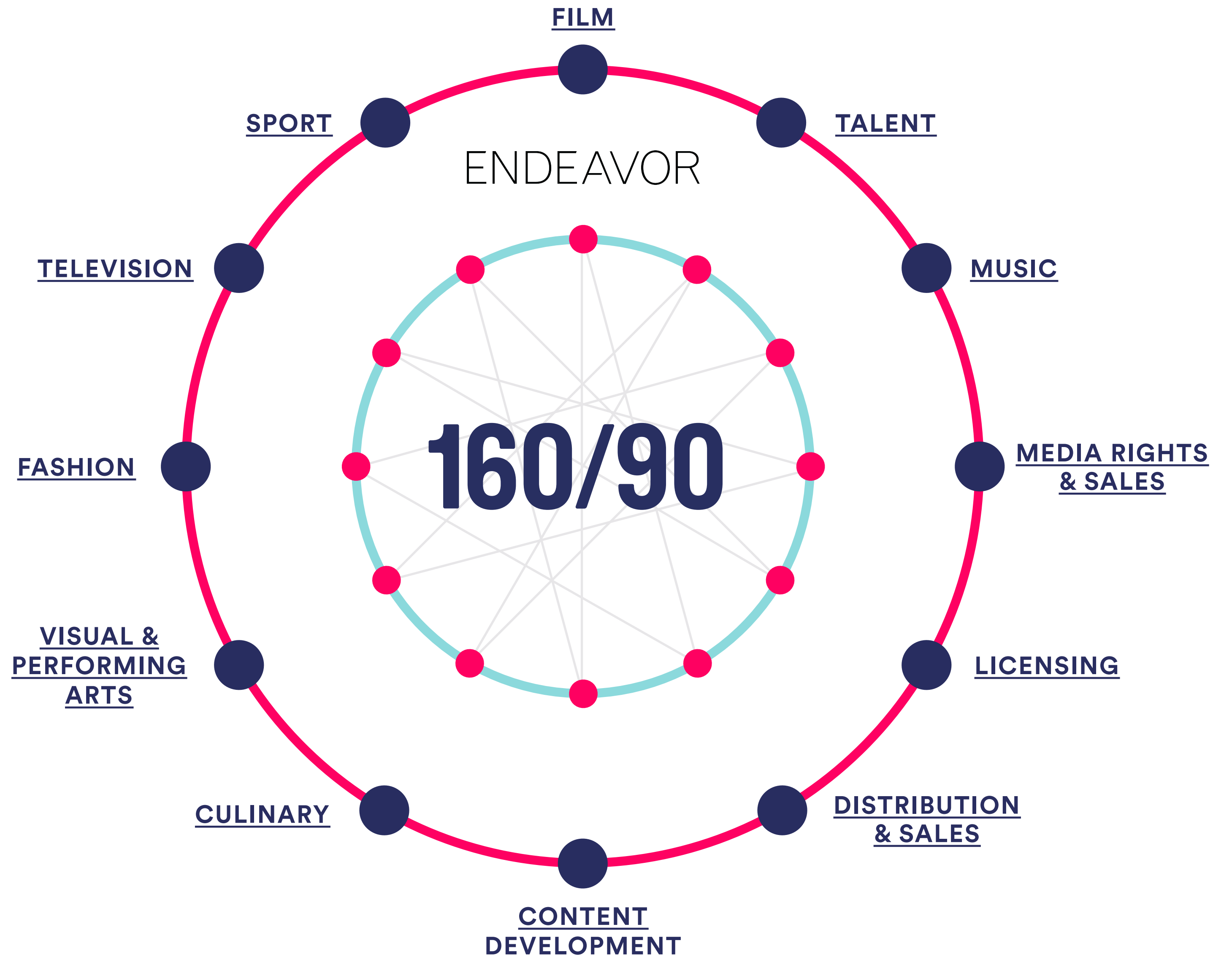
Do we have a magic crystal ball? We do not. Do we have an unparalleled ability to see around the corner of audience attention-spans and intentions? **We do.**

160/90 ×

Unparalleled
cultural
access,
insight &
influence

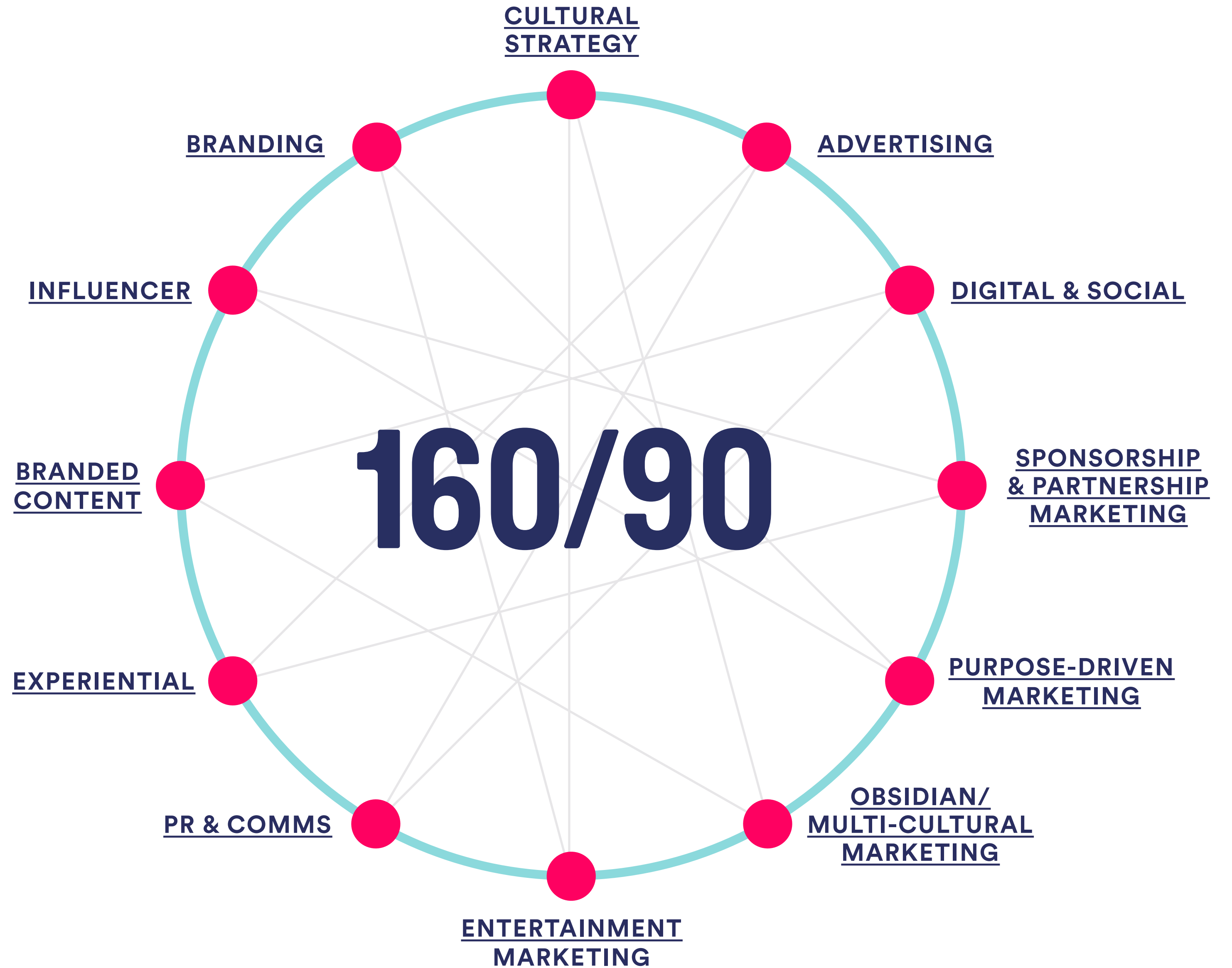
Because of our place inside
the agency world's largest
cultural ecosystem.

A cultural network of tens of thousands of clients, events, productions
and hundreds of millions of people reached and influenced annually.



We're a
full-service
cultural
marketing
agency

Leveraging traditional agency expertise within one vertical or seamlessly across many.



Let's jump in.

Contents →

- What is the Metaverse?
- Current State of the Metaverse
- Industry Applications
- Types of Metaverse Builds
- Implementing Strategy



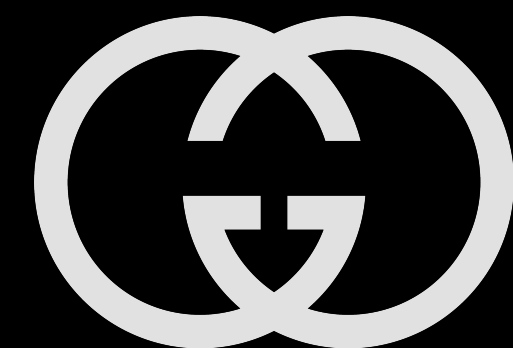
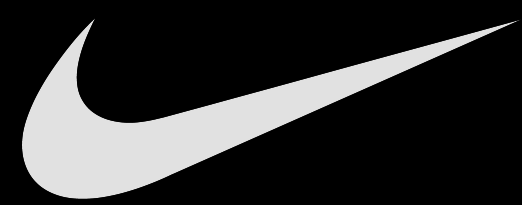
What is the Metaverse?

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The term “**metaverse**” was coined by Neal Stephenson in 1992, but **over the past decade** the term gained momentum in the tech landscape.

This shared idea was pushed to the forefront of public consciousness in **October 2021** after Facebook (now Meta) announced they were **shifting their focus to the metaverse.**

Since then, brands that matter such as Nike, Adidas, Coca-Cola and Gucci have embraced the new virtual space following Meta's announcement.





Name: NIKELAND

Partner: Roblox & RTFKT

Launch: April 2022

Results: As of March 2022, over 6.7M users from 224 countries have visited Nike's metaverse store in Roblox.



Nike jumped into the world of digital fashion with Roblox and RTFKT, creating an immersive world with digital artifacts matching Nike products. This collection of products lives in NIKELAND, Nike's new home inside the popular gaming platform, Roblox. In this world, users can collect Nike shoes and clothes to personalize their avatar. Additionally, RTFKT leveraged the social media platform Snapchat, using their AR technology to bring this collection to life on mobile devices.



Name: Adidas, Into the Metaverse

Partner: OpenSea

Launch: December 2021

Results: Within a matter of hours, Adidas sold 29,620 NFTs for 0.2 ETH, generating \$22M in revenue.



Adidas collaborated with the brands Bored Ape Yacht Club, gmoney and Punks Comic, to create a collection of digital and physical products. Adidas and OpenSea, an NFT marketplace, enabled buyers to legitimately purchase and own signature NFTs - but Adidas did not stop there. All purchases could be used interchangeably between both worlds with all buyers receiving physical clothing to match the virtual NFTs, creating a level of exclusivity and authenticity.



Name: Coca-Cola Zero Sugar Byte

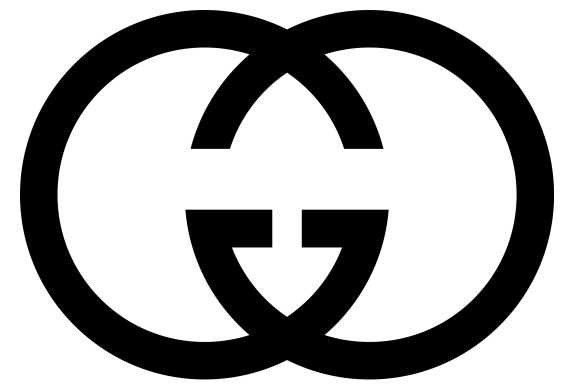
Partner: PWR & OpenSea

Launch: April 2022

Results: Too early to draw any concrete conclusions at this time. However, Coca-Cola first entered the metaverse space back in August 2021 with NFT marketplace brand, OpenSea, auctioning their first-ever NFT for a total of \$575,883.61.



Coca-Cola teamed up with PWR to create Coca-Cola Zero Sugar Byte, the first flavor destined for the metaverse. This limited edition beverage “transcends the digital and physical worlds,” bringing the pixel-like flavor to life. This bold, new flavor designed for gamers takes Coca-Cola’s iconic refreshing taste to a new level. Moving consumers beyond a traditional, single-use experience, Coca-Cola embedded a QR code on the can that when scanned, unlocks an AR game about their journey to the metaverse.



Name: Gucci Town

Partner: Roblox

Launch: October 2021

Results: Since launching in October 2021, over 21.6M users have visited Gucci Town. Gucci also exclusively sold a digital bag for 350,000 Roblux, equivalent to \$4,115 (at the time of sale), surpassing the retail price of the physical bag (\$3,400).



To follow-up last year's Gucci Garden, Gucci partnered with Roblox once more to launch Gucci Town. Gucci encouraged users to tour and interact with this “dynamic destination”, connecting users through shared digital styles. In this luxury space, users can play games, discover art, express their individuality through “layered clothing” technology and more, creating a more holistic picture of the Gucci brand.

The importance of doing it right

SAMSUNG

Name: Samsung 837X

Partner: Decentraland

Launch: January 2022

Results: Launch was unsuccessful due to connectivity issues, leading many users to disengage with the platform and return to the physical world.



Samsung partnered with Decentraland to create an immersive world that engages users in a mystical quest. The quest pays homage to Samsung's flagship store on 837 Washington Street in NYC, blending digital and physical worlds to reveal exclusive NFT collectibles alongside Samsung's latest product line.

This quest, both informative and interactive, unlocked an array of new experiences for users.

What do our
developers
think?



People have been saying VR has been dying since the 1980's. Yet, it keeps getting better and better and there is still a demand for it.

Zack Hartwick

Application Developer



**Education can largely benefit from 4D modeling...
students can learn without having a negative
impact on the resources available to them.**

Augmented reality allows you to layer experiences on top of each other, redefining how we will think about physical spaces.

This is an opportunity to connect brands to consumers... influencers can play a key role in the evolution of the metaverse.

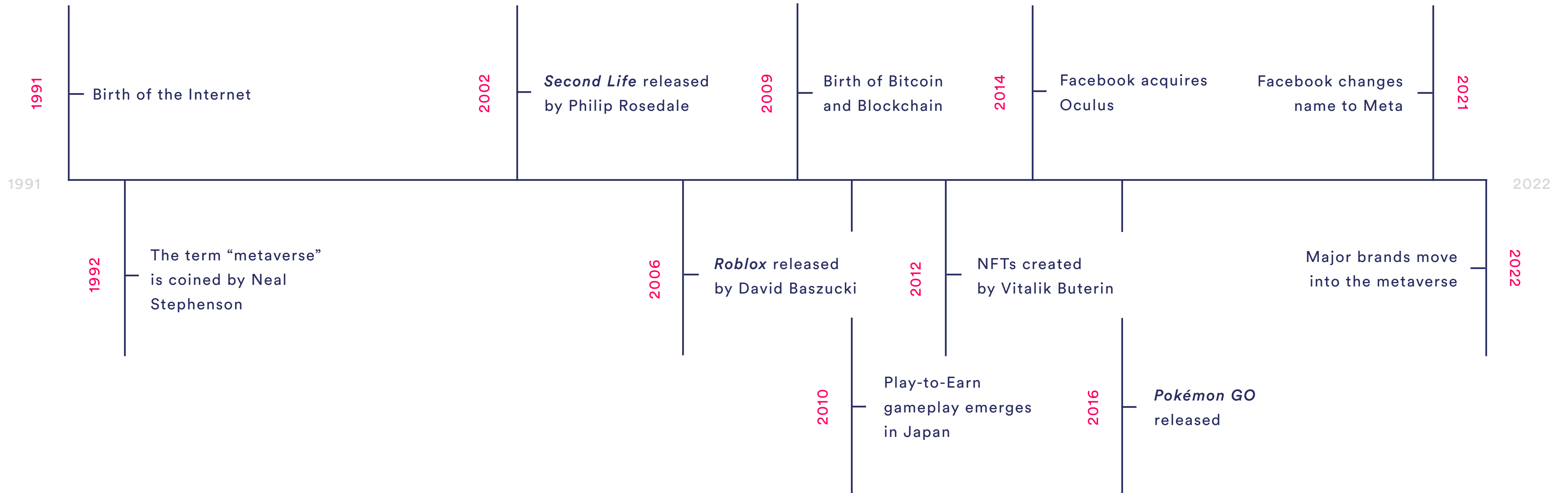
This is an experience that forges a direct pathway to connect with the tech community and extend your experiences.

We will need to rethink current marketing strategies and tactics for the metaverse.

Web3 offers a lot of opportunity for digital objects, there's lots of creativity to be had.

How did we
get here?

Evolution of Technology →



**Wait, what's an NFT,
or the blockchain?**

Cryptocurrency

Digital Currency

a digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank

Blockchain

Digital Ledger

a system in which a record of transactions made in bitcoin or another cryptocurrency are maintained across several computers that are linked in a peer-to-peer network

NFT

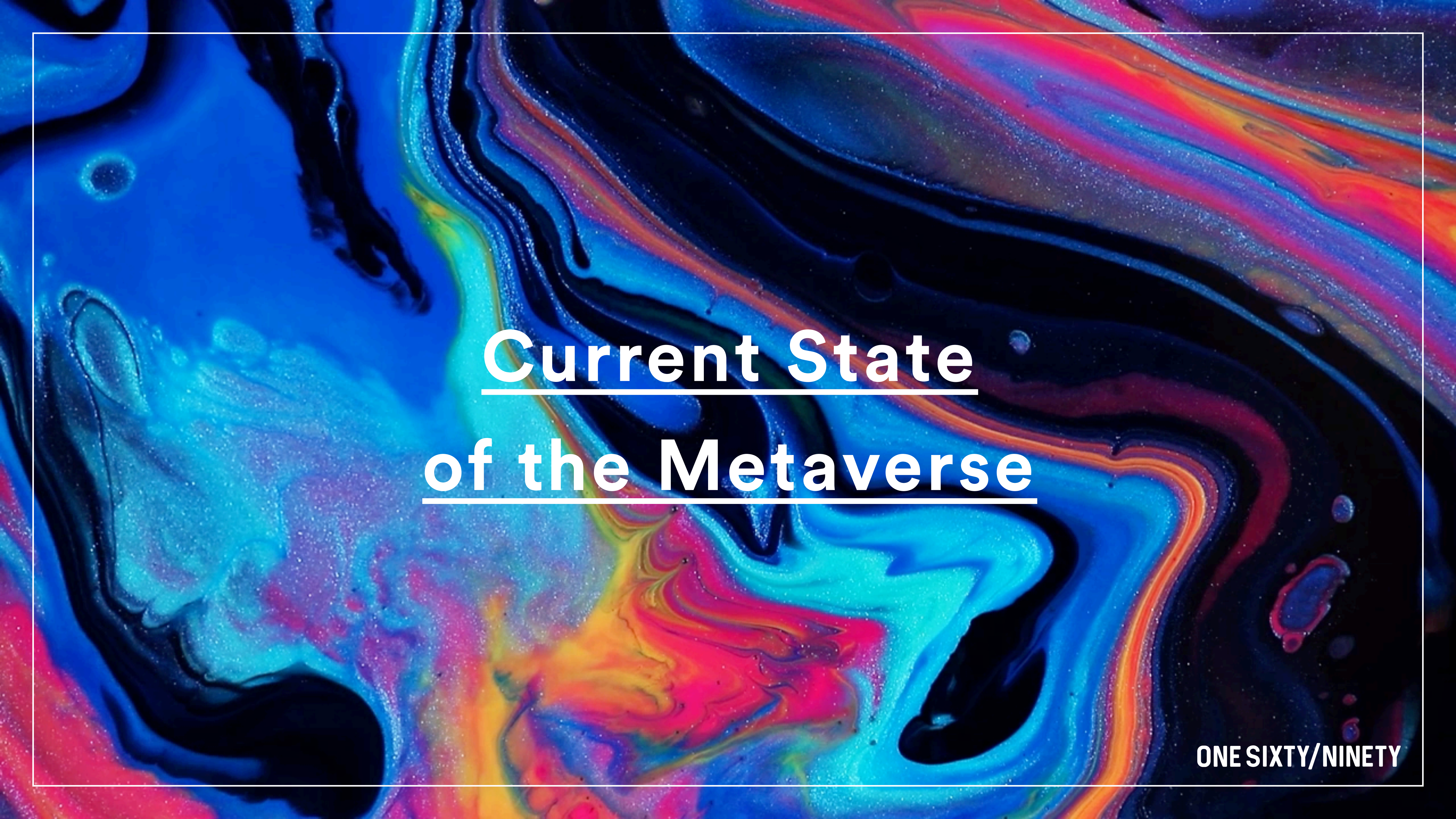
Digital Asset

an abbreviation for “non-fungible token,” an NFT is a unique digital certificate, registered in a blockchain, that is used to record ownership of an asset such as an artwork or a collectible

Metaverse

Digital Environment

a virtual-reality space in which users can interact with a computer-generated environment and other users



Current State of the Metaverse

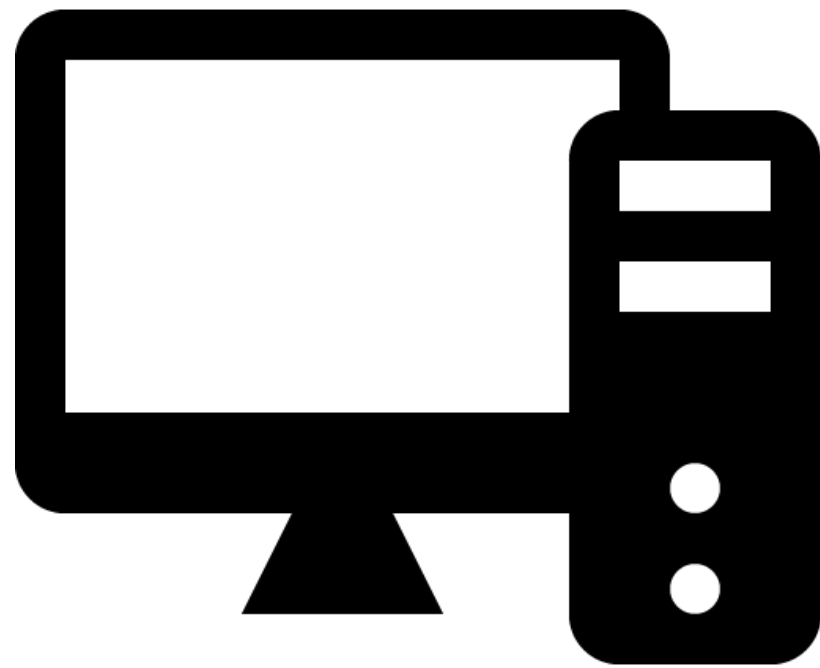
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The metaverse does not exist (yet).

But...

What does exist are **devices that transform space in real-time, creating unique, immersive experiences.**

Compatible Devices



Desktops & PCs

Microsoft

Apple

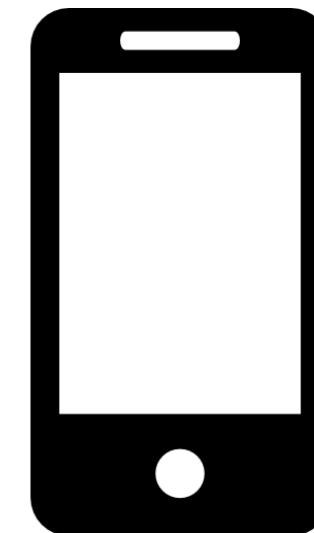


Laptops*

Microsoft

Apple

Google



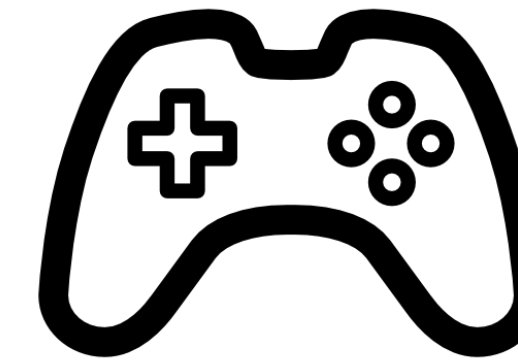
Smartphones

Android

Apple

Samsung

LG



Gaming Consoles (Current & Next Gen)

Xbox

Playstation

Nintendo



VR Headsets

Meta

Playstation

Valve

Spectacles

**If selected, it is recommended that the laptop includes a high-powered processor to efficiently load graphics and maintain a smooth experience.*

Where are
we now?

Attitudes & Perceptions

74%

of consumers are joining or considering joining the metaverse

47%

of consumers associate the metaverse with Meta

Attitudes & Perceptions

67%

of people ages 13-39 agree the metaverse is the next big thing

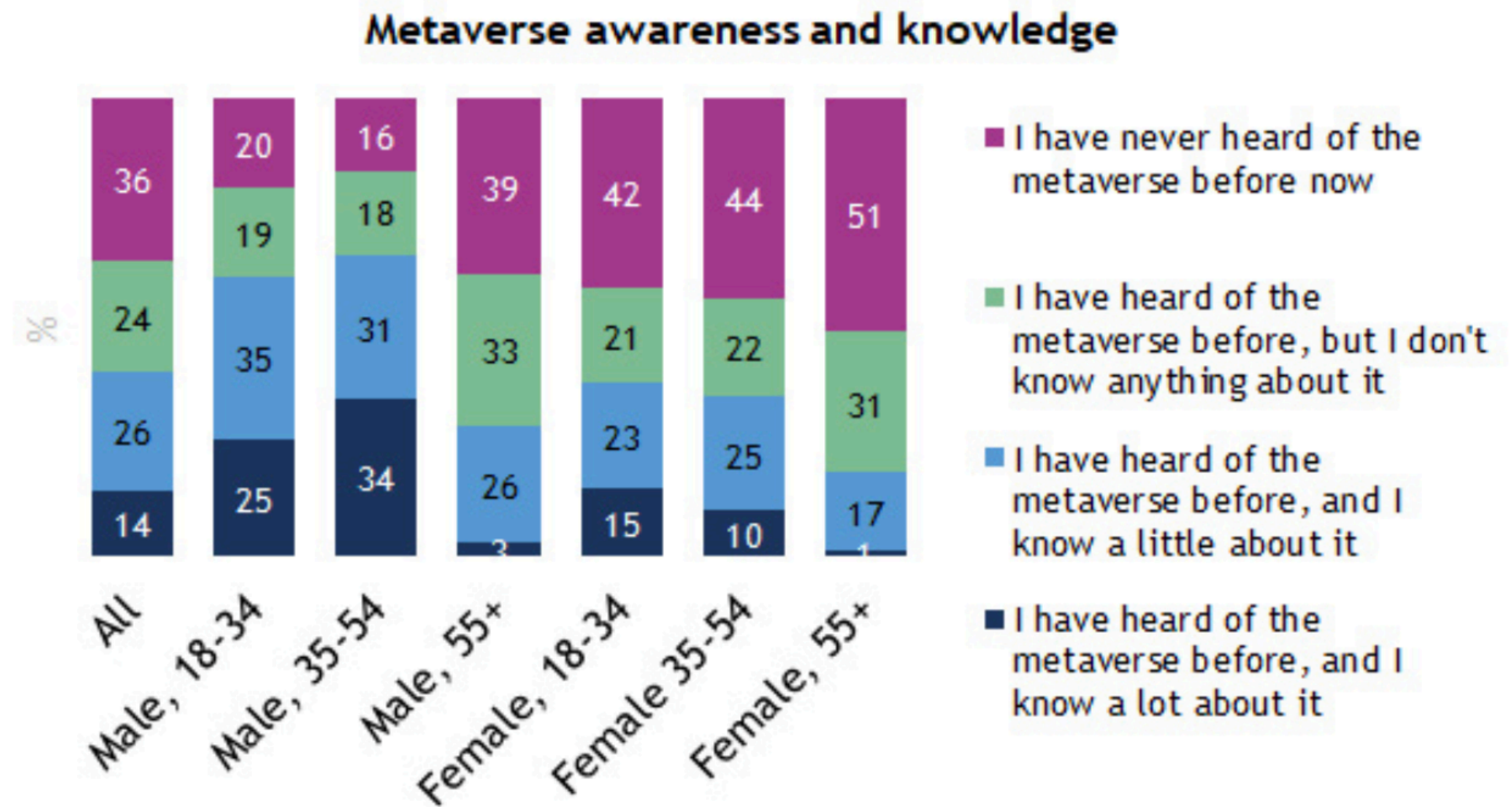
\$54B

spent on Virtual Goods in 2021

Attitudes & Perceptions

FIGURE 12: METAVERSE AWARENESS AND KNOWLEDGE, BY GENDER AND AGE, 2022

“Which of the following best describes your knowledge of the metaverse?”



Base: 2,000 internet users aged 18+

Source: Kantar Profiles/Mintel, January 2022



Industry Applications

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Gaming & Social

E-Commerce

Health & Wellness

Education

Arts & Culture

**Building connections and
creating new interactions
with other gamers.**

Blurring the line between gaming and social, these games are geared towards establishing connections and creating interactions between users.

- Frontrunners like No Man's Sky, Animal Crossing, and Minecraft have pioneered this new style gaming
- Through Play-to-Earn platforms like Sandbox, user can receive ownership of digital and physical rewards with select in-game currencies or cryptocurrencies

Gaming is still the main reason users are drawn to the metaverse, 88% of Gen Z and 70% of Millennials play a video game in a virtual world.

- Other top reasons include socializing with friends and building virtual spaces they can't build in real life
- Through gaming, users can express themselves and make friends in the metaverse, using avatars as a reflection of their personality to enter virtual worlds
- Leaning into the expressive nature of metaverse, tech giants Snapchat and Sony layered AR and VR technology into their platforms to create a connected, 3D experience

Gaming & Social →



Introducing the Next Generation of Spectacles
Snap, 2021

Gaming & Social

E-Commerce

Health & Wellness

Education

Arts & Culture

Transform your shopping experience
by purchasing digital AND physical
goods in the metaverse.

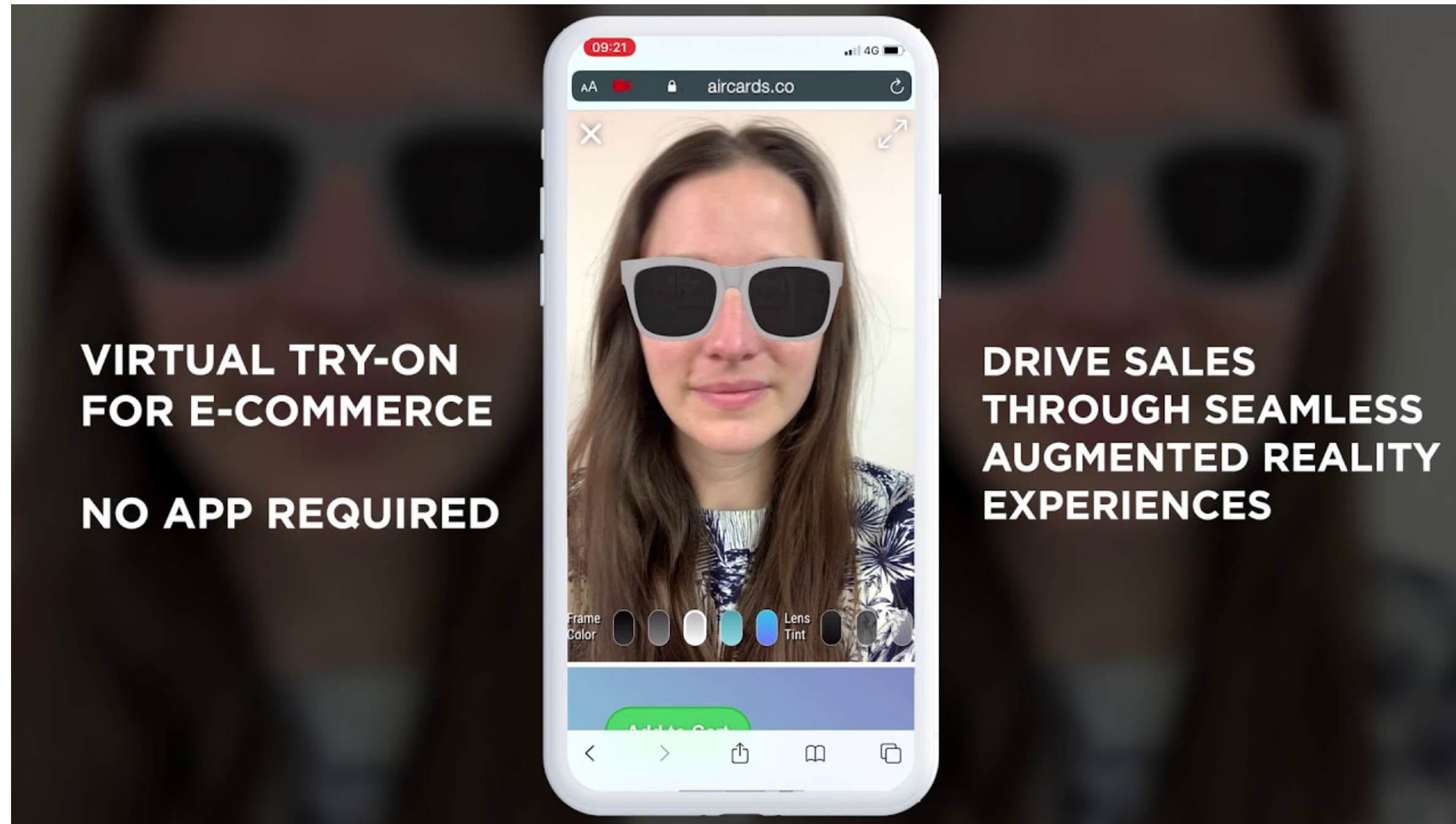
Reimagine your life in virtual spaces by purchasing both digital and physical goods, such as clothes, accessories, and even pets in the metaverse.

- Brands today are partnering with gaming platforms such as Roblox and Fortnite to sell both digital and physical items using in-game currencies or select cryptocurrencies
- To build on the excitement, brands will leverage the digital space to release exclusive product offerings

Using new AR technology, consumers can test an array of products in real-time before buying the physical product.

- Evolving the world of online shopping, “leading digital fashion house” The Fabricant pushes the boundaries of design, developing digital clothing catalogues and showrooms with hyper-real 3D stills and animation
- 3D graphics and subtle animation are known to drive engagement

E-Commerce →



Virtual Try-On Sunglasses

AirCards, 2021



Vyu: Virtual Fitting Mirror

INDE, 2020

E-Commerce →



Under Armour: Digital Catalogue
The Fabricant, 2021

Gaming & Social

E-Commerce

Health & Wellness

Education

Arts & Culture

Technology has evolved to support those struggling with their mental and physical health.

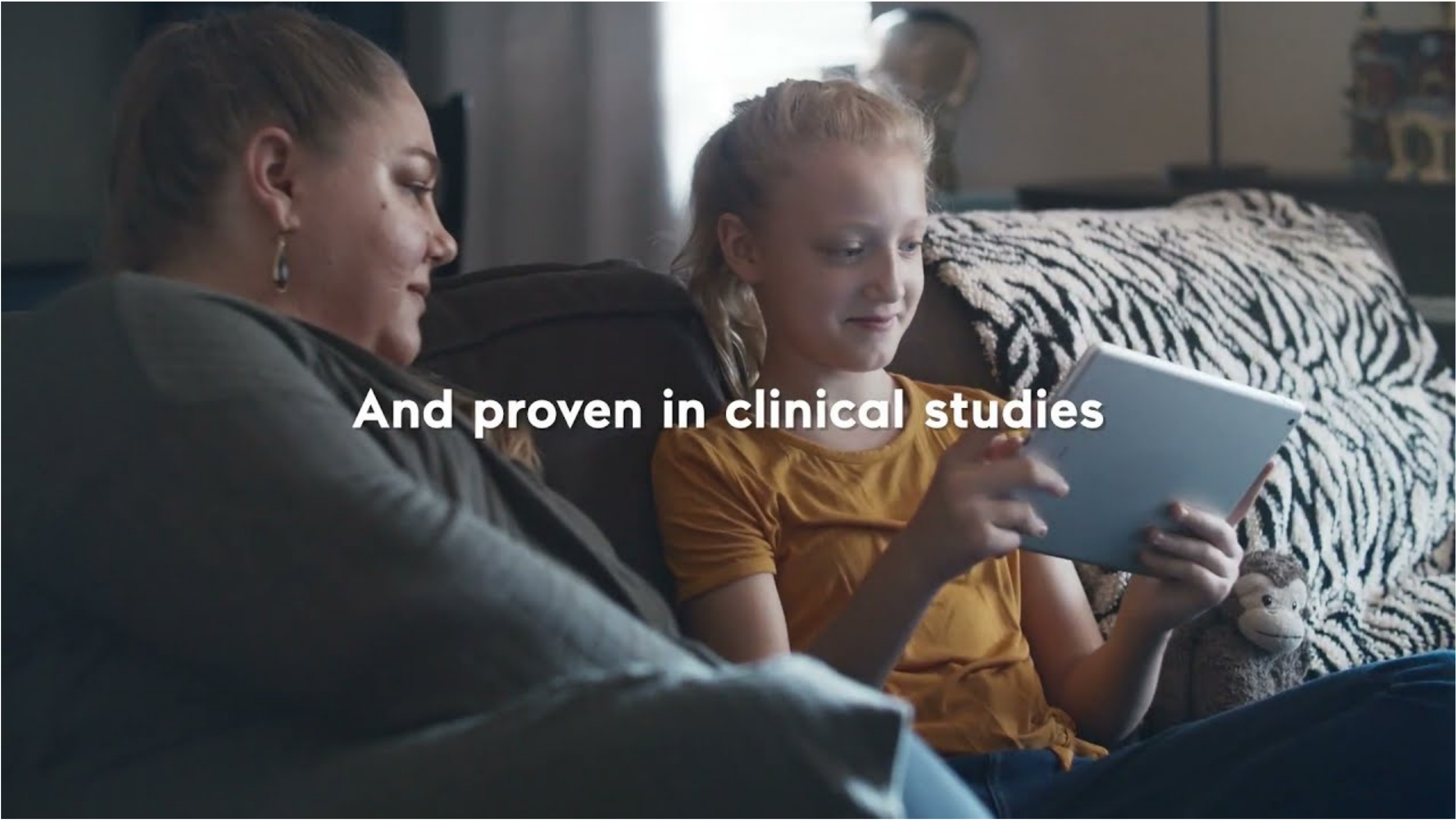
Today brands are combining groundbreaking research with innovative technologies to bring a whole new meaning to “self care”

- Naturally, as we exit the pandemic and cope with our new realities, mental and physical health remain top of mind for many people around the world
- Many treatment options today are backed by cognitive and behavioral research, which for years has provided additional stability for patients struggling with their mental and/or physical health
- Disrupting the landscape are tech-driven health and wellness brands who have extended their treatment offerings by combining groundbreaking research with new, innovative technologies

EndeavorRx by Akili
Interactive combined
brain research to create
the first FDA-authorized,
prescription strength
video game for kids (ages
8-12) with ADHD.

- This video game targets key brain receptors and adapts to each child's learning curve to "improve attention function"
- 73% of children reported an improvement in their attention

Health & Wellness →



EndeavorRx
Akili Interactive, 2021

XRHealth uses VR to create interactive therapy spaces, helping patients with both physical and cognitive impairments.

- VR Therapies can heighten the rewiring of the brain to calm nervous systems and help improve cognitive function
- In a number of studies, XRHealth has determined that VR activities can help in cognitive performance among older adults

Health & Wellness →



VR Telehealth

XRHealth, 2020

Gaming & Social

E-Commerce

Health & Wellness

Education

Arts & Culture

As the world trends towards a more virtual setting, the way we learn continues to evolve.

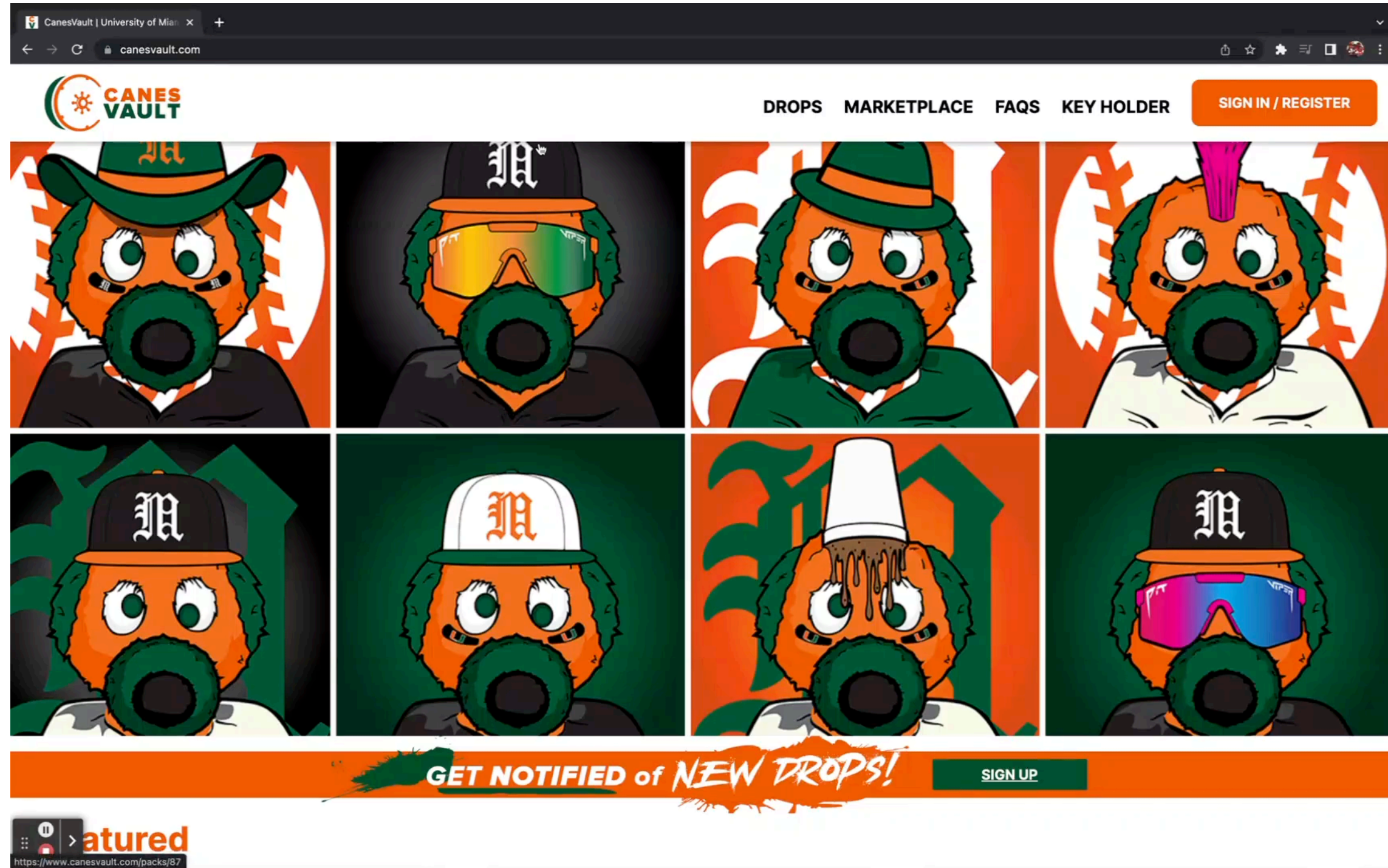
Moving away from the video conferencing platforms like Zoom, Meta is reimagining education, allowing teachers to engage with their students in new, interactive ways

- To establish an optimized, fully integrated educational space, scientists have begun studying how children learn and communicate in a virtual setting
- Since the pandemic, studies have shown that online learning can create setbacks for disadvantaged youth (especially people of color), negatively impacting communication skills, self-motivation and the ability to study

Colleges and universities with a higher brand awareness and strong personalities tend to dominate virtual experiences.

- Brands feature mascots, historic moments and more, to connect with their audiences through a custom web3 experience
- While no universal educational metaverse platform exists today, you can expect education to evolve as new digital technologies are introduced

Education →



University of Miami: Canes Vault
GigLabs, 2021



University of California Berkeley: Nobel Prize
Blockchain at Berkeley, 2021

Through AR, VR and hyper-real technology teachers can guide students in a 3D environment with interactive, hands-on lessons.

- Scientists do not see metaverse education as a “substitute” for traditional education, but rather an “enhancement” to increase performance outcomes
- To make this a reality, investments must be made at local and national levels to integrate necessary technologies into schooling systems across the country

Education →



The Impact Will Be Real
Meta, 2022



Education in the Metaverse
Meta, 2022

Gaming & Social

E-Commerce

Health & Wellness

Education

Arts & Culture

Digital artists look to lay the foundation for the next generation of art in the metaverse.

Digital creators are entering a new creative economy, using virtual art galleries and NFT marketplaces as their vehicle to preserve the rights for their artwork.

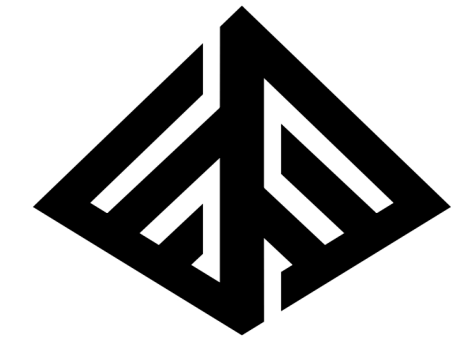
- Many “traditional” artists are migrating to the virtual space, showcasing their artwork, interacting and collaborating with other digital artists
- With the emergence of cryptocurrencies and NFTs, digital artists can finally receive royalties as freelance creators without intermediaries
- Similarly to the higher education space, brands with a higher brand awareness and strong personalities tend to dominate virtual experiences
- In March 2021, the major auction house Christie’s sold a purely digital artwork by artist, Beeple, for \$69M in cryptocurrency

GenArt.ai by Phosus is promoting the future of digital art, education and research with a community of creators, empowering each digital artist with AI technology and other creative tools.

GENART.AI My NFTS

Generate NFT Art for your collection.

Experience AI generated design simplicity and beauty at its best.



Live Projects

Pixlr Genesis

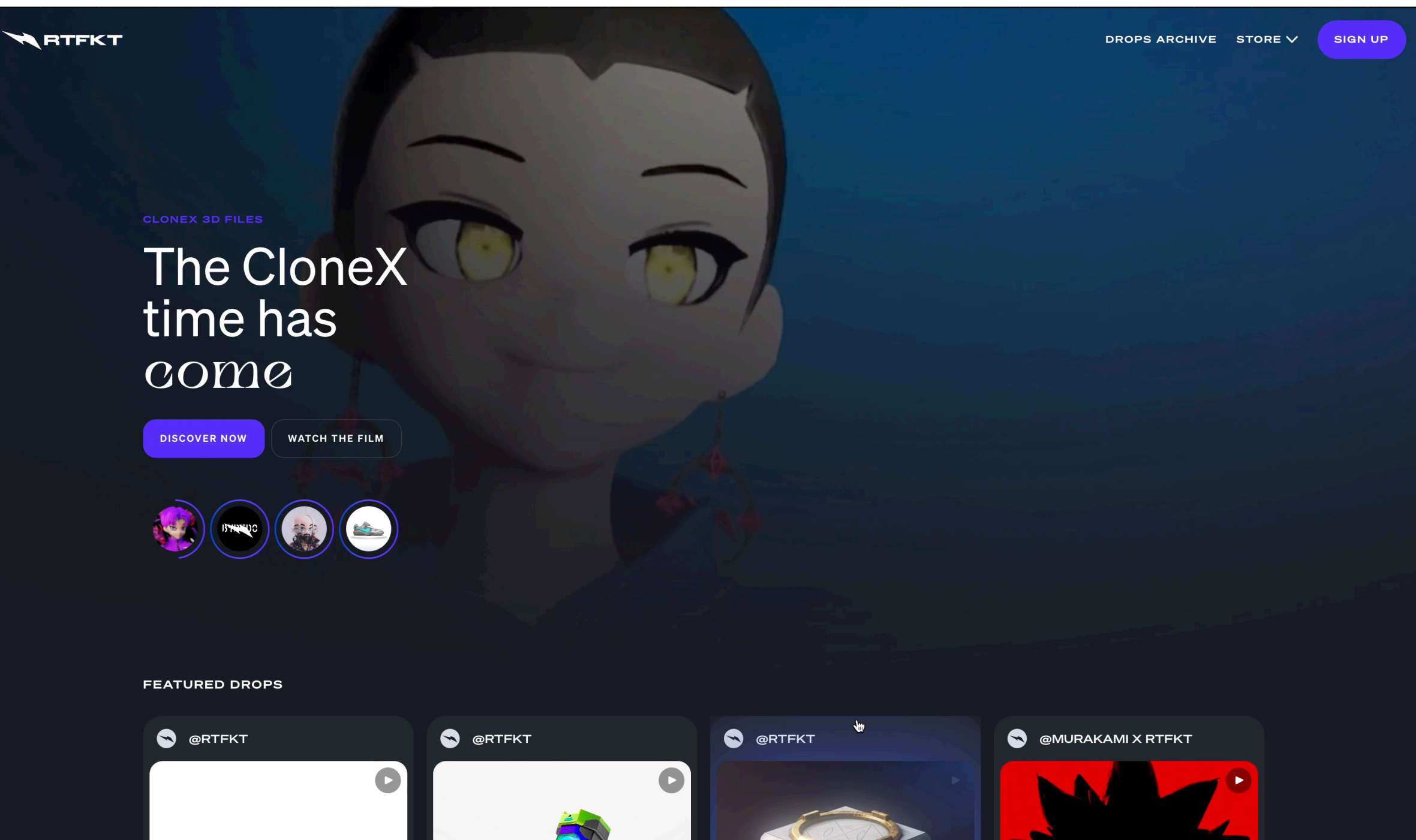
Pixlr Genesis is the world's art-based metaverse.

[View More](#)

Circles in Motion

Moving circles with unique spherical interactions.

[Minting Now](#)



RTFKT specializes in digital artifacts, using “the latest in game engines, NFT, blockchain authentication and augmented reality, combined with manufacturing expertise to create one of a kind sneakers”.

Arts & Culture →



Nike Cryptokicks
RTFKT, 2022



NBA Top Shot
NBA, 2021



Types of Metaverse Builds

ONE SIXTY/NINETY

1

Blockchain Gaming

Decentralized

2

Gaming Platform

Centralized

3

AR & VR Experiences

1

Blockchain Gaming

Decentralized

2

Gaming Platform

Centralized

3

AR & VR Experiences

Blockchain Gaming →

Based in the NFT marketplace, this metaverse experience is predicated on the sale and ownership of virtual space. Users can sell **land parcels*** as NFTs, own land or build assets on their land. While some retain the traditional NFT model, others have their own currency that is earned through various methods, such as **play to earn**. In each world, users are given free reign; they can make a social area to hang out with other users or design a game for other users to play.

While several brands interested in blockchain and NFT technology have made the leap into these spaces, they are **costly to set up**. Only other users who have bought land in the world can access this type of metaverse experience. With limitations such as hardware requirements and device compatibility, it is recommended that **NFT builds are played on desktop**.

**A land parcel is a non-fungible token (NFT, ERC 721) which means it is unique and cannot be forged or duplicated, the same as physical land in real life.*

Decentraland →

- An open world 3D, virtual real estate platform on the Ethereum blockchain where users buy plots of land (parcels) as NFTs
- Land can be developed and grouped together to create shared communities called “districts”
 - The price for land starts at 1.6 Ethereum or about \$3100
 - While some districts are privately owned, others are owned or sponsored by large brands
 - Users build assets and place them in their land to start customizing their space
- The platform also includes a marketplace to buy and sell digital goods and accessories for avatars
- Decentraland is available on desktop or laptop with a supported web browser (Safari, Chrome, Edge). Only the marketplace is available on mobile devices

**All monetary and market information was accurate at the time of writing. Prices are subject to change due to market fluctuation and changes in cryptocurrency value



Latest listings



King's Wings 1
Polygon
RARE



Golfcraft 2022 5
Polygon
EPIC



Queen's Wings 1
Polygon
RARE



HODL Vision - ... 1
Polygon
COMMON

Parcels and Estates



Parcel 7,000
Ethereum
-24,24



Parcel 4,884
Ethereum
-107,-24



Premiu... 9,888
Ethereum
49,43



Parcel 5,159
Ethereum
60,-5

Sandbox →

- Sandbox is a play-to-earn blockchain game developed by Microsoft with visual and gameplay styles similar to Minecraft
- Users can create or buy assets using the in-platform currency, earned through gameplay
 - Users can also create virtual environments through NFTs. The price for land is set by users selling the NFTs
 - Lowest price is 1.33 Ethereum, or about \$2600
- The platform features a game maker, allowing users to create whatever games they want in their land. Users can earn currency by playing these games
 - Warner Music, Ubisoft, and The Walking Dead are examples of brands with large land parcels for development, using their space to create branded experiences, such as games, virtual concert lounges, and more
- Sandbox is only available on desktop

**All monetary and market information was accurate at the time of writing. Prices are subject to change due to market fluctuation and changes in cryptocurrency value



1

Blockchain Gaming

Decentralized

2

Gaming Platform

Centralized

3

AR & VR Experiences

Game Platform →

Several gaming platforms have become their own metaverse and allow for users or collaborators to **build their own experience within the platform**. Game-based builds have **large built-in audiences** and a **framework already in place**. These experiences currently live on a wide variety of platforms including PCs and desktops, smartphones, and gaming consoles.

In the past few years, several **in-person events and experiences** have garnered the attention of millions, proving to be well-received by audiences. Those in attendance **tend to skew younger**, typically between pre-teen and early adulthood. As time goes on, new games continue to combine gameplay with social interaction, **opening the doors to brand partnerships**.

Fortnite →

- Fortnite is a free-to-play Battle Royale game that also features social spaces and an online market for avatar accessories and equipment
- Fortnite is available on multiple platforms including mobile, current and next-gen gaming consoles, the Nintendo Switch, desktop, headsets and more
- Fortnite has held multiple worldwide virtual events from concerts to sports matches
 - Travis Scott's Astronomical event, featuring live performances in addition to a playable event for users to take part in, grossed about \$20 million dollars including merchandise sales on the platform
- Epic Games reports that there are 350 million players worldwide on Fortnite
 - 68% of users are between the ages of 10 and 30



Roblox →

- Roblox is an online game platform with an open-source codebase that allows users to create their own games within the platform
 - Users can buy and sell assets within the game via microtransactions and the in-platform currency, Robux
 - Roblox has an estimated 43.2 million daily users, with 67% of users under the age of 16
- Fashion brands are engaging with the platform and building unique experiences that have been popular with users, who are receptive to buying digital merchandise that can be brought back into various Roblox games
- Roblox is currently available on desktop, mobile, Xbox, and select Smart TVs



1

Blockchain Gaming

Decentralized

2

Gaming Platform

Centralized

3

AR & VR Experiences

AR/VR Experiences



This build **lives solely on the web** and can be **accessed by anyone with the URL** (and log in credentials, if required). This kind of experience can live on both **desktop and mobile**. On mobile, the AR and VR technology is utilized to create interactive, immersive mobile experiences.

A web application build will generally have a **lower barrier of entry and start up costs** when compared to NFT builds. That said, web-based experiences can still **have blockchain and NFT integrations**, which make it possible to purchase an NFT or link to your crypto wallet.

Electric/City →

- British clothing brand, Charli Cohen, celebrated the 25th anniversary of Pokémon with a new clothing collection and virtual shopping experience
- The 360° VR/AR experience allows users to explore the virtual city with a custom-built avatar
- Users can purchase both digital and physical products including, but not limited to, clothing items for your avatar or yourself
 - Hot spots throughout the city activate experiences or are links to products available to purchase. For example, a user may enter the park and watch a fashion show by clicking the stage



Where do we
go from here?



Implementing Strategy

ONE SIXTY/NINETY

Why should
you do it?

As new digital innovations emerge, our lives are becoming increasingly consumed by digital products, with the pandemic accelerating our adaptation.

In our transition to a digitally-driven economy, demand will continue to generate economic opportunities, forming new markets and revenue streams.

Major brands are finding new ways to connect with their audiences, migrating their products to the metaverse to create memorable, meaningful experiences.

How will we
do it?

Create a more connected experience with multiple activations by integrating with digital platforms, pushing users beyond single-use.

When conceptualizing experiences for your brand, create value for users by placing an emphasis on individuality and exclusivity.

Design an intuitive, strategic approach focused on user flows and interactivity.

**Develop a value proposition to
impact your audiences
attitudes and perceptions.**

Resource in-house and experienced web3 partners to deliver an optimized user experience.

Leverage data and artificial intelligence to build competency, develop audience segments and better understand the user journey.

Is my brand
ready?

Brand loyalty, coupled with a strong personality and unique products offerings, lend to a more full, immersive digital experience.

While a tech-savvy audience is recommended, it is not required; your audiences must show a willingness to experiment with different technologies.

Make your experience an extension of your brand, align with your storefront, initiatives, partnerships, launch, rewards programs, live experiences and more.

Develop a narrative around your brand story to ignite a conversation with your audience.

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An Endeavor Company

Thank you. 🙌



Appendix

ONE SIXTY/NINETY

Contents →

- Cryptocurrencies, Blockchains and NFTs
- Our Metaverse Partners
- Budget & Timeline Estimates



Cryptocurrencies,
Blockchains & NFTs

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The cryptocurrency market has regressed in recent months due to inflation and other economic factors, but following Facebook's announcement in October 2021, prices skyrocketed.

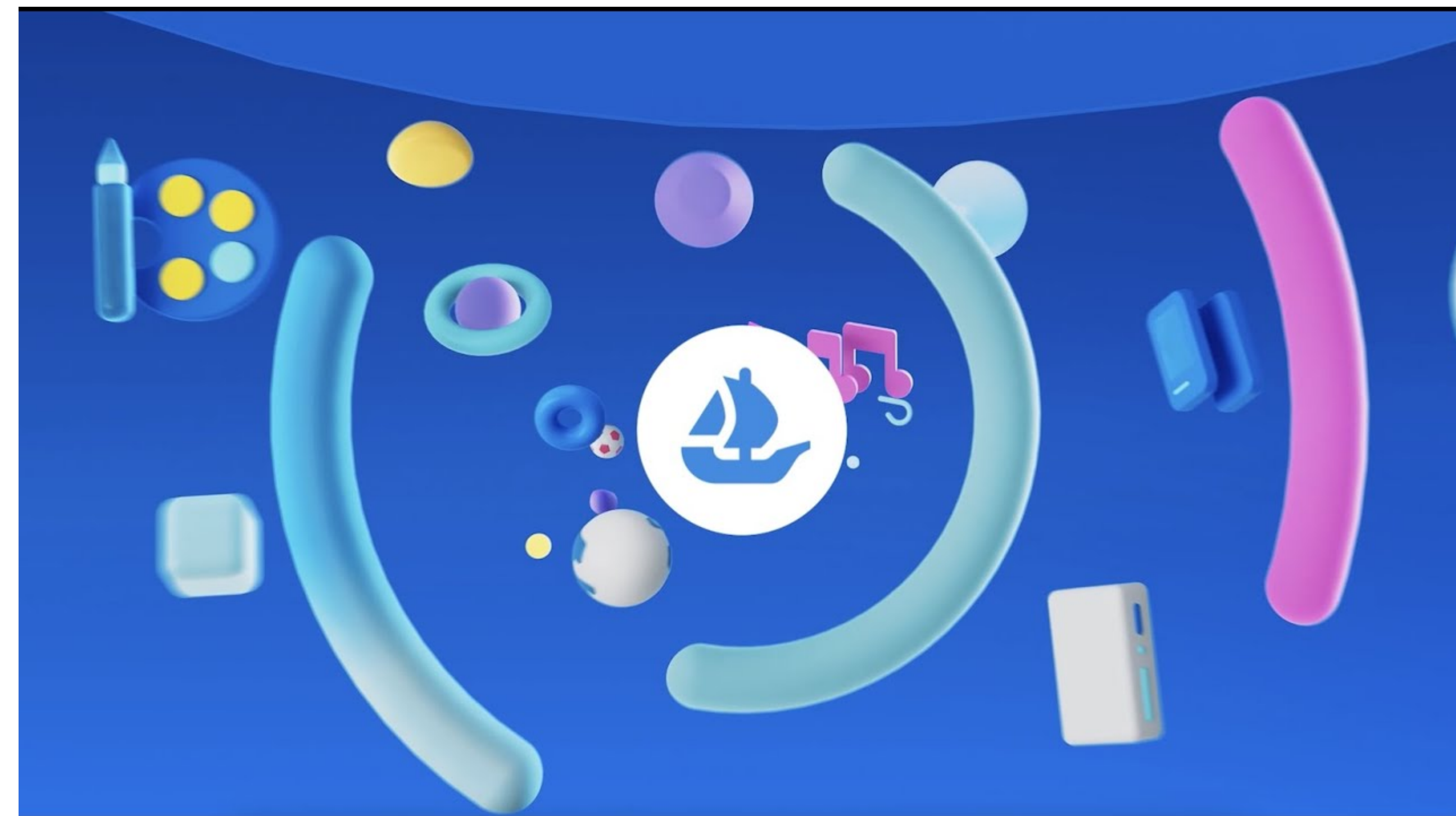
- Most notably, the price of cryptocurrencies Ethereum and Bitcoin increased following this announcement
- The value of in-platform currencies like Decentraland's MANA currency and Sandbox's SAND tokens also increased drastically
- NFTs are integrated in the metaverse in a multitude of ways, from accessories for your avatar to building blocks for a virtual world
- With blockchain technology embedded in platforms like Decentraland and Sandbox, users can utilize banking systems, build real estate and make investments

Popular NFT Marketplaces

OpenSea

Supporting more than 150 cryptocurrencies, OpenSea is one of the most commonly used marketplaces with NFTs spanning multiple industries, from music to art to sports. Users can begin minting, selling and buying NFTs in minutes.

[Learn More about OpenSea](#)



Meet OpenSea | The NFT Marketplace with Everything for Everyone
OpenSea, 2021

Rarible

Rarible is a decentralized, community-owned marketplace with a focus in sports, gaming and media. Collection-based NFT's are supported by Ethereum, Flow, Tezos and Polygon blockchains, each presenting varying levels of efficiency and sustainability.

[Learn More about Rarible](#)



Meer Rarible, The NFT Marketplace

Rarible, 2021

Coinbase NFT

Despite being fairly new, the success of their cryptocurrency trading platform has allowed Coinbase to gain a reputable status in the NFT space. Users can connect their existing crypto wallet (Coinbase Wallet, MetaMask and WalletConnect) to discover and buy exclusive collections.

[Learn More about Coinbase NFT](#)



Buying on Coinbase NFT
Coinbase, 2022

Checkout



Pudgy Penguin #35
Pudgy Penguins

1 Review purchase details

This NFT costs 1.1600 ETH (\$2636.62) plus
Ethereum gas fees

List price	3.700 ETH
Gas fees	See in Wallet

3% of all sales go to the creator

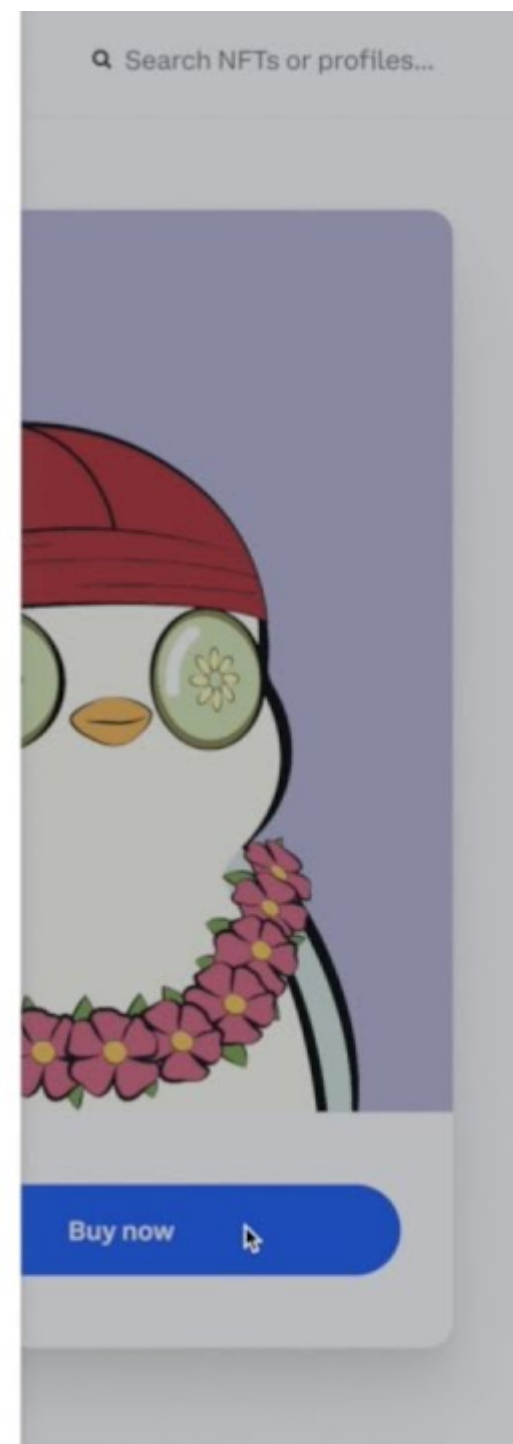
Select wallet

0x7281...d303 4.5 ETH ▼

Confirm Info

2 Pay with your crypto wallet

Confirm purchase in your wallet to complete
checkout



NFT Mint to Sale Process →



Create Your Digital Asset



Select Your Blockchain



Set Up Your Digital Wallet



Select Your NFT marketplace



Set Price & Upload Your NFT



Set Up Your Payment Processing System

**Let's talk about the environmental
impact of NFTs.**

While the introduction of NFTs provides more freedom for creators, buyers and sellers alike, the mining process requires a large amount of electrical power

- NFT transactions housed on cryptocurrency marketplaces require large amounts of energy consumption, impacting greenhouse gas emissions
- Currently NFT transactions only account for a fraction of greenhouse gas emissions, but this can play a more significant role in the future
- Most NFT transactions require a significant amount of energy, equivalent to the amount of electricity consumed by an average American household in 9 days
- Investments in renewable energy sources (i.e., solar, wind, hydropower) will likely be needed to protect energy consumption

Unfortunately there is **no perfect solution.**

As a global agency entering this space, **we are aware and committed** to redefining ethical practices, driving results for our clients and **reducing our carbon footprint.**



Our Metaverse Partners

ONE SIXTY/NINETY

AirCards provides end-to-end web-based experiences, integrating augmented (AR) and virtual reality (VR) technology to create interactive experiences.

- To curate your web3 experience, AirCards works with you, providing consultation, ideation, design, development and analytics
- AirCards brings your experiences to life in a multitude of settings, from print marketing and packaging to at-home and live experiences
- Partners include Warner Bros, Microsoft, Pepsi and more

GigLabs develops next gen, white-label NFT products and experiences, integrating their platform with Shopify and Dapper to deliver a seamless web3 platform

- From minting to point of sale, with GigLabs you can build an immersive, virtual storefront, mixing digital and physical goods specific to your brand
- GigLabs experts strategically measure growth opportunities to create an NFT-focused initiative centered around your needs, proven to accelerate your business goals
- Partners include CNN, UFC, YouTube, NFL, University of Miami and more

Dimension Studio is a
production studio
specializing in virtual reality
experiences and volumetric
content to transform physical
spaces

- Leading the web3 entertainment space, Dimension provides virtual solutions for film, TV, VR, AR and the metaverse
- From virtual humans to staging for live events, Dimension connects users through immersive storytelling
- Partners include Sony, Disney, Wimbledon, H&M, Balenciaga and more



Budget & Timeline Estimates

ONE SIXTY/NINETY

Types of Metaverse Builds

	NFT	Gaming Platform	Web Application
	For this build, we would partner with an NFT developer and a crypto wallet manager to assist in the minting and management of an NFTs collection.	For this build, we would need to either partner with an existing platform to build the experience or with a developer familiar with the gaming environment.	For this build, we would leverage our internal expertise and work in tandem with our partner Aircards to build an immersive, engaging web application experience.
Price ¹	\$300,000 ³	\$130,000 - \$300,000	\$200,000 - \$400,000
Timing ²	10+ Weeks	16+ Weeks	10+ Weeks

¹ Pricing for each build is subject to change depending on market value and time to launch, does not include hard costs.

² Timing for each build is subject to change, will need address business goals and legal implications.

³ Opening a crypto wallet is approximately \$70-\$120. Minting an NFT varies widely, can be up to \$1000 per NFT.