



SNGLR
DIGITAL

Creating business value with Web3 & Metaverse

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NEXT WEB by Swiss Re Global Institute
Rüschlikon, Switzerland
06 2023

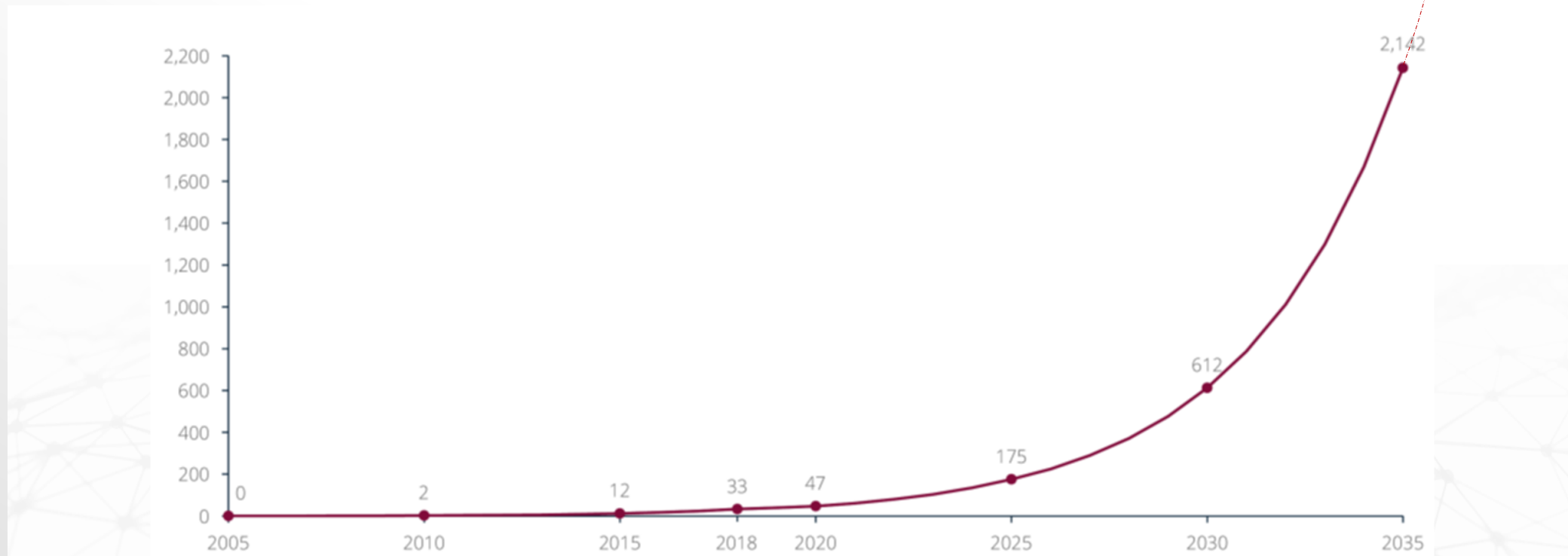


METAVERSE

BUSINESS

THE EXPONENTIAL FUNCTION & TECHNOLOGY

Worldwide amount of data created per year in zettabytes ¹⁾



1983

~~**\$3,995**~~

\$11,253



2023

\$3,499



**BRANDS
CREATORS
INFLUENCERS**

**CLOUD
BIG TECH
VR/AR/XR**

**NFT
CRYPTO
BLOCKCHAIN**

**GAMING
3D MMOG
E-SPORTS**



CORPORATE ADOPTION EXAMPLES



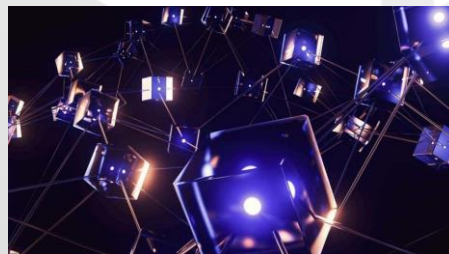
New Blockchain & Metaverse Venture Concept
US/ Hollywood-based entertainment company



Metaverse Retail Strategy at Group Level
Middle Eastern real estate, luxury, fashion & retail company



NFT Drop Discord & Community Management
Global footwear & apparel brand



Web3 Tech Stack Venture Strategy
UK / Israel tech company



Discord & Community Management & Launch Support
Global sports association



Metaverse & Blockchain Strategy
Smart city project in the Middle East



نيوم, NEOM



NFT Strategy and Pilot Support
Global fine art brand



“Metamuseum” Concept & Strategy
Renowned Swiss art museum



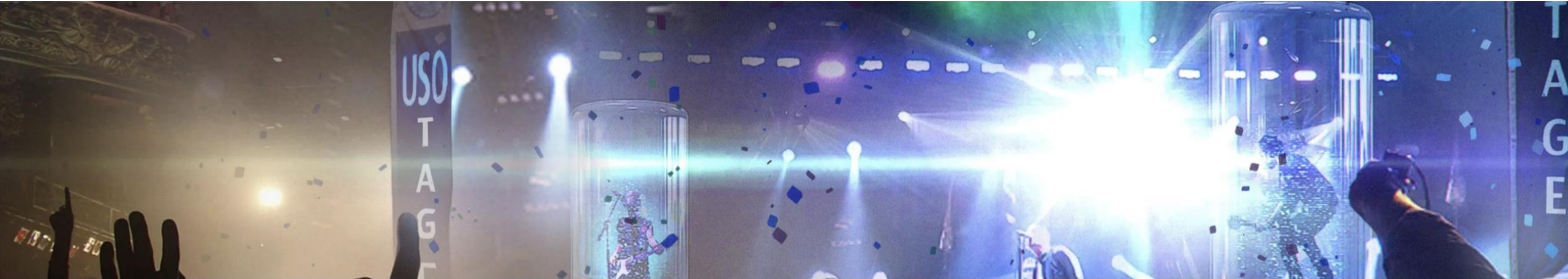
HOLLYWOOD GOES METAVERSE: ENTERTAINMENT 2.0



HOLLYWOOD GOES METAVERSE: HOSPITALITY 2.0



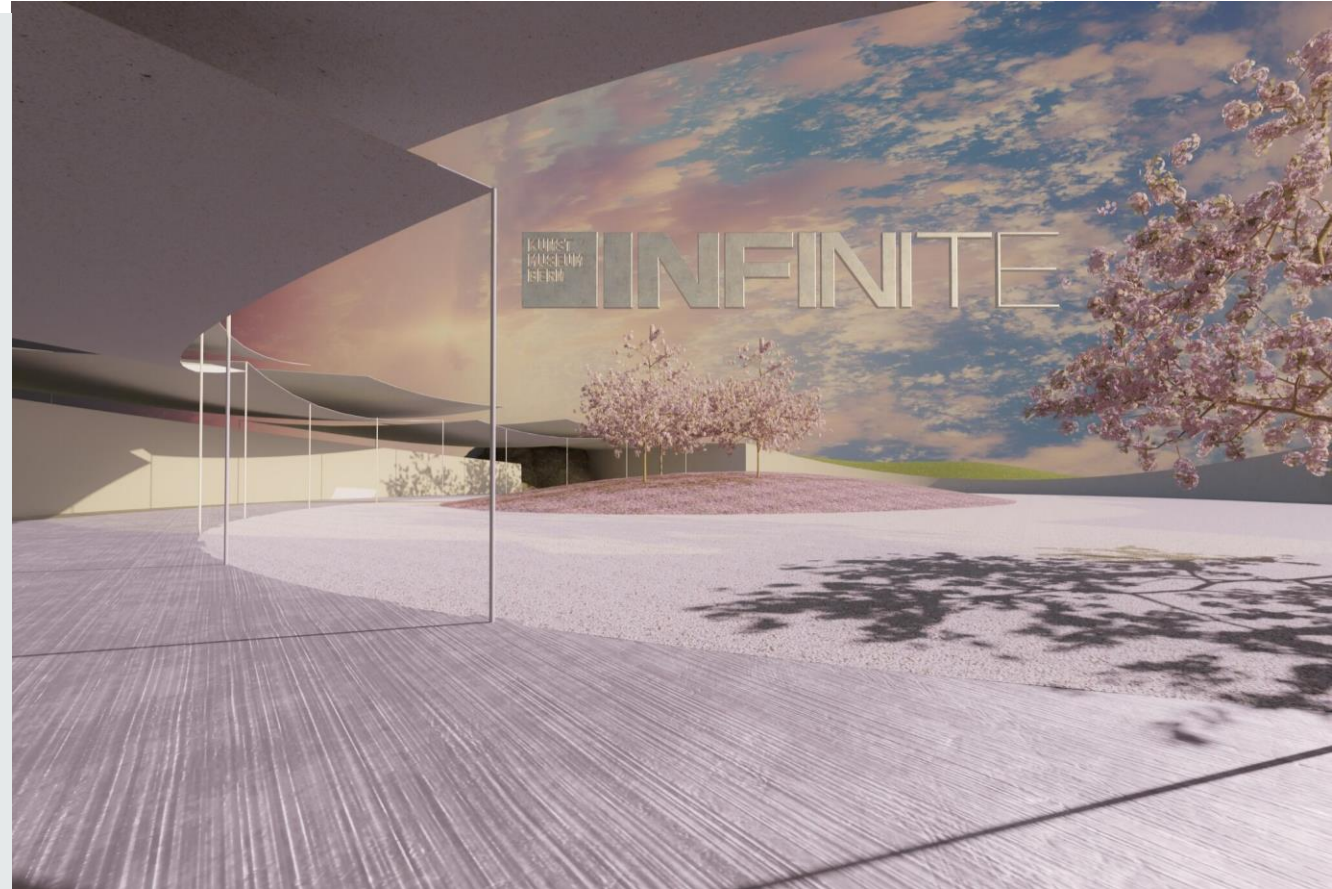
HOLLYWOOD GOES METAVERSE: CLUBBING 2.0



HOLLYWOOD GOES METAVERSE: STEVE AOKI



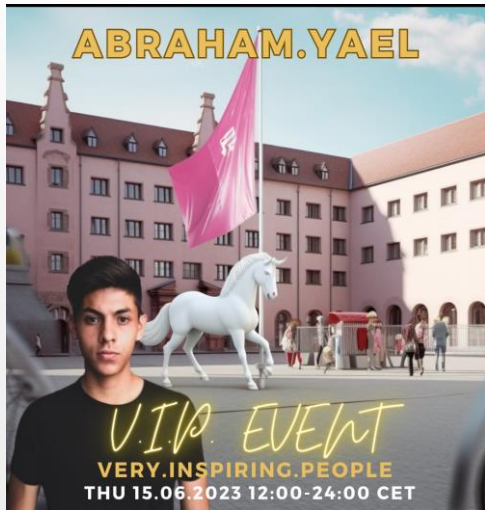
METAMUSEUM: KMB INFINITE



METAMUSEUM: KMB INFINITE: SASHA STILES



ART BASEL GOES METAVERSE: THURSDAY 15th JUNE



SNGLR.NFT ARTYNFT
VIP. EVENT
VERY.INSPIRING.PEOPLE
#METAVERSE
#NFT

CRYPTOBUS
Talk Battles
Art Showcase
Rooftop Party

**NICOLE.MIESCHER;JOHANNES WERNICKE
ATLANTIS;ABRAHAM.YAEL;AYA.STELLAR
GINNY.LITSCHER;VADUZ.LIGHT.FESTIVAL
STEFAN.KAINBACHER;DARIO.DE.SIENA
MARC.SIMONETTI;GEORGE.MAXWELL
ALL.ART X SNGLR.NFT;DONDÉ.ART
AELIG.ART;ARTYNFT;CRYPTOBUS**

@ART.BASEL @KASERNE.BASEL
THU 15.06.2023 12:00-24:00 CET

artwork by eric pause "hang on to yourself"

SWISS NFT ASSOCIATION
swiss metaverse association

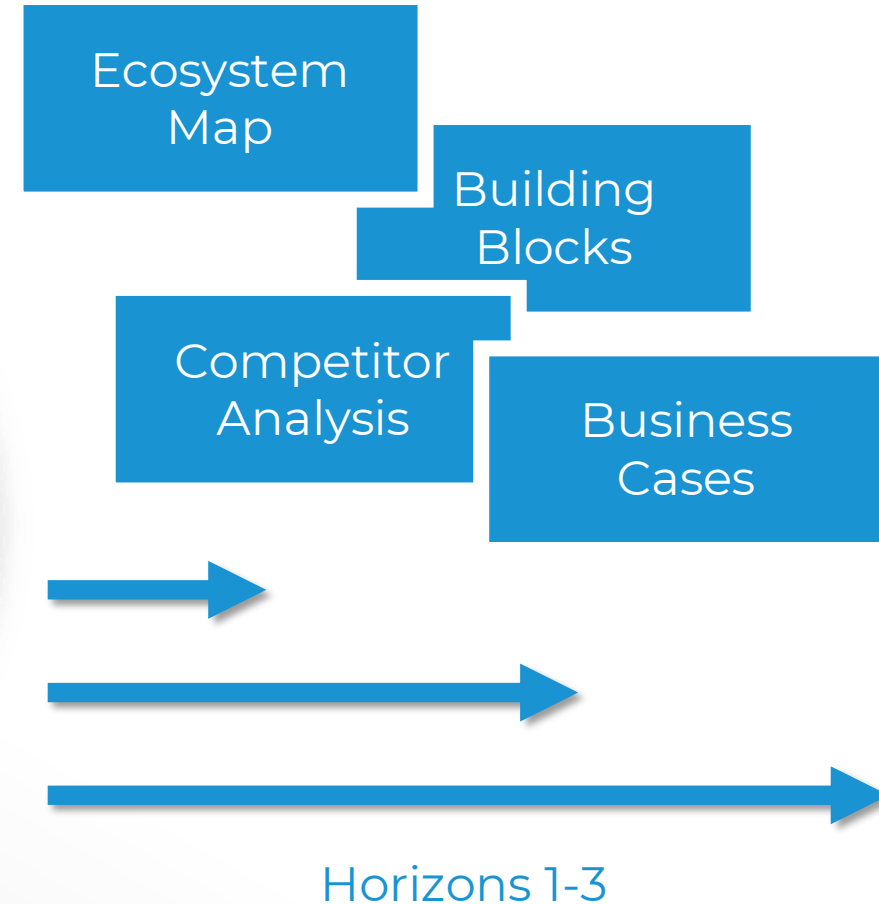


REAL ESTATE & MALL OPERATOR GOES METAVERSE



REAL ESTATE & MALL OPERATOR GOES METAVERSE

- 1 **Excite**
- 2 **Educate**
- 3 **Engage**
- 4 **Strategize**
- 5 **Activate**



RETAIL & LUXURY BRANDS GO METAVERSE



- [Absolut Vodka](#)
- [Adidas](#)
- [Art Basel](#)
- [Asics](#)
- [Aston Martin](#)
- [Australian Open](#)
- [Audi \(VW Group\)](#)
- [Aston Martin](#)
- [Balmain](#)
- [Bang & Olufsen](#)
- [Bentley](#)
- [Blvck](#)
- [BMW](#)
- [Bose](#)
- [Budweiser \(AB InBev\)](#)
- [Bud Light \(AB InBev\)](#)
- [Burberry](#)
- [Bulgari](#)
- [Charles & Keith](#)
- [Cartier](#)
- [Clinique](#)
- [Coach](#)
- [Coca-Cola](#)
- [Dalmore](#)
- [Diesel](#)
- [Disney](#)
- [Dolce & Gabbana](#)
- [ESPN](#)
- [Etihad Airways](#)
- [Estée Lauder](#)
- [Ford](#)
- [G-Star](#)
- [GameStop](#)
- [GAP](#)
- [Gault Millau](#)
- [Givenchy \(LVMH\)](#)
- [Glenfiddich](#)
- [Golden State Warriors](#)
- [Gucci \(Kering\)](#)
- [Guerlain \(LVMH\)](#)
- [H&M](#)
- [Heineken](#)
- [Hello Kitty](#)
- [Hugo Boss](#)
- [Hyundai Motor](#)
- [Nike](#)
- [Nivea](#)
- [Nissan](#)
- [NFL](#)
- [Pacsun](#)
- [Pampers](#)
- [Panerai](#)
- [Pantone](#)
- [Pepsi](#)
- [Philipp Plein](#)
- [Porsche \(VW Group\)](#)
- [Puma](#)
- [Prada](#)
- [Ralph Lauren](#)
- [Ray-Ban](#)
- [Red Bull](#)
- [Rimowa](#)
- [Salesforce](#)
- [Samsung](#)
- [Sports Illustrated](#)
- [Starbucks](#)



SNEAKERS GO METAVERSE: NIKE





METAVERSE

BUSINESS

SWISS METAVERSE ASSOCIATION (NÉE: MARCH 2023)

FOUNDING MEMBERS



ALL·ART



BERNEXPO^o
GROUPE

BUCHERER
1888



furrerhugi.



HSLU Hochschule
Luzern



INACTA.

KALEIDO



∞ Meta



NZZ | Connect



RICHEMONT



Schule für Gestaltung
Bern und Biel
www.sfgb-b.ch



Claudio Tessone



UNIVERSITÄT
LUZERN



Zenya Kwan

tofl AG

SWISS
metaverse
association

Ecosystem Partner





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