

It's time to get concrete

How WEB3 could transform the insurance industry

The Next Web, Swiss Re Institute Breakout Session, Swiss Re Centre for Global Dialogue, Rüschlikon, 13 June 2023

Dr. Evangelos Avramakis, Lead Corporate Foresight, Insights & Development, Swiss Re Corporate Solutions, Zurich





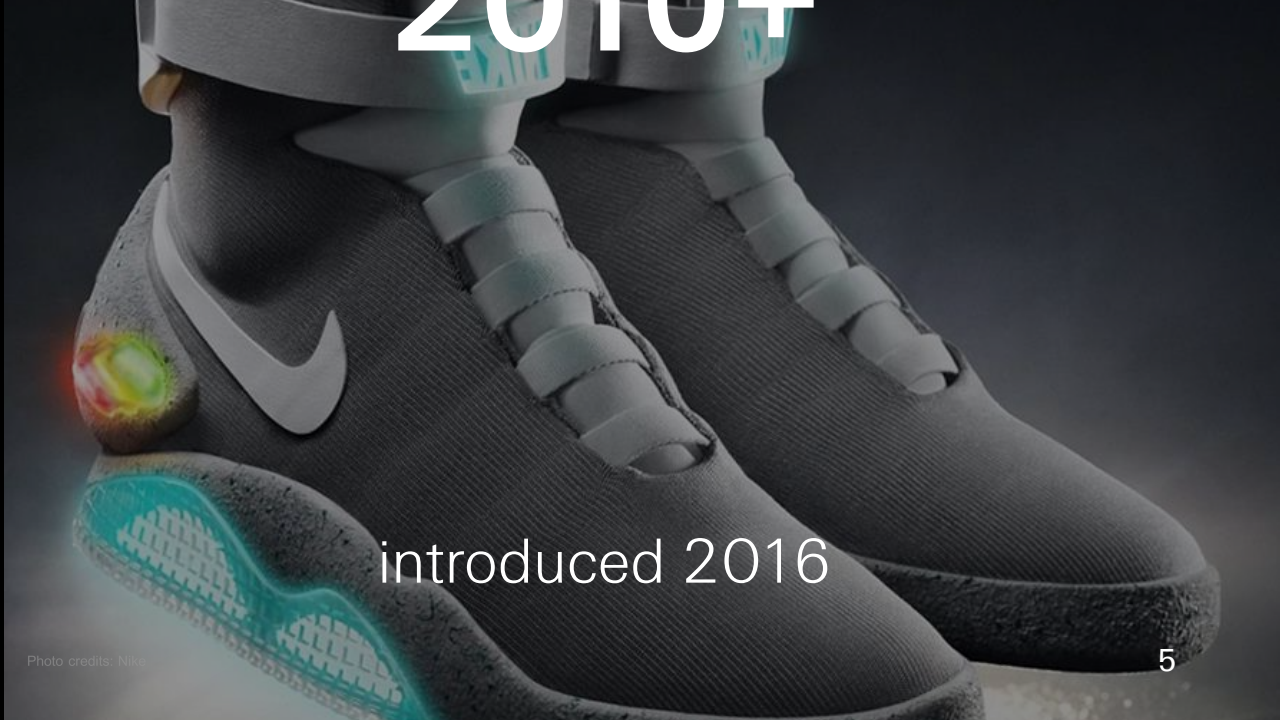
1989



introduced 2010

2010+

Photo credits: Magicleap



introduced 2016

Photo credits: Nike





Virtual Shoe

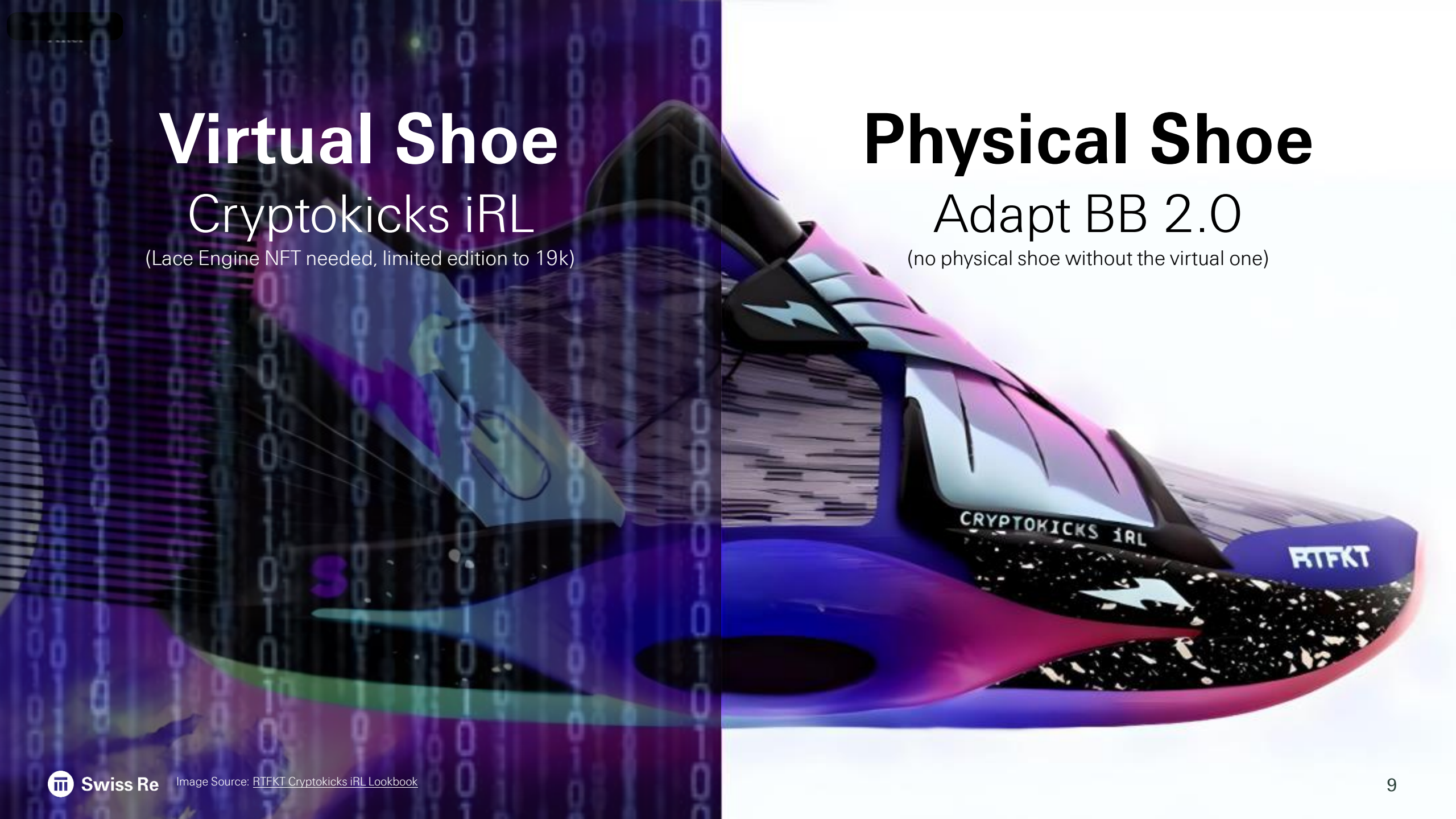
Cryptokicks iRL

(Lace Engine NFT needed, limited edition to 19k)

Physical Shoe

Adapt BB 2.0

(no physical shoe without the virtual one)



Virtual Shoe

Cryptokicks iRL

(Lace Engine NFT needed, limited edition to 19k)

Physical Shoe

Cryptokicks iRL

(no physical shoe without the virtual one)

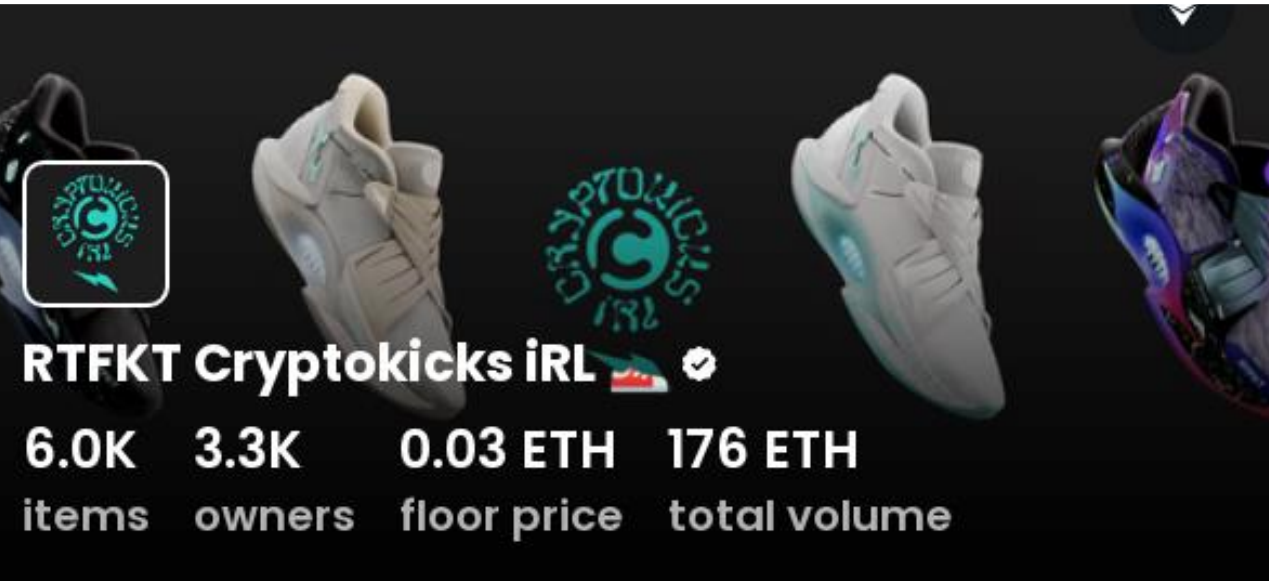




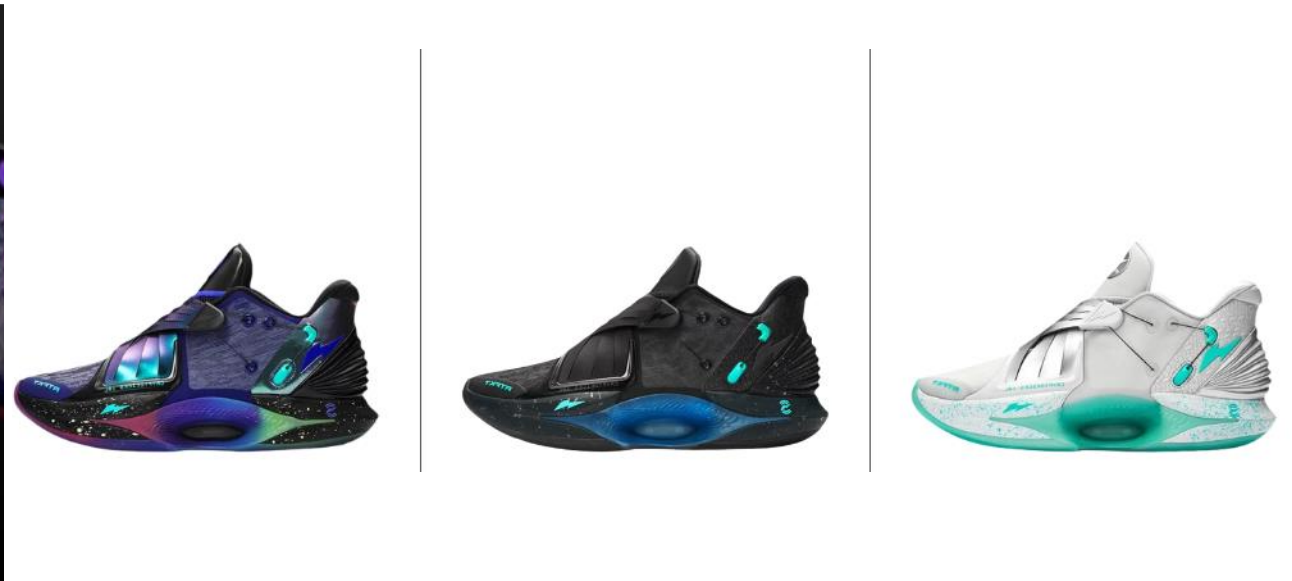
Nikeland: Virtual store in the metaverse on Roblox



Nike: Traditional, physical (factory) store



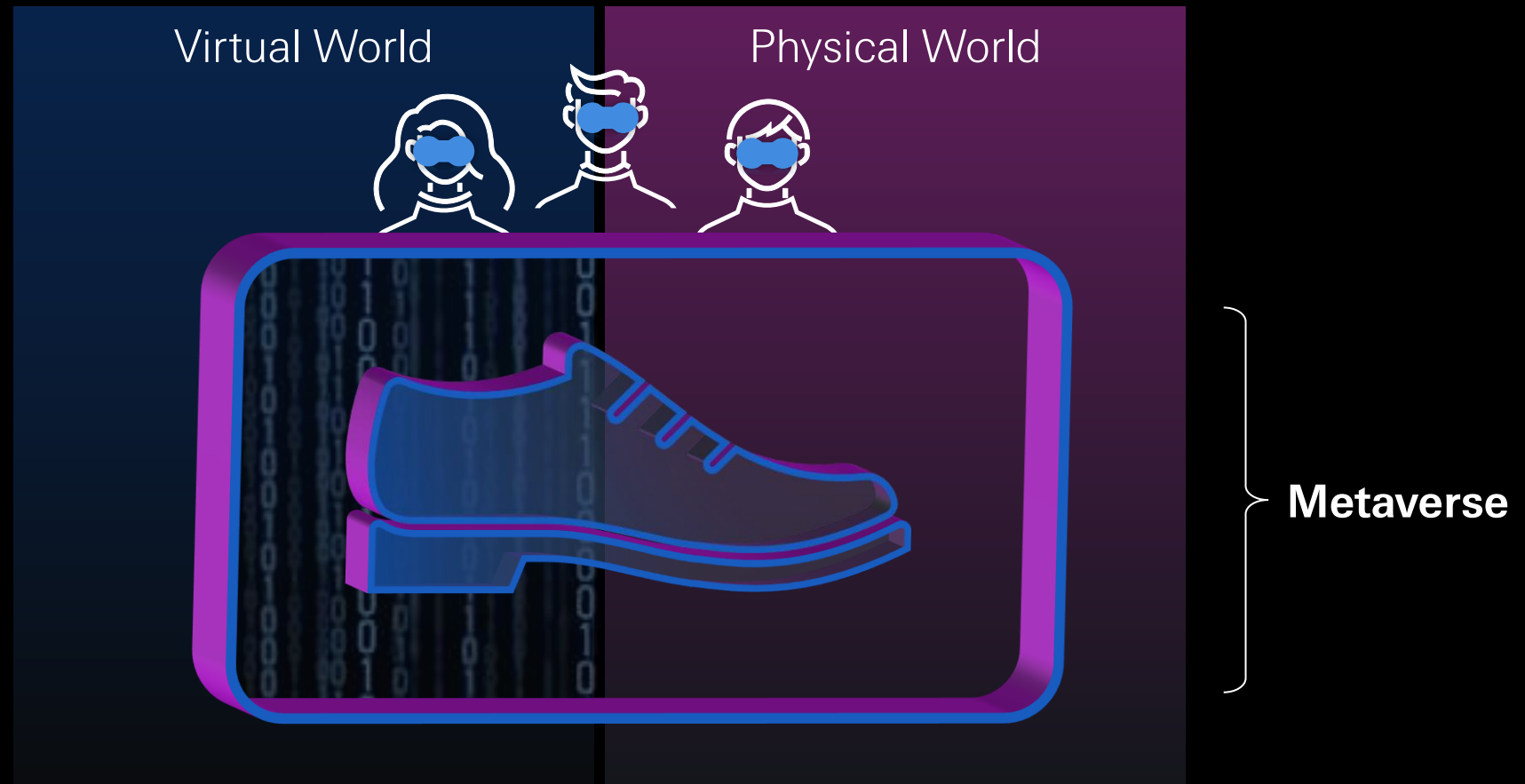
Swiss Re **Nike**: Crypto NFT store on Opensea



Nike: Online (direct to consumer) store on GOAT

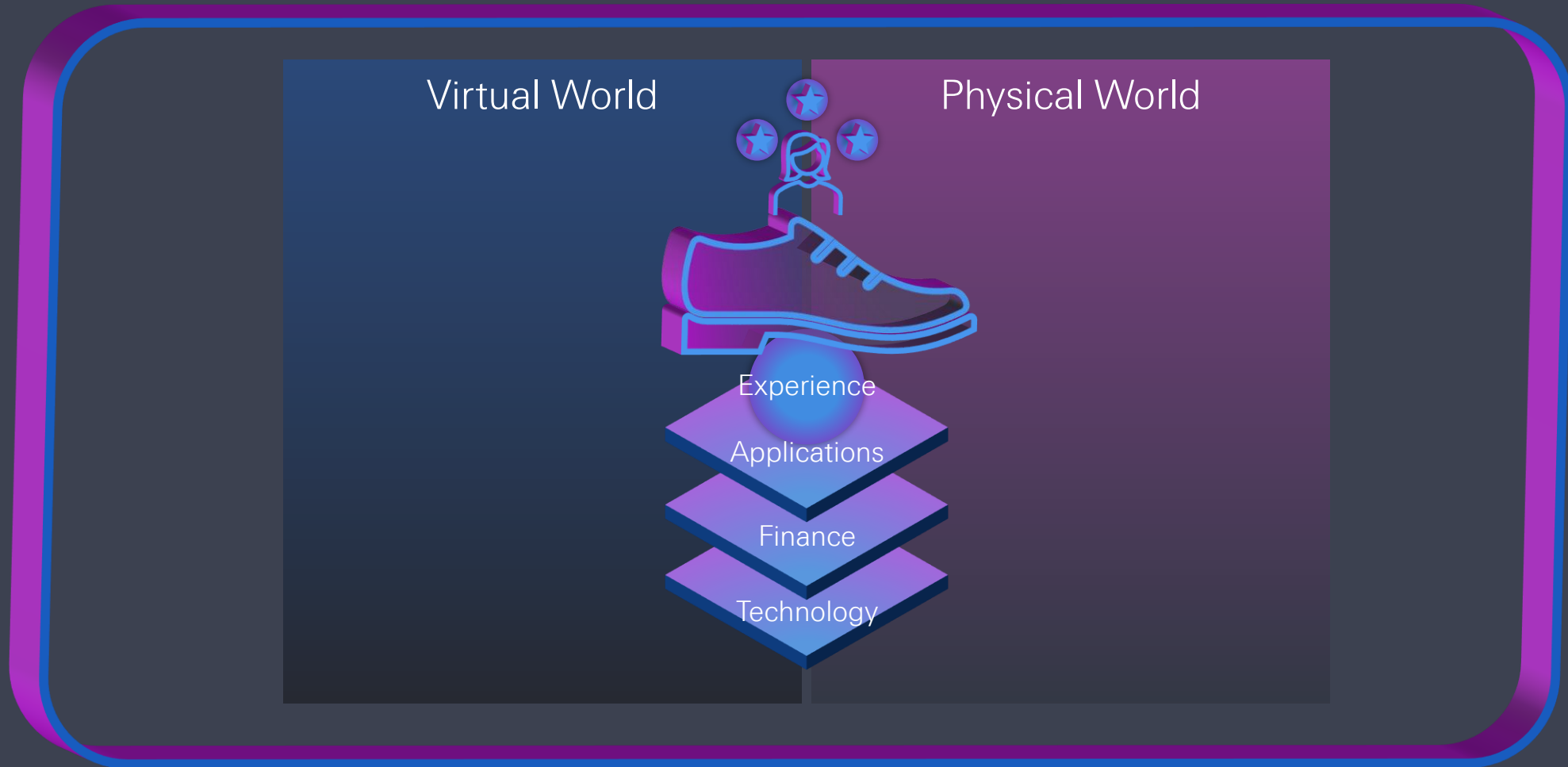
Virtual & Physical RTFKT Community

Metaverses – the building blocks



“A **digital twin*** is a virtual replica of a physical system that can model, simulate, monitor, analyze, and constantly optimize the physical world.”

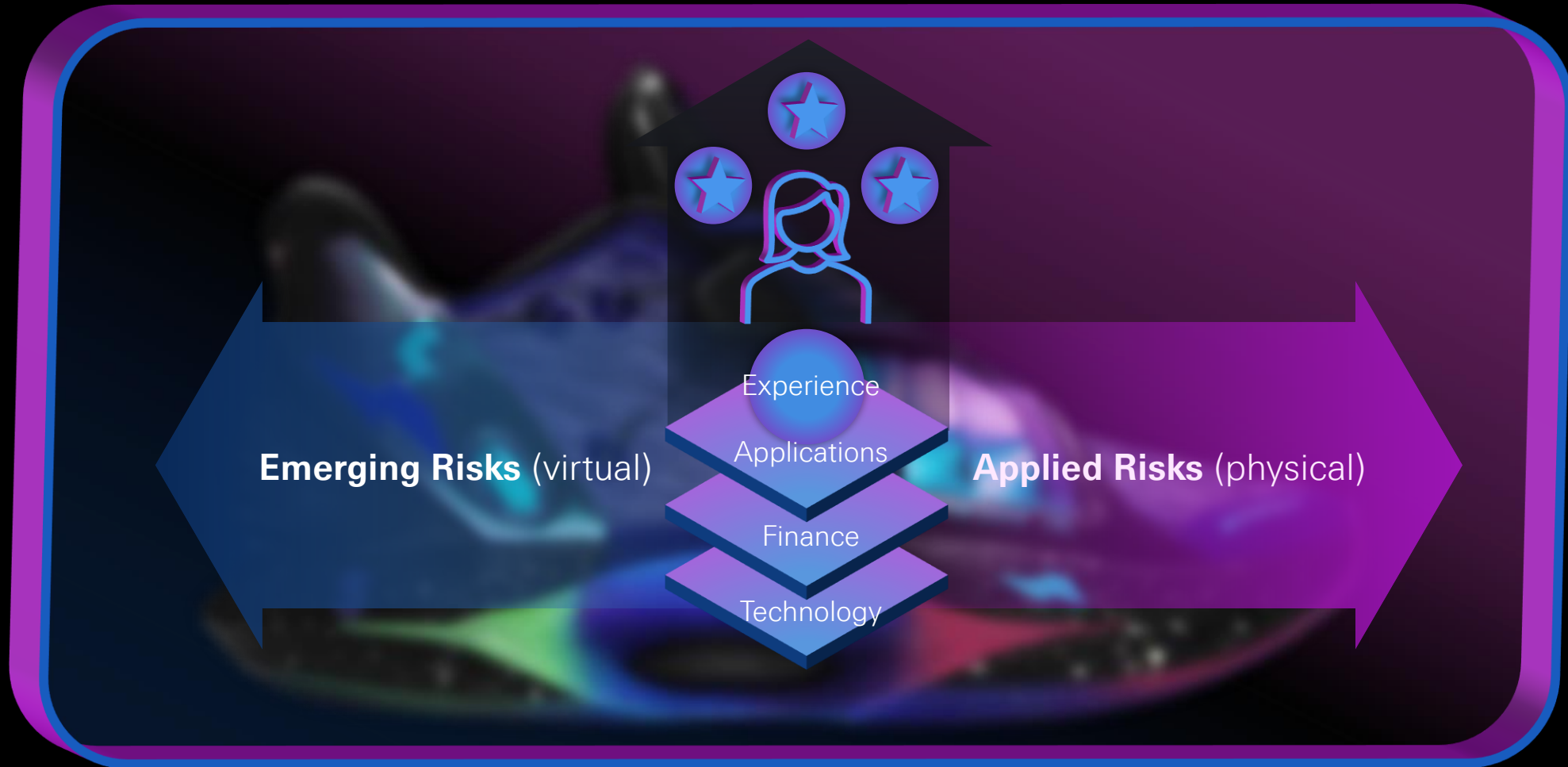
Metaverses – the building blocks



Metaverses – case **Nike x RTFKT Cryptokicks iRL**



Metaverses – emerging and applied risks (use cases)



Emerging Risks (virtual)

B2C Case

WEB3 Emerging Risks

example Zurich Insurance

NFT Protection

Applied Risks (physical)

B2C Case

WEB3 Applied Risks

example Etherisc

Crop Protection

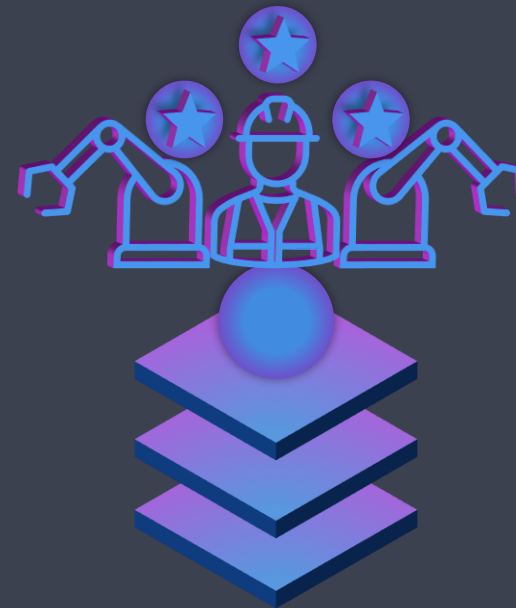
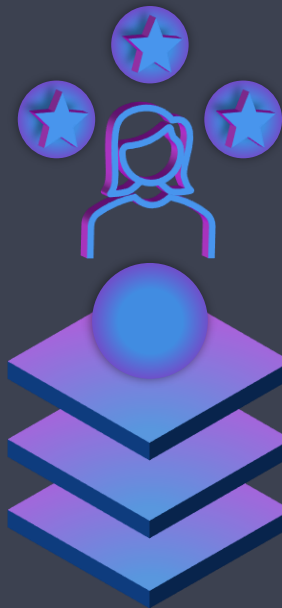
Metaverses – emerging and applied risks (use cases)



Consumer Business

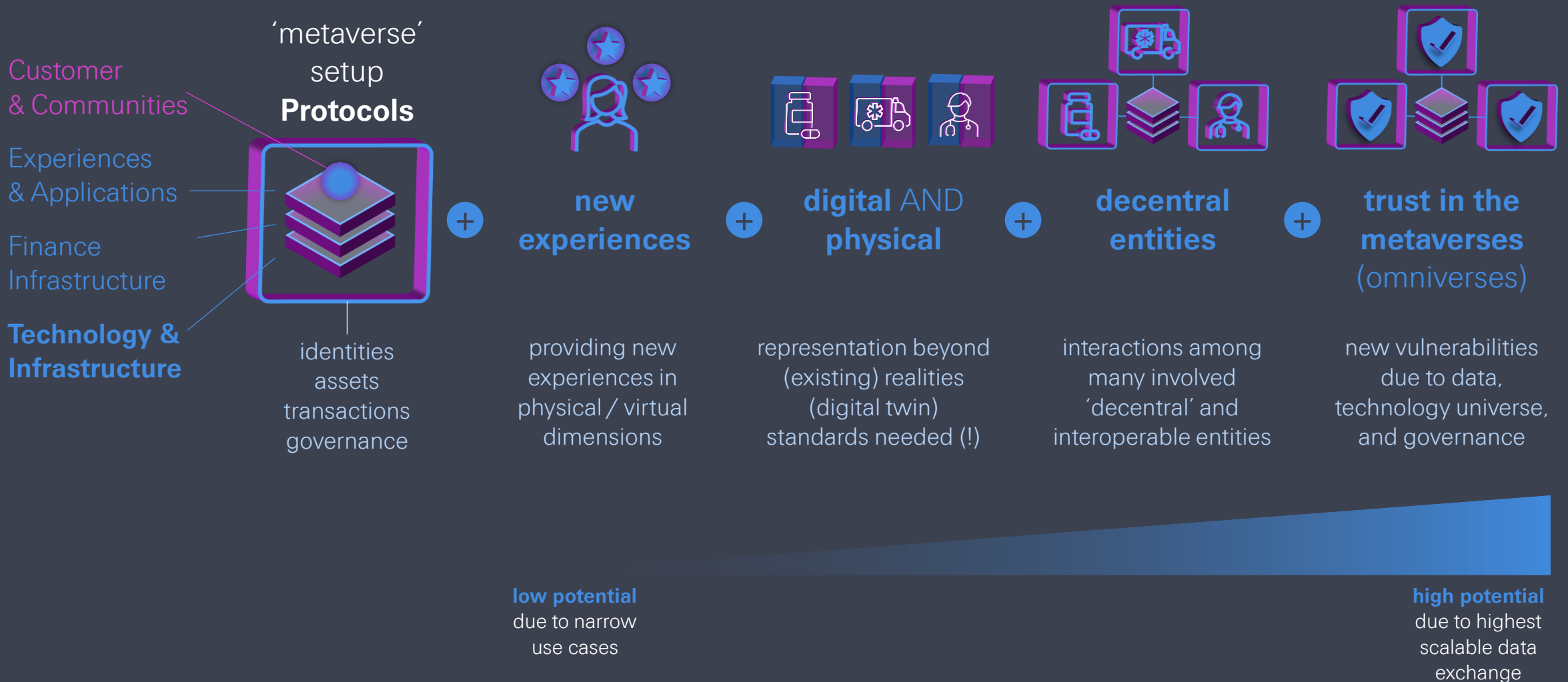
Commercial Business

Purpose	Entertainment, social interaction, and commerce
Scale	Large and reaches a wider audience
User experience	Immersive and interactive
Technology	Advanced VR and AR + WEB3
Business model	Sale of virtual goods and services

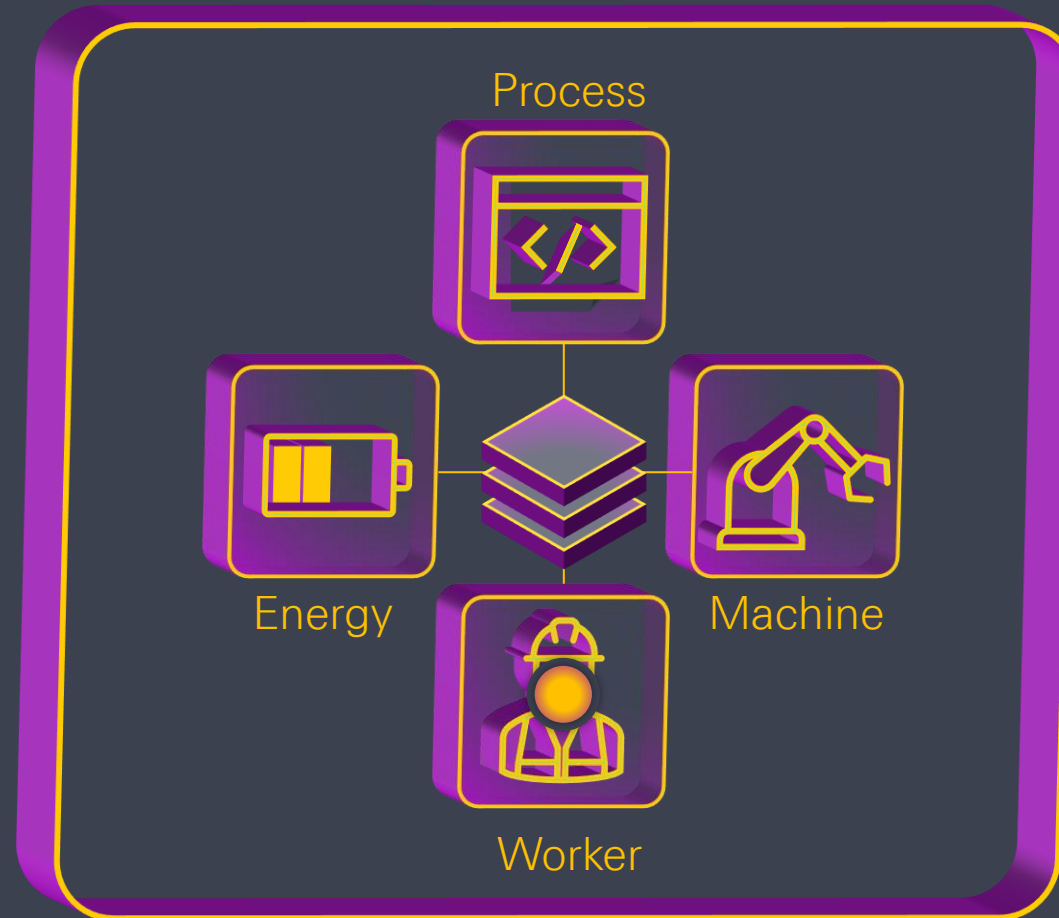


Improving efficiency and productivity in industrial settings
Limited to specific industries and use cases
Functional and streamlined
Basic 3D visualization simulation + WEB3 (Digital Twin enabled)
Optimization of industrial connectivity and processes

When can the WEB3 reach its full potential?



Why WEB3 could be a game-changer for future business



Digital Identities

- Static Equipment
- Mobile Equipment
- Infrastructure
- Robots
- Human workers
- Utilities (i.e. Energy)
- Processes
- etc.

Why **WEB3** could be a game-changer for future **end-to-end business**



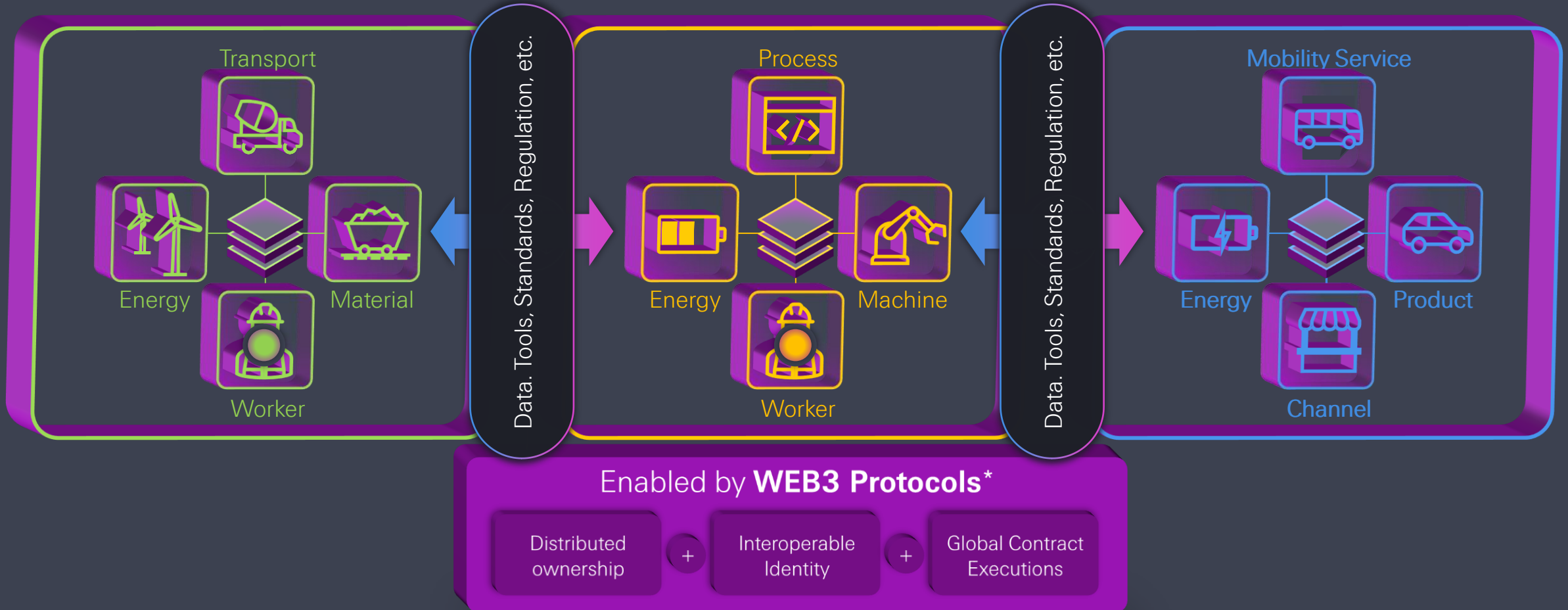
Downstream
Mining
Eastern EU



Midstream
Production
Germany



Upstream
Use
U.K.





User

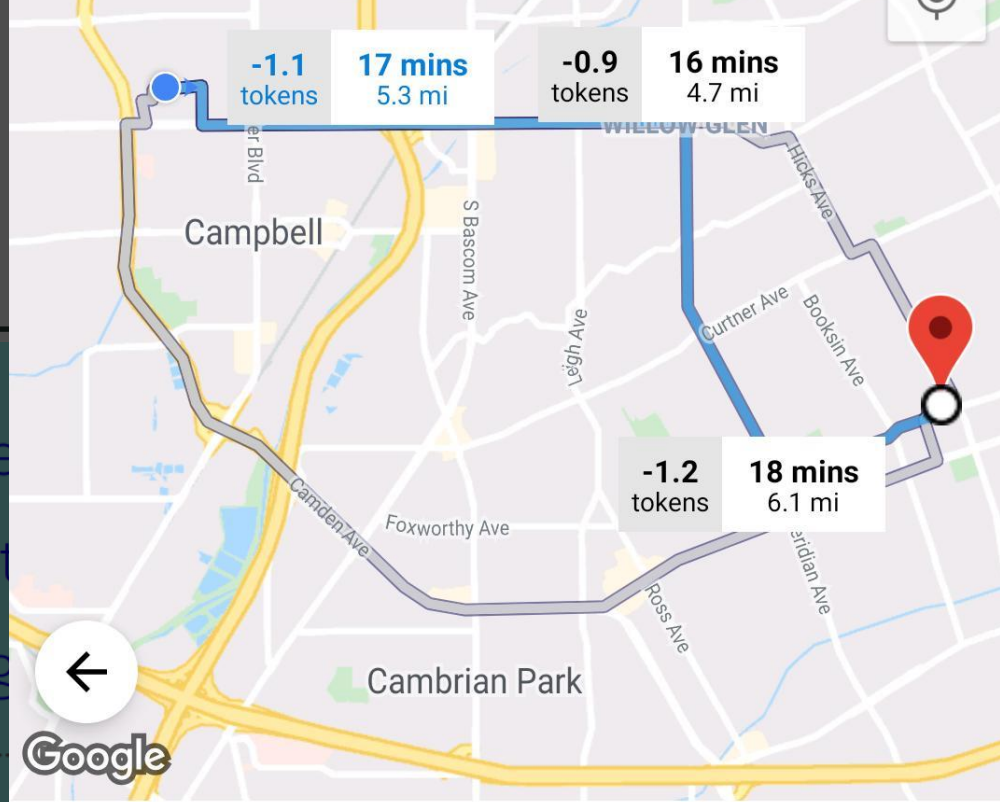
- + Identity
- + Verification
- + Offering



Smart Contract "A"



Car Sharing Provider



Google



-0.9 tokens



7.5 tokens



12.0 tokens

co2 traffic health

10:59 am



0.0

0.0

0.0

-0.9 tokens

10:59 am



0.0

0.0

0.0

-32.9 tokens



User

- Contracting
- Settlement
- Payment



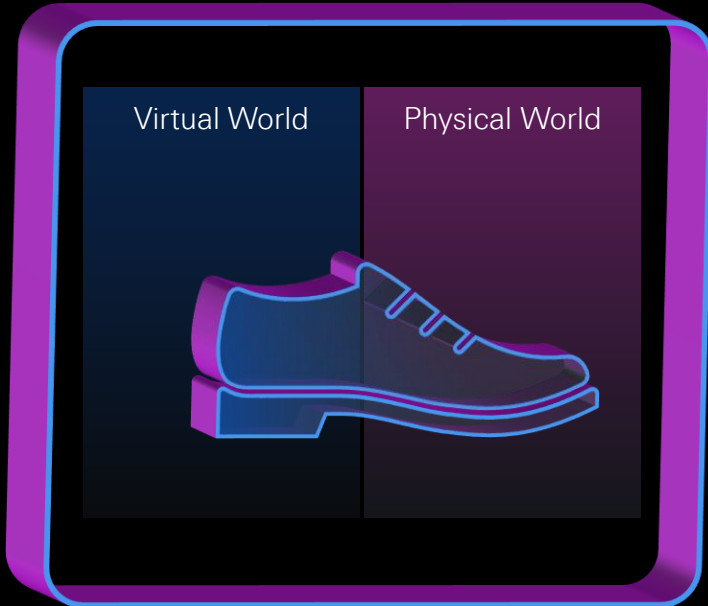
Smart Contract "D"



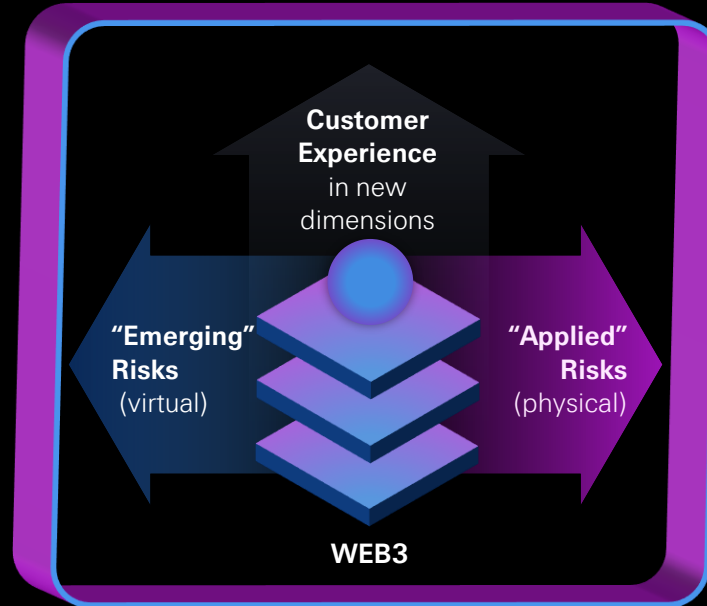
Charging Network Provider



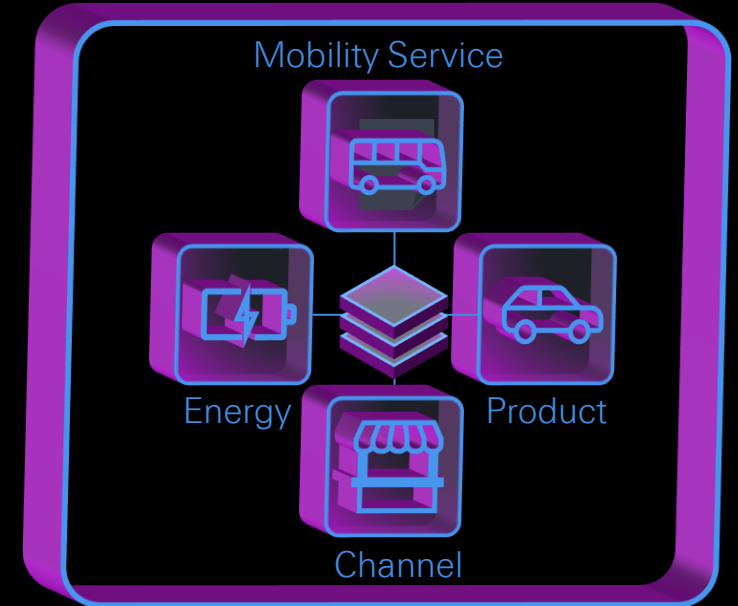
Back to the Future
Virtual + Physical
Cryptokicks iRL




New Risk
Opportunities based on
WEB3



B2B / B2C
Mobility
Applications



A photograph of Satya Nadella, CEO of Microsoft, is shown on the left side of the slide. He is wearing glasses and a dark blue jacket over a patterned shirt, with his hand resting on his chin in a thoughtful pose. The background is a blurred blue and grey.

“The metaverse is here, and it's not only transforming how we see the world but how we participate in it – from the factory floor to the meeting room.”

Satya Nadella – CEO Microsoft

Thank you!

Contact

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