

The unspoken power of the Metaverse – and why every business simply won't be able to avoid it.

You'd find it hard to identify any industry not disrupted by technology in recent history. And with the arrival of the metaverse, disruption is once again on the agenda. Before 2005, the term and concept of "big data" did not exist. Over the past decade, "cloud computing" and "Cyber hacking" have become household terms for nearly every single business leader in the world. Today, the total investments that firms allocate to adopting these new trends represent close to \$1 trillion - shaping the outlook of almost every single industry¹.

Almost every prediction indicates that the metaverse will not be an exception: by 2030, it is estimated to generate a staggering \$5 trillion every year – the same amount as the entire GDP of Japan.

So how do you navigate this new challenge? Which industries will succeed, and which will fail? How do you secure a first-mover advantage, while demanding the best from an ever-evolving metaverse?

In this speech, Martin Lindstrom, one of the world's leading metaverse experts, will take the audience through a thought-provoking, inspiring, and practical journey into tomorrow's metaverse – always with a laser sharp focus on your industry. He'll also explore how to enter this brand new world the most financially efficient way – by sharing hands-on examples of the dos and don'ts, and experiences gathered from hundreds of companies that have either succeeded or failed.

As founder of the world's largest \$22,000,000 metaverse experiment, Lindstrom and his team of experts from Harvard University, Stanford University, and MIT knows the topic better than anyone. Having ushered more than 1,000 people into the metaverse for more than half a year the team has succeeded in simulating how consumers, customers, and employees are likely to evolve in a virtual setting – and what this means for businesses, governments and private citizens.

In his speech Lindstrom will share their work, working with a "who's who" of brands and organizations worldwide, all in an effort to understand how to build solid hybrid cultures, how to create new online business models, and how to build respected brands – all in the metaverse. Lindstrom also looks into how we as humans will evolve, the experiment's upside and downside, its ethical aspects, and even how it has been proved that our brains rewire themselves as a consequence of this new lifestyle.

Lindstrom's speech is packed with thought-provoking real-world cases, financial evidence, simple models of adoptions, and cutting-edge experiments that will give the audience an unprecedented firsthand sneak peek into a world and its business opportunities never before seen.

¹ <https://www.globenewswire.com/en/news-release/2022/07/21/2483358/0/en/With-13-4-CAGR-Big-Data-Analytics-Market-Size-Worth-USD-655-53-Billion-by-2029.html>