

WEB3

Metacity Labs Inc. | join@metacity.com | www.metacity.com

comes to **LIFE**

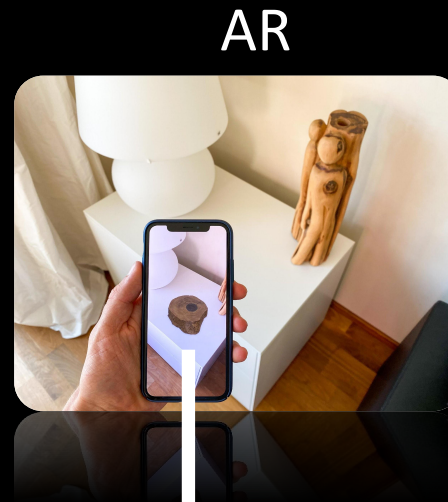
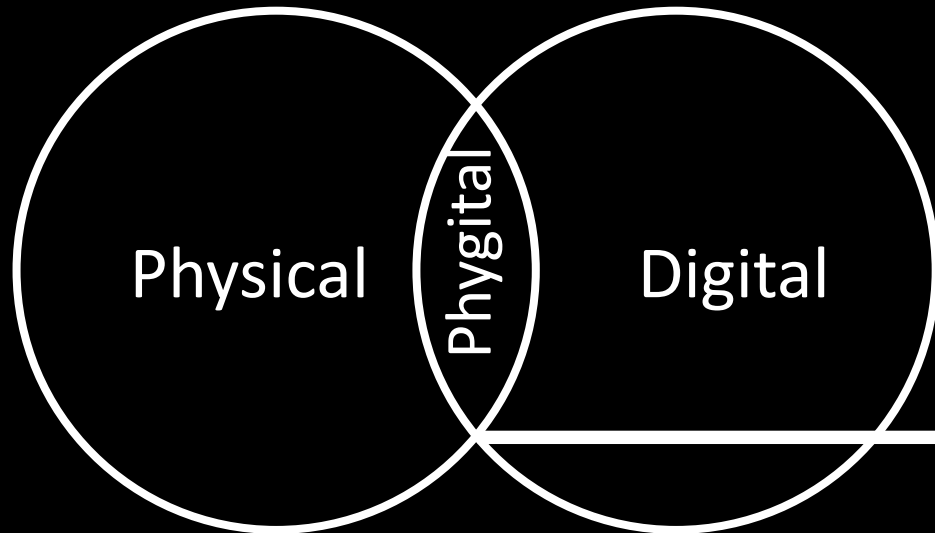
wherever you **ARe**



Web3

Mirrorverse vs. Metaverse

Read – Write – Own



**Digital Asset
(NFT)**



Much ado about nothing?



THE WHITE HOUSE



BRIEFING ROOM

Executive Order on Ensuring Responsible Development of Digital Assets

MARCH 09, 2022 • PRESIDENTIAL ACTIONS

2021: \$3,000 B | 2016: \$14 B



Nike vs. StockX



What does it mean for the
markets?



Mobile **Game** Market

Gamers: 3 B

Value: \$120 B

Creator Economy: \$ 100 B

Wearable NFTs: \$ 11 B

NFT Market: \$1,000 B

Fashion Industry value: \$3.0 T

If moved to circular & digital: \$5.3 T

Over \$140 million in NFT sales
of major brands like Adidas,
Nike and Gucci in 2022

Virtual Try Ons (AR/VR)
Reduce returns by 25%
Increase conversion by 97%



FOMO or even ROMO?

Fear of missing out (FOMO) | Risk of missing out (ROMO)



Web1

Community?

Web2

Build your Community

Web3

Own your Community

&

The Community owns You



What to do next?



Our Approach

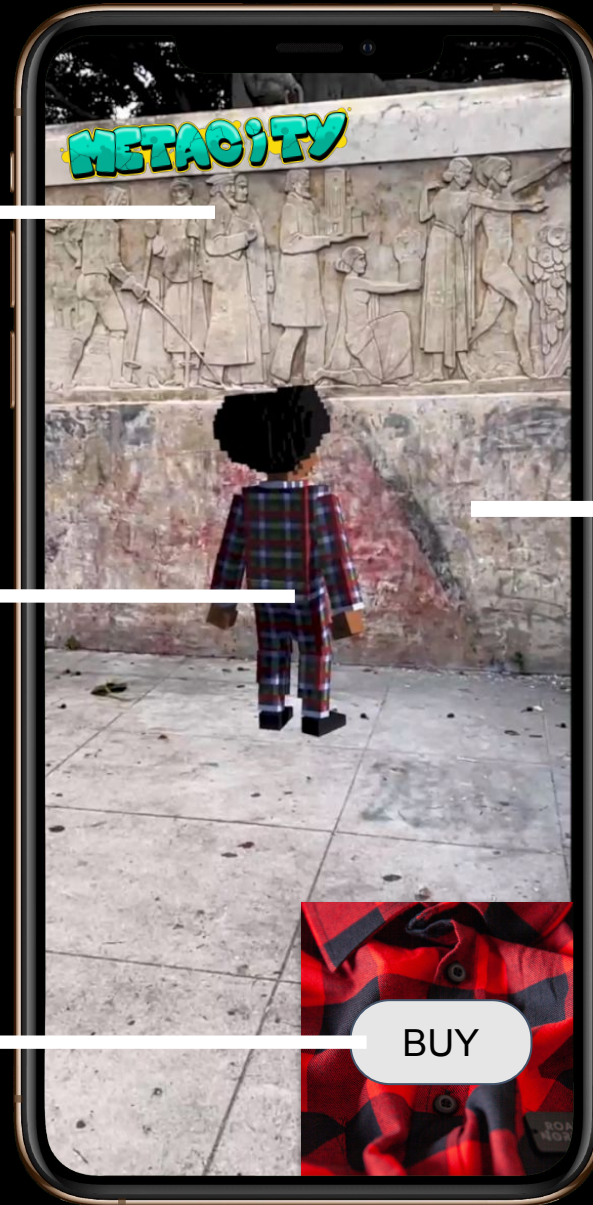
Bridging the digital and the real world to engage young consumers who are familiar with gaming and are often averse to traditional advertising tactics.



Digital Branding

Digital Assets

Digital Commerce



Real World

Start Today

Metacity Labs Inc. | join@metacity.com | www.metacity.com

50% Off Individual Onboarding



Michael Zoelzer
(CEO)



Severin Wilson
(Strategic Advisor)