

**Web3& Podcast, Folge:**

**#003**

**Das Metaverse**



# Was ist das Metaverse?

**„Es gibt keine einheitliche, allumfassende Definition für das Metaverse, aber im Grunde genommen handelt es sich nicht um eine virtuelle Welt, sondern um viele Welten, die Gestalt annehmen und es den Menschen ermöglichen, soziale Interaktionen digital zu vertiefen und zu erweitern.“**



# Virtuelle Welten in Web3 vs. Web2

	Web 2.0	Web 3.0	
<b>PLATFORM CHARACTERISTICS</b>	<b>Example virtual worlds</b>	<ul style="list-style-type: none"> <li>• Second Life</li> <li>• Roblox</li> <li>• Fortnite</li> <li>• World of Warcraft</li> </ul>	<ul style="list-style-type: none"> <li>• Decentraland</li> <li>• The Sandbox</li> <li>• Somnium Space</li> <li>• Cryptovoxels</li> </ul>
	<b>Organizational structure</b>	<ul style="list-style-type: none"> <li>• Centrally owned</li> <li>• Decisions are based on adding shareholder value</li> </ul>	<ul style="list-style-type: none"> <li>• Community governed, generally through a foundation decentralized autonomous organization (DAO)</li> <li>• Native tokens are issued and enable participation in governance</li> <li>• Decisions are based on user consensus</li> </ul>
	<b>Data storage</b>	<ul style="list-style-type: none"> <li>• Centralized</li> </ul>	<ul style="list-style-type: none"> <li>• Decentralized (game assets)</li> </ul>
	<b>Platform format</b>	<ul style="list-style-type: none"> <li>• PC/console</li> <li>• Virtual reality (VR)/augmented reality (AR) hardware</li> <li>• Mobile/app</li> </ul>	<ul style="list-style-type: none"> <li>• PC</li> <li>• Virtual reality (VR)/augmented reality (AR) hardware</li> <li>• Mobile/app coming soon</li> </ul>
	<b>Payments infrastructure</b>	<ul style="list-style-type: none"> <li>• Traditional payments (e.g., credit/debit card)</li> </ul>	<ul style="list-style-type: none"> <li>• Crypto wallets</li> </ul>
	<b>Digital assets ownership</b>	<ul style="list-style-type: none"> <li>• Leased within platform where purchased</li> </ul>	<ul style="list-style-type: none"> <li>• Owned through non-fungible tokens (NFT)</li> </ul>
	<b>Digital assets portability</b>	<ul style="list-style-type: none"> <li>• Locked within platform</li> </ul>	<ul style="list-style-type: none"> <li>• Transferable</li> </ul>



# Was ist neu im Metaverse?

✨	METaverse (OPEN) ☀️	VIRTUAL WORLD (CLOSED) 🌑
Structure	Decentralized	Centralized
Property Rights	Cryptographically enforced	See Terms of Service
Code	Open Source	Insiders only
Data	Transparent	Opaque
Access	Permissionless	Permissioned + Limited
Ownership	Community	Corporate
Identity	Unbundled + User-controlled	Centralized identity providers
Content Policy	User choice	Platform choice
Value Accrual	Users + Network	Platform owner
User Acquisition	Grassroots + Incentives	Ads
Social	Direct	Mediated
Display Systems	Diverse	Proprietary hardware
Product Direction	Bottom up	Top down



# Firmen auf dem Weg ins Metaverse

Walmart 

BOG



USPTO TRADEMARK APPLICATION



**WALMART**

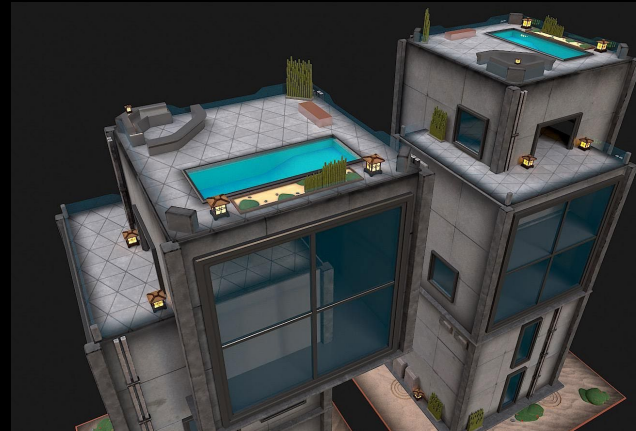
SERIAL #: 97197298

FILING DATE: DECEMBER 30, 2021

OWNER: WALMART APOLLO, LLC

IC 035: On-line retail store services featuring virtual merchandise, namely, electronics, appliances, indoor and outdoor furniture, home décor, toys, sporting goods, outdoor recreation, health, beauty and personal care products, household essentials, apparel, patio, garden, lawn care and landscaping products, home improvement products, grilling products, entertainment recordings, video games, books and publications, musical instruments, office supplies, arts and craft supplies, holiday and celebration supplies, jewelry, and pet products

The graphic represents only a portion of the application. For the full application, visit: [https://tdr.uspto.gov/#caseNumber=97197298&caseType=SERIAL\\_NO&searchType=statusSearch](https://tdr.uspto.gov/#caseNumber=97197298&caseType=SERIAL_NO&searchType=statusSearch)



# Der Weg ins Metaverse

1. Upgrade your public address: Get an ENS domain and Web 3 wallet for your firm
2. Upgrade customer login: Allow login with Web3 Wallet instead of username/password
3. Upgrade your products and services: Offer NFTs and Social Tokens to customers
4. Upgrade your payment systems: Accept BTC/ETH
5. Upgrade your community: Start a Discord Channel and a DAO
6. Upgrade your organisation: Open a store in Sandbox or Decentraland and offer Web3 products and services in the Metaverse, e.g. real estate loans or mortgages for virtual land



**Das Web3 kommt  
und es kann dir gehören.  
Werde Teil davon!**

**Feedback/ Anmerkungen / Kollaborationen:  
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