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# First Meta

## The impact of Virtual Worlds on Business

for NUS Techno-Venture Forum  
BuzzCity-NUS Digital Media Series



# Emerging market = new opportunities

- Virtual worlds – small but extremely fast-growing market
- People in virtual worlds have real needs and desires too
- People paying real money for virtual goods and services – US\$2 billion in 2006



# Real financial services for virtual worlds

- Full suite of financial services tailored for virtual worlds
- MetaCard – virtual world credit card



# New medium requires new methods

- New products
- New expertise
- New operational strategies
- New communication tools
- New sales and marketing channels
- New business models

Innovation is key.



# Virtual worlds are empowering people

- Breaking down geographical barriers
- Unbiased to gender, race, nationality, physical abilities
- Enriching communication
- Encouraging innovation and creation

# First Meta revolutionizing virtual worlds

- Improving the lives of virtual world residents
- Mindset change: Virtual worlds can be viable business platforms
- Credible financial services
  - Stabilize virtual economies
  - More business opportunities and jobs in virtual worlds



# New Media creating new value

- Virtual worlds brings about new opportunities
- Innovate to capture these opportunities
- Create value



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L\$2,594

My money

My friends

Stuff I can buy

Stuff I own

Me

Inventory (3,103 items)

File Create Sort

Type here to search

All Items Recent Items

- Calling Cards
- Clothing
- Gestures
- Landmarks
- Lost And Found
- Notecards
- Objects
- Photo Album
- Scripts
- Sounds
- Textures
- Trash
- Motorola Custom Items

