



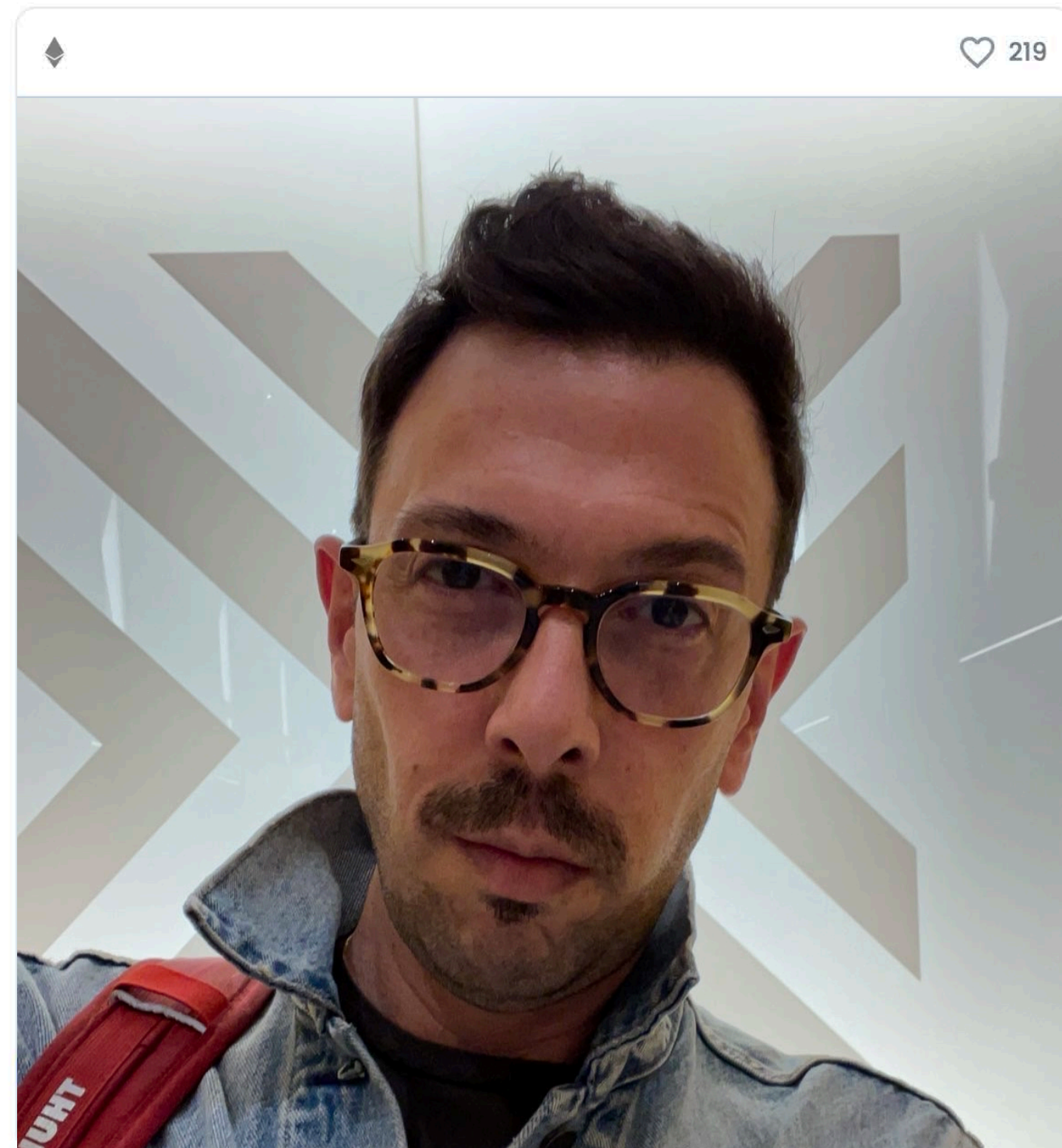
SXSWorks PRESENTS

DESIGNING THE METAVERSE FOR BRANDS

March 16, 2022



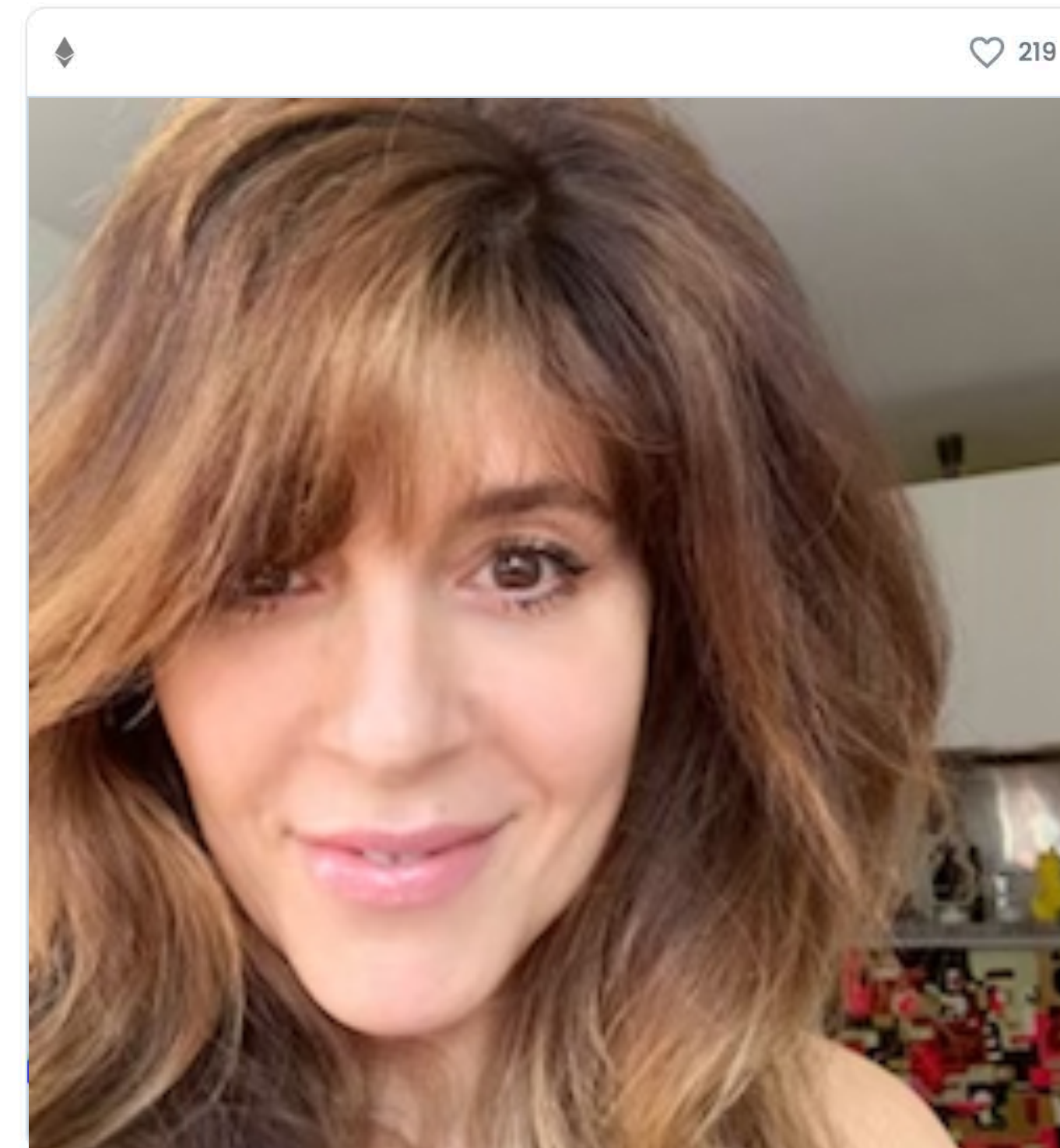
/NICE TO MEET YOU.



CRAIG ELIMELIAH

Executive Creative Director
VMLY&R

@CRAIGELIMELIAH



ALONA ELKAYAM

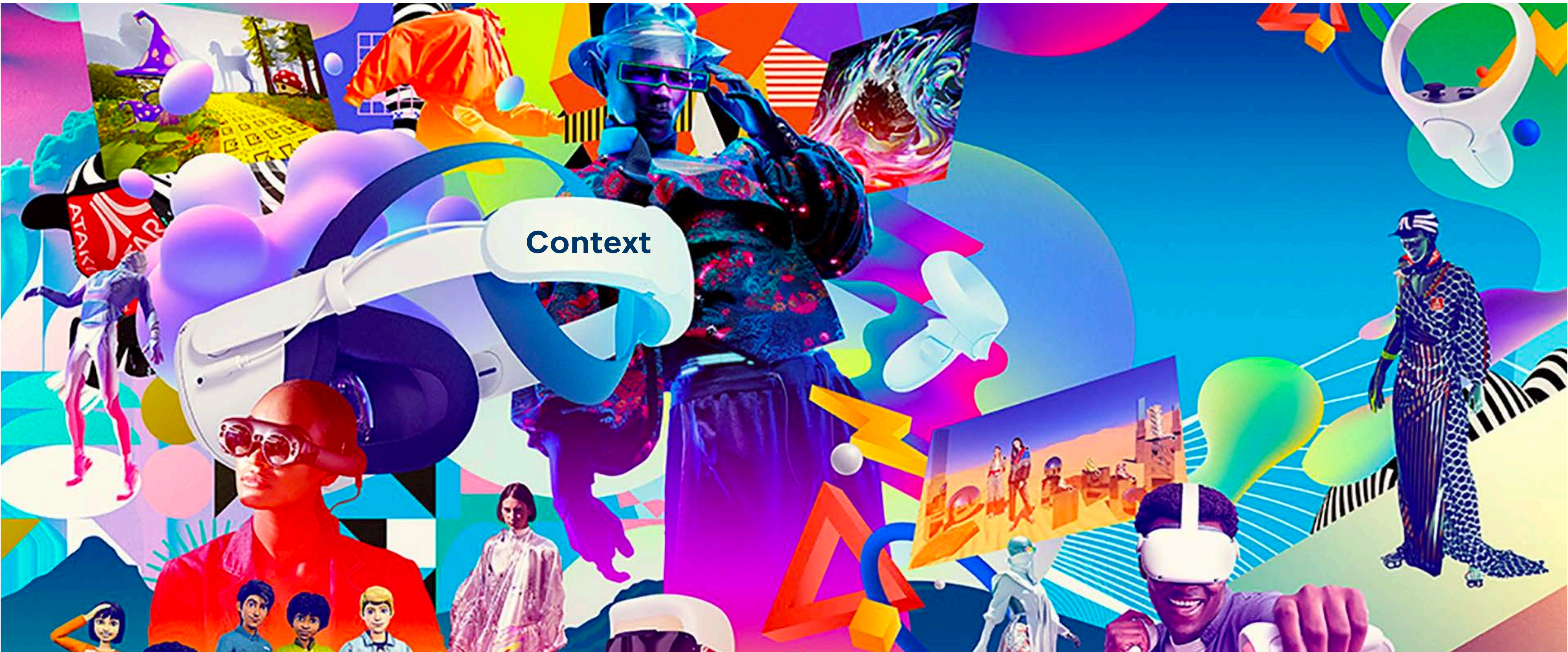
Founder in Chief
Far From Timid

@BRANDINISTA



Twitter: @FARFROMTIMID
Insta: @BEFARFROMTIMID

WHAT EXACTLY IS THE METAVERSE?



/METAVERSE IN CONTEXT

	WEB 2	WEB 3
DEFINITION	DISPARATE WEB PAGES, URL'S, FIREWALLS	RECIPROCAL, INTERCONNECTED, IMMERSIVE
IDENTITY	SINGULAR IDENTITY PROTECTED BY CORP.	FLUID IDENTITIES PROTECTED BY USER
EXPRESSION	BEHAVIOR ROLLED UP INTO SINGLE IDENTITY	MULTIPLE, MULTI-FACETED IDENTITIES
TRUST MODEL	CENTRALIZED SERVERS, SOFTWARE, SERVICES	DECENTRALIZED; PEER TO PEER
GOVERNANCE	POWER TO THE DIGITAL GIANTS	POWER TO THE TOKEN HOLDERS
BUSINESS MODEL	DATA AND EXPERIENCE OWNED BY CORP	EXPERIENCE, ECONOMY OWNED BY INVESTED COMMUNITY

/THE METAVERSE IS NOT A FAD

25% By 2026, 25% of people will spend at least one hour a day in the metaverse.
PEOPLE

1.3T% The market opportunity for bringing the metaverse to life reached \$1.3T in 2021
MARKET

44% The commercial opportunity from the metaverse is expected to grow by 44% over next the six years
GROWTH

/ENTERING THE METAVERSE: 7 WAYS

Experiences

Creator Economy

Discovery

Infrastructure

Human interface

Decentralization

Spatial computing

/ENTERING THE METAVERSE

Experiences
Creator Economy
Discovery



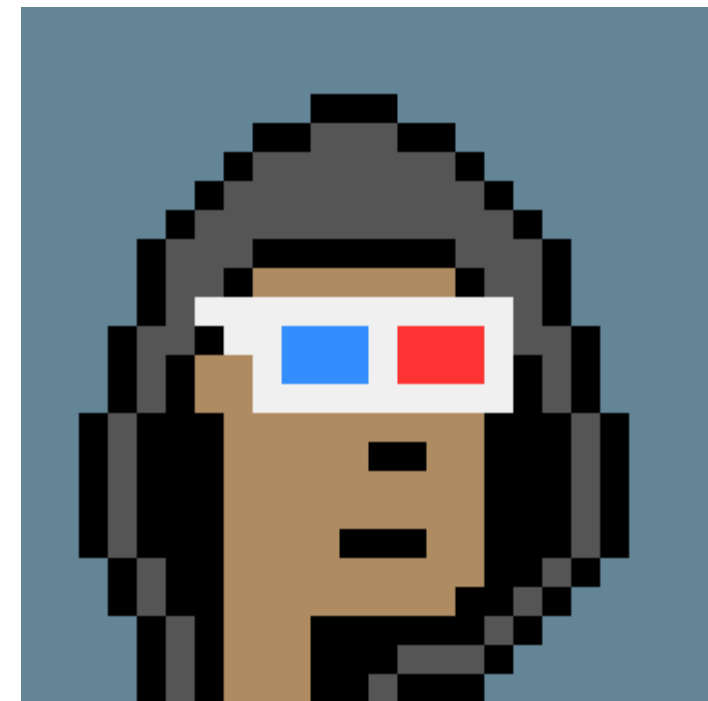
3D EXPERIENCES

Browser-based virtual worlds

Existing gaming-based portals like
Fortnite, Animal Crossing.

/ENTERING THE METAVERSE

Experiences
Creator Economy
Discovery



Art



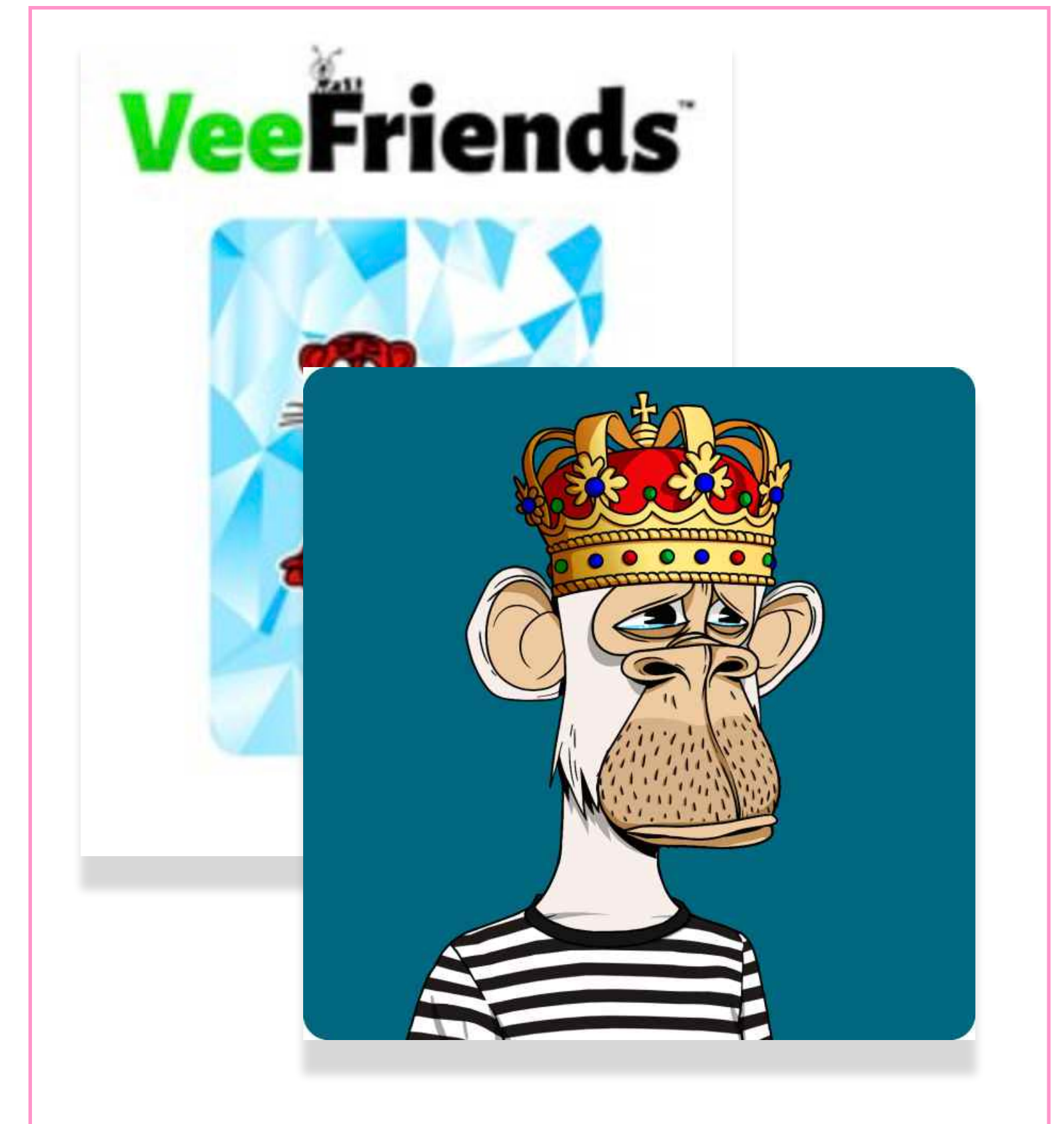
Vaulted Goods Vault
NFT adidas Yeezy
Boost 350 V2 Beluga
Reflective - US M 10

Tied to physical objects



Trading

NFT USE CASE



Utility: Access/Identity/Community

/ENTERING THE METAVERSE



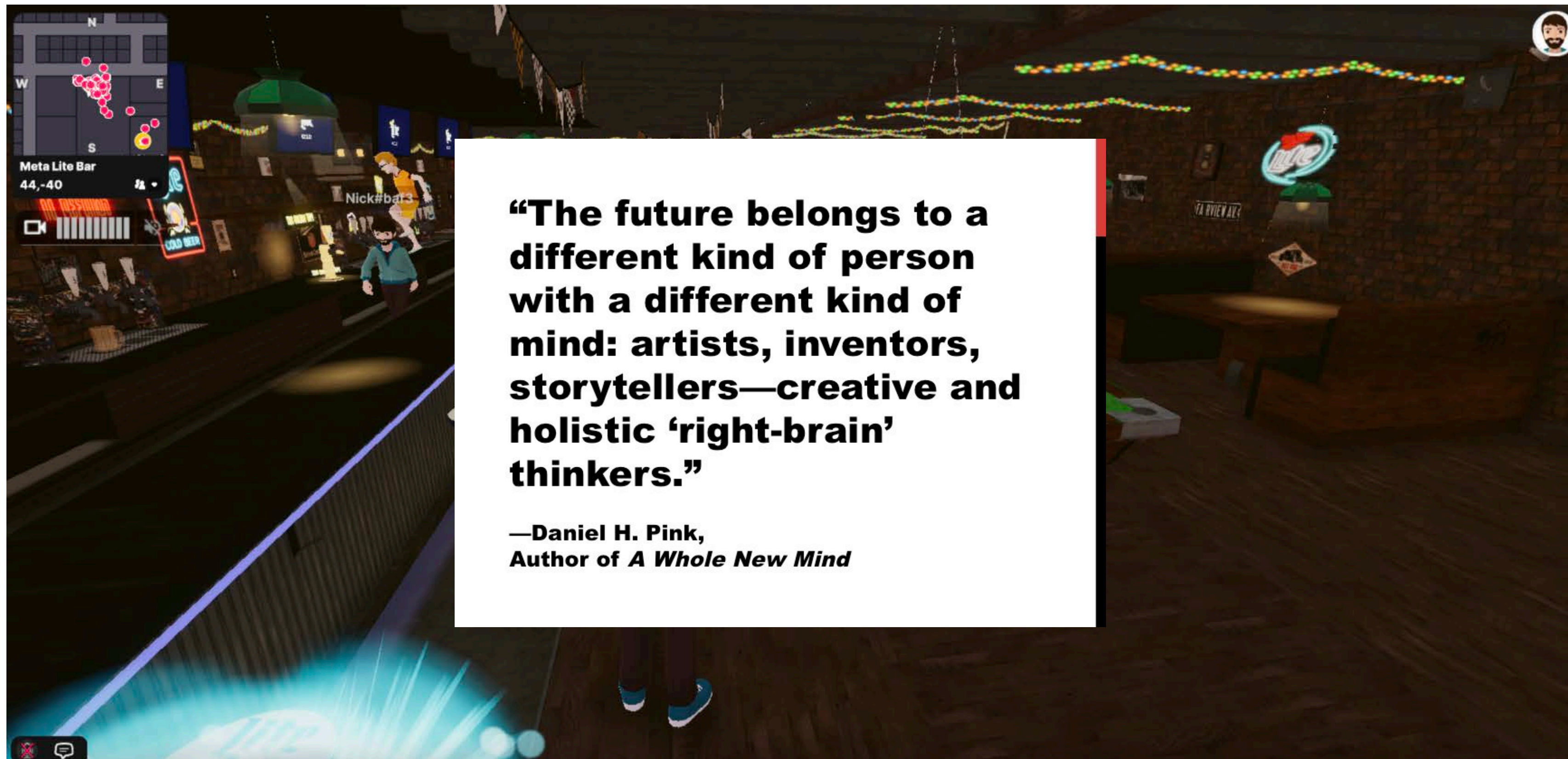
DESTROY THE SACRED RULES OF MARKETING

/ENTERING THE METAVERSE



BEYOND THE LIMITATIONS OF OUR PHYSICAL WORLD STRUCTURE

/ENTERING THE METAVERSE



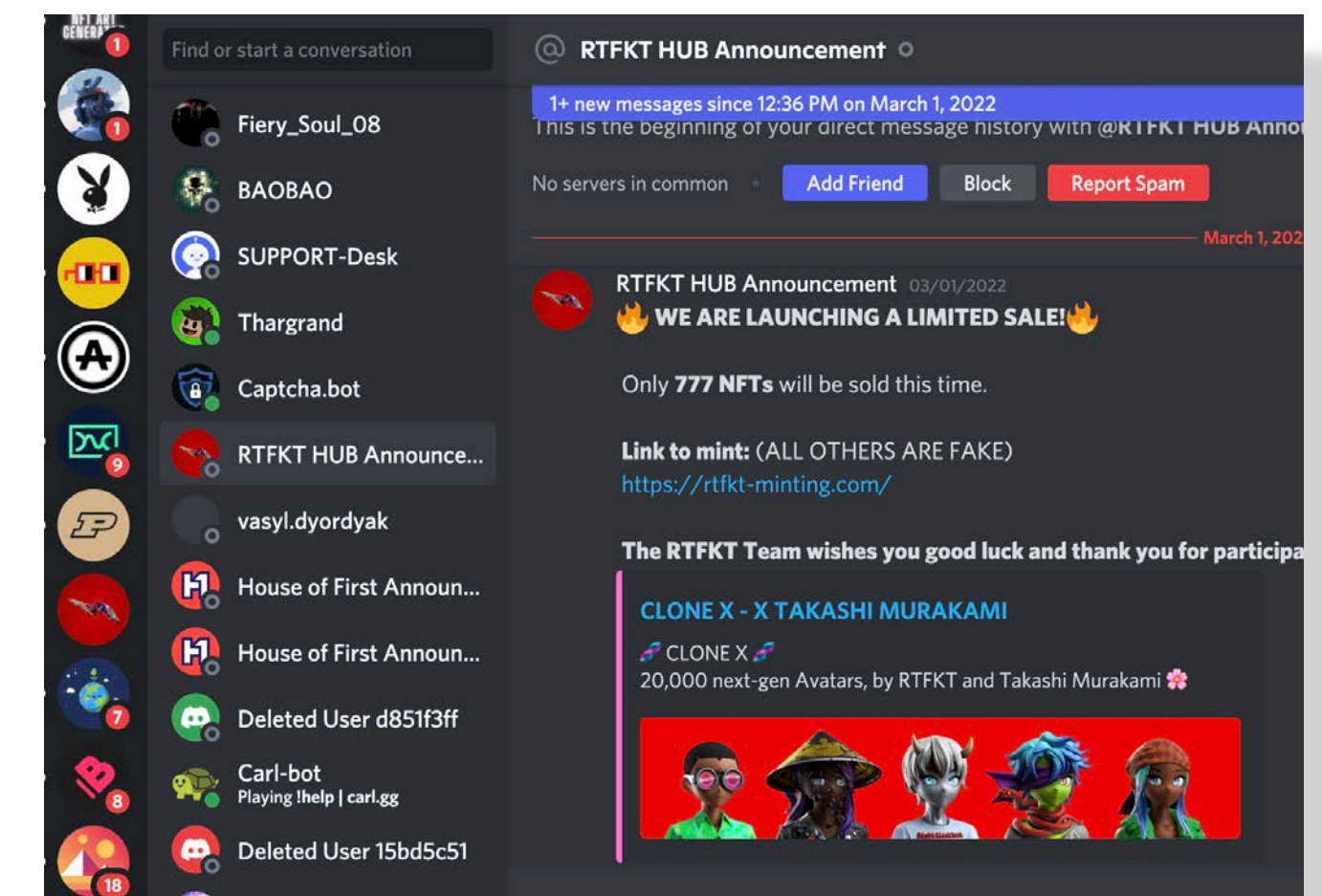
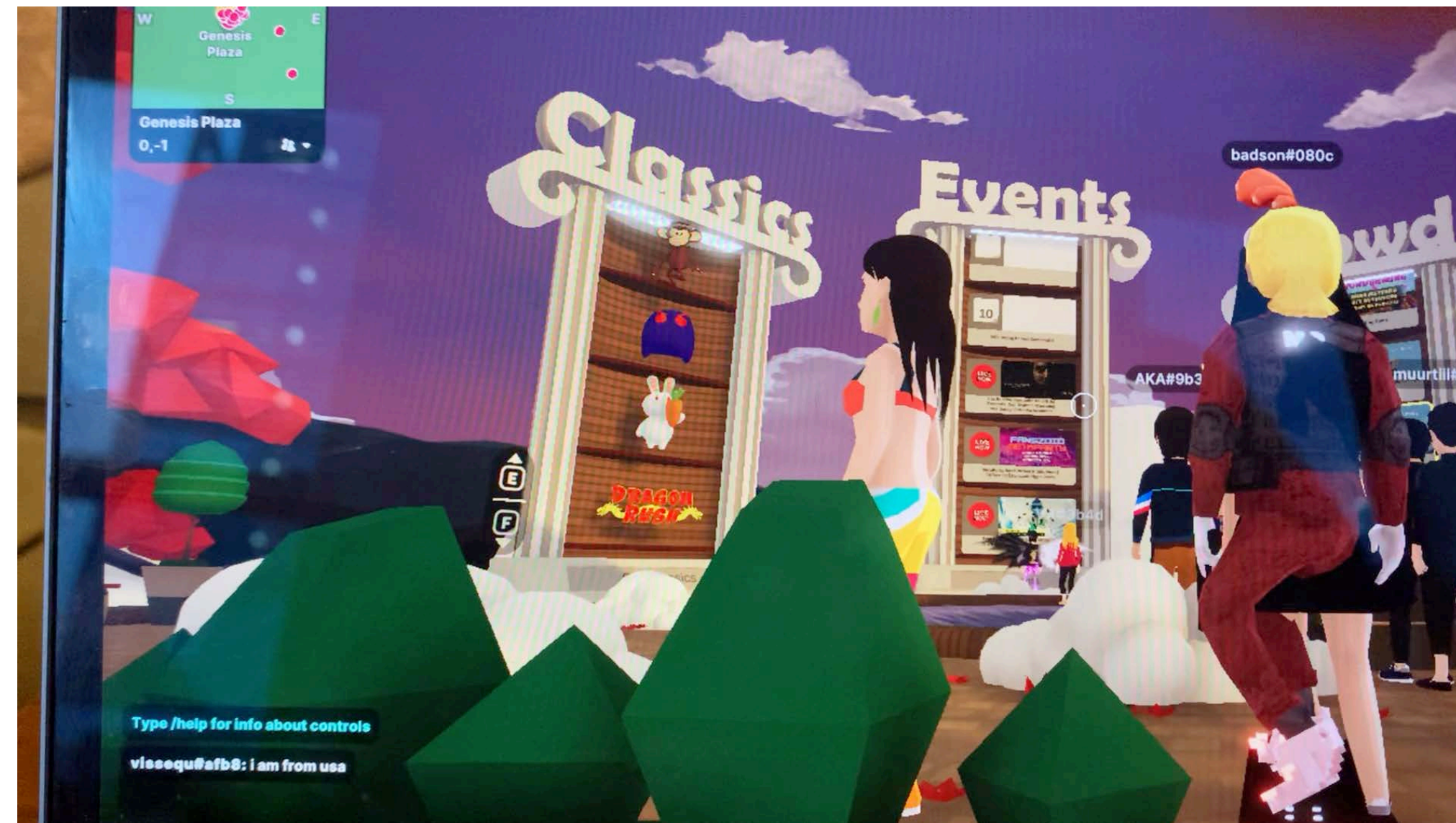
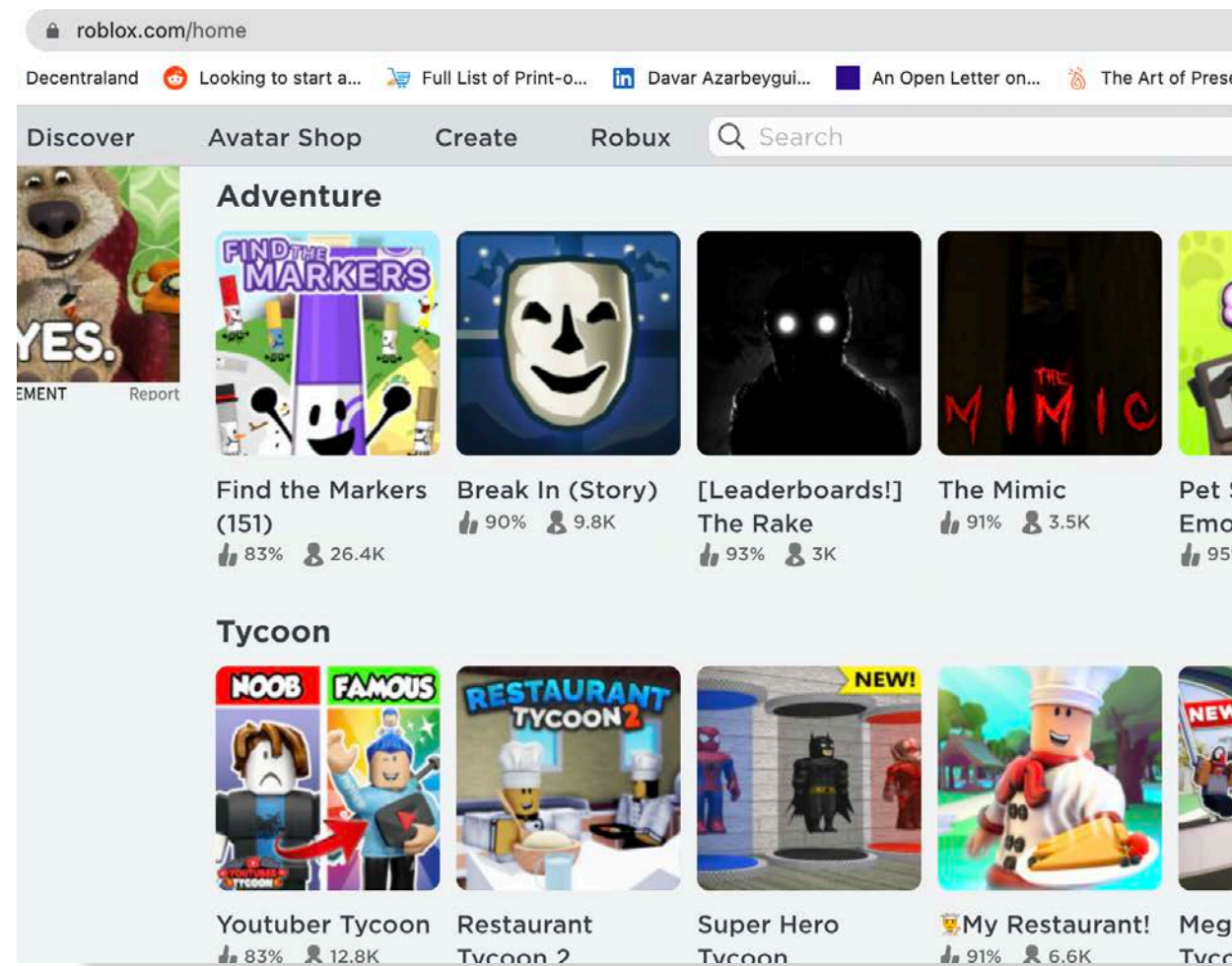
“The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers—creative and holistic ‘right-brain’ thinkers.”

—Daniel H. Pink,
Author of *A Whole New Mind*

A CREATORS WORLD

VALUE IN THE METAVERSE

Experiences
Creator Economy
Discovery



BUILT-IN ENGAGED AUDIENCES

Roblox Games
42.1 million daily active users

Decentraland
18,000 daily users

Discord
6.7 million daily active users on

/VALUE IN THE METAVERSE



REVITALIZE BRAND PERCEPTION

/VALUE IN THE METAVERSE



CUSTOMIZATION

VALUE IN THE METAVERSE



CUSTOMIZATION

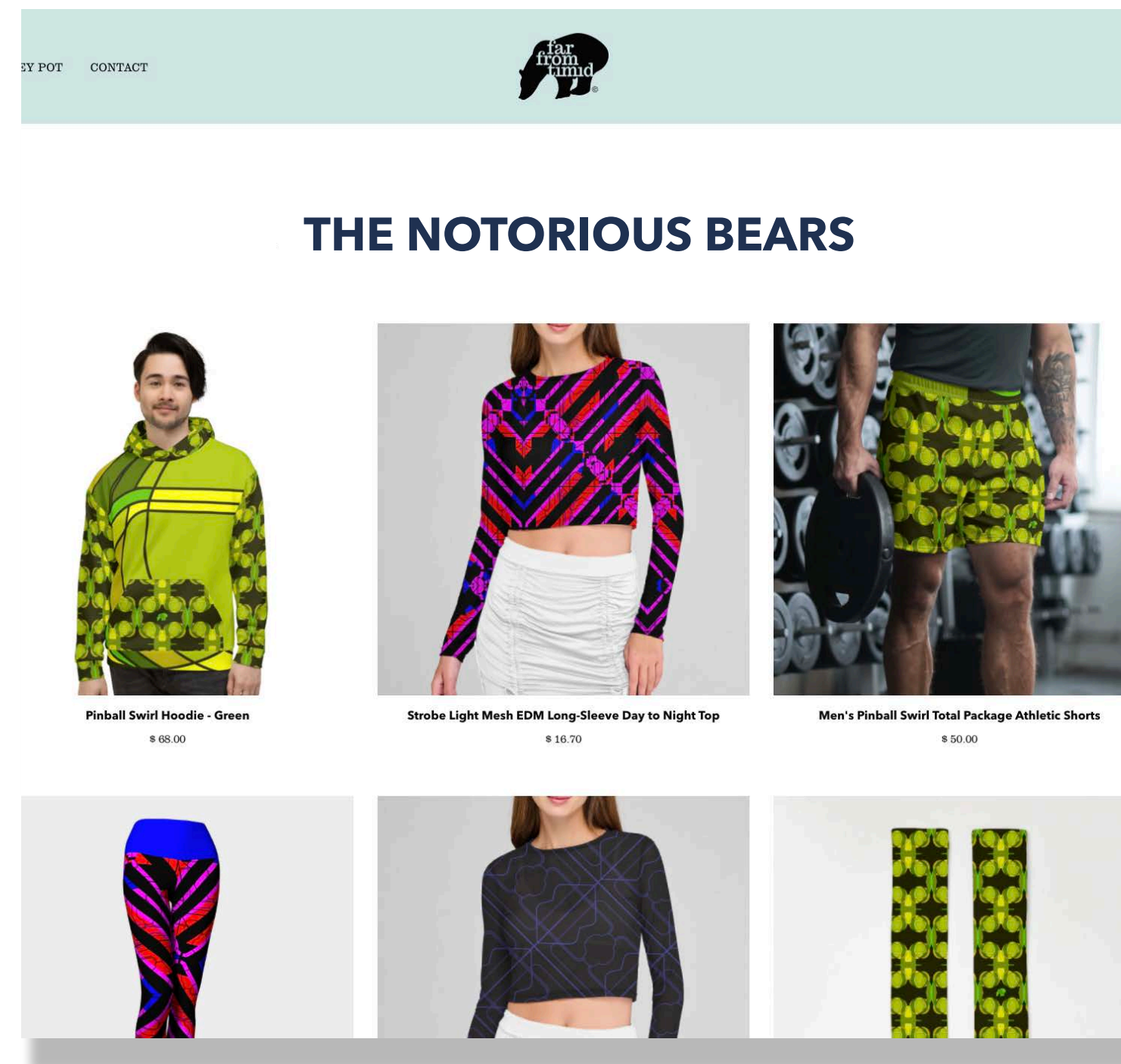
/VALUE IN THE METAVERSE



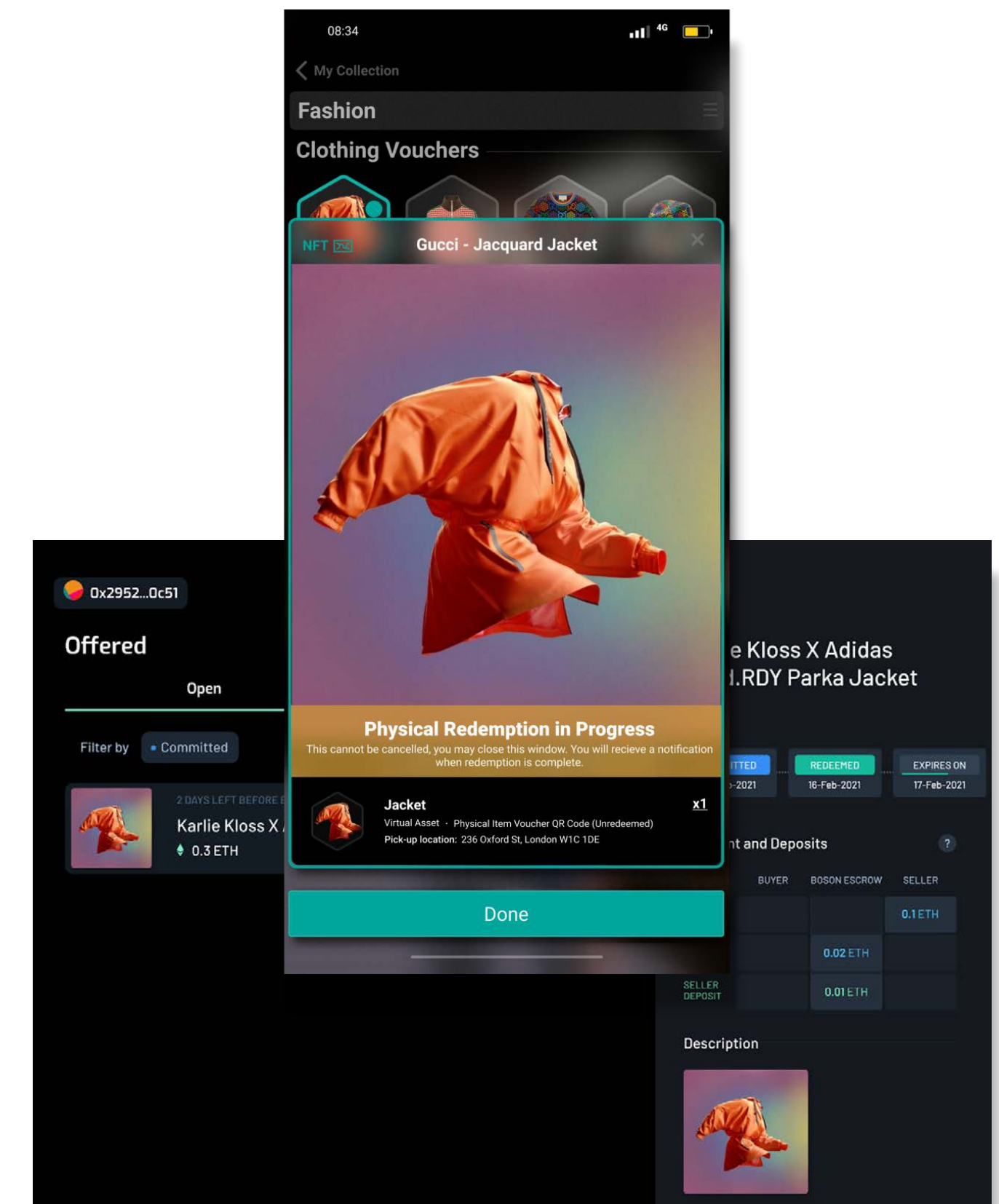
NEW REVENUE STREAMS

VALUE IN THE METAVERSE

In 2021, it was estimated that over \$100 billion was spent on virtual goods in gaming platforms.



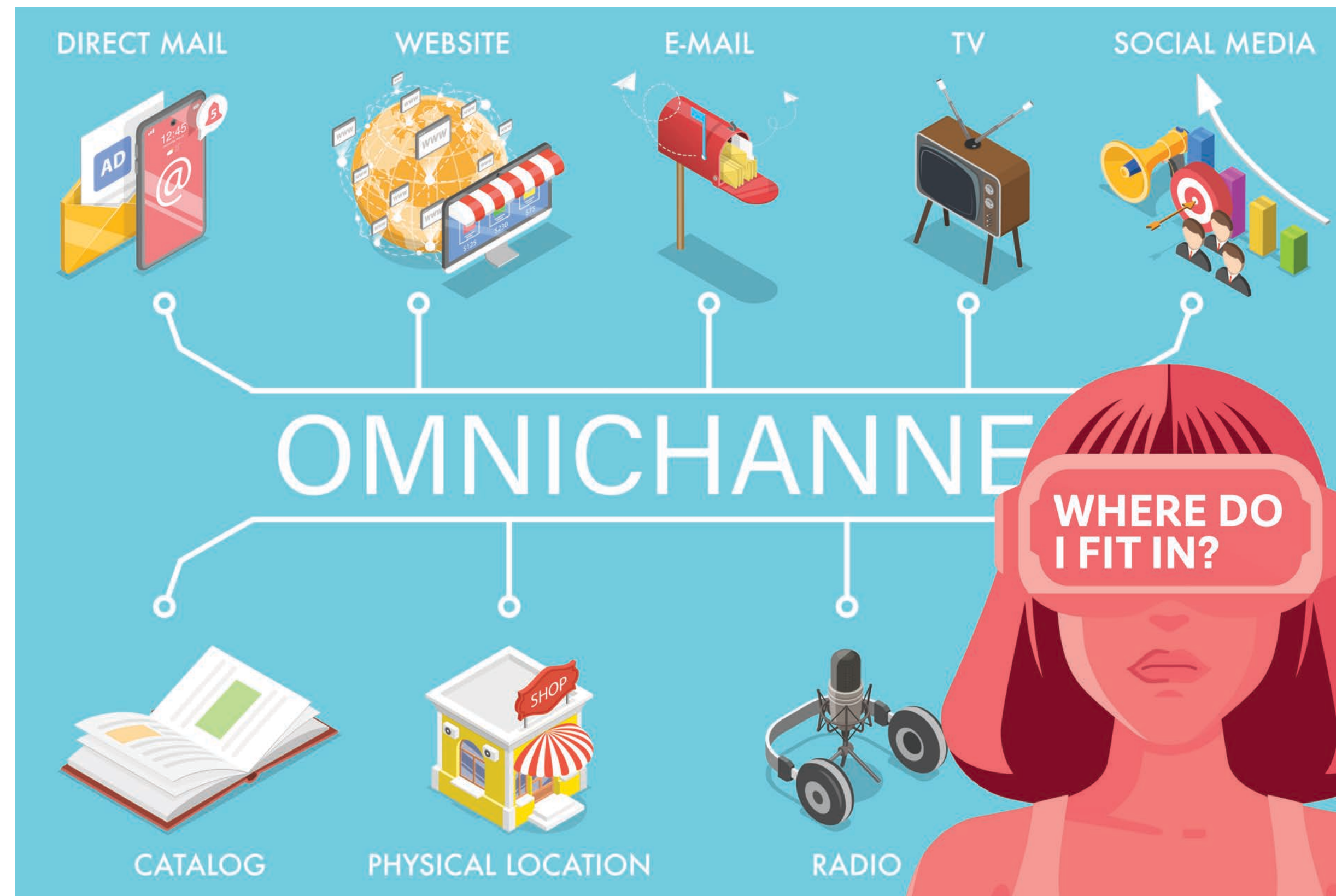
Far From Timid's Notorious Bears



Karlle Kloss X Adidas

NEW REVENUE STREAMS: VERCHANDISE

/DEFINING YOUR METAVERSE STRATEGY



CONNECT TO A BROADER GROWTH STRATEGY

/DEFINING YOUR METAVERSE STRATEGY

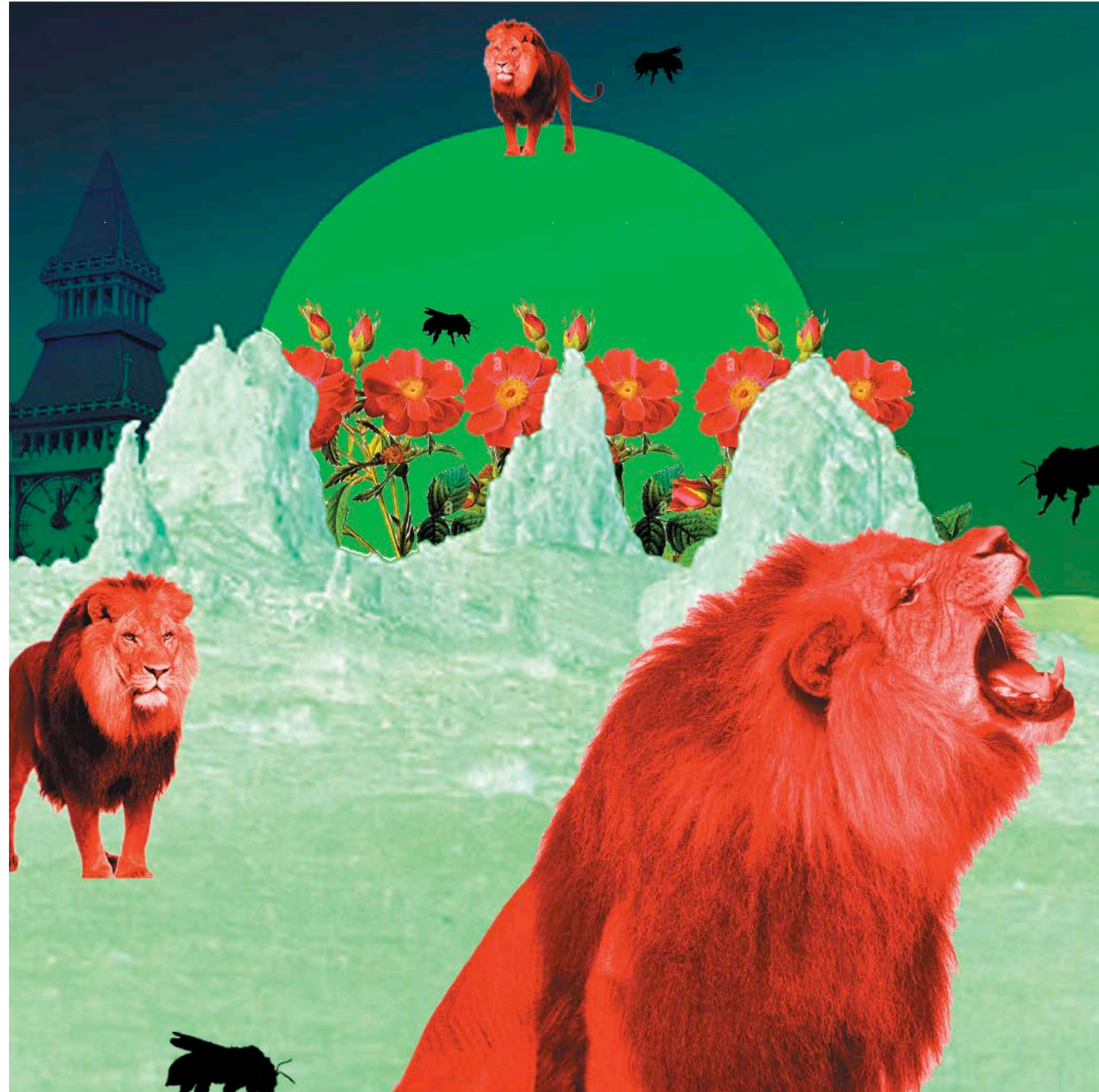


A NORTH STAR

/ DEFINE YOUR NARRATIVE



**WHAT WILL
PEOPLE DO IN
YOUR WORLD?**

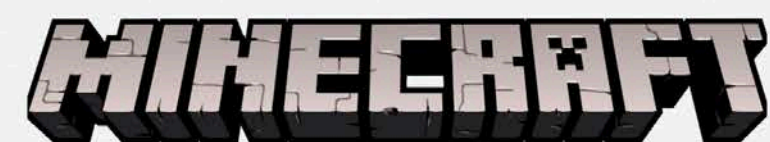


There are few places left on the planet where the impact of people has not been felt. We have explored and left our foot-print on nearly every corner of the globe. As our population and needs grow, we are leaving less and less room for wildlife. Habitat loss, climate change, and disease are the cause for degradation of our wildlife ecosystem.

Roaribles is the first and only place in the metaverse fully dedicated to conservation of wildlife.

/WHERE IN THE METaverse DO WE BUILD?

You must find the right platforms but also bridge platforms to reach out to more audiences.



/DEFINE THE EXPERIENCE

ROADMAP ACTIVATIONS

We're in this for the long haul.

We've set up some goalposts for ourselves. Once we hit a target sell through percentage, we will begin to work on realizing the stated goal.

10% We pay back our moms.

20% We release the Caged Apes. 5 Caged Apes (tokens held back from the sale) are airdropped to random Apeholders.

40% BAYC gets its own YouTube channel, BAYC LoFi Radio – Beats to Ape into Shitcoins To.

60% Member-Exclusive BAYC Merch Store gets unlocked, featuring Limited Edition tees, hoodies, and other goodies.

80% The clubhouse image becomes interactive and the Mysterious Note becomes legible, beginning a treasure hunt. The first to solve the mystery will be rewarded 5 ETH and a Bored Ape.

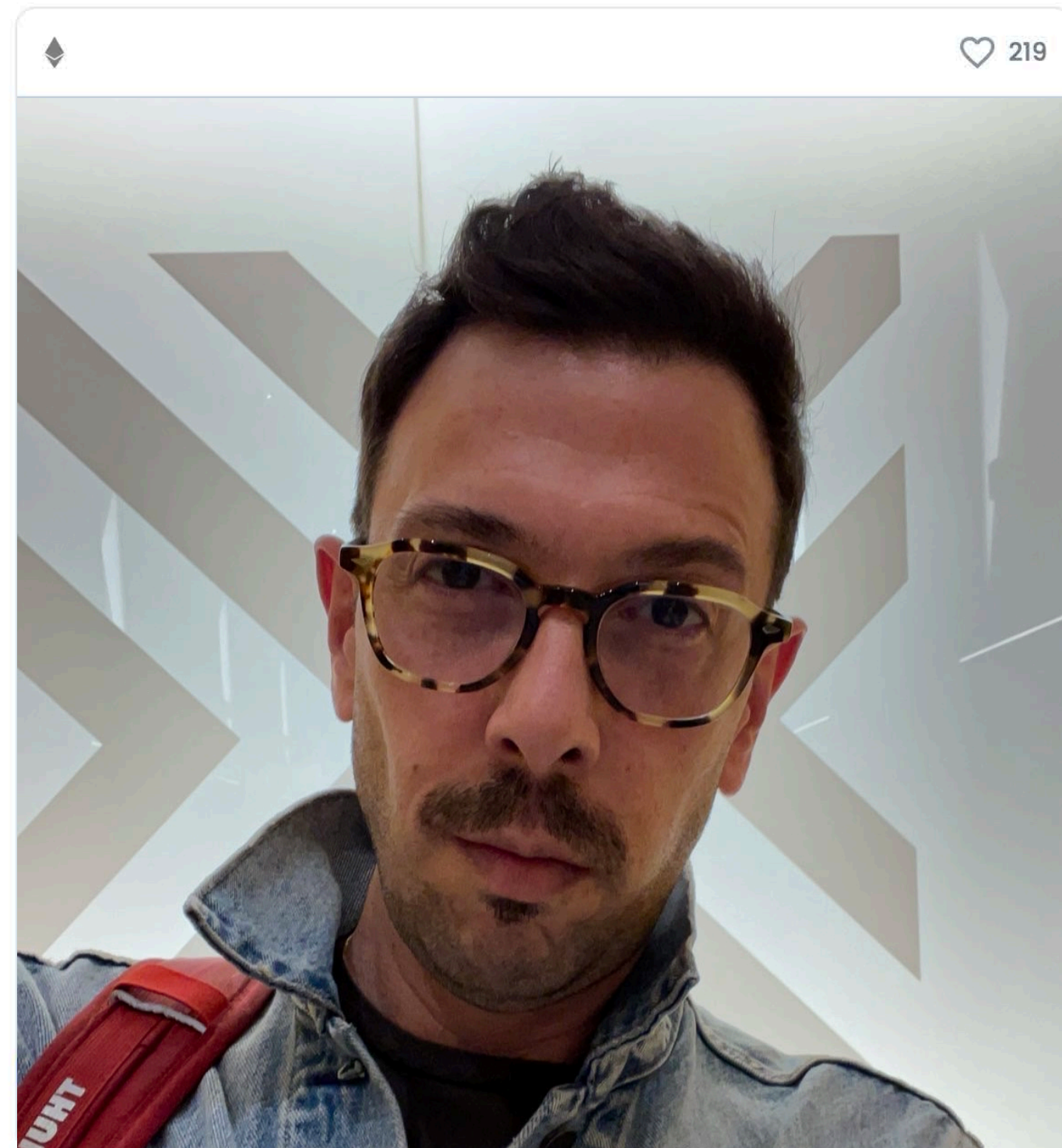
90% The Bored Ape liquidity pool is initiated.

100% The Mutant Ape (NFT Breeding) Arcade Machine gets fixed. And we cook up new ways to ape with our friends.



ROADMAP BORED APE YACHT CLUB

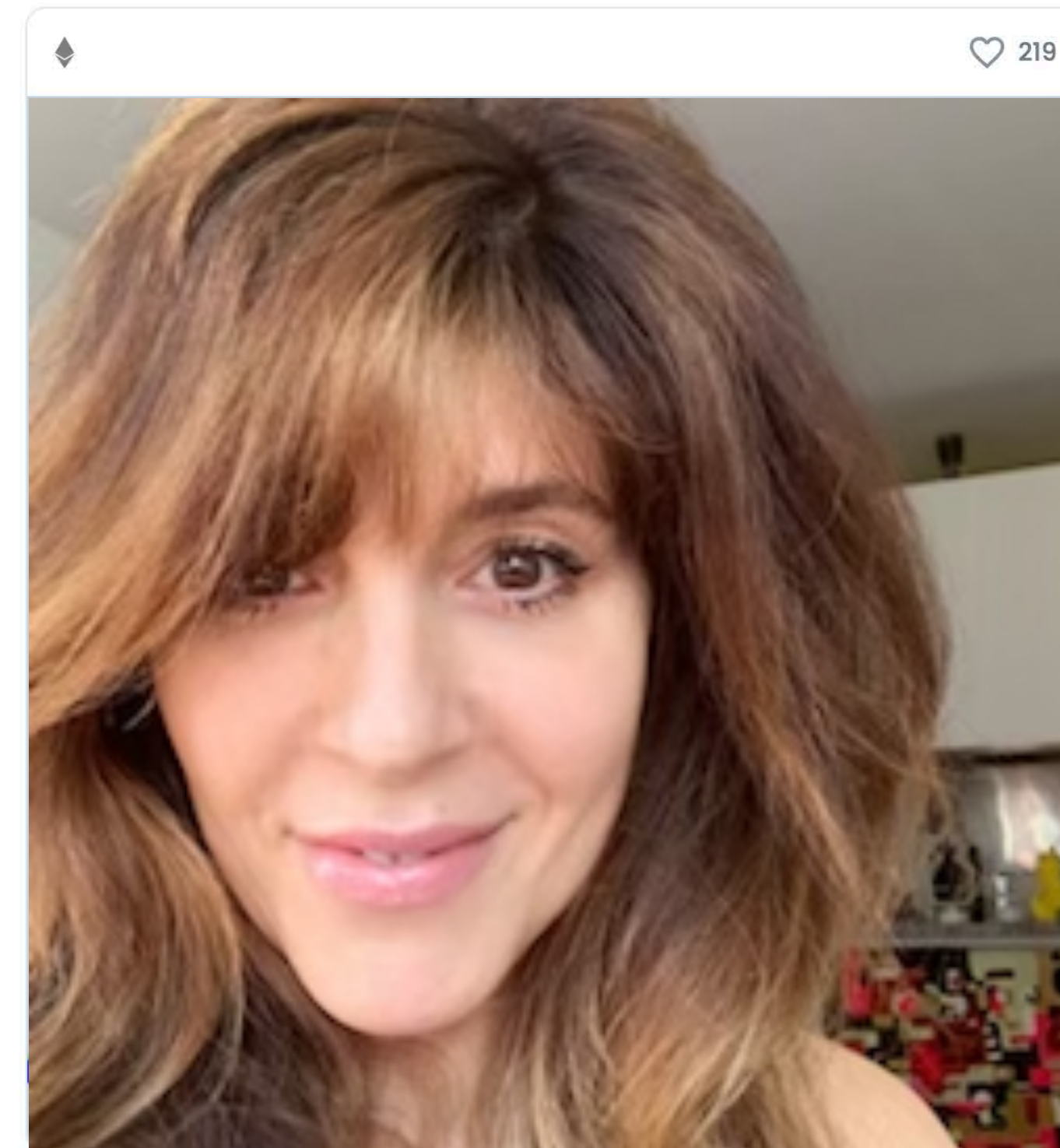
/THANK YOU. #WAGMI.



CRAIG ELIMELIAH

Executive Creative Director
VMLY&R

@CRAIGELIMELIAH



ALONA ELKAYAM

Founder in Chief
Far From Timid

@BRANDINISTA



Twitter: @FARFROMTIMID
Insta: @BEFARFROMTIMID