

## A new world of digital value: decoding the metaverse

Virtual worlds have promised a commercial opportunity for decades, but thanks to advances in tech, brands are beginning to see real potential in the metaverse.

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Ep. 4 - With Myles McMorrow, Co-founder and Events Agency Director, TechCircus

### The metaverse opportunity

- The metaverse represents a huge opportunity for business. **Consumer brands** are taking their first steps. Finance will be democratised and made more secure.
- It will permeate other aspects of our lives, too. **Education** should be revolutionised (and made more interesting!).
- And **Digital twinning** will allow assets to be authenticated/tracked, but also augmented with other types of metadata.
- The priorities for all these are to make the metaverse **user experience** simple and intuitive and realistic.

**“The true metaverse moment will be when we see regulation and interoperability and scalability happen. We have to think about scaling this technology to allow billions of people into one dynamic - an environment that replicates the earth in a virtual domain.”**

Myles McMorrow, Co-founder, TechCircus

### What does the metaverse need to succeed?

- **Better regulation:** Consumers need comfort that the virtual worlds they operate in are protected.
- **Industry applications:** VR is being well developed for entertainment, but B2B applications and proven brand executions need to be seen.
- **Ubiquitous connectivity:** metaverse applications are exciting. Add the potential of Blockchain, IoT connected devices and AI, and the creative potential is limitless. With high-bandwidth 5G and better “always on” connectivity, we can expect them to thrive.

All of these challenges are on the cusp of being solved - BT and EE are investing heavily in 5G and other connectivity options to meet the demands of virtual environments.

### Augmented Reality will arrive first...

...because our smartphones are already AR-ready, and both brands (marketing) and businesses (field service) see lots of applications at relatively low cost to implement.



Means  
Business

#### YOUR GUEST



**Myles McMorrow**  
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**TechCircus is the UK's leading events business at the cutting edge of tech.**

TechCircus hosts prestigious annual conferences featuring tech's most recognised speakers, plus monthly workshops and webinars for hands-on skills development in emerging technologies like Web3.0, VR and fintech. Clients include Google, Monzo, AirBnB, BBC and Amazon.

#### YOUR HOSTS



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With a background in operational value creation, Ashwin works with global brands and PE-backed organisations to support top line growth and deliver bottom-line benefits for enhanced EBITDA through innovative business and technology transformation.



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Tim helps BT's major customers across all market sectors deliver transformation programmes using the best of BT and its ecosystems of external business and technology partners.