

# As a Solopreneur in the Metaverse: Are you ready? Will you be ahead of the competition?

## Why should you check out the Metaverse?

Asking whether you should evaluate utilizing metaverse technologies is like asking in the late 1990s whether you should consider utilizing the internet!

## What is the Metaverse?

A possible definition from the McKinsey paper *'Value Creation in the Metaverse'*: 'We... believe the metaverse has the potential to be the next iteration of the internet. It may seamlessly combine our digital and physical lives by featuring a sense of immersion, real-time interactivity, user agency, interoperability across platforms and devices'  
<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/value-creation-in-the-metaverse>

An inspiring TEDx talk about the Metaverse by Josephine Eyre: *'How the Metaverse will reignite workplace creativity'*  
<https://youtu.be/NNArksLD3bE>

## If you would like to discuss:

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## Some things that you can do in the Metaverse:

- **Networking:** if you join a metaverse networking group, you can take part in events that take place in virtual reality where you can meet people from all around the world in a 3D environment, which is more engaging than by video conference. An example of such a group are Metaverse Explorers who can be found on LinkedIn.
- **Marketing:** you could set up a beautiful virtual showroom for your products, or a virtual twin of your studio where you offer your services, or allow prospects to experience a sample of your service offering in a virtual reality scenario.
- **Training:** utilizing virtual reality scenarios for training, for example in the area of soft skills, is rapidly becoming an established application of metaverse technologies. For some impressive numbers when comparing traditional classroom settings, e-learning and learning in virtual reality see this PwC report *'What does virtual reality and the metaverse mean for training?'* <https://www.pwc.com/us/vlearning!>