

META VERSE SUMMIT USA 2022

September 28-29, 2022 | Bay Area, CA

Conference Day 1 - Wednesday, September 28th

8:00AM PT **Registration, Breakfast & Networking**

9:00AM PT **Chair's Opening Remarks & Setting the Scene**

Izzy Neis, Head of Digital, **ModSquad**

9:10AM PT Opening Panel Discussion - **What is and what *isn't* the Metaverse?**

Join this opening session to distinguish facts from fiction, and truly define what the metaverse is, and more importantly, what it *isn't*. Thought-leaders from across multiple sectors will address the most important obstacles we have to overcome to make this vision a reality, and set the stage for the crucial conversations taking place at The Metaverse Summit USA.

- What is the metaverse, and what isn't the metaverse?
- What opportunities does the metaverse present for key industries and businesses?
- Does the metaverse have the potential to continue to the development of humanity as a whole?
- Where can we expect to see the most development over the next 5 years
- What key milestones do we need to achieve across the ecosystem for these dreams to become a reality?

Dirk Lueth, Co-Founder & Co-CEO, **Upland**

Tommaso Di Bartolo, Serial Entrepreneur, Startup Investor, Author, Advisor, and Faculty, **University of California, Berkley**

10:00AM PT **Morning Refreshments & Networking**

Step Into the Metaverse

11:00AM PT Presentation - **Step into the Metaverse with Somnium Space**

This session by Artur Sychov will be delivered in the Somnium Space metaverse. Take a look at what a metaverse is actually about - discuss what technologies are involved and different NFTs and their integrations. Explore what is currently being created in Somnium Space (including games, parties, meetings, cinemas, fashion shows and art galleries), plus the future of jobs and opportunities that the metaverse brings. This is your chance to learn live from the metaverse!

Artur Sychov, Founder & CEO, **Somnium Space**

11:30AM PT Fireside Chat with Open Q&A - **with Frederic Descamps**, CEO & Co-founder, **Manticore Games**

Moderated by: **Mattie Fairchild**, Senior Director of Crypto Marketing & DevRel, **Manticore Games**

12:00PM PT Panel Discussion - **Brand Involvement in the Metaverse & The Future of E-Commerce**

With a huge number of household names getting involved in the metaverse, what is all this hype about? Here's your chance to learn what's what - discover the opportunity to tap into new revenue streams, increase profit margins, reach new audiences and strengthen existing customer relationships, plus explore how the metaverse will reshape e-commerce as we know it.

- How will the metaverse revolutionize marketing and how can brands use the metaverse to reach new audiences?
- What are the commercial applications in the metaverse and how will e-commerce change in Web3?
- Which brands are leading the way here and what lessons can we learn from their success?
- Are these opportunities only applicable for consumer-facing companies?
- What are the key considerations and challenges that brands should be aware of when entering the metaverse?

Joel Ponce, Director of Sales, **Paramount**

Arun Pandey, Chairman & MD, **Rhiti Group**

Moderated by: **Juan Felipe Campos**, Head of Partnerships, **Upland**



12:45PM PT **Lunch & Expo**

2:00PM PT Panel Discussion - **The Future of Identity, Fashion, Beauty & Expression**

Discuss the brands, NFTs and events making waves on the virtual catwalk, the role of cryptocurrency and blockchain for IP and ownership, and take a look at the future of self-expression in both the physical and virtual realms. Explore how global leaders in fashion and beauty are creating a new more accessible universe for new audiences through NFTs, and how the decentralization of digital assets will open up a whole new universe of opportunities for brands and advertisers.

- What elements will make up a person's identity in the metaverse?
- What does virtual fashion and beauty look like? What are the best examples here?

- What opportunities does the metaverse offer for traditional fashion and beauty brands and what challenges do they face?
- How can fashion and beauty companies ensure their metaverse offerings align with their brand?
- What can we expect the fashion and beauty industries to look like in the next 5 years and how do we get there?

Nico Fara, Founder & CEO/Founder & Leader, **Chief Metaverse Officer/The Fashion DAO**

Maura Welch, VP of Marketing, **Together Labs**

Building the Metaverse

2:45PM PT Panel Discussion - **Building Communities and the Creator Economy**

Discuss the content needed to drive audiences to the metaverse, how to build engaged communities and the importance of the creator economy in building the metaverse.

- How will communities in the metaverse differ to online communities today?
- How safe and accessible are our current explorations of the metaverse, and what responsibility do we have to building an inclusive metaverse for all? What steps can we take to improve conduct, safety and inclusivity?
- How can companies continue to engage communities in the long-term?
- What opportunity does the metaverse offer for the creator economy?
- What challenges and concerns do we have with the current metaverse creator economy and what steps do we need to take to improve this? How important is interoperability?

Jungsuk Jay Lee, CEO, **NAVER Z USA (ZEPETO)**

Alexander Jorjas, Co-Founder and CEO, **Club Cooe**

Jamie Burgess, Head of Business Development, **AmazeVR**

Shannon McNamara, Head of Community, **IMVU**

Moderated by: **Danny Greene**, Meebits Brand Lead, **Yuga Labs**

3:30PM PT **Afternoon Refreshments & Extended Networking Session 2**

4:15PM PT Panel Discussion - **What Key Tech Advancements Will Define the Metaverse?**

Major technological challenges still stand in the way of the metaverse truly becoming a reality, thus key advancements are crucial - both to support the metaverse, enable access and encourage mass adoption. Join thought-leaders pushing tech to its limits to what is truly needed to enable the metaverse.

- What key technologies power the metaverse, and what key tech advancements have defined the metaverse so far?
- What are the biggest hurdles we need to overcome to enable the metaverse from a tech standpoint?
- How can technology improve accessibility and help offer equitable experiences for users?
- What are the main challenges around data security and privacy, and what developments do we need to see to combat these?
- What technology advancements are on the horizon and how can we expect the landscape to change in the next 5 years?



Jaime Bosch, CEO & Co-Founder, **Voicemod**
Jason Gholston, Senior Director of Platform and Ecosystem and Product Marketing, **Magic Leap**
Gabriella Kusz, CEO, **Global Digital Asset and Cryptocurrency Association**
Paco Suro, General Manager, Global Partner Payments, **Tipalti**
Moderated by: **Inga Petryaevskaya**, Founder & CEO, **ShapesXR**

5:00PM PT Shark Tank - **The Next Biggest Name in the Metaverse: Could It Be You?**

Present your pitch to the biggest names in Metaverse investments and partnerships.

Part 1: Panel Discussion - **How Are You Evaluating the Metaverse and What Would It Take for You to Invest?**

- How is your organization approaching investments in the metaverse and Web3?
- What advice would you give to start-ups seeking investment in this space?

Part 2: 4 Start-Up Pitches followed by Q&A

Kristina Serafim, Managing Director, **Verizon Ventures**
Paul Hsu, Founder & CEO, **Decasonic**
Amy LaMeyer, Managing Partner, **WXR Fund**
Moderated by: **James Paul**, Head of Community | Venture Partner, **Jadu | Hartmann Capital**

6:30PM PT **End of Conference Day 1**

Conference Day 2 - Thursday, September 29th

8:00AM PT **Breakfast & Networking**

9:00AM PT **Chair's Opening Remarks**

Maura Welch, VP of Marketing, **Together Labs**

9:10AM PT Opening Panel Discussion - **What Does Our Future in the Metaverse Look Like?**

Will the metaverse ever be part of daily life? Explore the future of the metaverse and how our lessons learned from social media, the pandemic and web 2.0 inform our predictions of the future. Discuss some of the most unlikely applications of the metaverse, and what the future could look like with the metaverse leading our personal and professional lives.

- Will the metaverse ever be part of daily life, and if so, how long will it take to get there?
- Has the Covid-19 pandemic accelerated our future in the metaverse?
- Which industries will be most disrupted by the metaverse, and what can we expect these to look like in 5 years time?
- What key learnings should we take from Web 2.0 and social media to create a safer, more inclusive Web 3? What other dangers should we be aware of and try to prevent?

- How can businesses across all industries ensure they stay up-to-date as we transition to Web3?

Inga Petryaevskaya, Founder & CEO, **ShapesXR**

Brody Mulderig, Executive Director - Financial Technology Coverage, **JPMorgan Chase & Co.**

Aurélien Scagnolari, Director of Partnerships, **U-Topia Metaverse**

Shapes XR

9:55AM PT Panel Discussion - **A Whole New World of Entertainment**

One of the most tangible examples of the metaverse are the applications for entertainment: virtual concerts, immersive storytelling - the options for brands to provide greater experiences for fans is endless. Join the top companies representing key perspectives in entertainment to discuss the future of recreation and what it means to be an entertainer in the metaverse.

- How has the metaverse revolutionized entertainment, and what can expect this industry to look like in 5 years time?
- What opportunities does the metaverse provide for storytelling?
- How are traditional entertainment companies approaching the metaverse and how are Web 3 companies changing the industry?
- What challenges and opportunities does the metaverse provide for ownership and property?
- How can traditional companies use the metaverse to provide new experiences for their audiences?

Mathieu Nouzareth, CEO, **The Sandbox US**

Paul Joffe, COO, **Pixelynx**

Christina Heller, CEO, **Metastage**

Joanna Popper, Chief Metaverse Officer, **Creative Artists Agency**

Moderated by: **Danny Greene**, Meebits Brand Lead, **Yuga Labs**

10:40AM PT **Morning Refreshments**

11:30AM PT Panel Discussion - **Work & The Eduverse**

After the revolutionary success of technologies like Zoom during the pandemic, it's no wonder that the metaverse is rapidly being developed and utilized in education and the workplace. Bringing together companies developing work and learning solutions, plus internal champions pioneering the metaverse within top organizations, this panel will explore current case studies and future hopes for work and education.

- How is the metaverse already revolutionizing work and education?
- Which companies and case studies are leading the way here?
- What are the biggest challenges when moving work and education to the metaverse? What risks do we need to be aware of?
- Does the metaverse present an opportunity to improve work and education? How will the metaverse impact work-life balance?
- What could our professional lives look like in the metaverse, and what can we expect work and education to evolve over the next 5 years?

Michael Torres, SpaceVerse™ Architect & Chief of Ent. IT, Chief Technology and Innovation Office, **United States Space Force**

Chris Chin, VP of Immersive Technologies (XR/VR/AR & Training), **Axon**

John Haddick, CTO of Think Reality, **Lenovo**

Jesse Lubinsky, Education Evangelist, **Adobe**

Vadim Polikov, CEO, **Legends of Learning**

12:15PM PT Panel Discussion with Open Q&A - **Partnerships, Collaborations & Organizations - How Can We Accelerate Our Future in the Metaverse?**

Partnerships, collaborations, and the commitment of key organizations will undoubtedly be pivotal to the success of the metaverse - so how do we do this right? Explore the internal challenges facing all-sized organizations when starting their metaverse journey, and the next steps in operationalizing the metaverse. Discuss how key stakeholders can partner together to create efficient, effective and meaningful metaverse strategies that benefit the whole ecosystem. Explore what the future could look like if all of the stakeholders in the metaverse work together collaboratively and meaningfully, and how the metaverse could be used for good.

- What are the biggest challenges faced by organizations when beginning their metaverse journey?
- How important are partnerships and collaborations to the success of the metaverse?
- Where do we need to see more commitment and action across the ecosystem?
- Which key stakeholders are leading the way here? Out of the partnerships and collaborations announced in the last 2 years, which have been most influential to the ecosystem?
- What are the biggest challenges when partnering and collaborating in this space?
- What could the development and the future of the metaverse look like with more meaningful cross-ecosystem partnerships and collaborations?

Michael DeNunzio, Managing Director, **Pebble Ventures**

Cynthia Maller, Head of 3D Creative Technology, **Walmart**

Troy Wood, Executive Director, Global Partnerships Marketing - XR, Metaverse, 5G, Cloud, **HTC Vive**

Matt White, Principal | CEO, **Metaverse Standards Forum** | **Berkeley Synthetic**

1:00PM PT **End of The Metaverse Summit USA**