

Client Story: The Metaverse Opportunity for the Banking Sector (1/2)

Background, Client Challenge and Solution Proposed

Background

The **metaverse** has been a trending topic ever since Facebook rebranded itself as Meta in 2021.

Companies have to understand **the impact that Metaverse** could bring to their business.

They need to start with investing in research on the topic.

Client Challenge

A first-tier bank in the Latin America region decided to leverage Infomineo's research services to understand:

- What are the **potential opportunities** for the banking sector?
- Reimagining how banks can **connect with customers**, offering personalized advice and building trust.

Our Solution

- Analyzed **20 industry reports** to get an overview of the Metaverse market (metaverses, devices, strategies of other companies)
- **Delivered a comprehensive report** on the expected impact of the Metaverse on the banking industry

Our expert:



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Business Research Manager

[Reach Out to Our Team](#)

Client Story: The Metaverse Opportunity for the Banking Sector (2/2)

Deliverables and Client Testimonials

The Metaverse

Crypto and non-crypto based

The Metaverse

The word Metaverse has gained popularity across the globe since its market appearance and can be defined based on three dimensions:

- as a product or service
- as a place
- as a moment

The Metaverse requires Extended Reality (XR) technologies to access, such as:

- Virtual Reality (VR)
- Augmented Reality (AR)
- Brain Computer Interfaces (BCI)

Crypto and non-crypto based

The Metaverse ecosystem involves a big variety of players, while there are many ways how to compare the different types of virtual worlds. One important way to differentiate players within the Metaverse is through the payment currency: crypto vs. non-crypto based.

Metaverse Deep-Dive

Key characteristics researched:
Type, developer, year of incorporation, HQ, funds raised, associated costs, number of users, assets, trading volume, device and access requirements, currencies and payment characteristics, among others.

Key crypto based Metaverses	Key non-crypto based Metaverses
XX	XX
XX	XX

Banking Sector Opportunities

The following opportunities have been identified based on the key Metaverse access strategies observed across technology, gaming, retail, FMCG, healthcare, education, insurance, and real estate industries as well as key financial institutions.

Direct revenue generation	<ul style="list-style-type: none"> Deep-dive on Opportunities related to <i>Objective 1 (Direct revenue generation)</i> Benefits: XX, XX, XX, XX, XX, XX Suitable Metaverse for execution: XX, XX, XX
Customer satisfaction	<ul style="list-style-type: none"> Deep-dive on Opportunities related to <i>Objective 2 (Customer satisfaction)</i> Benefits: XX, XX, XX, XX, XX, XX Suitable Metaverse for execution: XX, XX, XX
Employee's cohesion	<ul style="list-style-type: none"> Deep-dive on Opportunities related to <i>Objective 3 (Employee's cohesion)</i> Benefits: XX, XX, XX, XX, XX, XX Suitable Metaverse for execution: XX, XX, XX
Company's image	<ul style="list-style-type: none"> Deep-dive on Opportunities related to <i>Objective 4 (Company's image)</i> Benefits: XX, XX, XX, XX, XX, XX Suitable Metaverse for execution: XX, XX, XX

Devices Overview

VR Headsets	PCs	AR Smart Glasses	VR Gloves	Haptic Bodysuits	Omnidirectional treadmill
<p>VR headsets are head-worn apparatuses that completely cover the eyes for an immersive 3D experience. They allow users to interact with simulated environments and experience a first-person view.</p> <p>Current key players in VR Headset market:</p> <ul style="list-style-type: none"> XX (YYY% market share & market price) XX (YYY% market share & market price) XX (YYY% market share & market price) <p>Sales forecast developed for the VR Headset market</p>	<p>PCs are currently one of the requirements for Metaverse access. Specific requirements and component specifications (related to CPU, RAM, OS, and GPU) must be met to allow a good level of Virtual Reality Experience within the Metaverse. The report provides the recommended specifications and PC components required to connect with key VR Headsets to the Metaverse.</p> <p>Current key players in the PC market:</p> <ul style="list-style-type: none"> XX (YYY% market share & market price) XX (YYY% market share & market price) XX (YYY% market share & market price) 	<p>AR smart glasses are wearable computer-capable glasses that add extra information, ideally 3D images and information such as animations and videos, to the user's real-world scenes. Technically, it overlays the computer-generated or digital information in the user's real world.</p> <p>Key Augmented Reality glasses in market:</p> <ul style="list-style-type: none"> XX XX 	<p>VR gloves are wearable devices that allow the user to experience tactile sensations and interactions in virtual reality. VR gloves can be divided into several categories; from hand-tracking and vibrotactile feedback gloves to force-feedback gloves and contact feedback gloves.</p> <p>Key VR Gloves devices in market:</p> <ul style="list-style-type: none"> XX XX 	<p>The haptic feedback system provides users with realistic sensations and a sense of touch in VR/AR using electro-muscle stimulation. Motion capture system records and tracks body position and movements which create a digital representation of the user.</p> <p>Key Haptic Bodysuits in market:</p> <ul style="list-style-type: none"> XX XX 	<p>An omnidirectional treadmill is a mechanical device allowing users to move their legs on a 360-degree flat surface to provide total freedom of directional movement and typically looks like a flat square mounted on a box housing the internal mechanics of the treadmill.</p> <p>Key Omnidirectional Treadmills in market:</p> <ul style="list-style-type: none"> XX XX

“Infomineo has been an effective partner. The team brings expertise and fills gaps where a company's research team might be falling short”

Senior Manager (Client)

“Congratulations, thank you for going above and beyond, helping us save time and effort.

Director (Client)