Adello

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TOP 50
BUSINESS & MARKETING
visionaries

WEB2 TO WEB3:
NEW ALTERNATIVES

Adello's focus of the week

JOSEPHINE GERVES

MD & Partner at DEPT, Co-Founder of Meta Festival

PATH TO THE EQUITY IN THE METAVERSE

EDITOR'S NOTE

Dear Reader,

As the metaverse continues to grow and evolve, it is imperative that we address the challenges of equity and ensure equal opportunities for all users, regardless of their background, location, or socioeconomic status. In this rapidly expanding digital landscape, we must work collectively to create an inclusive environment where diversity thrives, and everyone has a fair chance to participate and contribute to the shared experience.

In the coming years, the metaverse will increasingly become a space for collaboration, creativity, and connection, transcending the boundaries of the physical world. This makes it more important than ever to ensure that we work together to build an equitable digital future that benefits everyone.

Join us in this enlightening conversation with Josephine Gerves, a pioneering activist and thought leader in the field of digital inclusivity, where we discuss the challenges and opportunities in achieving equity in the metaverse, as well as the crucial steps we need to take as a global community to make this vision a reality.

Enjoy reading!
Yours,

Anna Pak

Head of Marketing at Adello and LAB51

Web2 to Web3: Try Out These New Alternatives

ADELLO'S FOCUS OF THE WEEK

Web2 is quickly becoming a thing of the past. Believe it or not, we are gradually moving from the Internet of the previous generation to the new wave of the web. Let's see what it can offer us.

#web3

The Internet that we have always known has not been a solid constant; rather, it has been gradually evolving and changing.

Web1 was primarily composed of static HTML websites that lacked interactivity and had limited user engagement. Web2 added two major components: social media and dynamic content. Social media facilitated user engagement by allowing users to comment, share, and post content on websites. Dynamic content was introduced by the widespread use of AJAX and JavaScript, which allowed for content to be updated without the need for a page reload. The rise of e-commerce and web applications further increased the interactivity of websites. Web2 also brought about better user experiences and a focus on content made by users.

Finally, Web3 has added technologies such as artificial intelligence and machine learning, which have further advanced the interactive nature of the web.

The Internet has evolved significantly since Web3, with the introduction of new technologies such as blockchain and decentralized applications, as well as an improved user experience. This new generation of the Internet is built on distributed, trustless networks and protocols, making it more secure and resilient than ever before.

Web3 also enables developers to create powerful, highly interactive applications, allowing them to integrate data from any source, including the Web, devices in the Internet of Things, and legacy systems. Let's refresh our memory and remember the main traits of Web3.

Distributed Ledger Technology

Web3 leverages blockchain technology to enable a secure, distributed, and decentralized network for data transmission.

Decentralized Applications (dApps)

dApps are open-source, decentralized apps powered by smart contracts, providing users enhanced privacy and no reliance on third parties. Examples include games, prediction markets, and exchanges.

Smart Contracts

Smart contracts are self-executing digital agreements stored on a blockchain, enabling automated enforcement when certain conditions are met. They can facilitate, verify, and enforce agreements for financial transactions, real estate, or trade agreements. Smart contracts are a new way to create, store, and manage legally binding agreements.

Data Privacy and Security

Web3 provides added layers of security and privacy for data, allowing users to control how and when their data is accessed.

Tokenization

Web3 enables the tokenization of digital assets, allowing users to gain access to previously hard-to-reach asset classes.

Open Data Protocols

Open Data Protocols in Web3 are protocols that enable access to data stored on blockchain networks. They provide uniform data access while leveraging decentralization, allowing multiple apps and services to share data. Examples include IPFS, BigchainDB, Libp2p, and ENS.
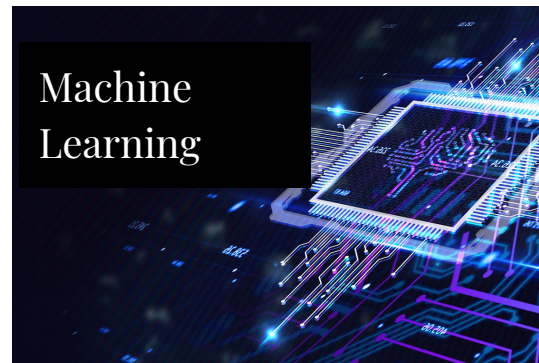
Machine Learning

Machine Learning in Web3 is the process of leveraging technologies to enable autonomous agents - running on decentralized computer networks - to learn from data, make decisions, and take action. This can be used to build intelligent applications, such as automated financial services, prediction markets, automated insurance, and more. By utilizing machine learning, developers can create applications that can autonomously adapt to changes in user behavior and trends in the market.

Interoperability
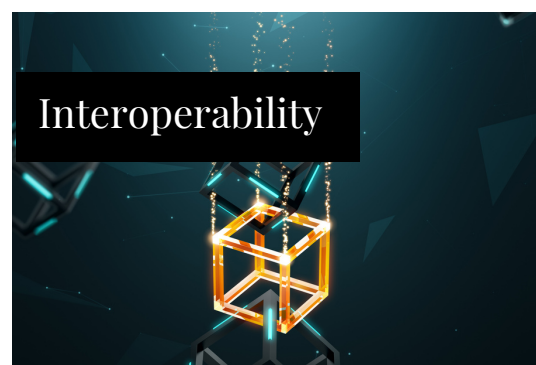
Web3 enables data and applications to seamlessly interact across different networks and protocols.

One of the main proofs that Web3 is already here is the appearance of new products related to the Internet of the new generation. The development of spatial computing, the popularization of VR/AR, the evolving concept of the metaverse, the transformation of social media, and many others. Also, many web products that were widespread in Web2 are gradually getting outdated and likely be replaced with the new updated Web3 alternatives. These are the examples:

Audius

Audius is an innovative, decentralized music streaming platform that allows anyone to publish and access music without having to pay for a subscription. Artists can generate immutable and time-stamped records for their works with an incentive-aligned decentralized network of node operators, enabling them to create gated content, artist tokens, and remix contests.

Plus, with the native platform token $AUDIO, users get premium access to engage with exclusive fan experiences. On Audius, the future is decided by its users, with the voting weight directly correlated to $AUDIO staked to benefit the platform. It provides an open alternative to subscription-based music streaming services like Spotify.
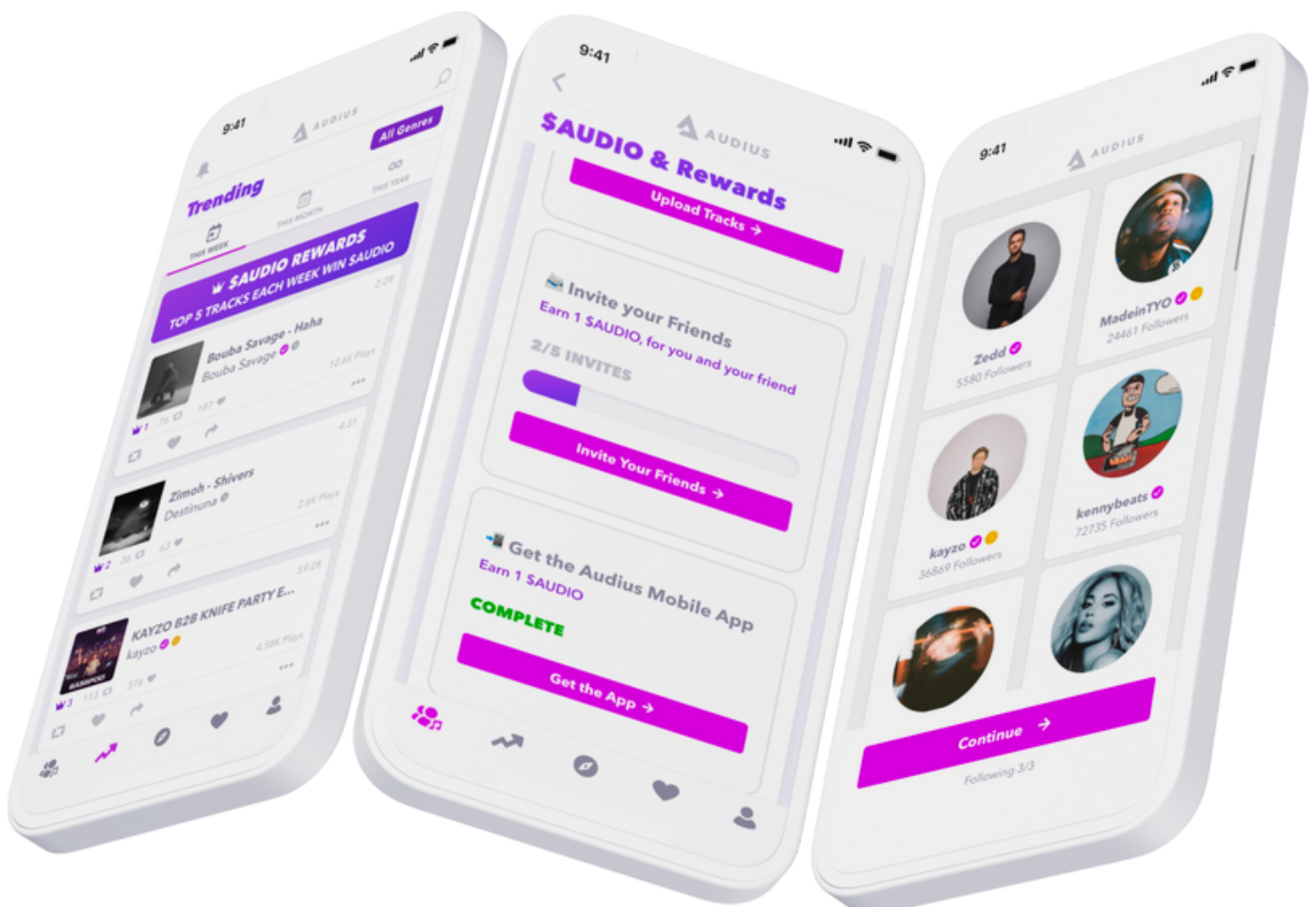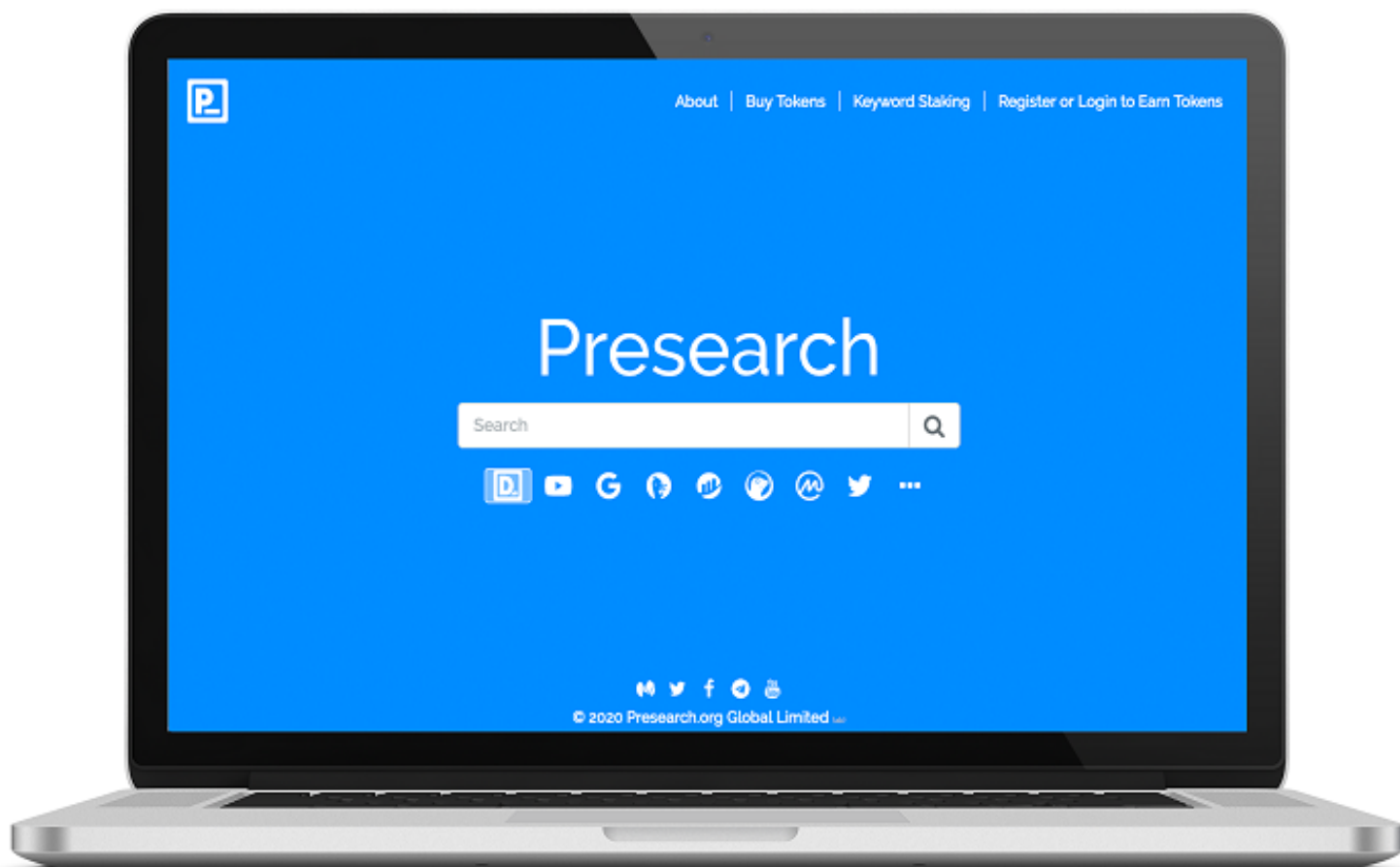
Presearch

Presearch is a decentralized search engine, powered by blockchain technology and the PRE token, that allows users to search privately and receive more accurate results.

Its comprehensive ecosystem includes tokens, a decentralized search engine, nodes, keyword staking, a marketplace, and the Ethereum blockchain. The Presearch Engine provides results that are equal to or better than those provided by conventional search engines, with the added benefit of an additional layer of data through community packages. It also ensures privacy, as it does not track or store searches.

Users can get rewarded for searching, operating a node, and referring others to Presearch.

Status

Your "secure messenger" is getting less and less secure. Status is an open-source, peer-to-peer platform, with end-to-end encryption, and a secure messaging app, that keeps conversations and funds private.

Plus, their state-of-the-art crypto wallet ensures that funds remain safe from attack. With Status' intuitive design, users can explore the growing DApp ecosystem, including marketplaces, exchanges, games, and social networks, with the confidence that their Web3 browsing experience is kept private.
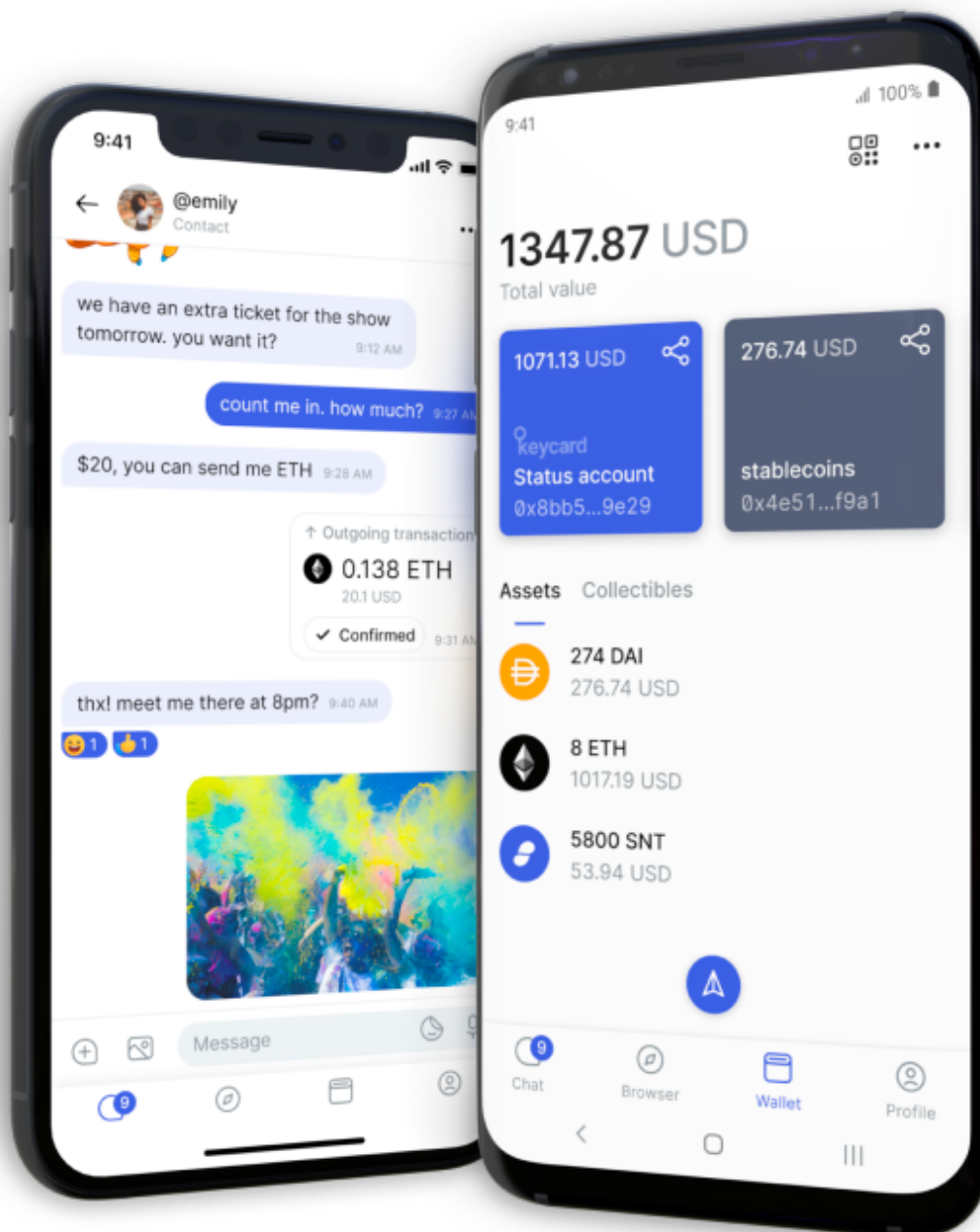
YOU.COM

What will happen if we combine ChatGPT and a search engine? Founded by Richard Socher, an esteemed natural language processing (NLP) researcher and former chief scientist of Salesforce, You.com is a revolutionary AI-powered search engine.

Furthermore, You.com also offers two special AI-powered features: YouCode, a coding assistant, and YouWrite, a writing assistant.

This open search platform also encourages developers to create apps and help build a more collaborative and open internet.
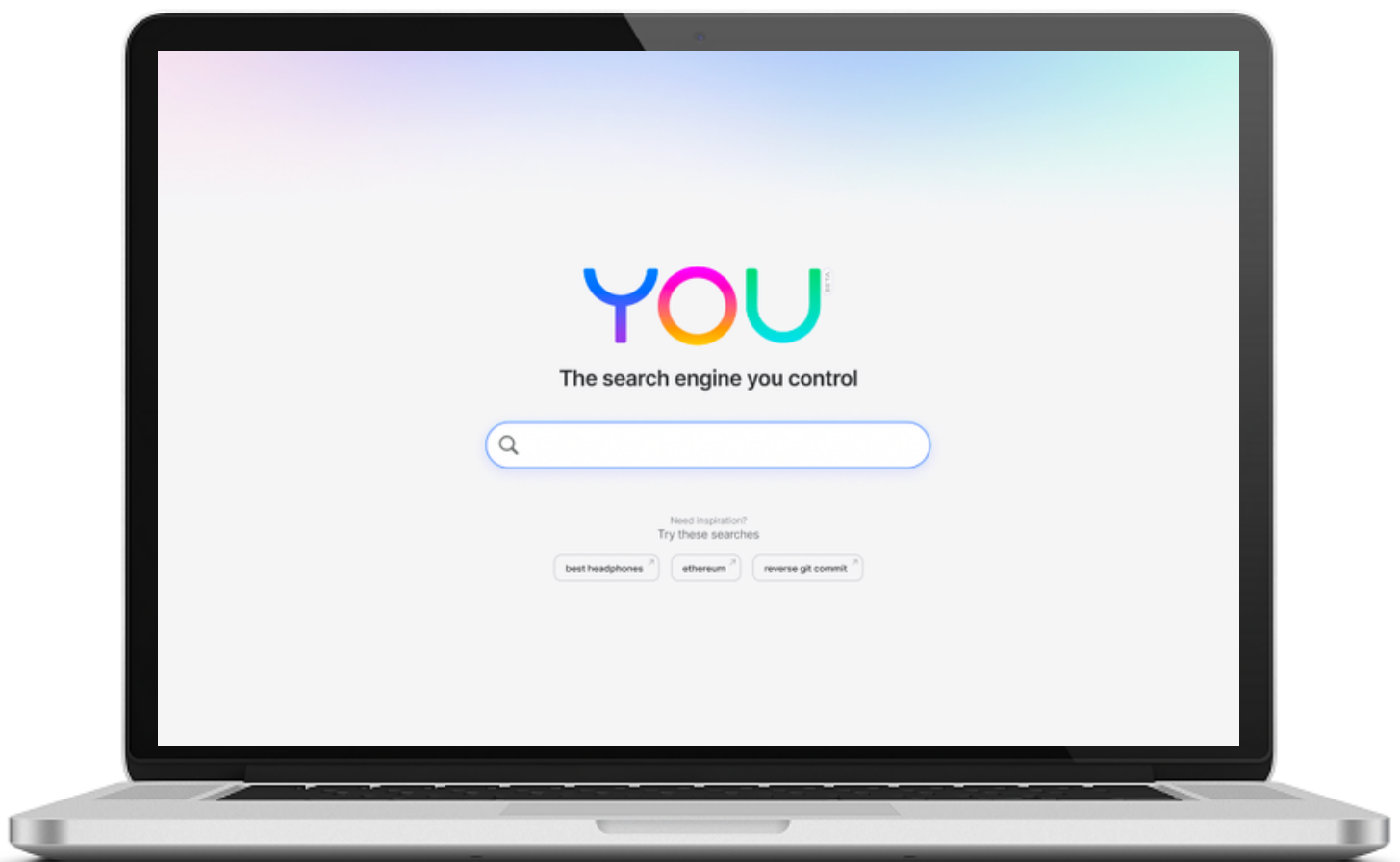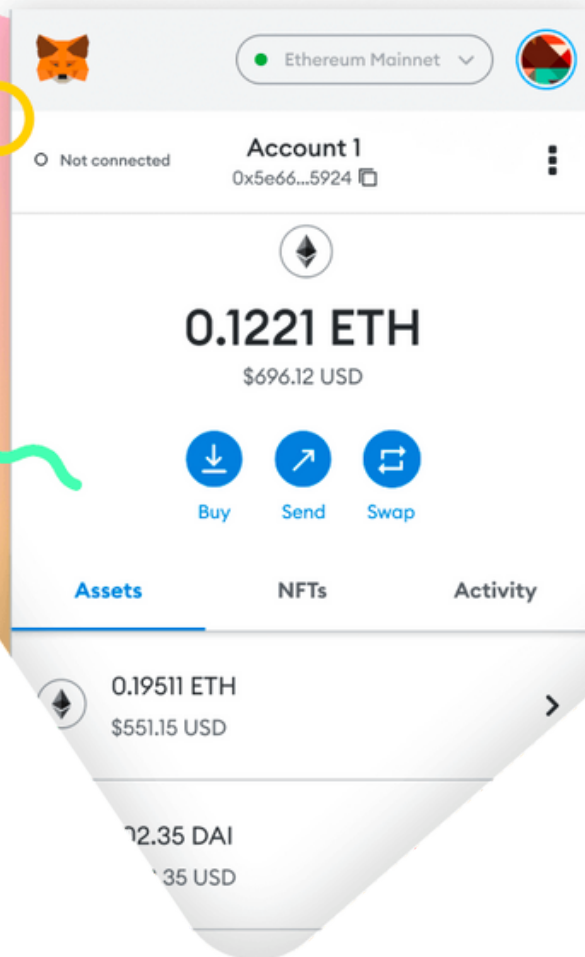
Metamask

Want to start with crypto wallets but don't know where to start? <u>MetaMask</u> is a software wallet used to securely interact with the Ethereum blockchain. With its browser extension or mobile app, users can store and manage their cryptocurrency wallet, send and receive Ethereum-based cryptocurrencies and tokens, broadcast transactions, and access decentralized applications. Websites and decentralized apps can connect to MetaMask (and other similar blockchain wallet browser extensions) using JavaScript code. This lets them send action prompts, signature requests, or transaction requests to the user's wallet.

Dimo

Dimo is an innovative new service that helps drivers gain and monetize their car data. The platform uses blockchain technology to allow users to securely store and share the data they gather while driving.
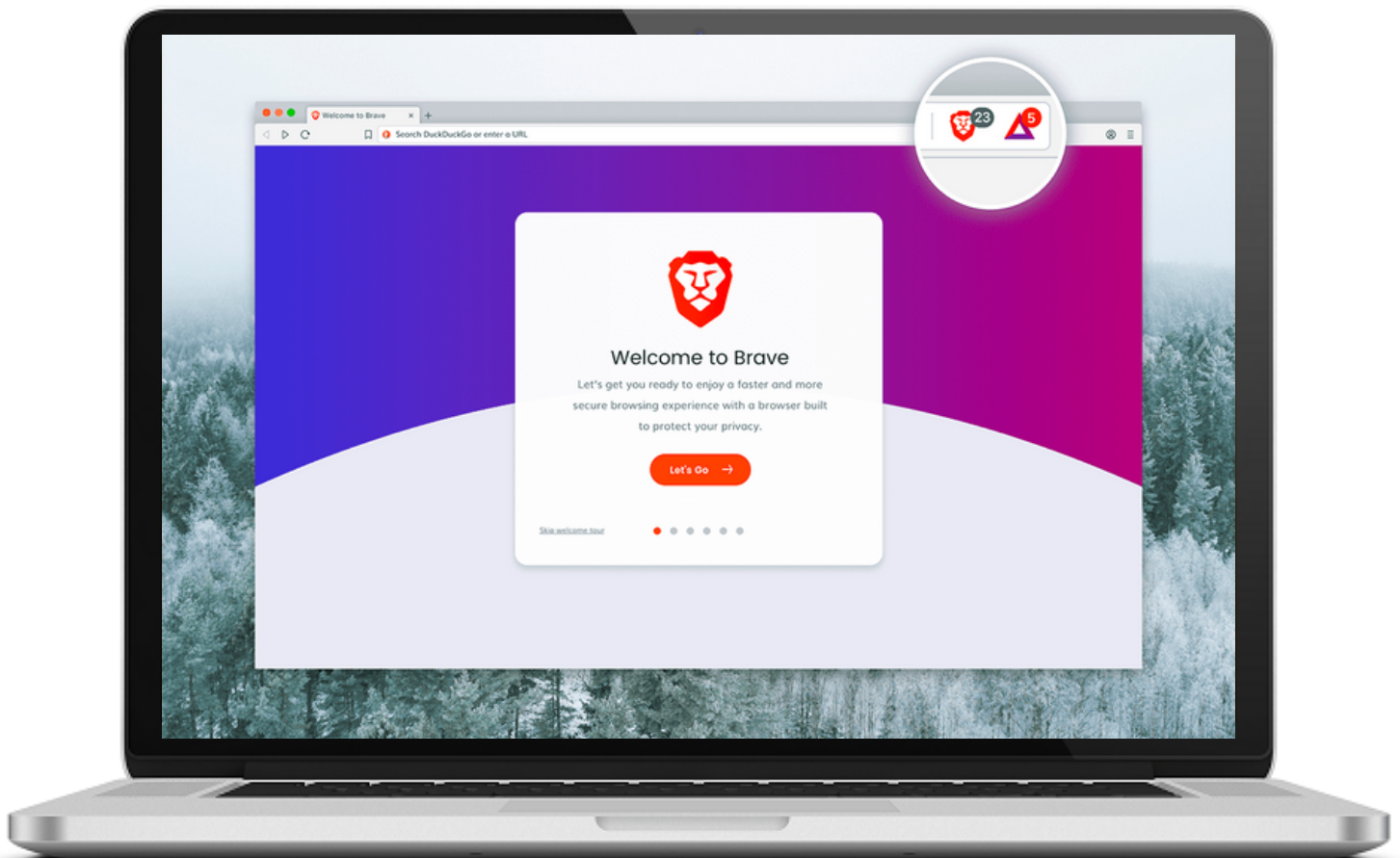
This data can be used to create more efficient driving routes, improve fuel efficiency, and gain a better understanding of the driving experience. Drivers can then monetize this data through the platform. Dimo offers an easy-to-use, secure, and transparent system that can help drivers get the most out of their car data.

Price:

vDIMO x AutoPi Device - $369.00

Brave

<u>Brave</u> is a free and open-source web browser that focuses on user privacy. It automatically blocks online advertisements and website trackers and provides users with the option to enable optional ads that pay users in Basic Attention Tokens (BAT), a cryptocurrency.

Brave also includes Brave Wallet, a native crypto wallet that supports EVM-compatible chains (Polygon, xDai, Avalanche, etc.) and L2 chains, as well as non-fungible tokens. All user data is kept private on the user's device and is not accessible by any third party.

Braintrust

Braintrust is a revolutionary Web3 talent network that links skilled, verified knowledge workers with top enterprises around the world. As Braintrust is built and owned by its users, it is designed to always satisfy the needs of the community rather than a centralized company. Braintrust is a network that allows its knowledge worker and contributor communities to acquire ownership and control of the network and its assets through the BTRST token, resulting in an increase in Talent and job postings.
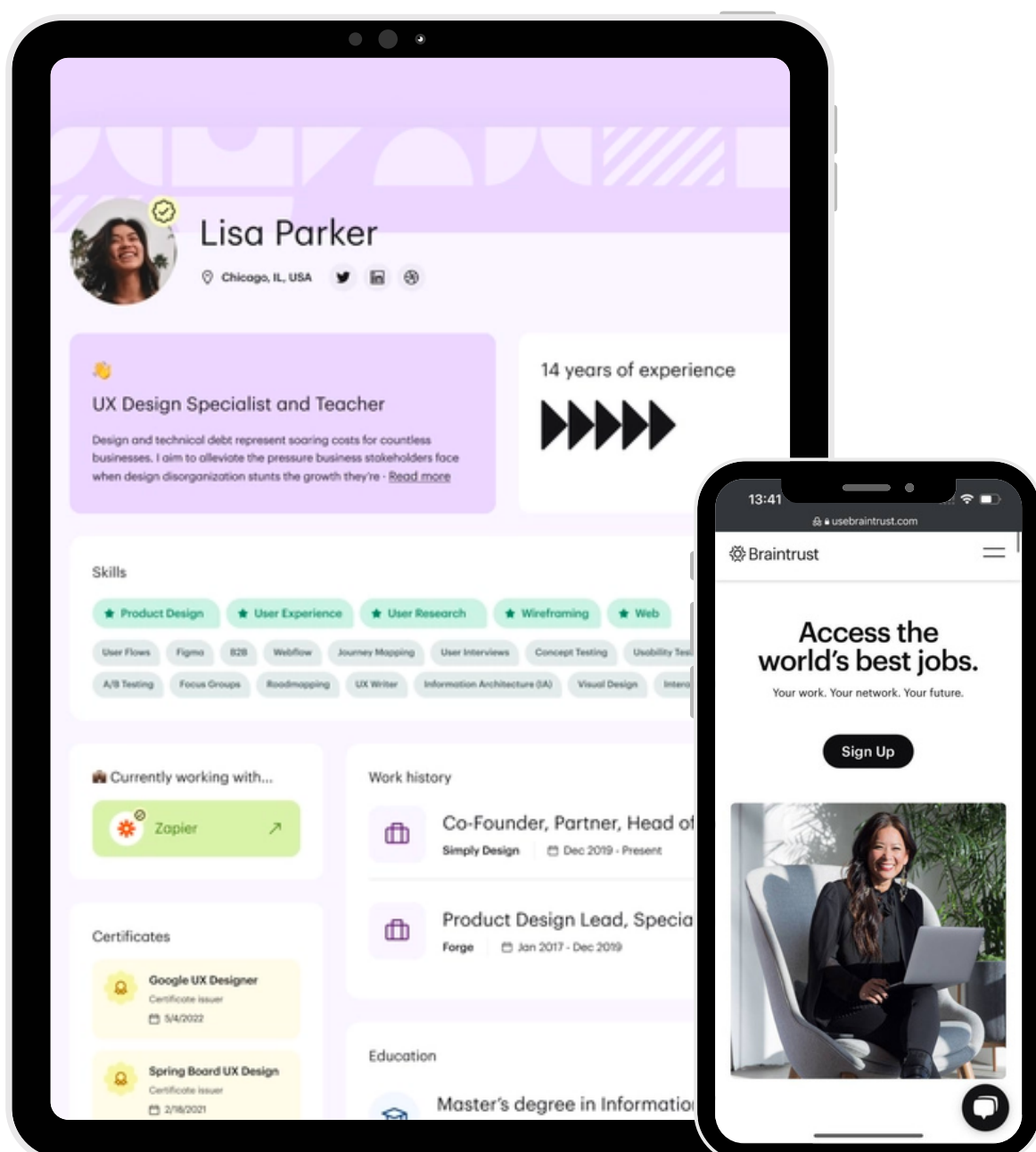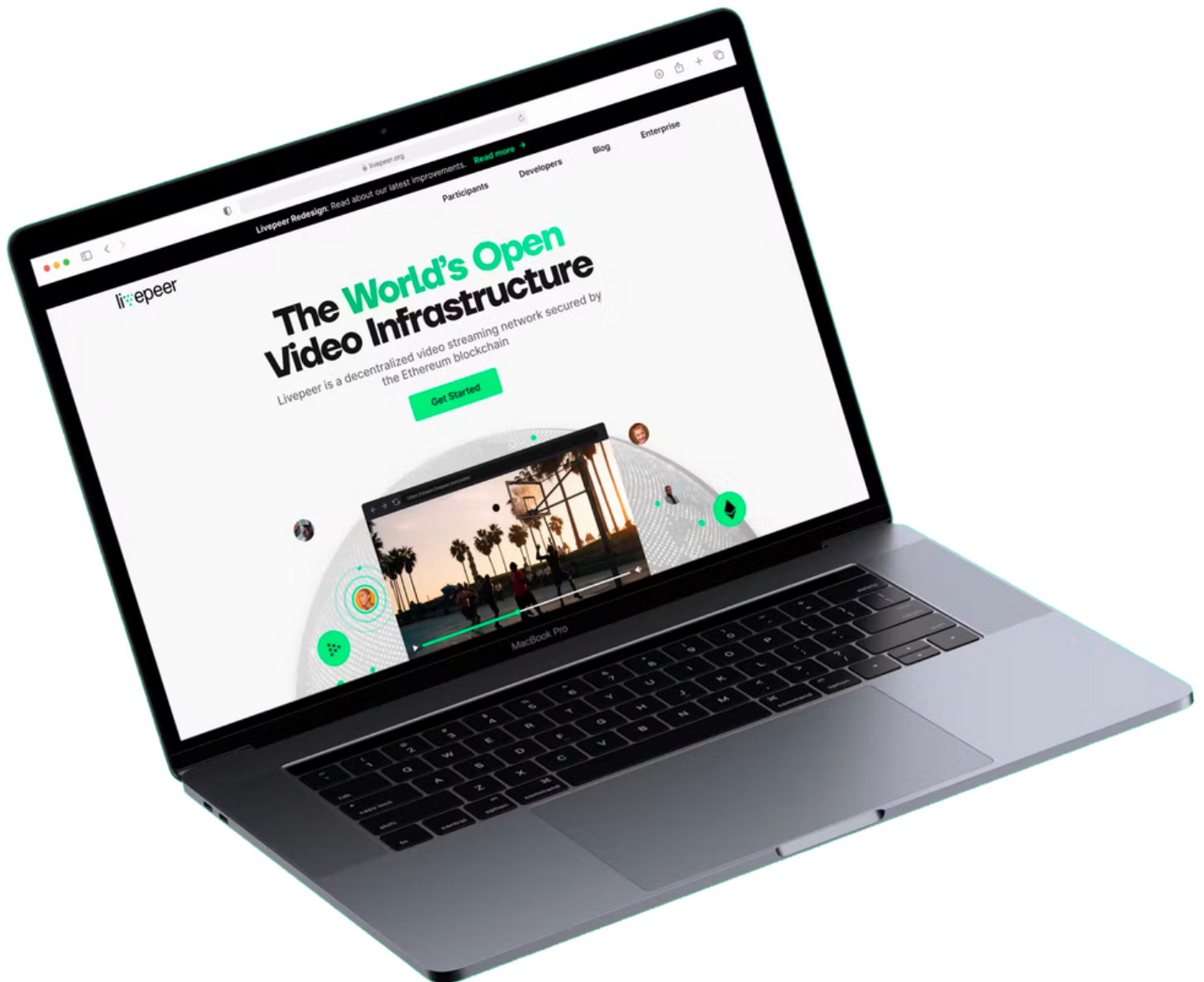
Livepeer

Livepeer is a decentralized network for video streaming that uses Ethereum-based technology to distribute video transcoding work. It provides cost-efficient, secure, and reliable streaming infrastructure, bypassing the need to host, store, or distribute video.

The Livepeer Token (LPT) is used to secure the network and coordinate the work responsibilities of those supporting the video encoding process. Orchestrators use their computing resources to transcode video, while delegators stake LPT to ensure quality work. Both earn fees in ether or a stablecoin proportional to the amount of LPT they have staked. Every 5,760 Ethereum blocks, new tokens are minted and shared between delegators and orchestrators.

Hivemapper

Experience a revolutionary way of mapping the world with <u>Hivemapper</u>. Their decentralized and ever-updating map is built by people using Dashcam to mine the cryptocurrency, HONEY. This new mapping economy allows users to share the economic benefits of a global map with those who are creating it.

Users simply need to install the Hivemapper Dashcam and start driving. As they drive, they're not only collecting HONEY for themselves but also contributing to a better map for everyone.

This map can then be used by businesses and developers to power their applications and operations.

Price:

Hivemapper Dashcam - $549.00

We are now seeing the emergence of Web3 tools into the mainstream – with both new and established companies implementing Web3 elements into their products. It's time to take advantage of this unique opportunity and join the Web3 revolution! With a wide variety of companies joining the fray, the future looks even brighter!

Weekly Highlight

Path to the Equity in the Metaverse

INTERVIEW WITH JOSEPHINE GERVES

We hear the word "equity" more and more often today. While equity and equality are not yet archived in the real world, we start ideating how to reach them in the virtual one. Should we obtain a more fair world in reality first, or attempt to build a new equal society in the metaverse?

The idea of reaching equity in our society is especially crucial nowadays. Speaking generally, what positive impact does equity bring to our lives and why is it important?

Equity means being offered a seat at the table. But it also means taking responsibility for your success and happiness. To me, equity means empowerment. And that is why it is important. As a society, we have outgrown the times in which the only way to move forward was to follow a strong leader. When you look at the young generations, like Y and Z, they don't easily submit to a hierarchical structure without questioning it. Movements like "BLM" or "me too" have proven that loud voices will be heard, and they have paved the way for new movements around the world. Look at the brave women in Iran or the thousands of people in China standing up against oppression and inequality at the moment. In these countries, demonstrations are frowned upon, and yet protesters risk their freedom so that they and the generations to come can live better lives. It shows that equity is something that is not just given to us, but is worth fighting for. Because when we achieve equality, we can live self-determined lives.

Speaking about Web3 and the metaverse in general, are there any differences or/and features regarding equity compared to real life?

Web2, the internet as we use it today, is dominated by the five tech giants Amazon, Apple, Alphabet (Google), Meta (Facebook) and Microsoft. Due to a lack of regulations, they can exercise their power almost unchecked. While these giant corporations present content and collect data, consumers are left with the option of consuming predetermined products and services. The shift to Web3 – and with it, the metaverse – opens up new and, above all, border-crossing possibilities. Innovations such as the blockchain, cryptocurrencies and NFTs help to return the power of the tech giants to individuals in the form of ownership. And ownership is easier to be achieved in the metaverse than in real life. The community-first approach behind Web3 thinking is not only driving the democratization of the internet. It also opens entirely new doors for

self-realization, diversity and inclusion. One example: as of 2020, 2 out of 3 properties in Germany are still purchased by men. The reasons for this gender inequality are manifold, but Web3 reshuffles the cards: to buy a property on a virtual platform like The Sandbox, Decentraland or Somnium Space, there is no need to negotiate with banks, the land registry and the notary's office – all hurdles that can be large and daunting on the way to buying a property. Real ownership on Web3 is much easier and more anonymous to obtain here: with money in the form of a crypto-currency.

When we look at how people portray themselves in the metaverse, there is another potential big win for equality: Your avatar shows people what you want them to see. An example: Imagine having a job interview in the metaverse. It does not matter how you look, where you live or whether you can afford a fancy home office. Your skills are what matter.

Why does the Metaverse, despite being perceived as a utopia, create more equity issues, such as harassment in the Horizont World?

With a new world opening, new lands are being explored. Or in other words: A football match without all the players agreeing on the same set of rules and without a referee making sure the rules are followed will most likely end in mayhem. We need to make sure the metaverse will not be ruled by anarchy. At the moment, you can find codes of conduct and terms of service for how to behave in the metaverse, but they all differ per platform.

And also, these platforms are still learning. What I would love to see is a universal ethics board, with all big platforms present but also creators, users, artists, and so on, regularly discussing what needs to be done to allow as much freedom as possible while securing the safety of every user and then imposing these regulations together.

How can the metaverse be made accessible to people with various kinds of disabilities?

To be inclusive to those with disabilities, the metaverse needs to see improvements first in how it can be accessed. It's about entering with which many people with disabilities face the greatest hurdle and denies them access to take part in society. A way to improve that would be for example for deaf people to develop captioning systems or for people, that are visually impaired to have audio descriptions following them all along, and let them experience the metaverse in their way.

Last year, the WEF said that users can switch their avatars to learn what it feels like to be another race or species. What's your opinion on this? Is this a good way to educate people to be more considerate of others or is it unethical?

I believe it is a weird way to phrase things but I get the idea. "You can't understand someone until you've walked a mile in their shoes."

However, in general I believe the metaverse has the chance to be a race-model-free world.
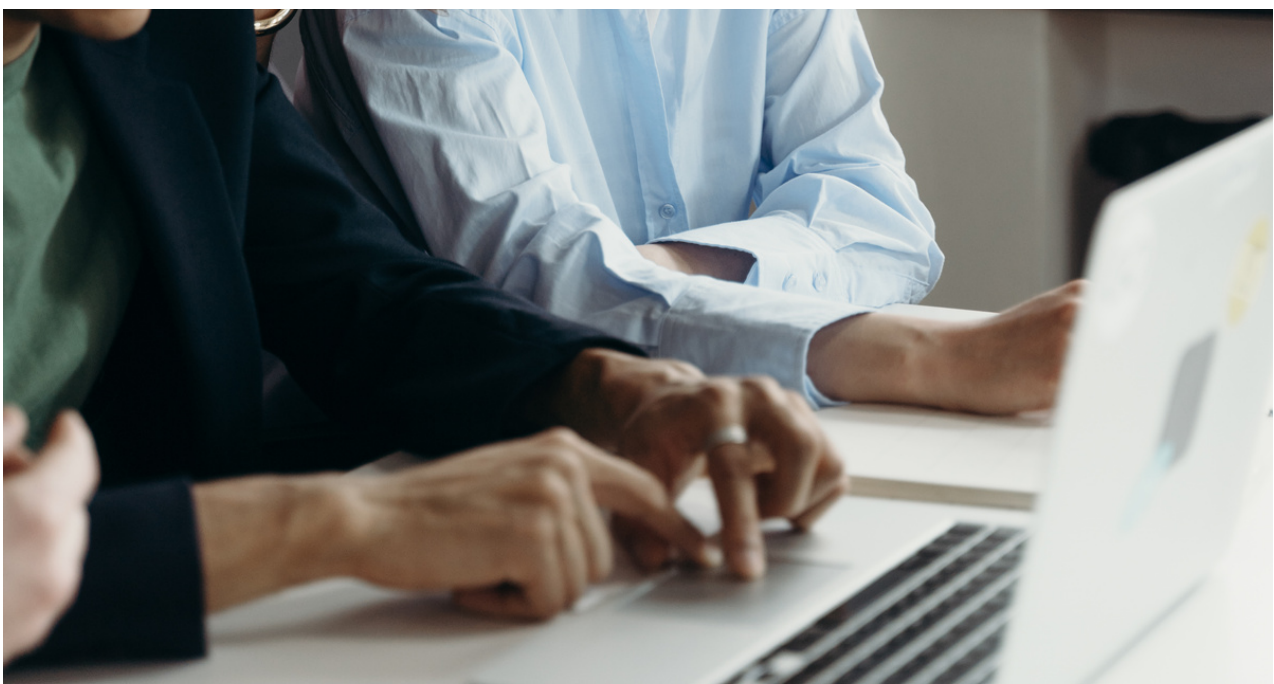
How effective are metaverse unions in promoting equity, and what progress have they made so far?

There are a few unions that I think are interesting, like the World Metaverse Council, founded in October 2022, which is promoting "the dialogue for an equitable and inclusive life in the metaverse". These models are still relatively new, and they need to prove their value and authority. Without representatives from the big tech companies and platforms, I am afraid these unions will have a tough job putting their strategies into practice.

But there are initiatives I like that aim at promoting women in tech, for example. In 2020 and 2021, just 5 percent of NFTs sold came from female creators. Organizations like Unstoppable Women of Web3, World of Women, Women in Immersive Technologies or wom3n.DAO want to make the currently male-dominated Web3 more inclusive and empower women in its co-creation. On these platforms, they have the opportunity to connect, exchange, inspire and learn from each other.

You are a Co-Founder of Meta Festival. Could you share with us briefly what the Meta Festival is about? Were there any measures implemented to ensure that everyone was included in this game-changing event?

Meta Festival has become a global happening that celebrates Web3 and bridges the gaps between people, brands and technology. The festival combines work, play, connection and fun. From Asia to Europe to the Americas. In each timezone, we feature special content, from live entertainment to mind-blowing talks. Bringing together the key players and discussing with them the future of the metaverse has made it a unique experience. I created Meta Festival together with Thomas and Mio, the two founders of Journee and with the help of an amazing team at DEPT. Last year we decided to not have any paywall at all and make quality content available to anyone joining. The experience was super accessible, and every visitor was able to create their own non-binary avatar.

Behind the Web3 scene, equality and equity are not achieved yet among the people who work in the industry. The logical question appears: can the group of people where equity is not achieved build an equitable system like the metaverse?

This is a brilliant question! My answer is: Probably not, BUT...

We have already seen it with AI and machine learning – we as humans transfer our cognitive biases onto the data sets, which then results in biased and discriminatory artificial intelligence. We now see the same problem with ChatGPT: The text-based tool, which has reached 100 million users within two months after launch, the Guardian says, can only work with the data it is trained on. So when there are inequalities at the beginning of the creation process, these inequalities will be reflected in the results.

Within the metaverse, the issue is much more complex. The concept itself is as inclusive and equitable as it can be: While tech giants monopolize Web 2.0, Web 3.0 is trying to break these structures. This means that decentralization (with all its facets, from technological solutions to intellectual property to assets) is an essential part of the metaverse. The blockchain and NFTs are already examples of power to the people in their basic concepts! In theory, we can all be part of the metaverse, build it, even own parts of it and shape its future.

In practice, it is not that easy. To give you an example: We say that within the metaverse, you don't only have to consume content, you can become a real creator of experiences. To create a game on Roblox, the user needs to invest quite some time and needs to become familiar with the Roblox programming language (even though Roblox coding is not as difficult as other coding languages). So tech skills are kind of required. But who is able to code? In the US, a study found that in 2021 only 21 percent of IT/tech team members within companies are female, and only 16% are ethnic minorities. And for black women, the share is below 5 percent. So it is fair to assume that there is no fair diversity amongst the creators and coders and people working for the tech companies (the people literally creating the metaverse). So we are facing the same problem that we created with AI – only more complex.

But let me end on a positive note: Creating a new world is not an easy thing to do. But a lot of talented people around the world, all with different backgrounds and good intentions, are working on further creating the metaverse, and every day every one of us can join. It is precisely this community-first approach that enables co-creation and co-ownership, which also builds a strong mindset of sharing, democratization and mutual support. The power to create excellence does not lie in the know-how of one individual, but in the collaborative creation of people with diverse backgrounds and ideas.

Now is the right time to learn from the mistakes of Web2 and to recognize and use the great potential of Web3. But boundaries will only be redefined if people commit to change. Power is only redistributed among those who fight for it. We are all invited to help shape the internet of the future. Let's not miss this opportunity.

#persona

JOSEPHINE GERVES

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MD & Partner at DEPT,
Co-Founder of Meta Festival

Josephine Gerves is Partner and Managing Director at DEPT®, one of the most successful and fast-growing digital agencies worldwide. She is responsible for international new client projects and drives the digitalization of large existing clients. In this context, Josephine initiated the Meta Festival 2021 – a pioneering hybrid experience that allows users to immerse themselves into the metaverse.

At the age of 28, she was already part of the German management of one of the largest network agencies, where she was responsible for new business and all diversity and inclusion measures. Josephine has been campaigning for more diversity in agencies and female empowerment for years.

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