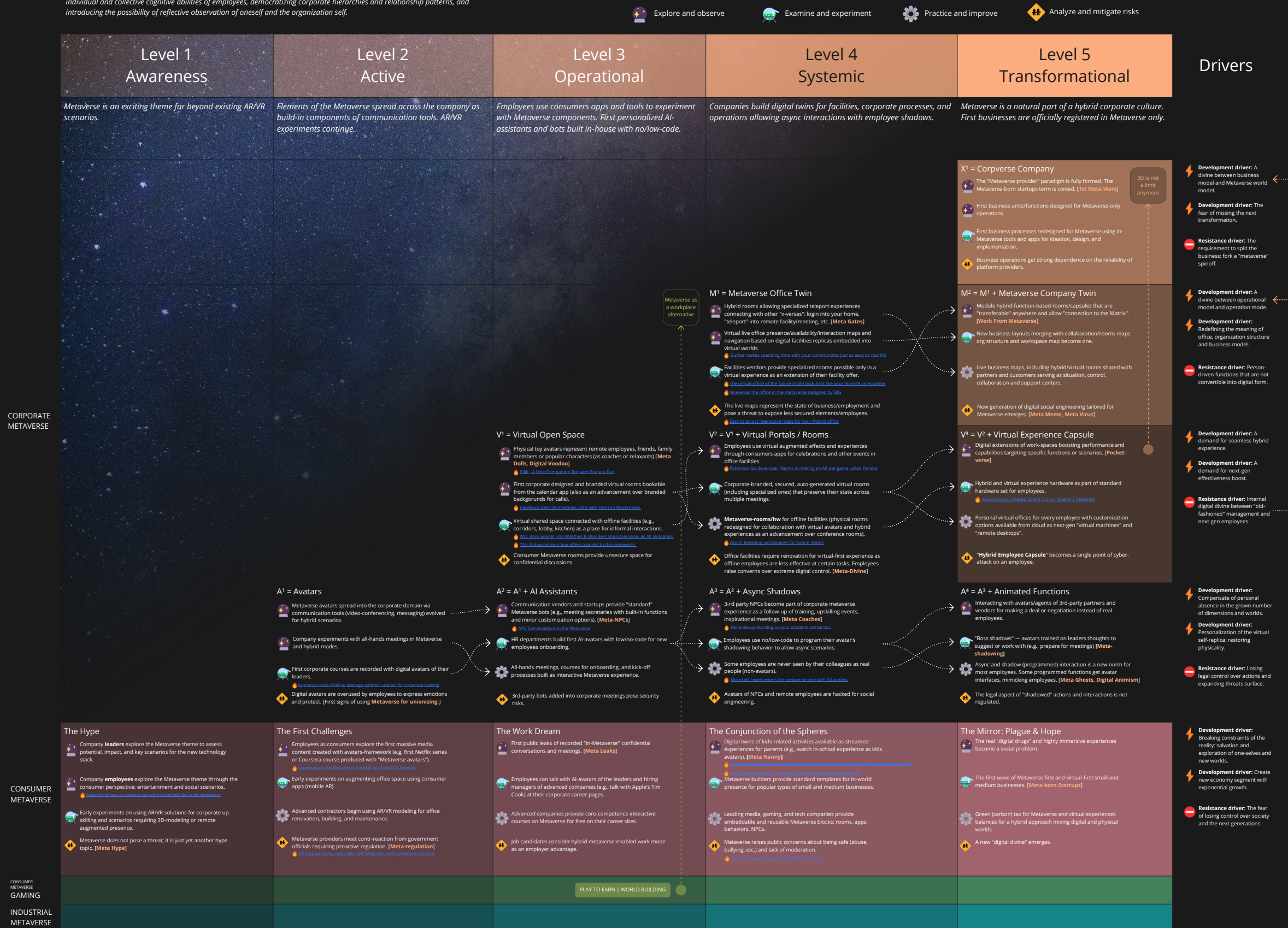# Maturity Model
The Corporate Metaverse OF THE GLOBAL WORLD 🌐-VERSION 📄 REPORT-STORY

Corporate Metaverse (CorpVerse) — *is a scaled network of interoperable (3+N)-dimensional worlds and spaces which allow organizations to achieve a radical performance boost by lowering the restrictions and requirements of physical presence through virtual and hybrid experiences, resolving the synchronization hell through async, shadowed, and AI-assistant presence, increasing individual and collective cognitive abilities of employees, democratizing corporate hierarchies and relationship patterns, and introducing the possibility of reflective observation of oneself and the organization self.*

🛸 Explore and observe   🔭 Examine and experiment   ⚙️ Practice and improve   ⚠️ Analyze and mitigate risks

	Level 1 Awareness	Level 2 Active	Level 3 Operational	Level 4 Systemic	Level 5 Transformational	Drivers
	Metaverse is an exciting theme far beyond existing AR/VR scenarios.	*Elements of the Metaverse spread across the company as build-in components of communication tools. AR/VR experiments continue.*	*Employees use consumers apps and tools to experiment with Metaverse components. First personalized AI-assistants and bots built in-house with no/low-code.*	*Companies build digital twins for facilities, corporate processes, and operations allowing async interactions with employee shadows.*	*Metaverse is a natural part of a hybrid corporate culture. First businesses are officially registered in Metaverse only.*	

CORPORATE METAVERSE

X¹ = Corpverse Company
- 🛸 The "Metaverse provider" paradigm is fully formed. The Metaverse-born startups term is coined. [1st Meta-Wars]
- 🛸 First business units/functions designed for Metaverse-only operations.
- 🛸 First business processes redesigned for Metaverse using in-Metaverse tools and apps for ideation, design, and implementation.
- ⚠️ Business operations get strong dependence on the reliability of platform providers.

3D is not a limit anymore

M¹ = Metaverse Office Twin
- 🛸 Hybrid rooms allowing specialized teleport experiences connecting with other "x-verses": login into your home, "teleport" into remote facility/meeting, etc. [Meta Gates]
- 🔭 Virtual live office presence/availability/interaction maps and navigation based on digital facilities replicas embedded into virtual worlds.
  - ⚠️ Gather stakes spending time with your communities just as easy as real life
- 🔭 Facilities vendors provide specialized rooms possible only in a virtual experience as an extension of their facility offer.
  - The virtual office of the future might look a lot like your favorite video game
  - Xizverse: the office in the metaverse designed by BIG
- ⚠️ The live maps represent the state of business/employment and pose a threat to expose less secured elements/employees.
  - Easy to adjust interactive maps for your hybrid office

M² = M¹ + Metaverse Company Twin
- 🛸 Module hybrid function-based rooms/capsules that are "transferable" anywhere and allow "connection to the Matrix". [Work From Metaverse]
- 🔭 New business layouts merging with collaboration/rooms maps: org structure and workspace map become one.
- 🔭 Live business maps, including hybrid/virtual rooms shared with partners and customers serving as situation, control, collaboration and support centers.
- ⚠️ New generation of digital social engineering tailored for Metaverse emerges. [Meta Meme, Meta Virus]

V¹ = Virtual Open Space
- 🛸 Physical toy avatars represent remote employees, friends, family members or popular characters (as coaches or relaxants) [Meta Dolls, Digital Voodoo]
  - Eilik - A little Companion Bot with Endless Fun
- 🔭 First corporate designed and branded virtual rooms bookable from the calendar app (also as an advancement over branded backgrounds for calls).
  - Facebook gets VR meetings right with Horizon Workrooms
- 🔭 Virtual shared space connected with offline facilities (e.g., corridors, lobby, kitchen) as a place for informal interactions.
  - IWC Boss Beams into Watches & Wonders Shanghai Show as 4K Hologram
  - This hologram-in-a-box offers a portal to the metaverse
- ⚠️ Consumer Metaverse rooms provide unsecure space for confidential discussions.

V² = V¹ + Virtual Portals / Rooms
- 🛸 Employees use virtual augmented effects and experiences through consumers apps for celebrations and other events in office facilities.
  - Pokémon Go developer Niantic is making an AR pet game called Peridot
- 🔭 Corporate-branded, secured, auto-generated virtual rooms (including specialized ones) that preserve their state across multiple meetings.
- ⚙️ **Metaverse-rooms/hw** for offline facilities (physical rooms redesigned for collaboration with virtual avatars and hybrid experiences as an advancement over conference rooms).
- ⚠️ Office facilities require renovation for virtual-first practice as offline employees are less effective at certain tasks. Employees raise concerns over extreme digital control. [Meta-Divine]

V³ = V² + Virtual Experience Capsule
- 🛸 Digital extensions of work-spaces boosting performance and capabilities targeting specific functions or scenarios. [Pocket-verse]
- 🔭 Hybrid and virtual experience hardware as part of standard hardware set for employees.
  - Accenture purchased 60000 Oculus Quests 2 headsets
- ⚙️ Personal virtual offices for every employee with customization options available from cloud as next-gen "virtual machines" and "remote desktops".
- ⚠️ **"Hybrid Employee Capsule"** becomes a single point of cyber-attack on an employee.

A¹ = Avatars
- 🛸 Metaverse avatars spread into the corporate domain via communication tools (video-conferencing, messaging) evolved for hybrid scenarios.
- 🔭 Company experiments with all-hands meetings in Metaverse and hybrid modes.
- ⚙️ First corporate courses are recorded with digital avatars of their leaders.
  - Synthesia raises $50M to leverage synthetic avatars for corporate training
- ⚠️ Digital avatars are overused by employees to express emotions and protest. [First signs of using Metaverse for unionizing.]

A² = A¹ + AI Assistants
- 🛸 Communication vendors and startups provide "standard" Metaverse bots (e.g., meeting secretaries with built-in functions and minor customization options). [Meta-NPCs]
  - NPC Conversations in the Metaverse
- 🔭 HR departments build first AI-avatars with low/no-code for new employees onboarding.
- ⚙️ All-hands meetings, courses for onboarding, and kick-off processes built as interactive Metaverse experience.
- ⚠️ 3rd-party bots added into corporate meetings pose security risks.

A³ = A² + Async Shadows
- 🛸 3-rd party NPCs become part of corporate metaverse experience as a follow-up of training, upskilling events, inspirational meetings. [Meta Coaches]
  - We're always learning, so your students can be too.
- 🔭 Employees use no/low-code to program their avatar's shadowing behavior to allow async scenarios.
- ⚙️ Some employees are never seen by their colleagues as real people (non-avatars).
  - Microsoft Teams enters the metaverse race with 3D avatars
- ⚠️ Avatars of NPCs or remote employees are hacked for social engineering.

A⁴ = A³ + Animated Functions
- 🛸 Interacting with avatars/agents of 3rd-party partners and vendors for making a deal or negotiation instead of real employees.
- 🔭 "Boss shadows" — avatars trained on leaders thoughts to suggest or work with (e.g., prepare for meetings) [Meta-shadowing]
- ⚙️ Async and shadow (programmed) interaction is a new norm for most employees. Some programmed functions get avatar interfaces, mimicking employees. [Meta Ghosts, Digital Animism]
- ⚠️ The legal aspect of "shadowed" actions and interactions is not regulated.

Metaverse as a workplace alternative

CONSUMER METAVERSE

The Hype
- 🛸 Company leaders explore the Metaverse theme to assess potential, impact, and key scenarios for the new technology stack.
- 🛸 Company employees explore the Metaverse theme through the consumer perspective: entertainment and social scenarios.
  - Oculus lets know you want to see what you'd look like in the metaverse
- ⚙️ Early experiments on using AR/VR solutions for corporate up-skilling and scenarios requiring 3D-modeling or remote augmented presence.
- ⚠️ Metaverse does not pose a threat; it is just yet another hype topic. [Meta Hype]

The First Challenges
- 🛸 Employees as consumers explore the first massive media content created with avatars-framework (e.g. first Netflix series or Coursera course produced with "Metaverse avatars").
  - Connecting in the Metaverse: The Making of the GTC Keynote
- 🔭 Early experiments on augmenting office space using consumer apps (mobile AR).
- ⚙️ Advanced contractors begin using AR/VR modeling for office renovation, building, and maintenance.
- ⚠️ Metaverse providers meet contr-reaction from government officials requiring proactive regulation. [Meta-regulation]
  - US app watching tasks tabs and likes over child predators concerns

The Work Dream
- 🛸 First public leaks of recorded "in-Metaverse" confidential conversations and meetings. [Meta Leaks]
- 🔭 Employees can talk with AI-avatars of the leaders and hiring managers of advanced companies (e.g., talk with Apple's Tim Cook) at their corporate career pages.
- ⚙️ Advanced companies provide core-competence interactive courses on Metaverse for free on their career sites.
- ⚠️ Job candidates consider hybrid metaverse-enabled work mode as an employer advantage.

The Conjunction of the Spheres
- 🛸 Digital twins of kids-related activities available as streamed experiences for parents (e.g., watch in-school experience as kids avatars). [Meta Nanny]
  - Metaverse and schools Digital Nanny's latest labour-saving enhancement
- 🔭 Metaverse builders provide standard templates for in-world presence for popular types of small and medium businesses.
- ⚙️ Leading media, gaming, and tech companies provide embeddable and reusable Metaverse blocks: rooms, apps, behaviors, NPCs.
- ⚠️ Metaverse raises public concerns about being safe (abuse, bullying, etc.) and lack of moderation.
  - There are no good ways to solve the bullying problem

The Mirror: Plague & Hope
- 🛸 The real "digital drugs" and highly immersive experiences become a social problem.
- 🔭 The first wave of Metaverse first and virtual-first small and medium businesses. [Meta-born Startups]
- ⚙️ Green (carbon) tax for Metaverse and virtual experiences balances for a hybrid approach mixing digital and physical worlds.
- ⚠️ A new "digital divine" emerges.

CONSUMER METAVERSE GAMING

PLAY TO EARN | WORLD BUILDING

INDUSTRIAL METAVERSE

Drivers

- ⚡ **Development driver:** A divine between business model and Metaverse world model.
- ⚡ **Development driver:** The fear of missing the next transformation.
- ⛔ **Resistance driver:** The requirement to split the business: fork a "metaverse" spinoff.
- ⚡ **Development driver:** A divine between operational model and operation mode.
- ⚡ **Development driver:** Redefining the meaning of office, organization structure and business model.
- ⛔ **Resistance driver:** Person-driven functions that are not convertible into digital form.
- ⚡ **Development driver:** A demand for seamless hybrid experience.
- ⚡ **Development driver:** A demand for next-gen effectiveness boost.
- ⛔ **Resistance driver:** Internal digital divine between "old-fashioned" management and next-gen employees.
- ⚡ **Development driver:** Compensate of personal absence in the grown number of dimensions and worlds.
- ⚡ **Development driver:** Personalization of the virtual self-replica: restoring physicality.
- ⛔ **Resistance driver:** Losing legal control over actions and expanding threats surface.
- ⚡ **Development driver:** Breaking constraints of the reality: salvation and exploration of one-selves and new worlds.
- ⚡ **Development driver:** Create new economy segment with exponential growth.
- ⛔ **Resistance driver:** The fear of losing control over society and the next generations.

Maturity Model
The Corporate Metaverse
OF THE GLOBAL WORLD 🟡 VERSION

Corporate Metaverse (CorpVerse) — is a scaled network of interoperable (3+N)-dimensional worlds and spaces which allow organizations to achieve a radical performance boost by lowering the restrictions and requirements of physical presence through virtual and hybrid experiences, resolving the synchronization hell through async, shadowed, and AI-assistant presence, increasing individual and collective cognitive abilities of employees, democratizing corporate hierarchy and collective knowledge, introducing the possibility of reflective observation of oneself and the organization self.

DEFINITION

CARD LEGEND

🔵 Explore and observe   🟢 Examine and experiment   ⚙️ Practice and improve   🔶 Analyze and mitigate risks

LAYERS

Level 1 Awareness	Level 2 Active	Level 3 Operational	Level 4 Systemic	Level 5 Transformational	Drivers
Leaders are exciting theme for beyond actual usage. Attitude of specific AR/VR scenarios.	Elements of the Metaverse spread across the company as build-in components of communication tools. AR/VR experiments continue.	Employees use consumers apps and tools to experiment with Metaverse components. First personalized AI-assistants and bots built in-house with no/low-code.	Companies build digital twins for facilities, corporate processes, and interactions allowing async interactions with employee shadows.	Metaverse is a natural part of a hybrid corporate culture. First businesses are officially registered in Metaverse only.	

CARD

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- The "Metaverse provider" paradigm is fully formed. Metaverse born startups term is coined.
- First business units/functions designed for Metaverse only operations.
- First business processes redesigned for Metaverse using in-Metaverse tools and apps for ideation, design, and implementation.
- Business operations get strong dependence on the reliability of platform providers.

[Meta-Something]
KEY CONCEPTS

M⁵ = M⁴ + Metaverse Company Twin
- Module hybrid function-based rooms/capsules that are 'transferable' anywhere and allow "connection to the Matrix". [Work from Metaverse]
- New business layouts merging with collaboration/rooms maps: org structure and workspace map become one.
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- Corporate-branded, secured, auto-generated virtual rooms (including specialized ones) that preserve their state across multiple meetings.
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V³ = V² + Virtual Experience Capsule
- Digital extensions of work spaces boosting performance and capabilities targeting specific functions or scenarios. [Pocket-verse]
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RISKS FIELD
- Consumer Metaverse rooms provide unsecure space for confidential discussions.
- Office facilities require renovation for virtual-first experience as offline employees are less effective at certain tasks. Employees raise concerns over extreme digital control. [Meta-Divine]
- 'Hybrid Employee Capsule' becomes a single point of cyber-attack on an employee.

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- Green (carbon) tax for Metaverse and virtual experiences balances for a hybrid approach mixing digital and physical.
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DEVELOPMENT DRIVERS
RESISTANCE DRIVERS

Drivers column:
- **Development driver:** A divine between business model and Metaverse world model.
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INDUSTRIAL METAVERSE

MATURITY

Spectral Thinking

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