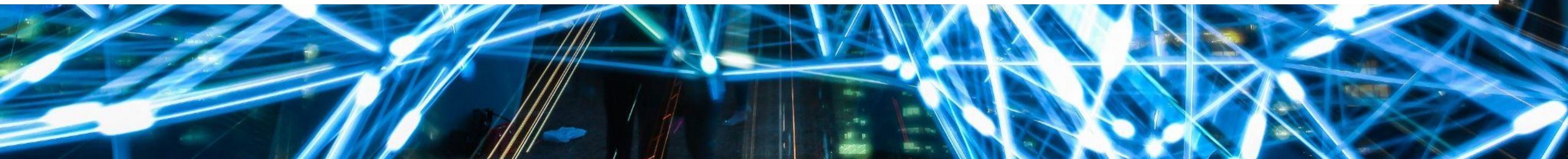




The impact of the metaverse on the IT & Tech Sector

- *a theoretical paper as part of an EMBA Thesis*



EMBA STUDENTS & THESIS



Melanie Tschugmall

[Melanie Tschugmall | LinkedIn](#)

Fascinated by Digitalization.
Entrepreneurial leader.
Diversity enabler.



Ravi Singh

[Ravi Singh | LinkedIn](#)

Passionate about
technology, exploring new
territories in the digital realm.

EMBA STUDENTS & THESIS

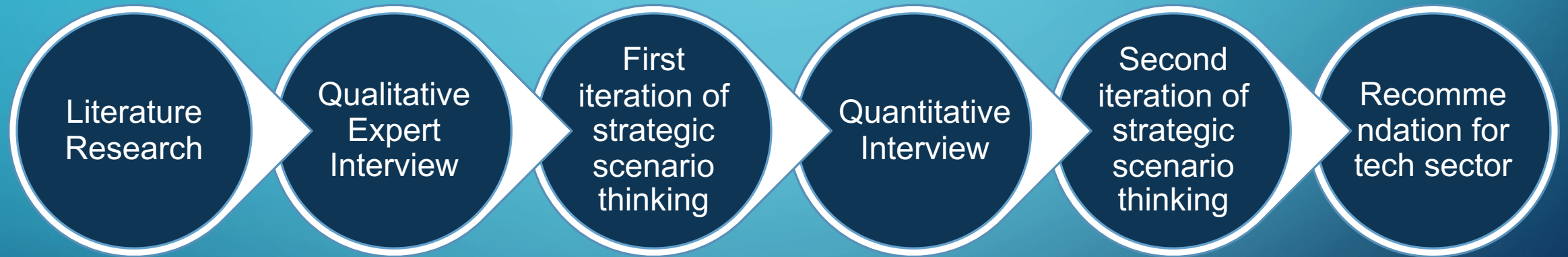
“What impact will the metaverse have on the IT & technology sector and what strategic business areas can emerge?”

1. THE METAVERSE WILL CHANGE THE IT AND TECHNOLOGY INDUSTRY AS A WHOLE AND OFFER **NEW GROWTH POTENTIAL AND REVENUE STREAMS.**

2. THE METAVERSE WILL **INTENSIFY THE WAR FOR TALENT** BETWEEN THE DIFFERENT PLAYERS.

3. THE METAVERSE FIRST **REQUIRES A LARGE INVESTMENT** FROM ALL PLAYERS AND WILL BE PROFITABLE IN THE MID TO LONG TERM.

APPROACH & FIRST INSIGHTS



INSIGHTS FROM 10 EXPERT INTERVIEWS

Something
big is waiting
around the
corner....

...new
**business
models** for
companies
arise...

...but there is
no consensus
on how big the
impact will
be...

...the impact
on the **war for
talent** is clear

Basis of insights / further source:

- 10 Expert Interviews of 30-45min
- <https://www.weforum.org/reports/impact-of-the-metaverse-on-business-and-society>
- 'The Metaverse Primer' — MatthewBall.vc

POTENTIAL OUTLOOK FOR TECH SECTOR

VR & AR
expected to
generate **72.8
billion USD
by 2024**

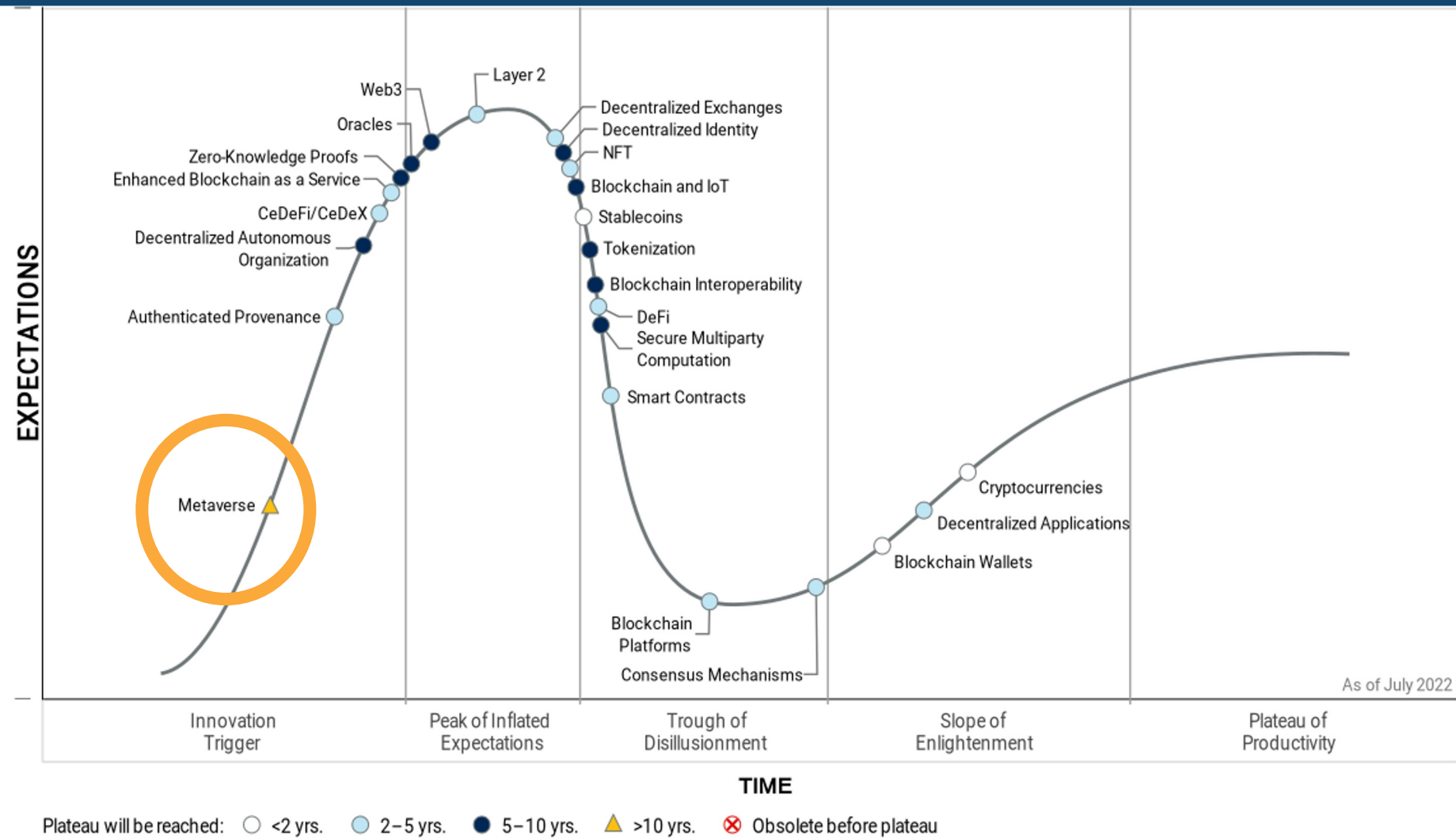
TMT companies
invest **less than
5% of tech
budgets** 2023 into
the metaverse

Global metaverse
market rising to **936.6
billion USD by 2030**

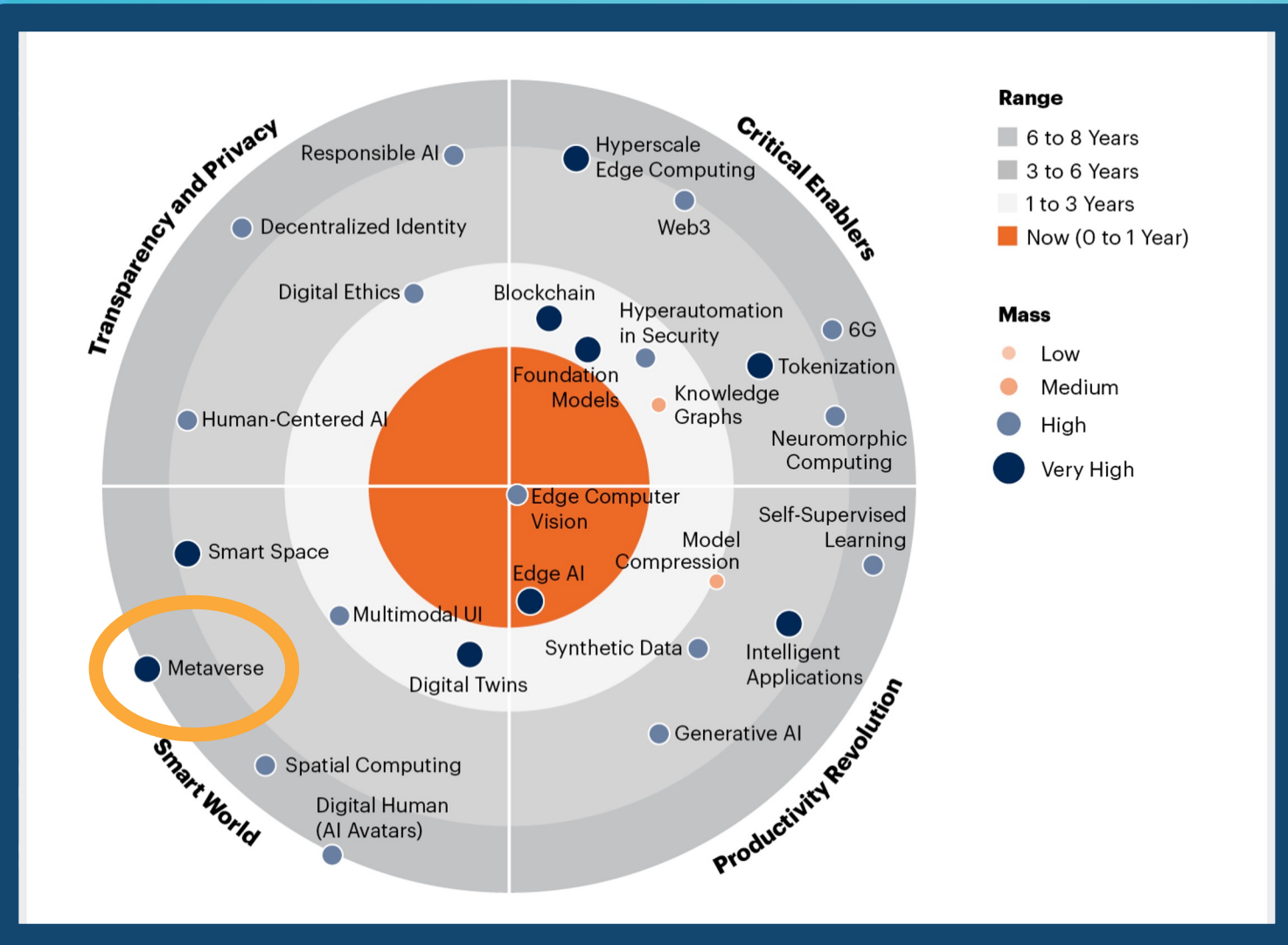
Executives are
**investing in
technologies
related to
metaverse**
(cryptocurrencies,
blockchain, quantum
computing, AR & VR)

Basis of insights / further source:

- Companies say metaverse can up profits but are cautious to invest: KPMG (cnbc.com)
- Top 10 companies investing in the metaverse in 2023 | Mobile Magazine (mobile-magazine.com)



METaverse ON THE GARTNER EMERGING TECHNOLOGIES RADAR



Conclusion & Summary

- Collective **virtual space**
- **Dependence** on various technological development
- Very high **long term impact**

Source: Emerging Technologies on the 2023 Gartner Impact Radar

DRIVING FORCES INFLUENCING THE METAVERSE

- 
- Affordability
 - Number of users
 - Digital Infrastructure
 - High-Value Business Cases
 - Successful first movers
 - Investment in new technology
 - Education and Training
 - Opportunities to recruit new talent

FUTURE
DEVELOPMENT OF
THE METAVERSE

IMPACT METAVERSE ON TECH SECTOR (ASSUMPTION)

Technological Side

- Technological Capabilities
- Cross-Platform Interoperability
- Privacy and Security
- Digital Ethics



Business & Human Side

- Collaboration and Partnerships
- Diversity and Inclusion
- War for talent
- New Leadership style
- Climate Change



Impact on Tech Sector

- Changed Consumer Preferences
- Shifted Market Dynamics
- Increased Competition
- Raised Industry Volatility
- Needed investments
- Altered Legal and regulatory areas

INDUSTRIAL METAVERSE - CALL FOR ACTION! (ASSUMPTION)

- 1 Stay Informed and Educated
- 2 Identify potential use cases
- 3 Reach out for Co-innovation
- 4 Foster Experimentation
- 5 Explore collaborations