

bizztech

The Metaverse For Business

How Inesdi Business School can benefit from its own metaverse platform

A 100% customized Metaverse platform can provide numerous benefits to Inesdi Business School, as it can offer an immersive and engaging digital learning experience to its students. The Metaverse platform can be customized to reflect the school's branding and provide a virtual campus experience. Here are some potential benefits:

- 1) **Experiencia de aprendizaje mejorada:** Inesdi puede usar la plataforma Metaverso para crear un Enhanced Learning Experience: Inesdi can use the Metaverse platform to create a 3D digital campus that mimics the physical campus. Students can explore the virtual campus, attend lectures, and collaborate with peers in a simulated environment. The platform can also provide interactive and gamified learning experiences, making learning more engaging and fun.
- 2) **Increased Accessibility:** The customized Metaverse platform can be accessed from anywhere with an internet connection, making it easier for students to attend classes and complete coursework. This can be especially beneficial for students who are unable to attend physical classes due to geographic or time constraints.
- 3) **Real-time Collaboration:** Inesdi can use the Metaverse platform to facilitate real-time collaboration among students and professors. The platform can provide tools for group projects, virtual study groups, and discussions. This can increase engagement and collaboration among students, even when they are not physically in the same location.
- 4) **Personalized Learning:** The Metaverse platform can be customized to provide personalized learning experiences. The platform can collect data on student behavior and use that data to suggest personalized learning paths, materials, and activities. This

can improve learning outcomes by tailoring the educational experience to each individual student.

- 5) **Cost-effective:** Building a customized Metaverse platform can be a one-time investment, which can save costs in the long run. The platform can be used to deliver courses to a large number of students simultaneously, reducing the need for physical infrastructure and travel expenses.
- 6) **Innovative Approach:** Metaverse technology is a relatively new concept, and by offering a customized Metaverse platform, Inesdi Business School can position itself as an innovative leader in the digital education space. This can help to attract more students, create partnerships, and build a strong reputation in the industry.
- 7) **Integration with Other Technologies:** The Metaverse platform can be integrated with other digital technologies, such as artificial intelligence, virtual reality, and augmented reality, to create a more comprehensive learning experience. For example, virtual reality can be used to provide practical training and simulations, while artificial intelligence can be used to provide personalized recommendations based on student performance.
- 8) **Digital Credentialing:** Inesdi Business School can use the Metaverse platform to issue digital credentials to students, which can be stored on a secure and decentralized blockchain network. This can provide students with a verifiable and portable digital record of their academic achievements, which can be shared with potential employers or other educational institutions.
- 9) **Virtual Events:** Inesdi Business School can use the Metaverse platform to host virtual events, such as career fairs, guest lectures, and networking events. This can allow students to connect with professionals and other students from around the world, creating a more diverse and inclusive learning environment.
- 10) **Analytics and Reporting:** The Metaverse platform can provide detailed analytics and reporting on student performance, engagement, and learning outcomes. This can help Inesdi Business School to track progress, identify areas for improvement, and provide personalized feedback to students.

In summary, a 100% customized Metaverse platform can provide numerous benefits to Inesdi Business School, from enhancing the learning experience to providing digital credentials and hosting virtual events. By leveraging the latest in digital technology, Inesdi Business School can create a competitive advantage and attract more students to its programs.

Inesdi Business School can monetize its Metaverse platform in a number of ways. Here are some potential strategies:

- 1) **Course Fees:** One of the most obvious ways to monetize the Metaverse platform is to charge students for access to the courses and learning materials. Inesdi Business School could offer different pricing plans depending on the level of access and support that students require.
- 2) **Sponsorship and Advertising:** Inesdi Business School could also monetize the platform by offering sponsorship and advertising opportunities to businesses and brands that are relevant to the digital education space. For example, a technology company might be interested in sponsoring a course on artificial intelligence.
- 3) **Corporate Training:** Inesdi Business School could use the Metaverse platform to offer corporate training and professional development programs to businesses and organizations. This could be a lucrative market, as many companies are looking to upskill their workforce in digital technologies.
- 4) **Data Analytics:** The Metaverse platform can generate a large amount of data on student performance, engagement, and behavior. Inesdi Business School could potentially monetize this data by offering analytics and insights to other educational institutions or businesses.
- 5) **Virtual Events:** Inesdi Business School could monetize the platform by hosting virtual events, such as career fairs and networking events, and charging admission fees to attendees. The platform could also be used to offer sponsorships and advertising opportunities for these events.
- 6) **Partnerships:** Inesdi Business School could establish partnerships with other educational institutions or businesses that are interested in using the Metaverse platform. This could involve licensing the platform or offering joint courses and programs.

In summary, there are numerous ways in which Inesdi Business School can monetize its Metaverse platform, from charging course fees to offering analytics and insights to other educational institutions. By exploring a range of monetization strategies, Inesdi can create a sustainable and profitable business model for its Metaverse platform.

The most strategically important requirements of a metaverse platform for a Business School / University are:

- **Download-free access via web browser**
- **General access without special equipment such as powerful computers or VR glasses**
- **No specific internet speed requirements**
- **Highly realistic to photorealistic graphics and avatars to allow users to identify with the platform**
- **The platform must be white label and accessible through the brewery's domain**
- **Flexible platform that can be adapted at any time - for example: additional 3D worlds, new features or technologies**
- **The platform must be scalable in terms of the number of users**

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Demo Video:

<https://youtu.be/PLEaB8kwhNY>

Info Deck:

https://docs.google.com/presentation/d/1SyC3qPHufSV3zqAX0vKXX0IW4zNTCRVz/edit?usp=share_link&oid=110318020519867741934&rtpof=true&sd=true