AMBER MEIJERS

BRAINSTORM

Greenhouse Labs

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INTRODUCTION

The question we are trying to answer in today's brainstorm is as follows:

"How can companies and brands use the metaverse for commercial and marketing-related purposes to remain relevant in the near future?"

In this document, I have detailed the two hours we have spent going over different brainstorming techniques, diverging and converging, doing an energizer to stimulate our brains. By the end of it, we believe we have generated a solid idea to continue working on .

DEFINITIONS

Metaverse

A version of the internet that consists of virtual spaces where people can interact with one another, wherein all spaces are connected with one another, allowing seamless transition from one into the other using the same profile.

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Web3.0

The next iteration of the internet that comes after the internet we know today. Many people believe that this iteration will be decentralized.

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Blockchain Technology

A blockchain is a type of database wherein transactions of all types are stored. Once both parties approve of a transaction, it is turned into blocks of information which is verified by an independent third party - a process called mining.

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Decentralization

The act of moving the activities of an organization away from a central authority or group of authorities. In the context of web3.0, you will often see this word relate to Cryptocurrency and how it moves the power away from banks.

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Smart Contract

A coded agreement that is automatically put into motion when a certain condition is met. You can think of Marktplaats' 'Gelijk Oversteken' feature, but without the involvement of a third party. It is another example of decentralization.

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Meta Horizons

Facebook or 'Meta's' new 3D virtual platform. Users can meet each other here and play or hang out together. it is similar to platforms such as Microsoft Mesh and games such as Roblox.

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BRAINSTORMING

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TECHNIQUES

Brain Dump

In this technique, we 'dumped' all of the ideas that came to mind when first glancing upon the question of the day. These first ideas went in a number of different directions from 'green' metaverses powered by plants to online flea markets.

Opposite Thinking

What are potential problems surrounding our subjects? First, we write all of those down.. Next we try to come up with solutions for those problems, and those are the ideas that move on to the next round.

Social media Brainstorm

This brainstorming technique sees us moving onto social media and searching for the hottest news and trends regarding our topics. By spending only 5 minutes doing this, we largely come up with flashy titles and images rather than investing a long time as one would doing library research. By only taking these small pieces, our brains will fill in the blanks with new ideas.

Energizer

A quick break to decompress and loosen up the brain again is important. During our brainstorm session we organised a quick drawing session where each of us got 30 seconds to draw before handing the drawing over to the next person, giving us four sketches related to the subject by the end.

Radical Random

In radical random, we each give each other a random word and we then relate that word to the subject. My words were 'Ocean' and 'Christmas'. Through the word christmas, I thought of an advent calendar related to our clients - an idea that you may hear more of later down the line..

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I Love You

All of the ideas from the previous fase are collected and everyone gets to write a '<3' on their favourite ones. Favoured ideas are brought to the CoCD-box.

CoCD-Box

With the ideas all gathered up, we need to decide whether they are reasonable: can we do this now? Can we do this in the future? Are there ideas that we should get on top of right now because they are just that good? Filling in this box immediately gives an overview of where our interests lie and what our expertise says is and isn't a possibility.

Everyone then chose three ideas from the "How?" and "Wow!" boxes, and passed them on to another person.
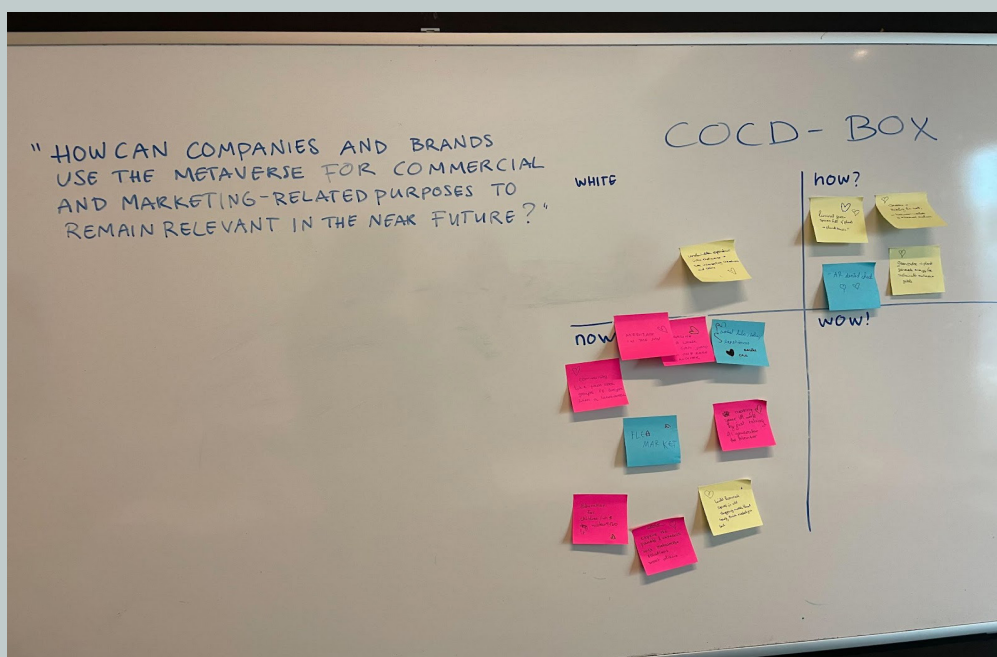
BRAINSTORMING

FAVOURITES

With the CoCD box complete, it was time to take its best ideas. Each of us chose our three favourite ideas and set off to sketch a concept that combined all three into one. By the end, we had the following five ideas, one of which was provided by Tim who joined us later in the brainstorm:

- Effenaar - everybody is an artist. A collaboration with the Effenaar where a virtual band plays: half of the band is on a screen and the other half can only be seen through AR. Different groups of the crowd control the band through their own input. On an app or website, you get assigned an instrument or singing which plays out a little like a guitar hero game. Said singing and playing will be enhanced by AI to improve the quality. You could even incorporate a silent disco element that allows people to go to their respective band's channel.

- Metaverse platform where you can process trauma by playing through the experience once again, but this time you are in control of the situation.

- A metaverse train that only exists around christmas. It is like the polar express of the virtual internet. Unlike the normal metaverse experience where you rapidly teleport from world to world,

you can sign up for the meta express and take the virtual train to different worlds. With the help of your special ticket, you can get exclusive goodies and interactions, as well as meet new people. In the train you could play minigames, interact with others and perhaps make unique Greetz cards to send to family and friends.

- Creating virtual houses through an AI chatbot. While talking to the bot, it will begin to build a house for you that becomes more detailed as time passes.These houses will continue to grow over time as you spend more time with them, potentially increasing the value of the NFT.

- Metaverse advent calendar - this advent highlights one of Greenhouse's clients every day, building up to a special surprise on Christmas. Each client has their own little world with unique experiences geared towards commerce.

This last idea ended up being voted for unanimously and for now this is the direction the project will head in.
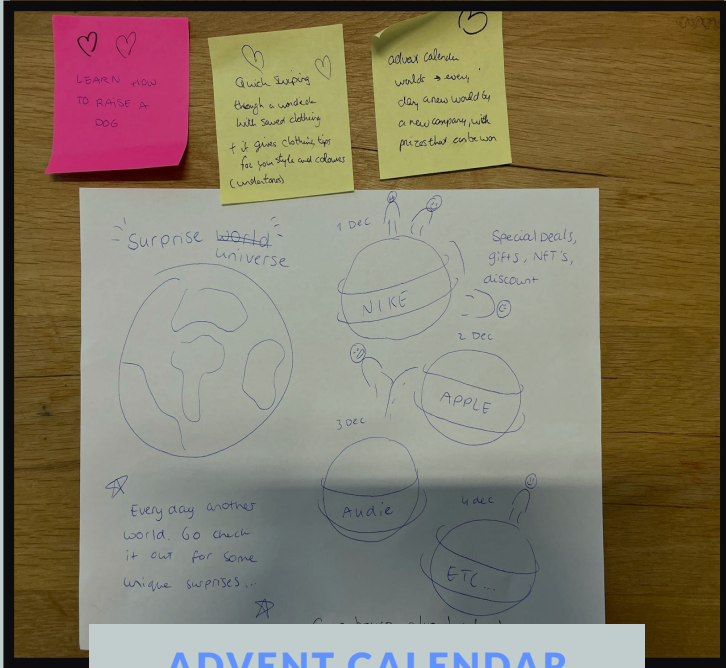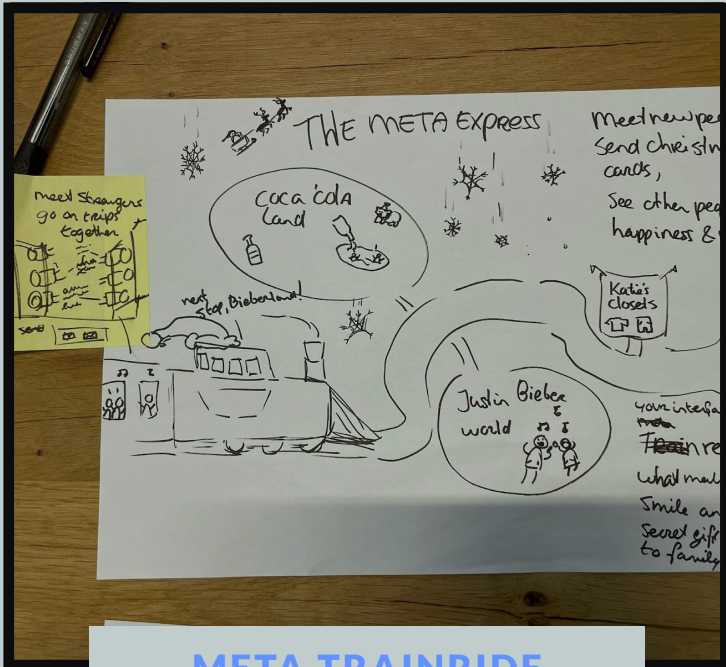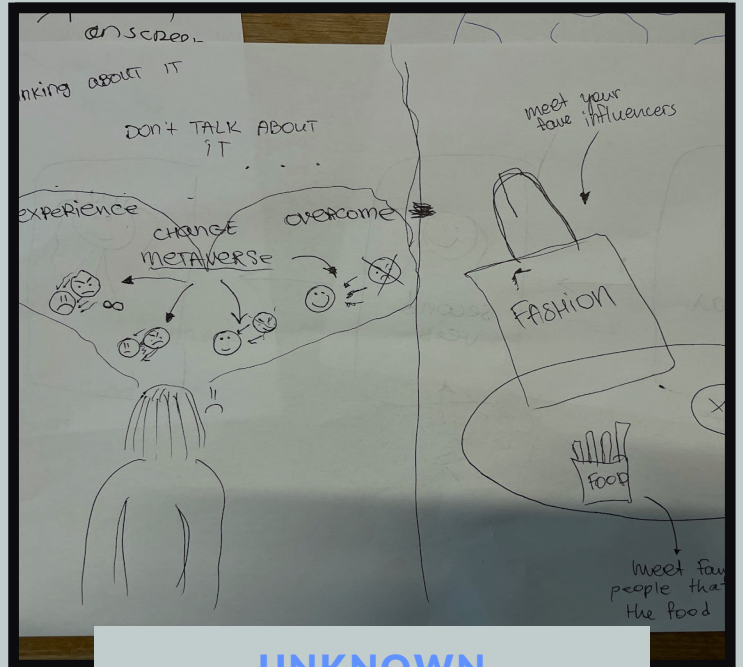
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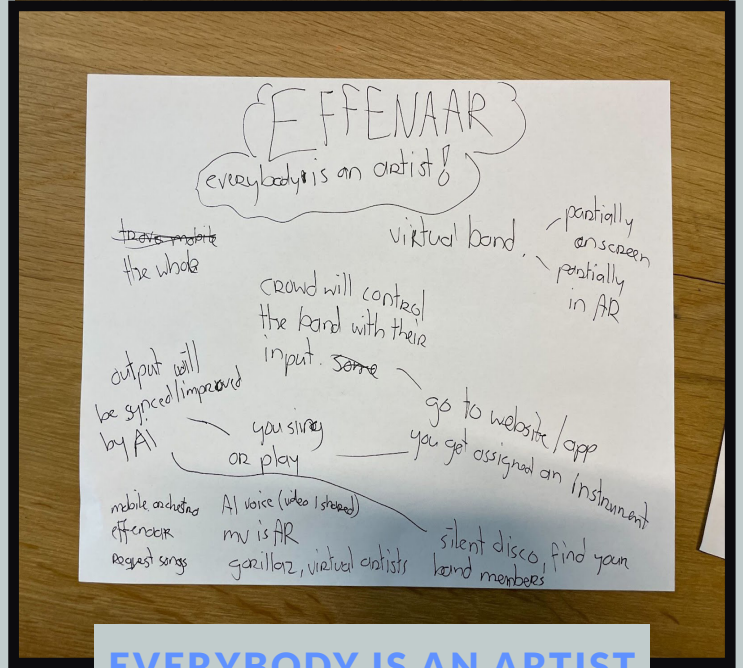
EVERYBODY IS AN ARTIST

META TRAINRIDE

UNKNOWN