



We put you in the Metaverse

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Why now?

# Opportunity: Metaverse Drives behavior

(and threat)

- Millennial and gen-Z metaverse behavior now **determines** their brand choices, friendships and **real-life** activities
- This is a seismic disruption; if you don't engage them there, another brand will take your place

47%

Gen Z say they will  
discover brands first in the  
metaverse\*

2x

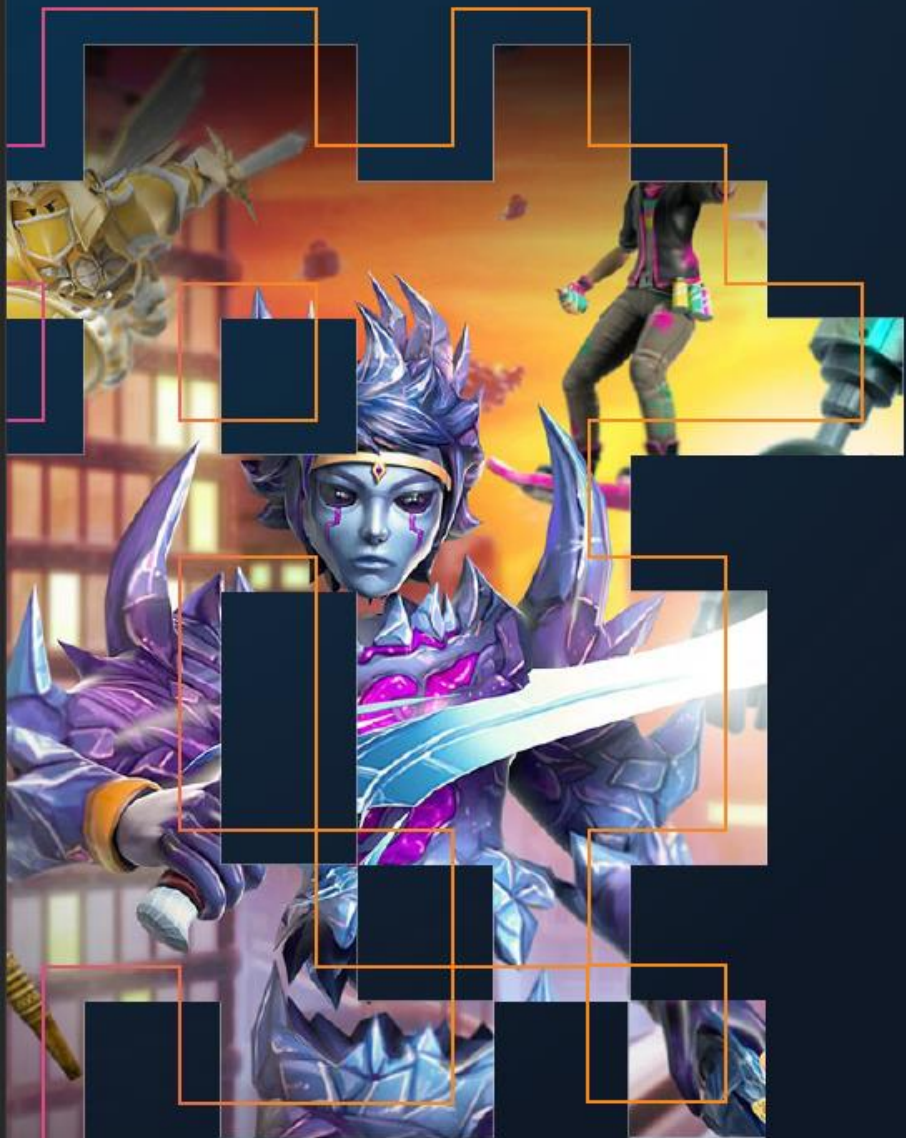
Gen Z spends 2x more time  
hanging out with friends in  
the metaverse than in real  
life (12.2 hours/wk)\*\*

1/3

13-39-year-olds who play  
virtual games say their  
virtual life has influenced  
their real-world activities\*

61%

Millennials want to attend  
A metaverse concert\*\*\*



## The Virtual Brand Group builds, launches, operates, markets and monetizes global brands in the metaverse across platforms & technologies

(social games, NFTs, crypto currencies, avatar to e-comm etc.)



Brand



Platform



VBG solves a brand's bottleneck

# Market Entry Strategy

## An executive's brain 'on the Metaverse'



### 1 What is the metaverse?

It's many things. Mostly confusing.

Companies don't always have the expertise but believe they need to enter.

### 2 Where does my brand start?

VBG removes paralysis by making it viscerally relatable by launching their brand in a single, simple, fast and cost-effective way that C-Suite execs. can relate to and expand from there.

### 3 What if I get this wrong?

Launch is just the beginning.

Everything is iterative, a constant "Beta"

VBG builds ongoing, sustainable business and iterates on it every day, week and month.





What we do

# VBG's Value Proposition



1

## Create new revenue streams

Avatar and NFT merchandise replicates what you currently sell.

2

## "Infinite Loop Marketing"<sup>TM</sup>:

Convert in game products to real world sales. Transform your real-world sales into digital consumers, in a "gamified" infinite loop.

3

## Attract new consumers globally

Expose your brand to a wider age / geography / demographic globally, all at the same time so they love your brand in new ways and even before they're real-world consumers.

4

## Incubate new products with zero R&D cost

The "VBG Lab" constantly creates innovative products for your Metaverse experience that can extend the brand into new categories that either don't yet (or can't ever exist) in your portfolio. Which you can then sell IRL.

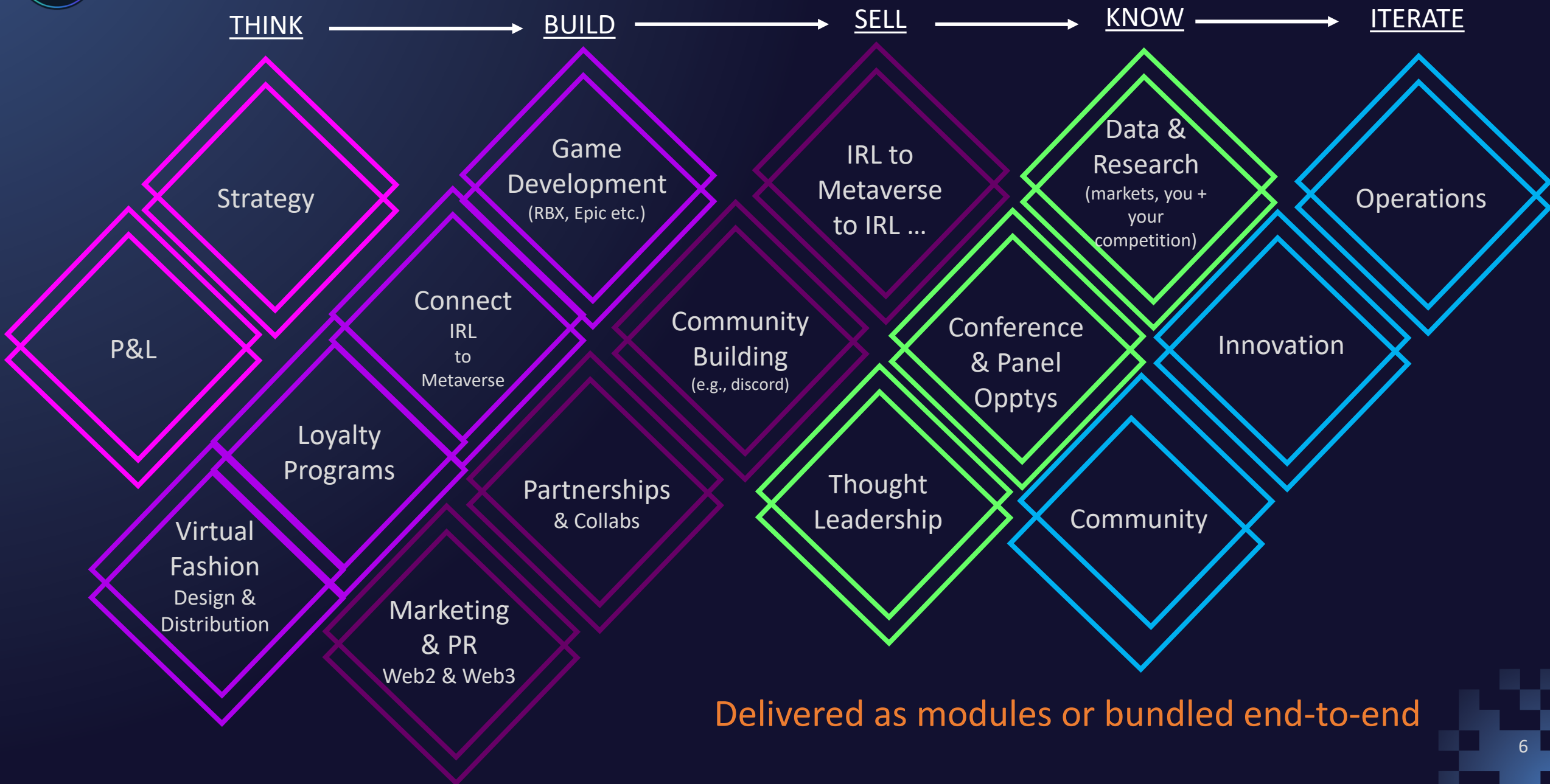
5

## Capture Strategic Decision-Making Analytics

3D environments provide more data than any other platforms. Learn how your new consumer lives, shops and socializes before your competitors do.



# How it works: VBG does it all



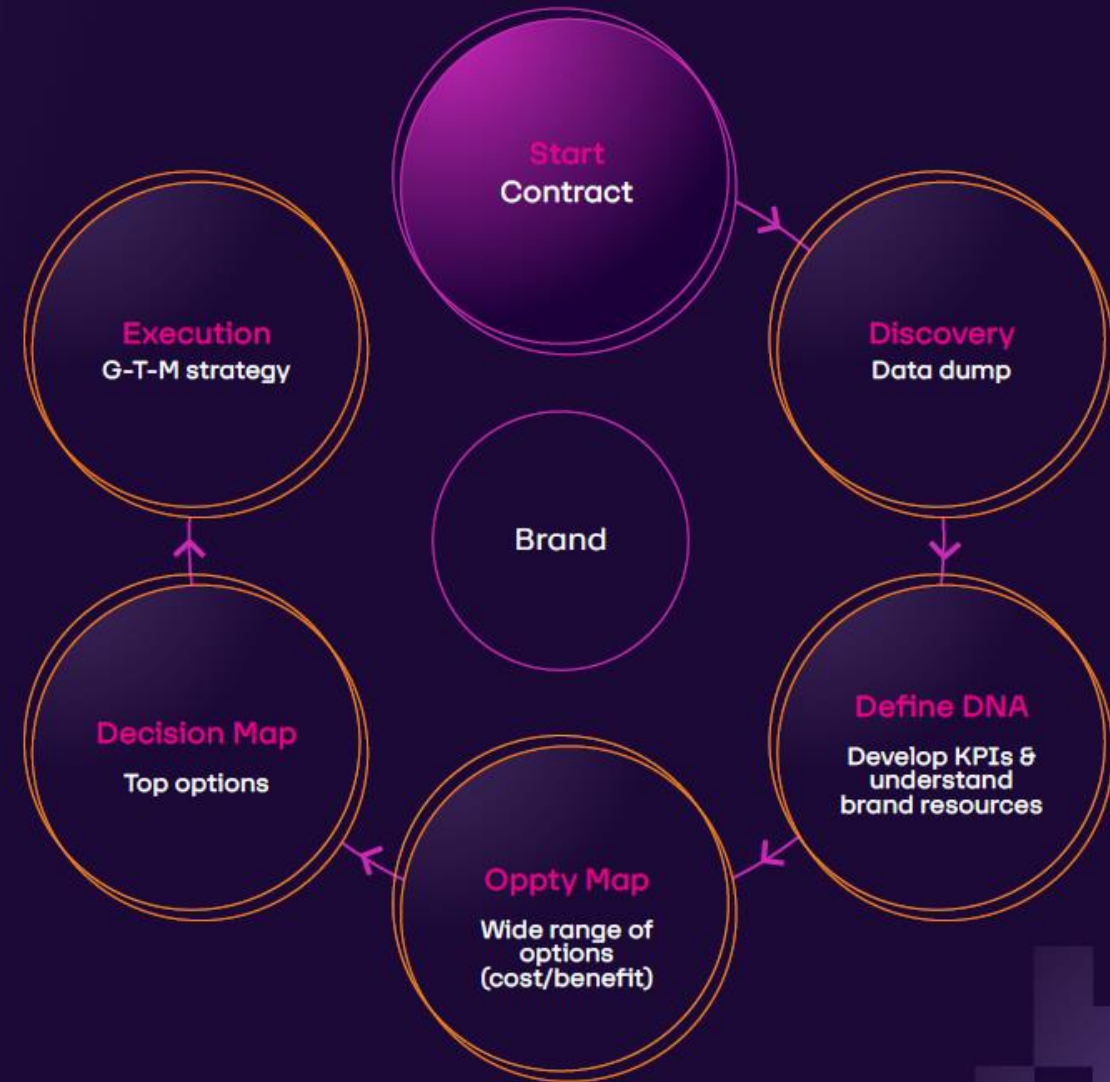




# Brand Success Process

How VBG takes you from start to launch

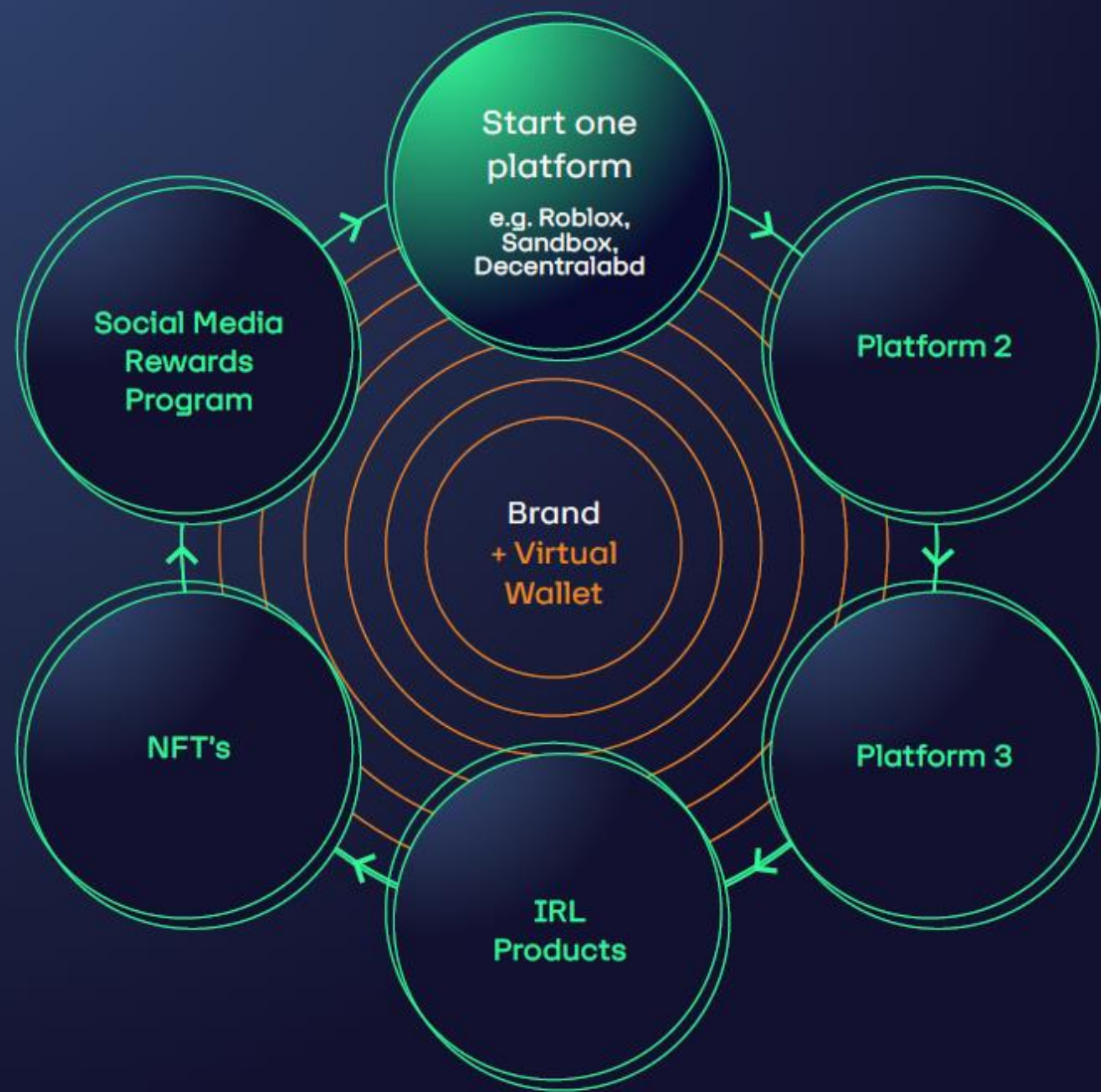
- Act** VBG's goal is to "advise" you, so we can "launch" your brand into the metaverse.
- Iterate** Metaverse is a "live ops" ecosystem. We build, we try, we iterate, again and again – fast. There is never a final product like in the physical world.
- Align** We literally do what we tell you to. VBG builds, operates and collaborates with you on all your metaverse activations. Therefore, both our interests are always aligned.



# Monetizing the Metaverse

		Web 2.0	Web 3.0
Platform characteristics	Example virtual worlds	<ul style="list-style-type: none"> <li>• Second life</li> <li>• Roblox</li> <li>• Fortnite</li> <li>• World of Warcraft</li> </ul>	<ul style="list-style-type: none"> <li>• Decentraland</li> <li>• The Sandbox</li> <li>• Somnium Space</li> <li>• Cryptovoxels</li> </ul>
	Organizational structure	<ul style="list-style-type: none"> <li>• Centrally owned</li> <li>• Decisions are based on adding shareholder value</li> </ul>	<ul style="list-style-type: none"> <li>• Community governed, generally through a foundation decentralized anonymous organization (DAO)</li> <li>• Native tokens are issued and enable participation in governance</li> <li>• Decisions are based on user consensus</li> </ul>
	Data storage	<ul style="list-style-type: none"> <li>• Centralized</li> </ul>	<ul style="list-style-type: none"> <li>• Decentralized (game assets)</li> </ul>
	Platform format	<ul style="list-style-type: none"> <li>• PC /console</li> <li>• Virtual reality (VR) / Augmented reality (AR) hardware</li> <li>• Mobile / app</li> </ul>	<ul style="list-style-type: none"> <li>• PC</li> <li>• Virtual reality (VR) / Augmented reality (AR) hardware</li> <li>• Mobile / app coming soon</li> </ul>
	Payment infrastructure	<ul style="list-style-type: none"> <li>• Traditional payments (e.g. credit/debit card)</li> </ul>	<ul style="list-style-type: none"> <li>• Crypto wallets</li> </ul>
User interaction	Digital assets ownership	<ul style="list-style-type: none"> <li>• Leased within platform</li> </ul>	<ul style="list-style-type: none"> <li>• Owned through non fungible tokens (NFT)</li> </ul>
	Digital assets portability	<ul style="list-style-type: none"> <li>• Locked within platform</li> </ul>	<ul style="list-style-type: none"> <li>• Transferable</li> </ul>
	Content creators	<ul style="list-style-type: none"> <li>• Game studios and/or developers</li> </ul>	<ul style="list-style-type: none"> <li>• Community</li> <li>• Game studio and/or developers</li> </ul>
	Activities	<ul style="list-style-type: none"> <li>• Socialization</li> <li>• Multi-player games</li> <li>• Game streaming</li> <li>• Competitive games (e.g. esports)</li> </ul>	<ul style="list-style-type: none"> <li>• Play-to-earn games</li> <li>• Experiences</li> <li>• (Same activities as Web 2.0 - see box on right)</li> </ul>
	Identity	<ul style="list-style-type: none"> <li>• In-platform avatar</li> </ul>	<ul style="list-style-type: none"> <li>• Self-sovereign and interoperable identity</li> <li>• Anonymous private-key-based identities</li> </ul>
Monetization	Payments	<ul style="list-style-type: none"> <li>• In-platform virtual currency (e.g. Robux for Roblox)</li> </ul>	<ul style="list-style-type: none"> <li>• Cryptocurrencies and tokens</li> </ul>
	Content revenues	<ul style="list-style-type: none"> <li>• Platform or App earns % (like Apple store)</li> <li>• Cross sell virtual to physical (e-comm) to virtual – with platform friction</li> </ul>	<ul style="list-style-type: none"> <li>• Cross sell virtual to physical (e-comm) to virtual – seamlessly</li> <li>• Peer-to-peer; developers(content creators) directly earn revenue from sales</li> <li>• Users/gamers can earn through play or participation in platform governance</li> <li>• Royalties on secondary trades of NFTs to creators</li> </ul>





# VBG creates Metaverse revenue across the Metaverse

- VBG creates interconnected brand games, avatar fashion, NFTs etc. that maximize profit across platforms
- VBG creates a virtual wallet on the block chain so every action your consumer takes is connected
- Wallet incentivize consumers to promote your products on social media and connects to IRL (ecomm)



# Case study: FOREVER 21

- Trend fashion brand w/540 stores globally
- Launched on Roblox (202M users / month) as 3<sup>rd</sup> brand ever
- Built gamified experience (not a store) resulting in 107x more time spent vs IRL consumers
- Designed & marketed profitable virtual fashion line that became #1 brand retailer on platform
- Delivered ~\$4M earned media in over 450 articles



Excellence Awards 2022

**Winner**  
**- Best Digital Innovation**

"VBG and F21 wins the world's most prestigious licensing award for their virtual fashion and marketing innovations."





# Case study:



- VGB is the exclusive metaverse partner for largest TV format WW airing in 180- countries
- Launched in Decentraland's Metaverse Music Festival (180 acts over 4 days)
- Sold out of limited edition NFT merchandise in 1 hour
- First ever NBC metaverse TV partnership & first granted access to celebrity coaches Gwen Stefani, Blake Shelton, Camila Cabello & John Legend
- Road map includes: loyalty program, games, IRL experiences. virtual merchandise & more



**The Voice Is Officially Entering the Metaverse at Decentraland—And You're the Star**  
It's your moment to shine!

“If you attend the festival—[save the date here](#)—you'll have the opportunity to participate in this virtual *Voice* experience.

In a nutshell, it's a *Voice*-themed game where fans stand in front of Metaverse Coaches and collect “notes” to the beat of a song in order to get a chair turn—and win a *Voice* collectible.

So, in other words, you'll have the opportunity to do a Blind Audition from the comfort of your own home. How cool is that?”





# Case study: *Barbie*<sup>TM</sup>



- Launched social giveaway program resulting in 20x ROI / 49.5% conversion (2x avg.)
- Drove fastest selling virtual product line
- Delivered brand innovation story to multiple new press sectors



## News

### Mattel<sup>TM</sup> selects VBG to create Barbie's<sup>TM</sup> first ever virtual fashion line

Virtual fashion line matches newest IRL collection; #TwinWithYourAvatar campaign goes viral.

“ We want to be at the forefront of that evolution of toys in both the physical and digital worlds . . . our business leads us to wherever the consumer is, and that includes the metaverse and NFTs.

- President Richard Dickson, Mattel

## Press Activations

Technology

Gaming

Parenting

Pop culture

Metaverse

Digital fashion

Sustainability

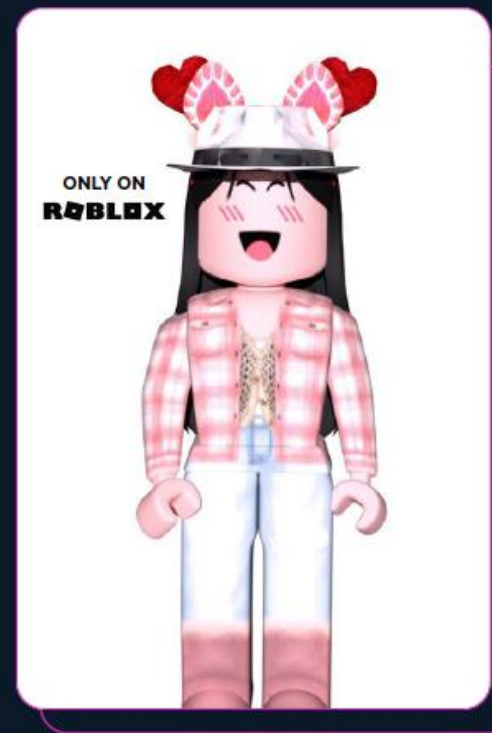
Self-empowerment



# Infinite Loop Marketing™

VBG creates Omniverse commerce beyond omni-channel marketing

- First brand to ever sell IRL & Metaverse fashion simultaneously
- First brand to announce previewing styles in the Metaverse, before IRL



ILM™ Featured By

WWD

VOGUEBUSINESS



# Benefits from VBG Partnership







# What's Your Brand Inventory?

How to think about your brand in the metaverse

## Intent

Build a sustainable business or just marketing?

Premiere content / events in the metaverse?

Drive commerce between IRL to Metaverse to IRL to Meta...?

## Assets

Owned IP  
(fashion, designs etc.)

Created IP  
(events)

Partner IP  
(collabs)

## Marketing

Digital  
(social, e-comm, CRM etc.)

Store Ops  
(POS, displays, events)

Digital  
(media, talent, sponsorship)

Geography



## Contact

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[LinkIn](#)

## Founder, CEO

# Justin W. Hochberg

Justin operates and markets global IP businesses across the Metaverse using Web 3.0.

Playing Roblox every week with his daughter Margaux Plum and Fortnite with his son, Balthazar, helped inspire Justin to develop VBG as a way for brands and consumers to virtually play, socialize, shop, learn and create experiences.

Justin has introduced brands and businesses with new ways of marketing notably developing the "Infinite Marketing Loop" method that enables businesses to connect IRL commerce with the metaverse.

Over the last 25 years, Justin has led teams that connected technology, content creation and more than 160 Fortune 1,000 brands into innovative consumer businesses resulting in over \$500MM+ revenue. He was part of Microsoft's interactive TV leadership team and window's media streaming media TV business.

Justin is also lifelong storyteller, having created more than 30 original TV programs, including Zoe Saldana's upcoming Marvel series and global hits "The Apprentice", "The Profit", & Ron Howard's Great Escape.

Justin holds an M.B.A from Columbia Business School, as well as a B.A. from the University of Pennsylvania.



THANK YOU