



# METAVVERSE

The Future of Retail?

# What is the **METaverse** & OPPORTUNITY

Enter 1<sup>ST</sup> the METaverse with exclusive and ride the trend.



CORE DEMOGRAPHICS

**13-35 Yo**



MARKET SIZE & AGR

**60B in 2021 & + 45.1%**



BRANDS THAT INVEST

**Nike, adidas, VANS, Facebook,  
Nvidia, H&M, Gucci, C&C etc.**



OPPORTUNITY IN EU

**NO OTHER SPORTS RETAILER  
HAS YET ENTERED IT**

# Brick-n-mortar + E-commerce = **VIRTUAL RETAIL EXPERIENCE**

## **Augmented life:**

In this future, the metaverse evolves to focus on augmenting the physical world with more advanced technologies to facilitate and complement the general population's current day-to-day activities.

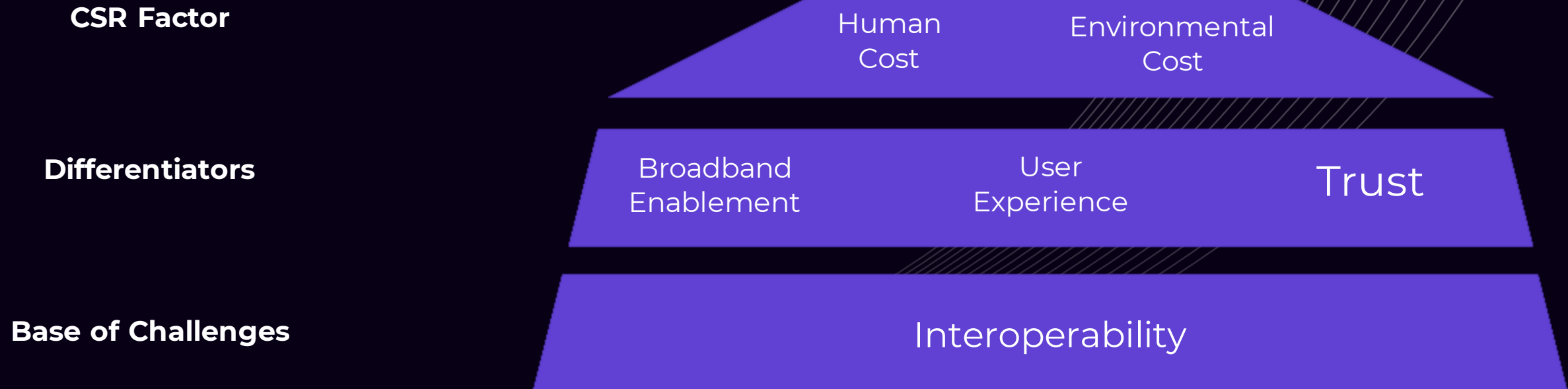
## **Full immersion:**

The dream of many metaverse evangelists is mass adoption, with a large portion of the population spending days and nights immersed in metaverse-enabled interactions.

## **Isolated generation:**

There's already a contingent of early adopters who seek to spend as much time in the metaverse as technology will allow. Not only is their time dedicated to the metaverse, but also their share of mind and wallet.

# Will the Metaverse **SCALE?**



How Sneaker10 enters  
The **METaverse**?

WE CREATE

**DEKAVERSE**

The world is changing, digital is old-fashioned and META is the new fashion around town. One thing remains the same, our love for SNEAKERS. We create a world to share this passion, where anything is possible.

A world beyond Sneakers and full of Opportunities where mannequins came to life.

# How our personas look like MetaGuru's



**MARIA**  
THE EURO SNEAKERHEAD

sneaker10 #001  
project \_ sneaker laboratory

FAVORITE PLACES TO BUY KICKS: SNEAKERID

SNEAKERHEAD ICONS: HAWK GRECO, ZENEVIEV

TOP 3 SNEAKERS: YEEZY 700 FORUM STAN SMITH

DARK SECRET: ACTUALLY DOESN'T WATCH SOCCER

FROM LINING UP FOR A PAIR OF YEEZY BOOST 350S, TO A GAZELLE SUPERSTAR MARIA EXPRESS HER STYLE THROUGH URBAN FASHION

MARIA



**MIKE**  
THE JORDAN LOVER

sneaker10 #002  
project \_ sneaker laboratory

FAVORITE PLACES TO BUY KICKS: SNEAKERID, SLAMDUNK JD

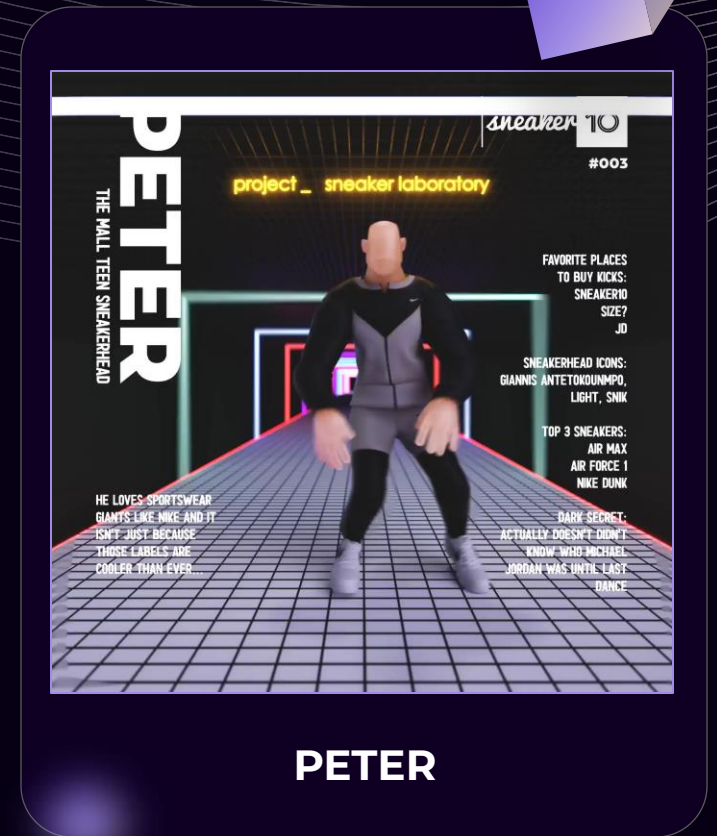
SNEAKERHEAD ICONS: MICHAEL JORDAN

TOP 3 SNEAKERS: AIR JORDAN XI AIR JORDAN III JORDAN I

DARK SECRET: SOMETIMES WEARS XI LOWS BUT FAVES THE FUNK UNDERNEATH HIS PANT CUFF

PERHAPS HE HASN'T BOUGHT CLOTHES IN 15 YEARS, BUT HE GOT THEM J'S THOUGH, AND THAT'S MORE IMPORTANT.

MIKE



**PETER**  
THE MALL TEEN SNEAKERHEAD

sneaker10 #003  
project \_ sneaker laboratory

FAVORITE PLACES TO BUY KICKS: SNEAKERID SIZE? JD

SNEAKERHEAD ICONS: GIANNIS ANTETOKOUNMPO, LIGHT, SNIK

TOP 3 SNEAKERS: AIR MAX AIR FORCE 1 NIKE DUNK

DARK SECRET: ACTUALLY DOESN'T DIDN'T KNOW WHO MICHAEL JORDAN WAS UNTIL LAST DANCE

HE LOVES SPORTSWEAR GIANTS LIKE MIKE AND IT ISN'T JUST BECAUSE THOSE LABELS ARE COOLER THAN EVER...

PETER