The Metaverse is a vision that could be realized in the next ten years. But that doesn't mean companies and brands can't start experimenting in the virtual spaces that already exist, Martha Boeckenfeld told finews.tv.

For Metaverse evangelist and dean of the Metaverse Academy Martha Boeckenfeld, the virtual world is the future of the internet.

Although Boeckenfeld comes from a traditional finance background, she believes the financial system will run on blockchain technology and be decentralized in the future.

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Boeckenfeld, who advises companies making initial forays into the Web3 reality, said that not all
companies will follow the same roadmap. While Swiss-Singaporian Sygnum Bank is using its space in Decentraland to build a community, others might start by drawing up a loyalty program.