



On the metassembly line

The metaverse is still a bit of a novelty, used primarily for entertainment and out-there marketing stunts. Hence the slew of brands, from [Gucci](#) to [Pepsi](#), that have released NFTs over the past few weeks. And these products (?) are generally designed for the virtual world only.

Yet a growing number of companies are using the metaverse to design and

manufacture physical products, existing in the *real* world only.

VR gives them a platform where they can prototype what would otherwise be extremely expensive or wasteful to try out in real life. Think of all the materials, energy, water consumption, and fuel for transport that can be saved!

Plus, as access to supply chain components becomes more precarious, it's never been more important to test out design concepts and see how they resonate with the marketplace, *before* production begins.

It is for these reasons that the virtual sphere can create more value — for both companies and consumers — than the physical sphere.

So while it remains true that a [virtual home](#) won't save you from the elements, [digital pizzas](#) won't fill you up, and [NFT outfits](#) can only conceal so much...

For a manufacturer (or anyone else developing physical products), the opportunities are exciting.

Going (half) virtual with the dMASS AI

That said, this new age of manufacturing will need to evaluate how savings in material, energy, and water consumption will shift to energy-guzzling differently as the digital universe scales.

As we mentioned in [our previous metaverse roundup](#), the emerging virtual world could demand a 1,000% increase in computing power.

Still, real-life manufacturers who leverage the metaverse will be able to save significant resources and better determine how to create value for consumers; we

first wrote about the [planet-saving potential of using digital assets](#) last year.

To learn more about which businesses and industries are already transferring some of their operations to the digital sphere, we turned to the **dMASS Innovation AI**.

FYI: We have an AI-powered bot that scans the web to help you find innovations, and alert you when new ones emerge. It has already scanned **58% of the web** (so far).

Here are the innovations blending the best of the metaverse with (actual) goods — that are set to revolutionize the way we produce, consume, and plan out real goods and services.

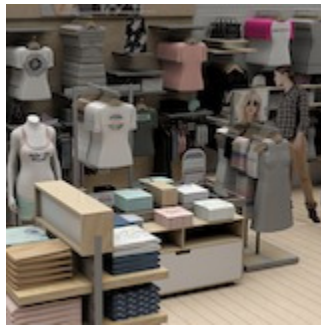
Here's what the dMASS AI found:



Hyundai teams up with Unity to create a 'digital twin' of its physical factory

The Meta-Factory project, set to be completed this year, will help Hyundai manage its manufacturing plants and boost operations.

[Read all about it](#)



Vans uses digital, 3D planograms for in-store merchandising

Footwear and apparel brand Vans is adopting a visual merchandising tool from IWD to refresh store layouts — and cut the process down from two weeks to three days.

[Read all about it](#)



Nike produces sneaker prototypes in the metaverse

Nike acquired RTFKT, a digital sneaker studio, to create sneaker samples virtually — saving the brand the time and costs generated by manufacturing samples physically.

[Read all about it](#)



Korean state research institute makes screws in the metaverse

This virtual plastics screw factory is designed to show small and medium-sized businesses how they could use the metaverse to detect real-life manufacturing

defects and optimize operations.

[Read all about it](#)



Just for fun: Gary Vaynerchuk's NFT sushi restaurant

Set to open in 2023, the Flyfish Club requires diners to purchase NFTs (starting at USD 8,400) to become members and visit the real-life restaurant.

[Read all about it](#)

If you produce goods in the *real world,* how might you incorporate the metaverse to prototype, test out product-market fit, and save resources?

What kinds of emerging innovations would you like the dMASS AI bot to explore next? Speaking of which...

You can receive **free, tailored innovation alerts from our AI**. The dMASS bot will send you a roundup of emerging developments, in fields you care about, once per week. [👉Subscribe here](#)

All the best,

The dMASS team

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