

ARTWORK BY *Manga 20*

VOIDWALKER



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Your Navigator Through the Metaverse

My name is Vincent Buysens and I'm a creative digital strategist from Antwerp, Belgium.

Through Voidwalker I help companies and people navigate along the content, communities and currencies of our Internet Society.

Using my experience in digital strategy, internet culture and community, I build roadmaps through the Metaverse and beyond.

The future and that of the internet belongs to everyone, not just the Silicon Valley elite.

My mission is to help individuals, organizations and brands claim their rightful place in it.

Are you ready to find yours?

Docent gebruikt videospel 'World of Warcraft' als leeromgeving: "Niet evident om les te geven als iedereen thuiszit"



Studenten van Thomas More Mechelen luisteren aandacht naar docent Vincent BuysSENS (in het midden vooraan) (FOTO: RR)



CULTURE

The Flight to Save 'The Expanse'

BY AUTUMN NOEL KELLY ON 5/18/18 AT 2:12 PM EDT

SHARE      

CULTURE

THE EXPANSE

AMAZON

SYFY

I'm not the Metaverse/web3 expert
I'm just a guy who's spent most of his life
in virtual worlds and online communities,
the building blocks of the Metaverse.

Got interviewed by @technologyreview on how I teach my course on Instagram.

The course isn't perfect, but it's an interesting experiment. Thank you to my students for bearing with me !

Check link in bio for the full interview

MIT Technology Review

Subscribe

HUMANS AND TECHNOLOGY

Kids are sick of Zoom too —so their teachers are getting creative

Doomscrolling takes on a whole new meaning when your class is on Instagram.

by Tanya Basu December 12, 2020




GETTY

A few times a week, Vincent BuysSENS's students in Antwerp, Belgium's Thomas More University College get on Instagram while he's lecturing about creative strategy. They swipe through stories, add




Coolste docent ooit: Vincent BuysSENS gebruikt uitsluitend Instagram om les te geven




18/11/2020

Docent gebruikt videospel 'World of Warcraft' als leeromgeving: "Niet evident o...




17/03/2020

Vincent (28) haalt CNN met kogelwerende munten overgrootvader



14/11/2018

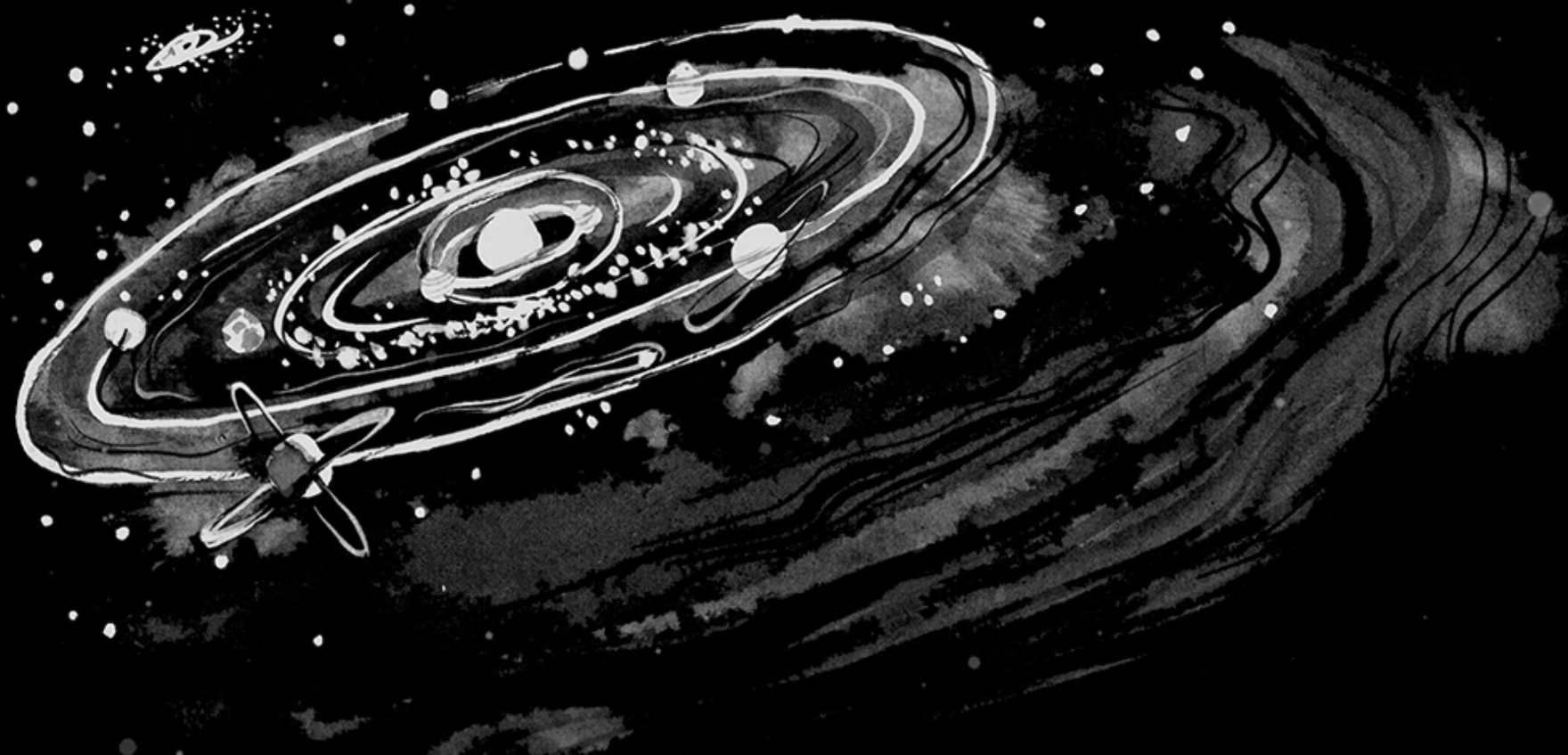
Antwerpenaar redt met serieuze socialmedia-actie Amerikaanse scifi-reeks



VOIDWALKER

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I want to help you do your research
about the Metaverse and web3



**The metaverse is just getting started:
Here's what you need to know**

Facebook, Microsoft and a host of other companies are jockeying to define the next iteration of the internet.

**Pizza, mutant apes and a sea of NFTs:
Web3 is here**

The Metaverse is here: What is it? How will people use it?

[SHANNON RAE GREEN](#) | USA TODAY

The next age of the internet could suck power away from Big Tech while living on the same backbone as cryptocurrencies. Here's what to know about Web3.

Web3: The next generation of the web is here... apparently

What You Need to Know About Web3, Crypto's Attempt to Reinvent the Internet

What is Web3? The Decentralized Internet of the Future Explained

**THE FUTURE
OF THE INTERNET
IS HERE!**

OPINION
GUEST ESSAY

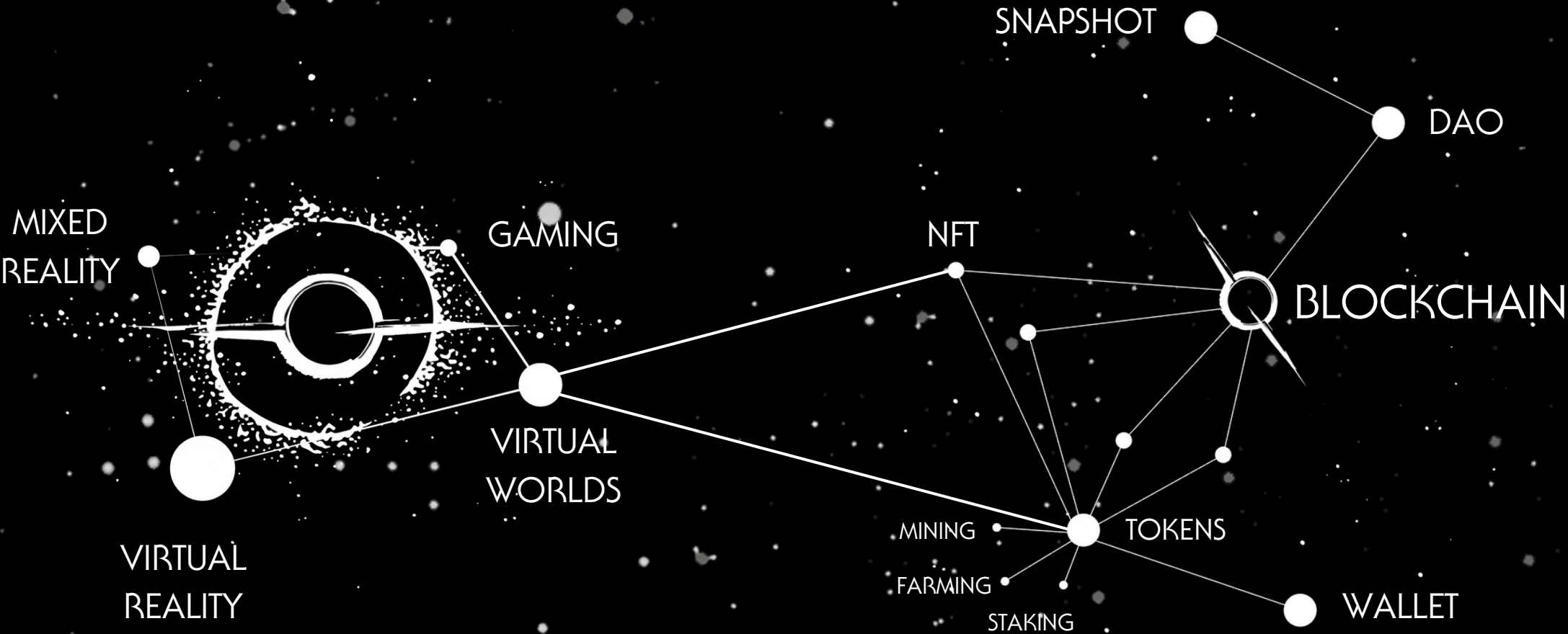
**The Metaverse Is Coming, and the
World Is Not Ready for It**

Dec. 2, 2021

The 'Metaverse' is growing. And now you can directly invest in it.

METaverse

The **Metaverse** is the next iteration of the internet that connects our physical and digital lives and is empowered by technology like **mixed** and virtual **reality**.



WEB3

web3 is a next iteration of the internet based on the **blockchain** and features **decentralized** platforms and **tokenised** economies.

TWO WAVES ONE SEA

NFTs, web3, the Metaverse, ... are all part of yet to be manifested new stage of our internet society.

While all the elements of the Metaverse and web3 can certainly exist independently, they are slowly but surely coalescing into a new interconnected next iteration of the internet.

The technologies currently closing the gap between these two waves are cryptotokens and NFT's

"The Metaverse will blur the lines between the digital and the physical world."

"You'll be able to transfer your NFT sneakers from one virtual world to another"

"Virtual land will be as valuable as physical land"

"Consumers are tired static of static websites and are craving for VR experiences online."

"Our digital identities will become more important than our physical ones"

THIS IS THE FUTURE



"Web3 is going to bring the power back to the people"

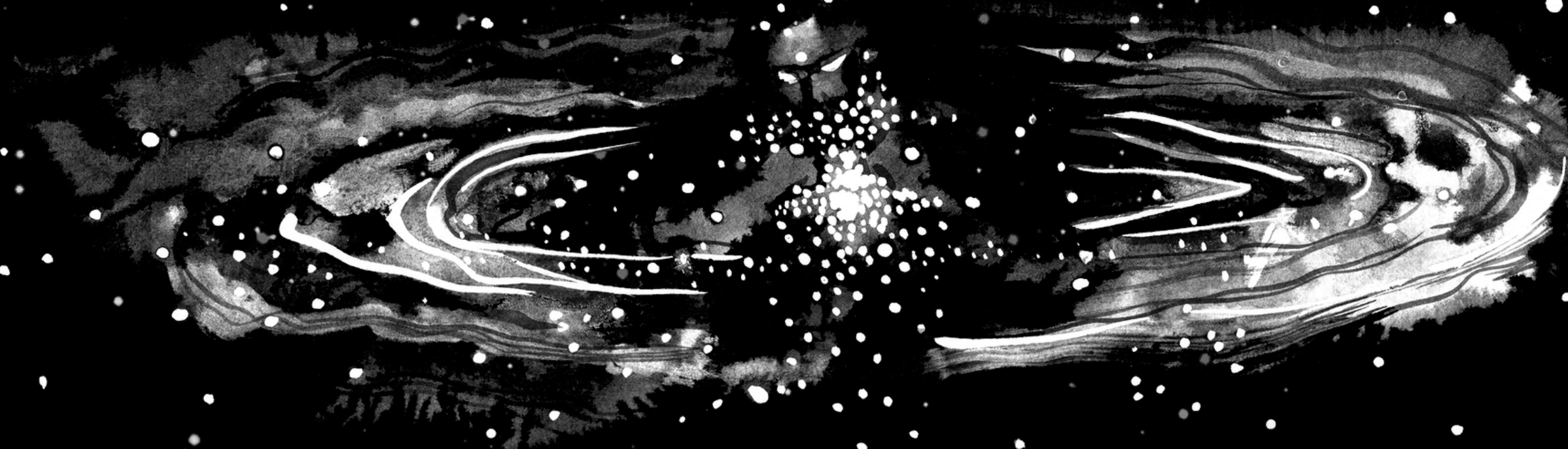
"Decentralized Finance (DeFi) will be much faster and safer than banks"

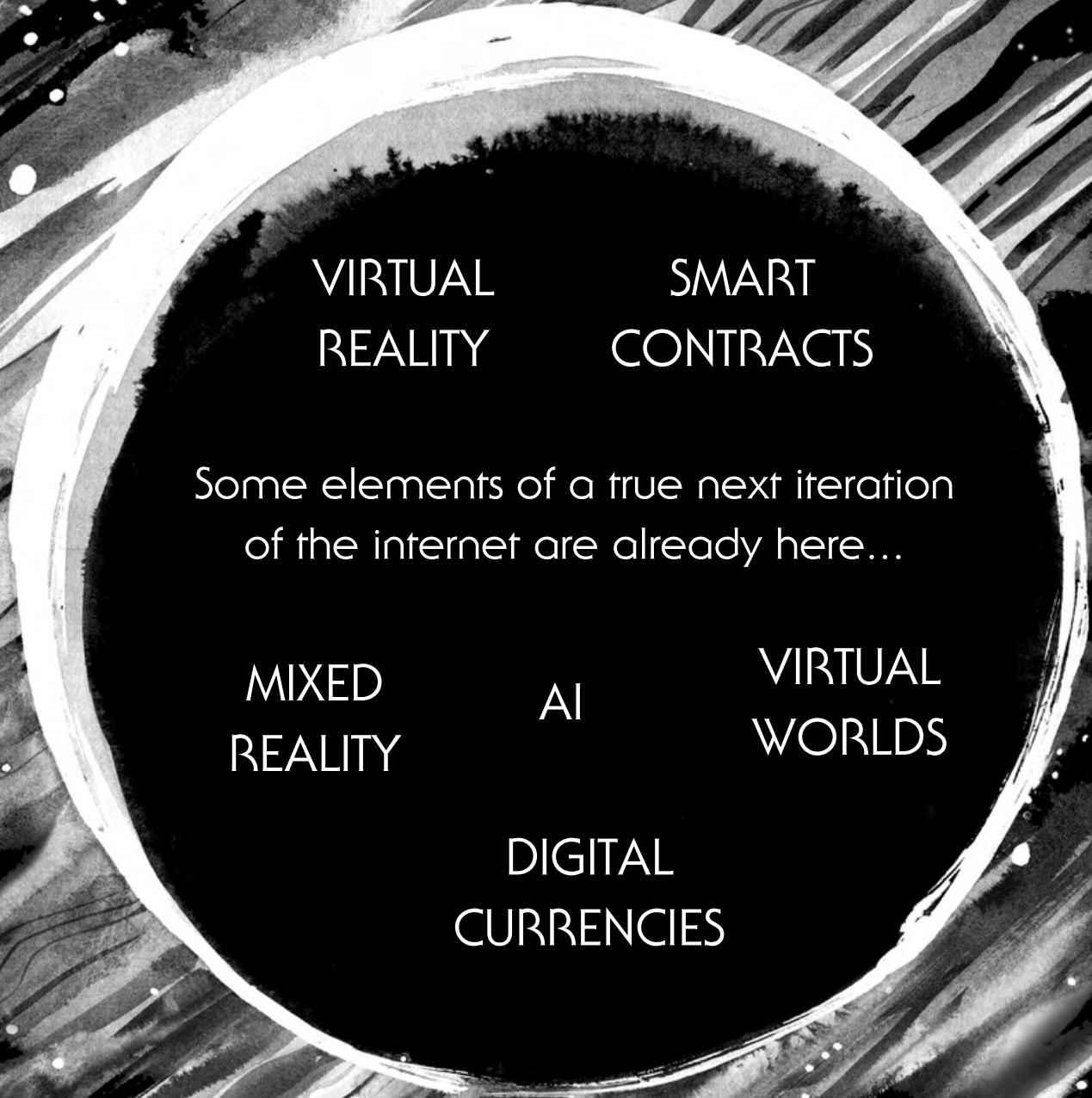
"In web3 there will be no more gatekeepers"

"NFTs are the new status symbols"

"People want to break away from social media and want more decentralized personalized spaces."

Not so fast!





NFTs

VIRTUAL
LAND

DIGITAL
FASHION

While others technologies are either
over-hyped, not mature enough or
simply too unstable to be trusted



"People want to break away from social media and want more decentralized personalized spaces."

PEOPLE ARE TIRED OF SOCIAL MEDIA

While Facebook, Instagram, Twitter, LinkedIn & TikTok still absolutely dominate our media consumption, engagement on and excitement about these platforms is waning.

People are increasingly looking out for alternatives and a way out of a Big Tech dominated internet.

The Metaverse and web3 promise a better internet.

But can they truly deliver this?

But every marketer on LinkedIn and Twitter wants
you to believe that every claim will come true.

Things you should remember while travelling through the Metaverse/web3

Blockchain & cryptocurrencies

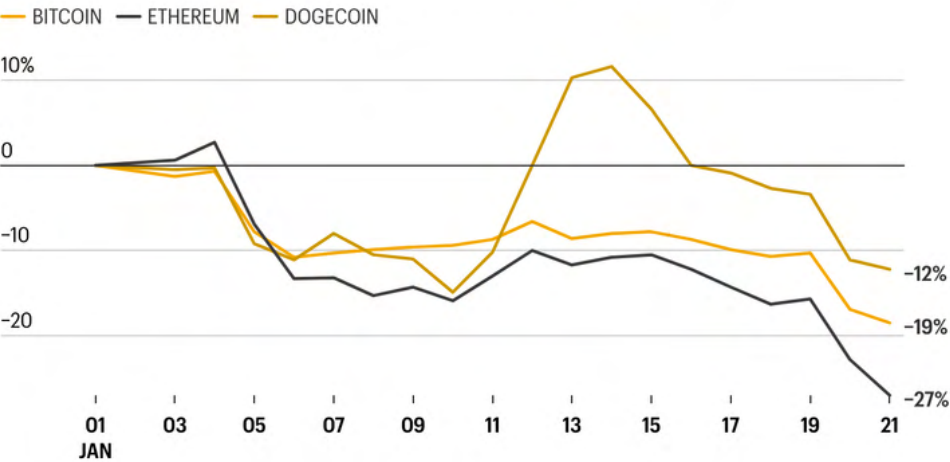
THE LEDGER • CRYPTOCURRENCY

Coinbase shares plunge as crypto crash wipes out \$1.4 trillion in value since peak

BY DAVID MEYER
January 24, 2022 12:23 PM GMT+1

Cryptocurrencies are off to a bad start in 2022

Change in the price of major cryptocurrencies since Jan. 1, 2022



PRICE AS OF 4:30 PM EASTERN TIME ON JAN. 21, 2022
CHART: LANCE LAMBERT • SOURCE: COINDESK

FORTUNE

Ethereum has a gas problem

But it's not inflation, it's limited bandwidth.

STABILITY

CRYPTOCURRENCIES ARE WAY TOO VOLATILE

Bitcoin, Ethereum and some other coins will probably be here to stay, but they're too volatile to invest in right now.

QUESTION

How does the volatility of both the price and transaction fees make Ethereum reliable?

PRIVACY

REMOVING DATA FROM THE BLOCKCHAIN IS DIFFICULT

The blockchain is inherently
immutable which makes it
transparent, but also a privacy
nightmare.

Deleting data from it is both
difficult and or expensive.

QUESTION

How can we protect our customers in a
digital world where some is very difficult
to delete?

Removing data without breaking the chain

So being able to the remove data from the blockchain without “breaking the chain” would be beneficial for user privacy. It would also be beneficial to save storage space on the servers that store blockchain ledgers.

But currently, removing data from a blockchain is not possible without breaking the blockchain’s consistency.

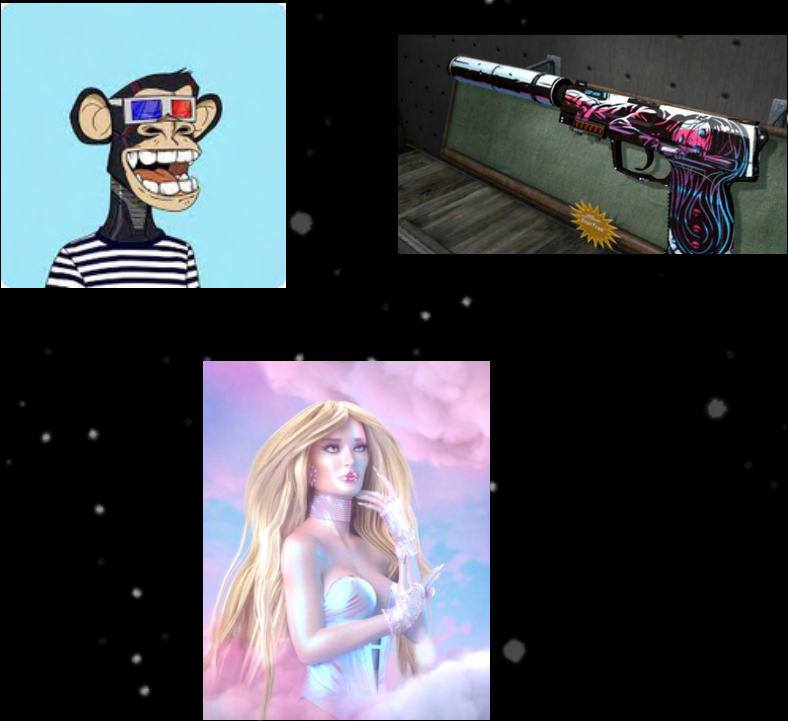
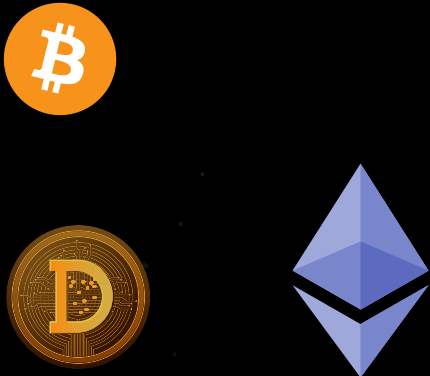
NFTs

FUNGIBLE

NON-FUNGIBLE

PHYSICAL

DIGITAL



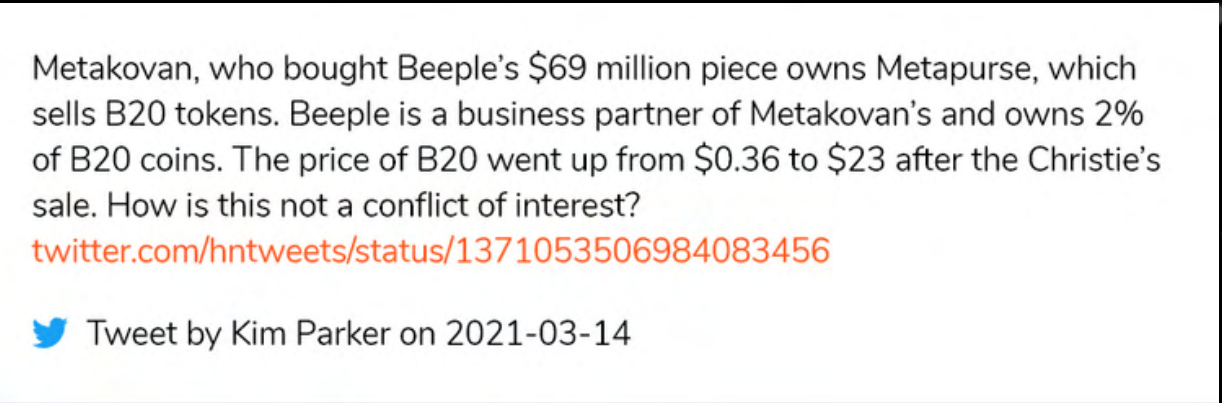
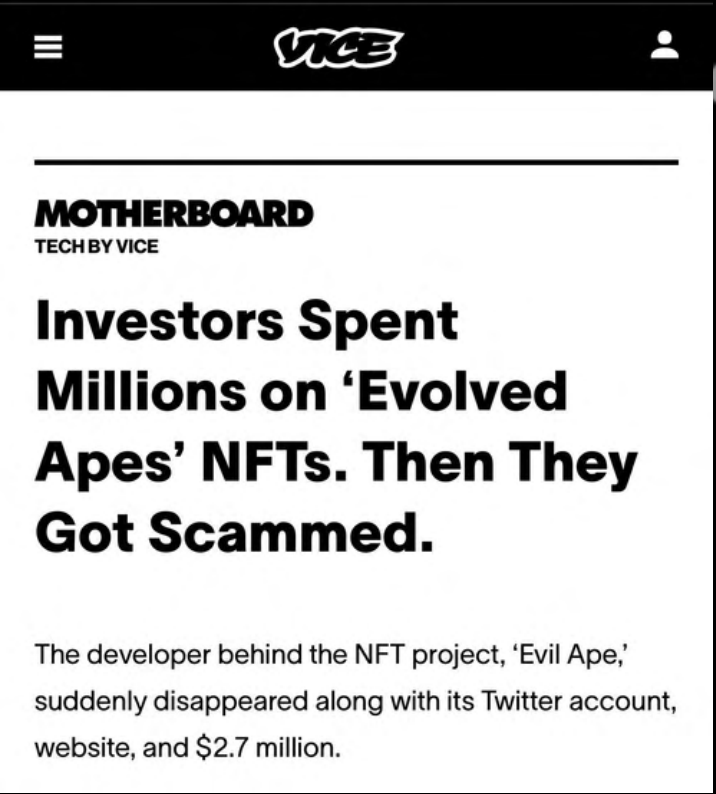
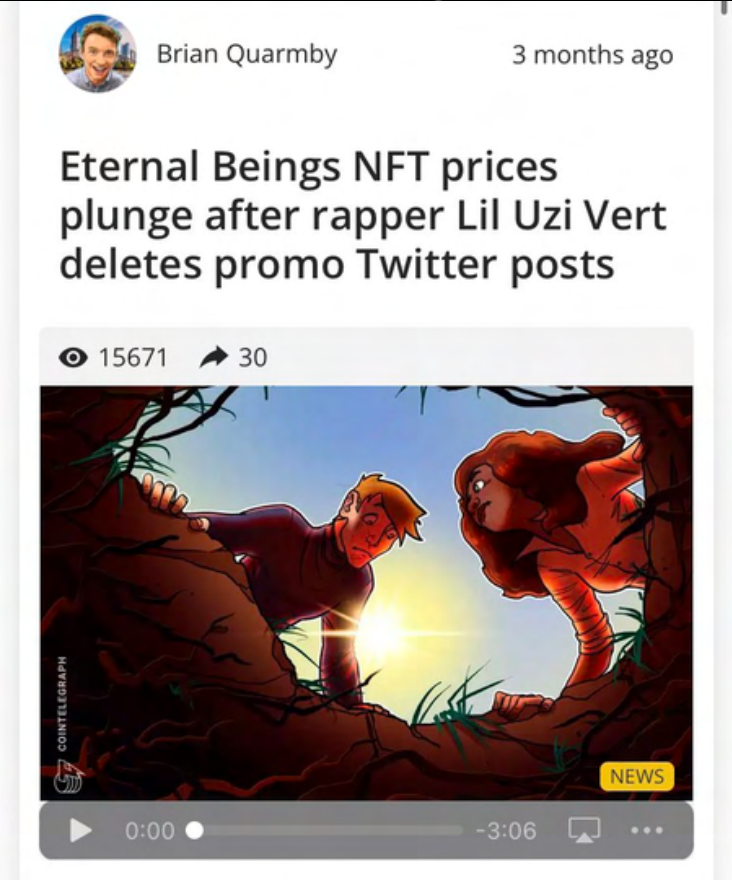
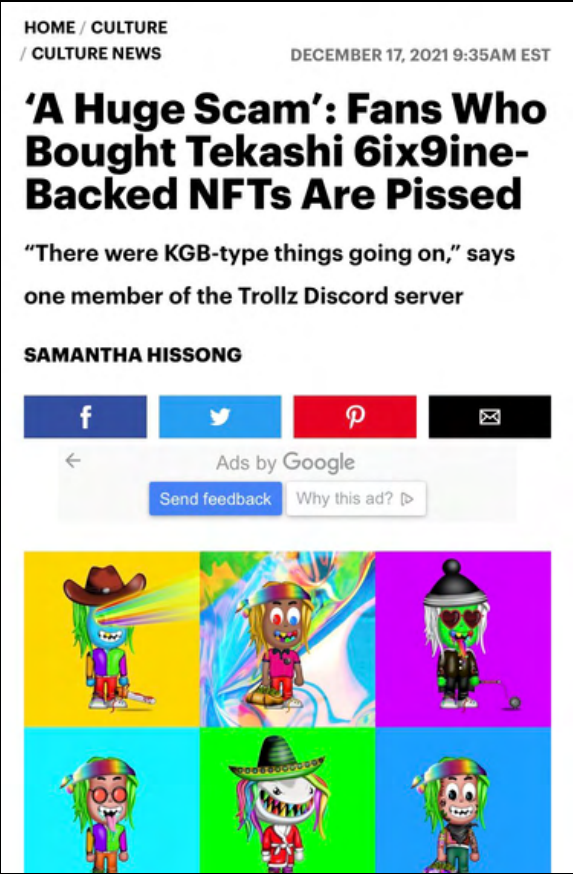
OWNERSHIP

NFTS DON'T GIVE YOU OWNERSHIP OR COPYRIGHT

NFTs are digital certificates that verify the authenticity of something, but they don't actually contain the image or grant you ownership or copyright.

QUESTION

What exactly is the purpose of NFTs?



When a target is offered the "free gift" – i.e., the malicious NFT – a pop-up window appears to the target asking for confirmation for the transaction. Once the victim clicks on the popup to sign the transaction, he or she can interact with the file. In the background, the payload executes and an attacker would be able to see any wallet activity and be able to perform actions on the victim's behalf.

SAFETY

NFTS AREN'T A SAFE PLACE FOR BRANDS RIGHT NOW

Apart from the volatility, NFTs and web3 aren't brand safe right now due to the lack of regulation and centralized authority

If you get scammed, odds are low they will be helped..

QUESTION

How can one ensure brand safety in this space?

The Metaverse

That creates a challenge for today’s metaverse-focused companies. They need gaming to attract early audiences—but it’s not in their interest for gaming to be so appealing that more open-ended virtual worlds seem clunky, boring or basic by comparison. People’s leisure time and disposable income are finite, and the appeal of gaming is separate from the ways in which the tech might help us imagine how the metaverse could work. If no company can muster a compelling metaverse pitch for consumers over the next few years, the companies with the strongest gaming offerings will fare best.



What the metaverse looks like at the moment, Oremus wrote, is “an idea, an explosion of hype, and a bevy of rival apps and platforms looking to capitalize on both—without a clear path between the idea and reality.” The past year, he added, was a year of “rebranding existing technologies as building blocks for the metaverse, while leaving intact the corporate walls that make a true metaverse impossible.” Is the Microsoft/Activision deal, assuming it goes ahead, likely to change that much? Probably not. In any case, let’s hope when the next metaverse-related development occurs, there’s less credulity and more digging into what the term means, and how it is (or isn’t) becoming a reality.

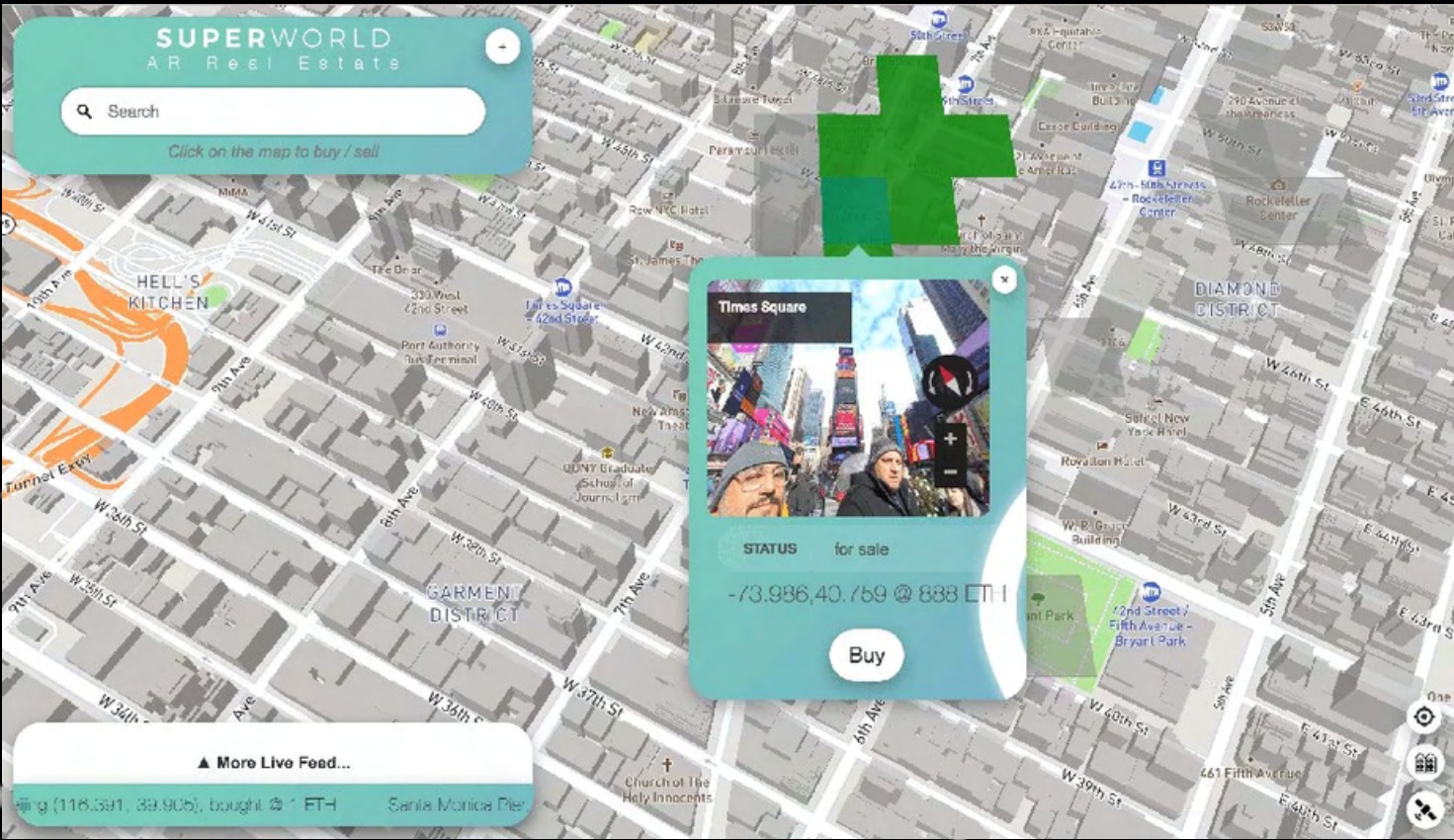
PURPOSE

THE METAVERSE IS CURRENTLY LOOKING FOR A REASON TO EXIST

Online video games already exist, but it's unclear what void the virtual worlds of the Metaverse are trying to fill

QUESTION

What should the purpose of the Metaverse be?



VIABILITY

NOBODY KNOWS WHICH
VIRTUAL WORLD WILL
BECOME DOMINANT

Despite platforms like
Decentraland being pushed as
future of the Metaverse, it's
unknown whether it will be
dominant in the future.

QUESTION

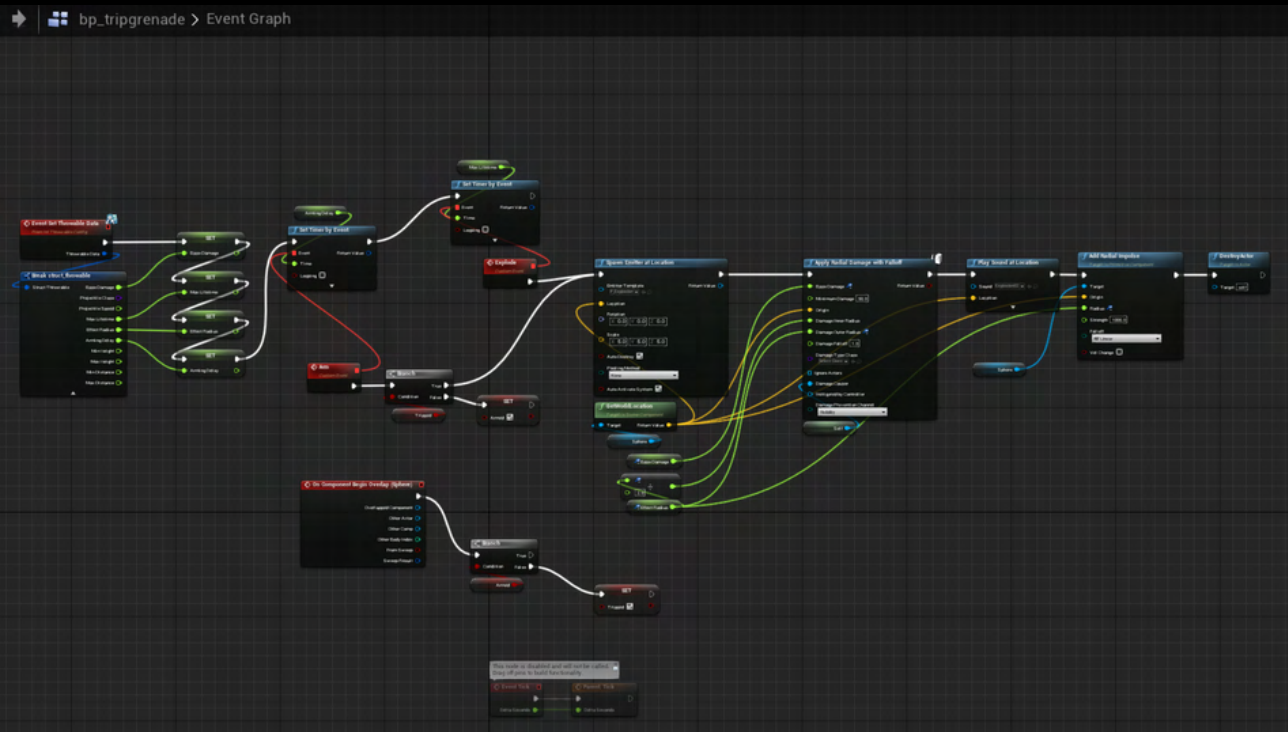
Why should I buy virtual land right now?

What you own on the blockchain is just a sequence of letters and numbers; it's up to each specific game to interpret that and turn it into a digital object. This raises many questions. If I buy a new helmet in Microsoft Corp.'s Halo, why would rival Sony Group Corp. want anything to do with it if I tried to bring it over to Uncharted? Why would developers in any other game take the time and budget to support my helmet? And who profits from all this?

NFT Fantasy: Why Items-as-NFTs Does Not Enable Transfer Of Assets Between Games

As usual, everything is more complicated than it looks.

Even a simple digital object requires complex scripting to function



COMPATIBILITY

METaverse AREN'T INHERENTLY INTEROPERABLE

A digital item from one virtual world or game isn't automatically compatible with another one.

Making them compatible is technologically challenging and resource incentive.

QUESTION

How realistic is compatibility of digital items across different virtual worlds?

The NFT gaming backlash reaches a fever pitch



“I just hate that they keep finding ways to nickel-and-dime us in whatever way they can,” said Matt Kee, a gamer, about a game studio’s push into NFTs. Stacy Kranitz for The New York Times

Crypto Enthusiasts Meet Their Match: Angry Gamers

Game publishers are offering NFTs, but skeptical gamers smell a moneymaking scheme and are fighting back.

Gamers Don't Want NFTs

Years of getting burned by lousy microtransactions have made gamers skeptical.

Gaming NFTs Will Never Work

Ubisoft is the first major company to go hard on NFTs, but it won't be the last

More evidence game devs hate NFTs and crypto

The results from a survey by the Game Developers Conference are in, and they reveal a deep-seated distaste for NFTs, crypto and the metaverse.

COMMUNITY & CULTURE

MOST GAMERS HATE NFTS AND AREN'T CONVINCED ABOUT THE METAVERSE

While there will definitely be an audience for NFTs in games, most opinions about them have been absolutely negative.

QUESTION

How will you involve and respect the communities and subcultures at the core of our internet society?

We are on the event horizon of a new internet age,
but it's not quite there yet.

Before you jump into the void, try to find answers
to these questions first.

"The Problem With NFTs"

Dan Olson

The most thought-provoking critique on web3

"My first impressions on web3"

Moxie (co-founder of Signal)

"on crypto art and NFTs"

Matt Desl

"What's the metaverse?
Whatever companies want it to be."

Columbia Journalism Review

"Web3 Guilds:
The Rebirth of Organized Work"

Superfluid

"NFT Fantasy:
Why Items-as-NFTs Does Not Enable Transfer
Of Assets Between Games"

Chhopsky

"The different Metaverse frameworks"

Kent Bye, Voices of VR

"At the End of the World,
It's Hyperobjects All the Way Down"

Columbia Journalism Review

"How NFTs and DAOs coexist"

Interaxis

"Absue & harassment on the blockchain"

Molly White

"Metakovan, the mystery Beeple art buyer,
and his NFT/DeFi scheme"

Amy Castor

"How did NFTs become so popular?"

Oxjim

"Are we mentally ready for the Metaverse?"

Amy Kean



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