



HKSTP TALENT MONTH & OPEN HOUSE

TOPIC HIGHLIGHT & PROFESSIONAL PROFILE

Demystifying NFT & Metaverse The Business Opportunities and Challenges

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Michelle Chan

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Professional Profile

Michelle is a well-respected pioneer and leader in digital innovation and marketing across multiple industry sectors. She serves as advisor at a few Web3 ventures recently, including ScreensGuru - an intellectual property rights management platform and an ArteVerse marketplace for fine art NFTs; and MMMeta – a consulting firm specialized in Metaverse and NFT Business Advisory, Marketing and Full Channels Campaign Management. Alongside her advisory role in those new ventures, Michelle is also the InsurTech Committee Co-Chair of FinTech Association of Hong Kong (FTAHK) and Director of Marketing, BD & Innovation of a leading Virtual Bank in HK.

Michelle has over 20 years of Product, Marketing and Business Innovation experience in both Telecom, Customer Loyalty and Financial Service industry, with exposure in both local and international market.

Before joining the banking industry, Michelle was the Head of Alternative Distribution at FWD Insurance, overseeing overall non-traditional distribution business, leveraging on innovative technology & ecosystem partnership. Before FWD, she had been with Hong Kong Applied Science and Technology Research Institute (ASTRI), Hong Kong Telecom (Group Loyalty Business, SVF Payment Business), Huawei Technology & Nokia Siemens Network, etc, taken up leadership roles in marketing, product and business development areas.

Demystifying NFT & Metaverse

The Business Opportunities and Challenges

This intensive sharing session would aim to provide a complete overview of the NFT landscape. Each session will unlock the often confusing and complicated concepts connected with Blockchain, NFTs and the digital art space. This session will provide you with industry-standard practical knowledge, from Minting (creating an NFT) and setting up a Crypto-Wallet to buying and selling NFTs. An explanation of the Metaverse and the future of these spaces will also be covered.

What you will discover:

- Participants will learn the key concepts of NFTs and the fundamental elements of creating, buying and selling NFTs
- Participants will gain essential knowledge associated with the Blockchain and how it serves the NFT marketplace
- At the end of the course participants will have a greater understanding of the NFT landscape and how it works within the art world as well as other industries and will also be familiar with the workings of the metaverse

Demystifying NFT & Metaverse

The Business Opportunities and Challenges

- Introduction of NFT & Metaverse Basic
 - The basic of Blockchain, Smart Contract, Cryptocurrencies, NFT and Metaverse
 - NFT & Metaverse – popular tools and platforms
- NFT & Metaverse – What’s happening around: trends and potentials
 - NFT in the Art World
 - NFT & Metaverse for Marketing
 - Potential Business Models - Industries Disrupted by the Metaverse: Fashion, Marketing, Brands, Finance, Gaming, Architecture, Virtual Shows/Concerts, Art Galleries and Museums
- NFT & Metaverse - Potential Risk and Business Challenges
- Case Studies
 - Applications in Financial Industry
 - Applications in Retail Industry
 - Applications in Real Estate Industry