

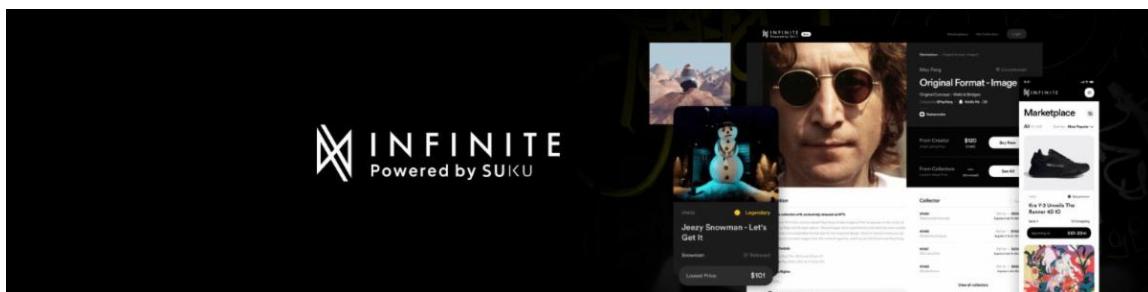
MORGAN CREEK

D I G I T A L

ALTERNATIVE THINKING ABOUT INVESTMENTS



Welcome to Morgan Creek Digital's weekly digital asset update. It is comprised of a thought piece from our team followed by a summary of what we consider the most compelling digital asset news during the last week. We hope you find this content interesting. Please let us know if you have any comments or questions or if you would like to speak to a member of the [Morgan Creek Digital team](#).



Welcome, InfiniteWorld!

Introduction

In a previous [newsletter](#), we discussed Facebook's decision to expand its existing product stack beyond the social web (web 2.0), connecting consumers with brands via social media. By declaring itself a metaverse company, Facebook, now Meta, is gearing up for the prospective decentralized web (web 3.0) in which consumers own digital assets and communicate with global brands through immersive and interactive experiences across the digital and physical world. Soon, consumers may partake in cross-interactive experiences with international commerce brands through a shared collection of technologies. Such technologies include back-end software and experiential front-end hardware such as Virtual Reality (VR) headwear, wristbands, and other motion-sensing devices that serve as the gateway into artificial and communal cyberspaces.¹ Within the convergence of digital assets and augmented realities, avatars could act as the 3D physical manifestation of consumers, allowing for activities like social networking, organizing and attending events, competing in games, and exchanging various collectibles and tokens. The opportunity of a global metaverse could stimulate new digital economic activity, which according to Roundhill Investments, will reach \$2.5 trillion by 2030.² At Morgan Creek Digital, we believe that recent investment, **Infinite Assets Inc.** (InfiniteWorld), is positioned to capitalize on these macroeconomic trends.

InfiniteWorld

InfiniteWorld is a metaverse infrastructure platform that seeks to bridge the gap between the physical and digital worlds. The company helps creators and companies generate, monetize and drive consumer engagement with digital content including

digital assets and NFTs (non-fungible tokens). The company currently has 130 employees and has partnered with over 75 brands and creators since its inception.³ At the helm, [Yonathan Lapchik](#), Chief Executive Officer, has a blockchain background from his experiences at the Deloitte Blockchain Lab and as the co-creator of the SUKU platform – a blockchain-based ecosystem that supports supply chain management, metaverse community-building infrastructure, and decentralized financial lending.⁴ Please contact us if you would like to learn more InfiniteWorld and why we believe it can be a key player in the infrastructure market of the metaverse.

THE RUNDOWN:

Narendra Modi's Twitter Account Hacked With Announcement India Would Adopt Bitcoin: Narendra Modi's Twitter handle was "very briefly compromised," his office said, when a tweet was sent from the Indian Prime Minister's account saying his country had adopted Bitcoin and would be distributing the cryptocurrency. "The matter was escalated to Twitter and the account has been immediately secured," the Indian PM's office said in a tweet on Sunday. "In the brief period that the account was compromised, any Tweet shared must be ignored," officials added. [Read more.](#)

Robinhood Working on New Crypto Gifting Feature: Code discovered in a beta version of Robinhood's iPhone app reveals the popular no-fee trading platform is considering adding a feature that allows users to send cryptocurrency to each other via digital gift cards, according to a Bloomberg report. [Read more.](#)

Sportswear Giant Nike Purchases NFT Fashion and Collectibles Startup RTFKT: Multinational footwear behemoth Nike just took a big step into the metaverse. On Friday, NFT collectibles and fashion startup RTFKT announced on Twitter that the company had been acquired by Nike. The terms of the deal were not disclosed. [Read more.](#)

Elon Musk Named Time's Person of the Year, Says Crypto Unlikely to Replace Fiat: Time Magazine named Elon Musk its Person of the Year for 2021 on Monday, and in an interview with the publication the world's richest person said he "doubts that crypto will replace fiat currency." Time called 2021 "the year of Elon Unbound," given the many notable statements, actions and accomplishments of Musk, the CEO of Tesla and SpaceX. [Read more.](#)

¹<https://www.reuters.com/technology/what-is-metaverse-2021-10-18/>

²<https://www.roundhillinvestments.com/research/metaverse/intro-to-the-metaverse>

³https://www.sec.gov/Archives/edgar/data/0001841867/000110465921148881/tm2135215d1_ex99-2.htm

⁴<https://www.suku.world/>

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