

# 19<sup>th</sup> World Summit on Blockchain Technology

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### **The MiMeta metaverse of Values: where what you see, reward and trans-act depends on your ideology**

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**F**irst came Web 1.0 Big Data during which Microsoft, SAP, Oracle rose to dominate, only to be replaced by Web 2.0 Sentiment Data leading to the tech overloads of Google, Meta, Apple, Tencent, Alibaba, Amazon. As we move through Web 2.5 with ByteDance (TikTok) leading the influencer tech, the future lies in aggregating individual data around ideology and beliefs building to a Web 3.0 Genome of Values. This nascent science of digitally measuring intangible soft non-financial assets has been developing since 2011, and with blockchain we can transact these digital assets like love, hope, kindness, generosity<sup>1</sup> across micro, meso and macro levels of society like any financial currency

Implementation and integrations of ideological data remains the Holy Grail for institutional, corporate and government aspirations but notoriously difficult due to over bearing legacy systems in the current dystopian physical world. But conversely, online, it has been possible to implement a MiMeta metaverse world built on values with astounding results. A world where retailers surround you with products aligned to your values, where two people do not see the same landscape governed by their ideology, and where communes of DAO belief systems determine outcomes and rewards.

The MiMeta virtual world is built on open source MiValues technology operable in the real world. The aim is to twin these two worlds and build a currency and language that seamlessly operates in both.<sup>3</sup> By April 2023 we will launch MiMeta.Life to demonstrate the Values-as-a-Service transformative deep tech built over a decade of university research on the Social Earnings Ratio<sup>®</sup> metric recognized globally by governments<sup>4</sup> and hailed by The Vatican press as “the God Metric.

#### **Biography**

Olinga Taeed PhD FloD is Director of the world’s leading not-for-profit think tank on the Movement of Value, the Centre for Citizenship, Enterprise and Governance, UK

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