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## A NICHE DISCOVERY IN THE METAVERSE

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### Abstract

Over time, social media has evolved. In this study, secondary, targeting, and portfolio matrix models are integrated for competitive positioning. Similarly, to others, Facebook continues to serve a strategically diverse audience of targeted users. Due to the Covid-19 Pandemic, there was a need for social engagement, distancing, and isolation. The Facebook platform faced competition among social media platforms in trying to attract a younger demographic, Generation Y, Z, and A. Founder Mark Zuckerberg announced Meta to address this challenge. The Metaverse was launched into the universe thanks to Facebook's innovative genius. The evolutionary strategy addressed the preferences of younger generations of users. As the Metaverse mimics real-life imagery, it would alter the mundane socialization strategy used by older users. In the Metaverse, unlimited communication and socialization can be harnessed; however, tremendous opportunity exists through the integration of Opportunity Zones (OZ's). Developing OZ tracts will promote growth and development of residential and commercial properties. Through the Metaverse, tax incentives and ownership rights are communicated. With a large segment of younger users, Facebook's platform has reshaped both the urban and rural landscape in America.

### Keywords

Niche, Metaverse, Opportunity Zones, Non-Lic Contiguous Zones

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### Introduction

Social networking in America continues to evolve and transition from a flat, one-dimensional portrayal of digital imagery. With socialization, communication, and information exchange, electronic interactivity has moved from a sluggish state to one of rapid connectivity. The World Wide Web has become a rapid time-sharing resource that has changed the perspective of users around the world. The internet has instrumentally changed the pace at which valuable information can be shared and exchanged in a heartbeat with minimal effort, time, and energy. Due to the nature of the resource itself, the momentum for change in this fascinating technology occurs naturally. Like the human experience itself, technology ages over time; it continues to develop. Thus, this would be the case with the internet. Like life itself, the internet hastens to change over the span of time. It has evolved into the quinentennial Metaverse. As a result of this astounding new dimension of the web, images are given a richer, more realistic representation of flat surfaces. The Metaverse allows for the projection of images that mimic a facsimile of the real thing. Mark Zuckerberg officially revealed the next generation of the internet in a special media covered announcement (Milmo, 2021). According to Zuckerberg, Meta incorporates virtual reality into the current Facebook platform. With an Oculus Virtual Headset, one can enter the realms of virtual reality where images of the digital world are layered over reality. The Facebook platform has already initiated the integration of a professional version of Meta. This platform provides a realistic, true-to-life display of woodworking and carpentry. It's suitable for illustrating larger construction projects and smaller specialty carpentry projects. However, despite the creation and development of Meta, Generation Z and A could benefit from endless opportunities. Metaverse's full potential remains hidden in its core functionality – socialization to a more functional platform endowed with commercial utility poised for growth and development. Therefore, this study seeks to promote, inspire, and motivate the inventive, innovative, genius, and spirit of entrepreneurial and intrapreneurial savvy of a cross section of tomorrow's trendsetters, Millennials, Gen Y, and the Net. In the Metaverse, researchers believe there are many opportunities. It is crucial, however, to identify a niche and plan a strategic marketing campaign with a view to launching Meta into the commercial arena. We face the daunting challenge of bringing the vast, unpredictable, but risky universe into use and acceptance. With the Metaverse, Facebook can breathe new life into its survival, as well as countless other competitive media. To accomplish this, however, it must expand the boundaries of its universe to

establish a symbolic facsimile of reality on this planet. This is in terms of social, economic, and political factors. The Metaverse should include social connectivity; however, the debt and breath of Facebook's Meta should offer future entrepreneurial challenges at both the micro and macro levels with the inclusion of Opportunity Zones and similar programs.

## Literature Review

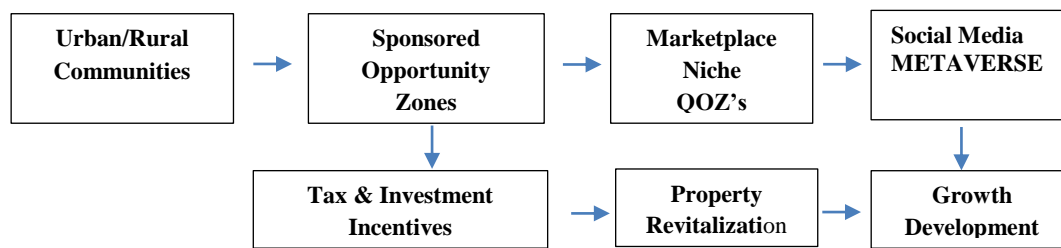
### *Facebook Usage*

Facebook was created by Mark Zuckerberg, a Harvard University student, in February 2004. The idea behind Zuckerberg's social network was to create a campus-based social network for students (Philip, 2007). Surprisingly, this small undertaking mushroomed into one of the most successful innovations of all time. It is surprising to think that a simple idea like this would turn out to be one of history's most successful innovations. Whether it's family, friends, the public, or just you, Facebook fanatics, geeks, and casual users can delve into every aspect of your personal, business, and covert lives. Facebook postings, advertisements, and messaging extend the limits of communication from friends in your immediate inner circle to those at a distance well beyond one's imagination. Communication with friends at a distance once required several days to reach its destination. The same message can now be transmitted in a matter of minutes. The force of this innovative technology continues to evolve. With the COVID-19 pandemic came additional technological challenges. The mundane, flat-surfaced platform, plagued with severe restrictions and limitations on site postings, lost a sizable share of its users to Twitter, Instagram, SnapChat, and YouTube. However, despite fierce competition on the web, Facebook continues to socially connect with a diverse audience of users. Meta replaces the well-known Facebook platform. Zuckerberg unveiled the changes in a nationally televised program (Paul, 2021). This announcement marked the beginning of a revolutionary era for Facebook. It will likely enhance the physical display of products making them more real to life and appealing to customers.

Even though Facebook continued to dominate social media and the World Wide Web for nearly a vicennial [or 20 years]. As a result of the defection of loyal Facebook users, the platform's reputation is slightly diminished. It is a known fact that people with more household income perform better. Moreover, the most educated use social media more than any other segment of the population (Hruska et al., 2020), and older users spend less time on social media than younger users. Myspace lost out to Facebook in the number of users. In 2002, Myspace attracted over 100 million loyal users compared to Facebook's 175 million users. It now appears that Facebook has lost some of its luster, because once loyal users defected to TikTok, Twitter, and YouTube. There are many dissatisfied users who suffered from the negative atmosphere on Facebook. To rescue Facebook's failing platform, Zuckerberg announced it would be renamed. Facebook would become Meta, and it would defy all traditional social media forms. The enhancement proposed in Zuckerberg's revelation rivals all other SM platforms in imagery, robustness, and multi-dimensional appeal.

### *Niche in social media (SM)*

A niche marketing strategy involves both product and business aspects. However, products are primarily targeted to customers based on their current and future needs. Niche marketing practices integrates specific customer preferences into desired products. Dalgic et al. used Apple Inc. desktop computers as an example of a typical niche market. It can be perceived as a small market that is not served well enough by current and/or competing products. Niche development in the Metaverse continues as a distinct communication strategy on SM. In 2021, the norm for reaching consumers pivoted to meeting them where they were (Hyder, 2021): online and at home. A complete discussion of the status and challenges of niche marketing research appears in the work of Toften. In this study, the author provided reasons why one should pursue niche marketing, and how it is useful in approaching marketing meta (Toften, 2013). Choudhary defined niche marketing as a submarket for selling products. In other words, it's a narrow market segment where products with special offerings survive (Choudhary, 2014). Alternatively, the niche market is an underserved market segment, with unmet needs. A marketer's job is to plan strategically in order to take advantage of what's available or conceivably available in the marketplace. The attraction of identifying a lucrative niche in the Metaverse carries profit potential for well-planned organizations. Well-constructed niche marketing in the Metaverse provides untapped opportunity for new innovations, venture capitalists, and extremely small, unknown business ventures seeking a presence in the marketplace. Honestly, this is one of many reasons why organizations revert to niche marketing as a strategic alternative. It is essential to determine exactly how organizations can successfully maneuver and find a place in the vast Metaverse. Therefore, the researcher will discuss a few existing and potential opportunities for the sake of clarification. Aspiring inventors, innovators, digital geeks, intrapreneurs, and entrepreneurs can successfully integrate a niche strategy into marketing their product. Moreover, niche discovery offers an alternative strategy to probing the endless debts of the Metaverse.



**Exhibit 1: Growth & Development via QOZ's and the Metaverse**

## Metaverse in the Universe

Is there a beginning to the universe, and will it ever come to an end? Questions such as these remain unanswered, agonizing, and illusive. It is possible that the mysteries of the universe will never be solved. There is speculation, however, that the universe originated with the “big bang”. Originating from a common origin, unknown primordial entities collided, ignited, and exploded into space. As a result of the colossal interaction, compact spectacles were scattered, resulting in the formation of this vast oasis approximately 10 to 20 billion years ago (Discus, 1983). If the universe remains snug in its bosom, the Metaverse will remain safe and sound. In the wake of Zuckerberg's announcement in 2021, the Metaverse gave birth to Meta. In launching Meta, we are destined to enter the world wide web and become debtors to the universe. It represents the beginning of a revolutionary era of communication thanks to the configuration of social media during this phase. This transition is a result of the internet's continuing evolution since the 1990s. In addition to social media platforms, videoconferencing, video-3 technology, gaming, and now, the Metaverse, technology continues to evolve (Lee et al., 2021). Meta practices such as sharing, commenting, and connecting with others are acceptable, but communication with family, friends, and external stakeholders is equally significant. Although Meta's ultimate effects are unknown currently, speculation ranges from moderate to profound. The vast macrocosm of the universe, however, is full of opportunities. The boundaries and debts of business opportunities are geographically limited; however, the spatial limits of the universe are unbounded, unrivaled, and unregulated. There is a rapid rise in the popularity of Meta among large global brands. As local and regional brands gain popularity, Metaverse usage will peak and expand. Hollensen et al., initiated a comprehensive study of the Metaverse's building blocks. Several case studies were used in this study. According to the authors, virtual context, content, consumer behavior, and business behavior are the most significant Meta building blocks. In line with expectations, the Meta content includes 3-D effects in digital displays. It's a digital visual portrayal of life in the physical world. Advertisers and other professionals display images of avatars resembling life's images, both human and otherwise. Some studies have investigated how the Metaverse has evolved from a traditional platform for digitally displaying content into a more lifelike, vivid, and fuller portrayal of content using the Metaverse. Finally, the research shows how the Metaverse can operate in three spaces at once, and how the Metaverse influences evolution. It is recommended that retailers use a more holistic, integrated approach to promotion. When displaying a variety of fresh, canned, and packaged foods, the effect is particularly striking.

Even though Metaverse is continuing to be investigated for future applications, billions of dollars are being invested in the research effort because universal acceptance of Metaverse is still speculative and uncertain (Pasqual, 2021). One of the most interesting questions is, what if all of this is “much ado about nothing?” In Pasqual's view, the Metaverse has not yet been tested. At present, there appears to be no assurance that anyone will choose to visit the Metaverse, which is a virtual reality realm. The overall objective of this project is to improve the visitor's experience, sell products, and generate profits. Meta will be filled with unique audio-visuals, avatars, where users can interact and engage with images. Metaverse is described by Sirt (2022) as an immersive and shared virtual environment that users can move between via virtual reality (VR) or augmented reality (AR) headsets or computer screens.

## “Opportunity Tracks” in the Metaverse

Metaverse opportunities are likely to emerge because of the demand response to energy, information, and communication. Like mainstream ventures, niche opportunities are subject to industry regulations, competitive demise, and telecommunication restrictions. These factors created issues for the Nokia business brand, which soon succumbed to its demise because of each of these factors. The author outlined the causes of Nokia's colossal failure as follows: (a.) the evolution of the smartphone, (b.) the massive Microsoft deal, (c.) Nokia's failing strategy, (d.) an unsuccessful competitive strategy, (e.) an overreliance on its strengths, (f.) lack of innovative products. Retrospectively, Nokia dominated the cell phone manufacturing industry in 1998 as a global giant. Microsoft acquired Nokia in 2014, which resulted in the company ceasing to manufacture cell phones. Metaverse ventures continue to present opportunities despite the many challenges they face. Among all types of businesses, start-up

ventures offer the most competitive opportunities. However, small, under sourced companies can also benefit from this initiative. As a result, it may be able to take advantage of new ventures within what this researcher describes as the future "Opportunity Tracks" of the Metaverse. Ideally, these tracks should align with the entrepreneur's specialty products, business, or industry interests.

Market analysis is necessary in order to identify niche opportunities. Despite the most adverse circumstances, even the most unlikely outcomes can be overcome with the right planning. The existence of niches is a result of the unmet needs of segments of the consuming population. Many entrepreneurs pursue niche markets because they lack the resources of well-established brands, specialize in an industry or product, or develop products to meet the needs of forgotten segments of the market.

**Data**

Population	32 million	
Race:		
Caucasian	43%	
Hispanics	26%	
Blacks	23%	
Asian/Pacific Islanders	03%	
Multicultural/Other Race	03%	
Income	\$50 Thousand	
Age (Under 18)	24%	
65 (and over)	14%	
Average Life Expectancy	76 or less	
Obesity	37%	
Education	High School Graduates	Average Graduation Rate
Bachelor + 19%	79%	88%
	Bachelor's Degree	Avg. Bachelor's Degree
	19%	39%

**Table 1: Demographics of Qualified Opportunity Zones**

Source: Opportunity Zone Statistics, Property Management.com

Table 1 provides a snapshot of the demographics of QOZ's from the perspective of residents in the respective zones based on U.S. Department of Treasury and Property Management Consultants.

Location	Designated Opportunity Zones	% Counties with Opportunity Zones	Low-Income Tracts	Non-LIC Contiguous Tracts
Alabama	158	100%	153	5
Alaska	25	52%	25	0
American Samoa	16	60%	16	0
Arizona	168	100%	160	8
Arkansas	85	65%	83	2
California	879	97%	871	8
Colorado	126	72%	119	7
Connecticut	72	100%	71	1
Delaware	25	100%	24	1
Florida	427	100%	427	0
Georgia	260	100%	260	0
Guam	25	50%	23	2
Hawaii	25	100%	23	2
Idaho	28	80%	26	2
Illinois	327	48%	327	0
Indiana	156	86%	153	3
Iowa	62	63%	61	1
Kansas	74	38%	70	4
Kentucky	144	33%	139	5
Louisiana	150	70%	145	5
Maine	32	77%	30	2
Maryland	149	81%	145	4
Massachusetts	138	100%	137	1
Michigan	288	86%	283	5
Minnesota	128	98%	127	1
Mississippi	100	72%	95	5
Missouri	161	52%	153	8
Montana	25	35%	25	0

Location	Designated Opportunity Zones	% Counties with Opportunity Zones	Low-Income Tracts	Non-LIC Contiguous Tracts
Nebraska	44	43%	43	1
Nevada	61	19%	60	1
New Hampshire	27	47%	27	0
New Jersey	169	100%	169	0
New Mexico	63	100%	59	4
New York	514	67%	497	17
North Carolina	252	90%	241	11
North Dakota	25	100%	25	0
Northern Mariana Islands	20	28%	20	0
Ohio	320	NA	317	3
Oklahoma	117	83%	114	3
Oregon	86	61%	81	5
Pennsylvania	300		289	11
Puerto Rico	863	862	837	26
Rhode Island	25	24	25	0
South Carolina	135	134	128	7
South Dakota	25	24	23	2
Tennessee	176	175	170	6
Texas	628	62%	628	0
Utah	46	45	46	0
Vermont	25	24	23	2
Virgin Islands	14	13	13	1
Virginia	212	211	207	5
Washington	139	438	132	7
Washington DC	25	54	25	0
West Virginia	55	nd	52	3
Wisconsin	120	119	120	0
Wyoming	25	45	24	1

**Table 2: Qualified Opportunity Zones Income Tracts**

Source: U.S. Dept. of Treasury revised PropertyManagement.com; and, <https://www.irs.gov/pub/irs-drop/n-18-48.pdf>, 2011-2015.

Table 2 paints a picture of the reality of Qualified Opportunity Zones (QOZ's). Data extracted from the U. S. Department of the Treasury provides relevant demographics of residents. The latest statistics show a total population of 32 million in QOZ's in the United States. Caucasians (41%) dominate QOZ's. All other races, Hispanics, Blacks, Asians, and others account for less than (50%) of QOZ's. Caucasians only comprise fewer than 14% of QOZ's than the combined populations of all other races of people. Therefore, Caucasians benefited in absolute terms more than any other race in QOZ's. The average income reported in QOZ's approached \$50 thousand. (62%) of the population in QOZ ranged in age from 19 years of age to 64. While fewer than (24%) were 19 years and younger or 65 years of age and older. According to census data, 76 years of age or younger. A normal Body Mass Index (BMI) range is 18.5 to 24.9; the average BMI in QOZ's exceeds the norm by (33%). The norm for QOZ's is approximately 37%. It's unusually high. This numerical measurement highlights the significance of QOZ's to revitalization, development, and growth. Clearly, QOZ's improve health among residents when investment incentives are carefully navigated to benefit the wellbeing of the community. The most glaring concern in the U.S. Department of Treasury data is revealed in the education statistics. Data shows the Secondary rate (79%) and College graduation rate (19%) to be well below the national average for the United States in QOZ's, (-11%) Secondary and (-52%) College graduates, respectively. This data remains to be troubling and highlights the need to raise investments in education at all levels in QOZ's

Table 1 also provides relevant data about Contiguous Qualified Opportunity Zones (QOZ's). As of 2021, only 8762 (21%) of the 42,000 applications received QOZ's census tract designation. Moreover, 56 Contiguous QOZ's in the United States appeared among those . It can be argued that geographical factors impact success in establishing Contiguous QOZ's. Laysen argues that "place", that is, geographic factors reduce inequalities in economic, health, and educational outcomes within QOZs (Laysen, 2021). Currently, more QOZ's currently exist in New York (17), North Carolina (11), Puerto Rico (26), and Pennsylvania (11), (See table 2). Several states included in this survey had (0) Non-License Contiguous QOZ's. California, Puerto Rico, and Texas currently include 628 to 871 Low Income QOZ tracts. More opportunities in the Metaverse can lead to more entrepreneurial and commercial development in QOZ's. Providing access to investment opportunities through QOZ's is an effective strategy for diversifying and improving growth and development in QOZ's, especially those holding Contiguous License privilege.

Table 2 shows that of the 43 states included in the study, the average number of Opportunity Zones tracks is (146). The average number of counties with QOZ's is 70%. This alone highlights the point that opportunity does exist in QOZ's. Several states reported 100% county inclusion in QOZ's. It is not surprising that California (884), Florida (427), and New York (514) reported more QOZ's in 2021. American Samoa has fewer QOZ's (16). It is estimated that 60% of them are spread across the island without contiguous licensing. Nebraska, Nevada, Kansas, and Idaho are in the Midwest, which has fewer counties with functional QOZ's. Approximately (44%) of the states represented in the study established QOZ's in designated counties aside from those provided by the state itself. Therefore, the data objectively shows the availability of QOZ's in the United States. The data indicates that QOZs exist in the United States. The United States Department of Treasury certifies most QOZs before they are state designated. Though possible, the challenge remains evasive, unless those with innovative minds are primed and ready to discover their niche. A sustainable niche strategy should position communities lacking adequate infrastructure, technological advancements, and environmental safety and security for future growth.

Units Before Hurricanes		Units Damaged by Hurricanes		Units After Hurricanes		Net Unit Change	
LA	MS	LA	MS	LA	MS	LA	MS
24,107	13,907			12,378	2448	11,729	11,459

**Table 3: Summary Data- Selected Southern Region Go-Zones Data in LIHTI Housing Units**

Source: Bush School of Government on Low Income Louisiana Housing Programs

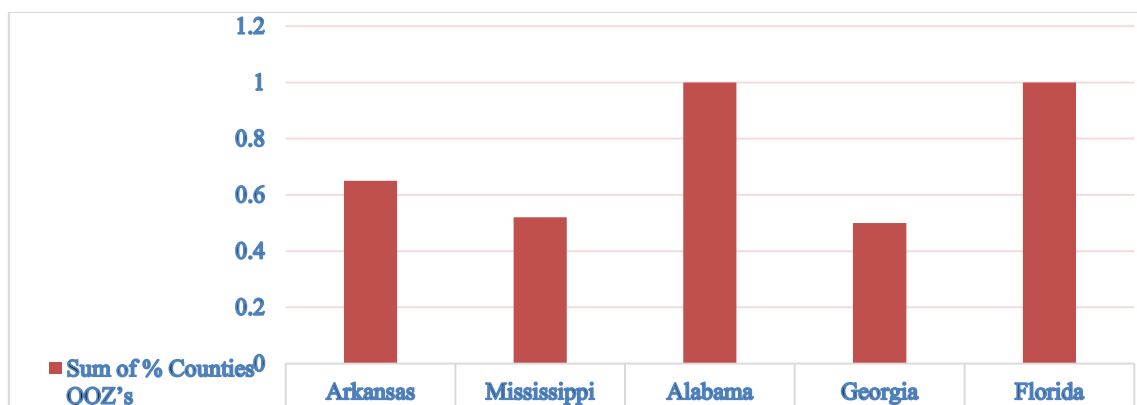
The data contained in Table 3 provide interesting but not surprising information regarding potential Low-Income Housing Cost, LIHTI opportunities in Louisiana and Mississippi. A total of 24,107 low-income housing units were destroyed in Louisiana alone, leaving only 12,378 units standing post-Hurricane Katrina. Mississippi was equally devastated by Hurricane Katrina. A substantial proportion of low-income housing was also provided in the city, 82%. In both states, the net unit reported changes were 11,729 and +11,459, respectively, after adjusting for uncontrollable factors. Therefore, revitalization and reconstruction of low-income housing have been possible since 2005. Investment incentives are provided through designated QOZs in order to increase the volume and quality of low-income housing in the Gulf Coast region. The shortage of affordable low-income housing is exacerbated by aggressive gentrification of communities in Louisiana. New Orleans has emerged as a tourist mecca attracting visitors from around the globe. These tourists flock to the "Crescent City" or "Big Easy" to enjoy the frock and folly of Mardi Gras, the Jazz Festival, and the Annual Essence Festival. The growing need for affordable housing outweighs the volume of habitable housing in the region.

STATE	NUMBER QOZ'S	% COUNTIES QOZ'S
Alabama	158	100%
Arkansas	85	65%
Florida	427	100%
Georgia	260	50%
Mississippi	100	52%

**Table 4: Selected Southern Regional States in QOZ's- Comparison of Opportunity Zones**

Source: U.S. Department of Treasury

The data in Table 4 appears graphically in Table 5.



**Table 5: Qualified Opportunity Zones for Selected Southern States**

Source: U.S. Treasury Department QPZ's

Table 5 shows 3 southern states collectively with an average of 248 qualified opportunity zones.

Niche	Industry	Niche Products	\$ Spent Annually
AI	Health Care  Education	<ul style="list-style-type: none"> <li>• Computer-powered vision baby monitors</li> <li>• Heart-rate detection monitors/without wearables (i.e., scanning devices)</li> <li>• Care, time saving exams, assessment, and evaluation</li> <li>• Genomics</li> <li>• Algorithms customized and integrated into learning styles: Visual, Auditory, Read/Write, and Kinesthetic.</li> <li>• Customized learning, e.g., Synap</li> <li>• Innovative online/hybrid learning</li> <li>• Traditional learning platforms, professional education, and training for workplace</li> </ul>	\$4 trillion  \$170 billion
BCT	Block Chain Technology + AI	<ul style="list-style-type: none"> <li>• Focus on finance, real estate, health care, and robotics</li> <li>• Crypto tracing</li> <li>• Coffee supply chain tracing from coffee bean to cup</li> <li>• Big Data and Blockchain for holistically managing patient care</li> <li>• Infrastructure platform based for connectivity devices to cloud based management</li> <li>• Integrate Block chair technology to counter cybersecurity, mobile threat intelligence, and suspicious incident reporting platform with real time capability</li> </ul>	\$10 million
Relationship Marketing	Customer Service	<ul style="list-style-type: none"> <li>• Integrating AI to streamline more effective customer response time; recommend products; handle returns, enhance customer communication and services.</li> </ul>	
Sustainable Production Practices	Manufacturing	<ul style="list-style-type: none"> <li>• Improvements in production processes while innovatively engaging in sustainable energy conservation.</li> <li>• Robotics</li> <li>• Predictive Data Analytics</li> </ul>	

**Table 6: Innovative Niche Opportunities**

Source: Adam, Five Niche that Need More Startups

### Innovative Niche Opportunities

The niche opportunities in Table 6 broaden the scope of the universe. It has the potential to exert a presence in health care, education, and blockchain technology. The vast majority of niche opportunities are driven by artificial intelligence, AI. Products developed using specialized sensing, scanning, and monitoring attributes appear to be growing. In addition to commercial, residential, private, and public transportation, keyless entry devices will become increasingly prevalent. Alternative learning approaches can innovatively integrate the internet, digital software applications, and social media into education and training. Block Chain Technology (BCT) and artificial intelligence penetrate the realms of crypto, big data, cybersecurity, banking, finance, and real estate. BCT can combine cloud-based technology in real time to offset potential threats to national security. More efficient customer relationships improve communication, customer care, and service. Organizations seeking a niche in manufacturing can find it in sustainable energy products and service practices, while integrating innovative robotics and predictive analytical data as cost saving measures.

#### Data Analysis

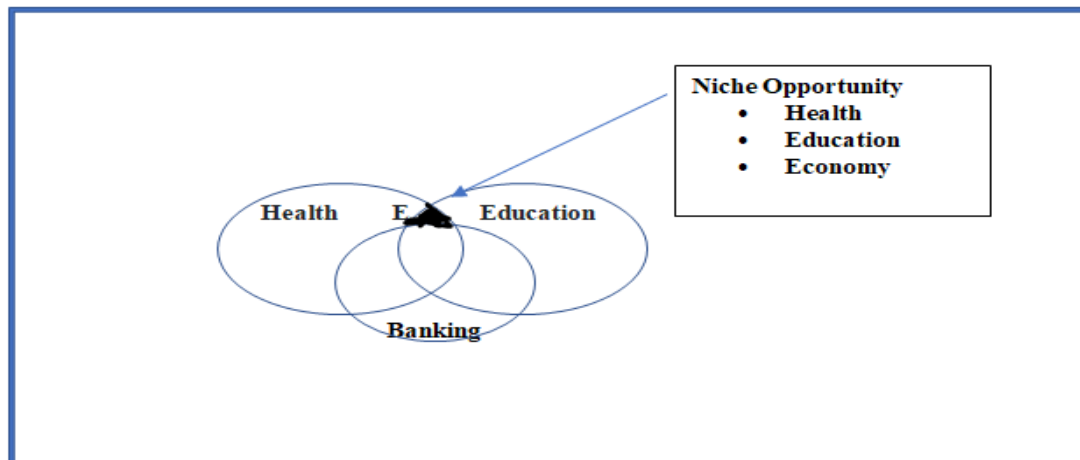
Data show that minorities, Blacks and Hispanics, would likely reside in the opportunity zones. 26% Hispanics and 23% Blacks combined outnumbered the population of Whites living in designated opportunity zones. The remaining Asians and Other Races make up 6% of all residents living in QOZ's. Many inner-city urban residential dwellers remain crowded in regions requiring improvements in the quality of housing, transportation, communication, and physical infrastructure. Data also show that QOZ's residents are younger, under 18 years of age, 24%. Fewer residents are Baby-boomer, 65 years of age and over, 14%. Although life expectancy is 80 years of age in 2022, in the U.S., life expectancy for QOZ residents is 5% shorter than the national average.

Education emerges as a relevant concern in QOZ's. In urban areas, the quality of education has been seriously compromised. Although the national average graduation rate is 88%, the high school graduation rate in QOZ's, 79%. This is 10% lower than the national average. When properly applied, QOZ's can make a meaningful difference in providing supplemental help to failing schools.

The community environment affects one's quality of life. The lifestyles of residents in QOZ's are culturally based and subject to individual preferences and choices. Included among those choices are the things

residents consume. Those consumption patterns can affect one's health. It affects residents in QOZ's in negative ways. In the QOZ's, the obesity rate is 37, according to U.S. Treasury statistics. BMIs range from 18.5 to 24.9, meaning obesity rates in QOZs range between 5 and 33 percent on average.

Niche in Qualified Opportunity Zones



**Exhibit 2: Niche Illustrated in Major Sectors**

The issue of education is one of the most prominent concerns in QOZs. There has been a serious decline in the quality of education in urban areas. In comparison to the national average of 88%, the high school graduation rate in QOZs is 79%. The percentage is 10% lower than the national average. QOZ's can make a significant contribution to providing supplemental support to failing schools if they are used properly.

Ultimately, the study seeks to create a niche opportunity in the Metaverse with QOZ's that raise quality of life and living standards. Exhibit 1 illustrates the three areas in which innovation should take place. Health, education, and the economy are among these areas. Each sector should develop a strategy to incorporate QOZ's into the process of obtaining tax relief, revitalization, and recovery of residential, commercial, and public infrastructure. Enhancing eligible communities using QOZs can lead to sustained growth and development. It is pertinent to note that innovative growth and development are affected by three variables: health, education, and economic conditions.

### ***Building Better Communities with QOZ's***

The pillars of growth and development rest in the quality of the community's schools, churches, health care, banking, and financial institutions. In these institutions, life-like tenacity is cultivated in a macroenvironment deficient in development. Strategically linking health issues with Opportunity Zones provides both a taxable incentive and future investment opportunity in health care. Targeting Millennials and Gen Z increases adoption rates because they are likely beneficiaries of the outcome.

Nevertheless, promoting innovation via the Metaverse promotes the use of sustainable product usage. Switching from plastic to Bees Wrap is a method of reducing the use of plastic, which damages the environment. Bees Wrap, on the other hand, is an environmentally friendly alternative to plastic bags and storage containers. To the many environmentalists and nature-conscientious enthusiasts who have fought to preserve the purity of our lakes, oceans, and streams, this is a welcome relief.

COVID-19 disrupted the lives of humans across the globe. Health and wellness emerged as a primary concern for customers, including healthcare professionals. The pandemic created a need for niche products such as personal care, nutrition, preventative medical, and health related goods and services.

### ***Allergy Reduction with Friendly Scents***

With the adverse effects of global warming, air, water, and food poisoning, niche opportunities exist in meeting the needs of acute allergy sufferers in the marketplace. In this niche opportunity, all 5 senses are involved: taste, smell, feeling, sight, and hearing. The World Allergy Organization, WAO, reported 1.39 billion people, of whom 22% suffer from severe allergy disease (Warner et al., 2006). Discover one's niche with allergy friendly scents, foods, soothing sounds to prevent fluctuant hearing loss, and ocular allergy preventative measures to circumvent allergy affecting vision. Unique niche opportunities exist in providing products, services, or a combination of the two. Moreover, niche opportunity abounds in "scents" that stimulate and relieve allergies, change, and promote mood, and psychological calming effects. Candles, soaps, and perfume dominate store shelves. Some of these products not only relieve allergies, they promote mood, happiness for example, through scents, called "happiness abscissa", which has neurological benefits.

Innovations in dress and fashion could be radically changed by a wave of full-body computerized digital



body sensing. Technology can be used to scan the human physique for extremities related to weight, height, and body size. The scanned data readings link in real time to inventory in stock. The customer receives computerized feedback on dress and outwear based on their criteria and specifications in real time. This technology reduces the inconvenience of shopping at retail outlets, while reducing the amount of time shoppers spend in frequenting fitting rooms at the mall.

**Travel from Earth to the Moon and Back**



The adage “we’re heading to the moon and back” takes on a new meaning when one considers the future of travel. There is a niche market for innovative opportunities in tourism and travel, and the niche is more “futuristic”. Manned travel to the moon and back is no longer an anomaly. Pioneers are crowding the aerospace industry to be the first to profit from this opportunity in tourism and travel. Billionaires and multi- millionaires have paid a hefty price to be the first to enjoy an invigorating journey destined for the Moon. The thrill associated with space travel is currently enjoyed by a few who can afford it. However, predictions are that in time the volume of space travel will double and become more affordable. With the privatization of space travel, numerous other niche opportunities are likely to emerge. Niche opportunities will develop in trip planning, booking, insurance, safety, entertainment, dining, and hospitality. Spaceship launch site locations could benefit from ancillary social, business, and educational venues. Gift shops, theme parks, bars, and restaurants can line the thoroughfare of the launching pad. Passenger trains, trolley cars, and sky lift passenger carriers can fill the skyline, feeding space geeks and enthusiasts. The theme park can potentially target Generation Z, the Net Generation; Generation Y, Millennials; and Generation X’ers, the silent generation. The theme park should have amusement and entertainment for a cross section of users of different ages.

Niche market opportunity does not end with space travel. Regional travel is predicted to undergo decisive change. With these changes, customers will experience meaningful benefits when engaging in public regional travel. In the United States and social venues, lightning-fast service should be implemented. The development of a rapid transit system that links major cities, cutting travel time. A bulleted A-type, high speed train can convert a 5.5-hour trip to 3 hours (Milden, 2021). The train achieves speeds of 373 miles per hour.

The futuristic Bullet Train Alpha-X, based on the Japanese model, will substantially reduce the time horizon for distant trips. Certainly, Generation Z and Generation A will be targets and beneficiaries of this fast-paced technology. Those travelers who are afraid of flying are the target market for this travel and tourist opportunity.

**Robotics and Humanoids**

Although robotics are common, their usage remains deeply rooted in manufacturing, the automobile industry, for example, and they are programmed to aid in domestic and commercial tasks. With the development of the “microchip”, it is predicted that robotics usage will become more prevalent in our lives. Computerized chip driven devices mimicking human beings will become future “sales promoters of the future. These humanoids will be programmed to provide functional support in virtually every dimension of organizations. Computerized devices will likely connect to the World Wide Web, so they can access online sources of data in real time. The associated reduction in expenditures associated with a labor force of human beings will be offset by more efficient delivery of quality service to customers.

<b>MARKET SHARE</b>	
<b>MARKET GROWTH</b>	<b>Innovative Product</b> 
	<b>Futuristic Product</b> ?
<b>Existing Product [tweaked features]</b> \$	<b>Novel Product</b> 

**Table 8: Boston Consulting Group (BCG)  
Taxonomy of Selected Niche Product Opportunities in the Metaverse**

Table 8 represents a Boston Consulting Group (BCG) Module display of the distribution of selected niche products. The BCG Module portrays product ideas using market share and market growth. The four product categories were integrated into a taxonomy consisting of Innovative, Existing, Futuristic and Novel Products. According to Lamb et al. Star products are those with high market shares and market growth. These innovative products advance the development of already existing technology to new heights. The development of an electronic hair styling helmet-like device that mimics a pre-selected hair style. Similarly, the development of an eye scanning module mounted on the top of an automobile's door eliminates the need for a key entry device of any kind. It adds a totally different meaning to the concept of "keyless" devices. Its products are more expensive than average, but they can be considered a premium accessory for those who can afford it. In the lower quadrant, existing products are commonly used but remain in heavy demand by consumers. Existing products are tweaked and referred to as Cash Cows; therefore, they add additional value for customers demanding these products. The use of cellophane wrapping is being replaced with Bees Wrap because it is a more environmentally friendly alternative to plastic wrapping. Moreover, Scented Candles infused with allergic neutralizing incense reduce the discomfort of breathing and respiratory ailments. It's a win-win for the consumer seeking an environment free of caustic, airborne pollutants that promote respiratory health related issues. A cash cow is a product with a high market share and a low growth rate. Demand for these products will remain strong. It will also yield a high revenue return.

Problem Child classed products have low market share. It provides high market growth. The conversion of the Question Mark to Stars or Cash Cows remains a formidable challenge. It is well beyond dispute that robots will become commonplace in the future, and they will become so sophisticated that they will mimic the behavior of human beings. 5-Senses of the average human being. Programmed Humanoids will demonstrate and display rudimentary socio-psycho behavior assimilating the 5-Sense of humans. The Humanoids will engage in health, educational, and banking and finance, while work, play, and leisure activities will dominate the lifestyles of households. The higher-than-average cost of robotics will create low market growth and shares. The products in this class are categorized as dogs.

### **The Niche Discovery Analysis**

Investing in residential and commercial properties in OZs is a worthwhile opportunity for entrepreneurs, intrapreneurs, and entrepreneurs. Tax incentives for residential and commercial investment promise future development and growth in urban and rural areas. In Table 8, you will find a taxonomy of selected products and services. It is generally true that cash cows generate a higher revenue return than other product categories. The reason for this is that the volume of products sold is much higher. Demand for these products is generally robust, even in a highly competitive market. Residential or commercial customers usually choose products based on where they live and what they need. As the saying says, rice determination is based on market demands. Generally, low-income wage earners are more likely to purchase Belgium waffles compared to regular ones. It is likely that high income earners will include the Belgium Waffle on their menus since they can afford it. There is a possibility that star products will be misidentified as the top product; however, income limitations should be considered when making this assumption, since high-priced goods may not be available to low-income households. Thus, the more expensive retina scanner, a Star, will be less affordable for people living in poorer areas. These limitations should be considered when making investment decisions in Opportunity Zones. The high cost of installing and maintaining biological eye scanning devices and their infrastructure puts additional strain on the organization's revenue and expenditures. Problem Child and Question Marks are promising products. Strategically, the product has a low share of the market. However, the good news is that there is high growth potential. Thus, Opportunity Zones are endowed with the resources necessary to accommodate rapid rail travel and support businesses. A rapid rail system would undoubtedly require ticketing, gift shops, restaurants, ground transportation, and community parking in designated areas. Nationally, Opportunity Zones and community-based resources enhance the growth and development potential of urban and rural communities. Investing in Opportunity Zones offers tax advantages and property ownership benefits. Nationally, the program benefits investors, states, and local governments.

### **Findings and Result**

Metaverse can be a highly effective promotional platform for niche opportunity zones. Despite this, Alabama, Georgia, and Florida are ranked higher than a few other southern states. There are an average of 248 Opportunity Zones in the three states combined. Cash cows have been discovered to be the most profitable category of commercial investment opportunities. It is likely that Cash Cows will generate a greater amount of revenue than Stars and Question Marks. Although Stars are ideal products for portfolios, the additional cost of maintaining them makes them less attractive. As a promotional and communication vehicle aimed at young people, the Metaverse ebbs and flows high. In many cases, these products are dependent on revenue to survive. The growth and development of health, education, and banking are dependent on investment dollars from Opportunity Zones. By

providing exposure to innovative products, the Metaverse can help introduce new products to the younger generations. The platform's nature makes it likely that innovative product promotions will be aimed at Generation Y, Z, and A.

Further study is needed on specific products and services for commercial enterprises in Opportunity Zones. Geographically, needs differ, and resources that address specific demands are critical. The needs of Generation Z, the current generation, and Generation A, the next generation, should be examined in research.

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