QUHARRISON TERRY
SCOTT "DJ SKEE" KEENEY

FOREWORD BY PARIS HILTON

THE METAVERSE HANDBOOK

Innovating for the Internet's Next Tectonic Shift

WILEY

The Metaverse Handbook

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In memory of Jo Ann Shary and Linda Pittman

About the Authors

QuHarrison Terry is the bestselling author of *The NFT Handbook*, a detailed guide on how to create, sell, and buy nonfungible tokens without the need for a technical background. His work has been translated into more than seven languages and has appeared everywhere from WIRED to *Forbes*. In addition, QuHarrison is a four-time recipient of LinkedIn's Top Voices in Technology award.

QuHarrison is also a notable entrepreneur and growth marketer who has advised Mark Cuban and his portfolio of 200+ venture companies. He is the cohost of CNBC's primetime series *No Retreat: Business Bootcamp*. In 2022, he launched Metaverse QT.com, a website devoted to helping innovators and creative professionals understand the Metaverse.

Scott "DJ SKEE" Keeney has built an empire by consistently identifying the next trends in music and culture.

As a DJ, Skee is best known for introducing the world to artists including Kendrick Lamar, Lady Gaga, Post Malone, Travis Scott, and more on his TV and radio platforms. Skee has produced for defining artists of this era ranging from Snoop Dogg to Michael Jackson and composed music for top-selling video game series like *HALO* and *Ghost Recon*. As a performer, Skee has opened up and held residencies at high-profile clubs and venues

globally, including XS at the Wynn/Encore in Las Vegas and US Bank Stadium in Minneapolis. Skee has been honored with numerous awards and accolades including Mixtape and Radio DJ Of The Year, *Billboard* and *Forbes* "30 Under 30," as well as a mayoral proclamation in his hometown of St. Paul, Minnesota, declaring May 26 "DJ Skee Day." In raw numbers, Skee has generated more than four billion views and has a network of more than two million followers.

With multiple ventures under his umbrella, DJ Skee is more than a DJ. A driving force behind some of the biggest brands over the past decade like Beats By Dre, Skee has helped numerous Fortune 500 brands including Nike and Google. After spending over a decade on satellite and FM radio, Skee founded Dash and turned it into the world's largest all original digital radio platform. Skee produced the Netflix original documentary *Sneakerheadz*, has produced eleven number-one music videos, and hosted/produced five seasons of Skee TV on Fuse. Skee's track record as identifying trends carries over to the early-stage venture world as an early-venture investor in several unicorns, including StockX, HotelTonight (acquired by Airbnb), Thrive, WhatNot, and more. Most passionately, Skee is an active philanthropist working with numerous organizations, including the UN Foundation and Grammy Foundation.

Skee Sports is an award-winning sports content and game day entertainment group that currently works across the NFL, NBA, MLB, NASCAR, and more. The Minnesota Vikings have been awarded multiple NFL Best Game Day Entertainment honors during their several years of working together. Skee was the first-ever live DJ during a NASCAR race and has performed at the LA Coliseum's Clash At The Coliseum and Daytona 500. In November 2011, Skee performed at the biggest venue in North America and energized the University of Michigan during the programs biggest win in decades over rival Ohio State, in

what was the most watched nonplayoff college football game of the decade. He also is the first DJ to perform live from the Metaverse into a stadium as he did with the Minnesota Twins during the 2020 playoffs.

Skee is an owner of Cards & Coffee in Hollywood and runs the collectible alternative asset fund Mint10 (mint10.co). Beyond being a leading figure in the cards and collectible industry, Skee released his own series with Topps in 2020 that became one of the highest-selling products of the year. He also teamed up with MLB and the Minnesota Twins alongside Herschel Supply Company for a release that sold out instantly in 2021.

Skee is a thought leader for the Metaverse, powering numerous Metaverse experiences across platforms including Roblox, Unreal Engine, Discord, and others as the founder and CEO of DXSH Studios. Skee has produced numerous Metaverse experiences including Paris World, a virtual oasis in Roblox created in collaboration with the original influencer, Paris Hilton. Skee also serves as chief metaverse officer at TSX Entertainment. He has performed virtual DJ sets for Discord's branded festival Snowsgiving, as well as Beatport using only a VR headset under his *Outside the Matrix* series.

Acknowledgments

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Thank you to anyone who has ever conversed with me about the Metaverse, constructed Metaverse experiences alongside me, or consulted with me about the Metaverse. All those interactions helped make this book a reality.

—QuHarrison Terry

There are far too many individuals who have helped me along my journey to list here, and I would be remiss to try to thank only those who fit on this page. Thank you to my family, friends, and associates for always supporting and being there for me. Thank you to all of those who have believed in me, given advice, or taken the time to interact. Thank you to those who I have worked with over the years and our incredible DXSH/Dash family for giving me the experience to become an expert in this space. Thank you to everyone who has inspired me from up close and afar. And thanks to everyone who has ever supported

me on any level—without you I wouldn't be here. I hope you can at least take one meaningful lesson or concept from this book and framework that inspires you along your journey.

With gratitude,

—Scott "DJ SKEE" Keeney

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Foreword

Six years ago, in the summer of 2016, my friend Jaeson Ma and I found ourselves at a dinner in Munich, Germany with a couple of the founders of Ethereum. I don't remember exactly what led to our going to this dinner, but I'm glad we did. It was one of the most life-changing meals I've ever had. And I'm not talking about the food, which was good. For me, it was the conversation that was memorable.

I've always considered myself forward-thinking and a bit of an undercover nerd. But when Stephan Tual (then the CCO of Ethereum) started talking about blockchain and cryptography and digital currency, I'll be honest, it mostly went over my head. I could feel his passion for it, though. I could tell that this team was building something great. And it was clear they were giving Jaeson and me a look into the future.

As soon as I got back from Germany, I bought my first bit of cryptocurrency.

The following year when I was filming my documentary *The American Meme*, I stumbled on another revolutionary technology. I found a company that was doing full-body, 3D scans of celebrities and turning them into digital avatars. Of course, I had myself turned into an avatar.

Honestly, by this time, I was tired of going out and the whole LA scene. So, I built this virtual world where my digital avatar

could have a social life, perform DJ sets, and hang out with my friends and fans in VR. I guess you could say that I built my first Metaverse in 2018.

The next piece of the puzzle—non-fungible tokens (NFTs)—came to me in 2019. The team at Cryptograph approached me to create a piece of digital art that we would auction off and donate the money to charity. Like crypto, the idea of NFTs was hard to understand at first. But once I learned the foundation of the tech and how it made digital ownership possible, I was really curious to try it out.

So, I drew a picture of my cat, Kitty, on the iPad. We then listed the NFT on Cryptograph in March 2020. And it ended up selling for 40 ETH (which was around $17,000 at the time). As a result, I won the "Best Charity NFT" of 2020 at the NFT Awards, which was super awesome.

I consider myself genuinely lucky to have found out about these technologies before most people. Not everyone gets this type of access to the innovators or their innovations so early. But I also think about all of the other celebs or brands who were introduced to crypto or NFTs or the Metaverse when I was and didn't do anything about it. They didn't have an open mind and couldn't see how digital life was going to evolve.

When you have influence, you are supposed to show people what's next. Whether that's social influence or cultural influence, that's your job. We're supposed to be vessels for bringing trends into the mainstream. And I love having that responsibility. I love contributing to the future and setting an example for a better way forward.

But I also know the value of this power. It's not to be abused. If you're going to show people a new wave, then you have to commit to riding that wave for some time. Since my first crypto purchase, my first Metaverse, and my first NFT, I've done a lot to keep contributing to this new age of the Internet.