

FUTURE OF GAMING: THE ENTRY OF THE GAMING ECOSYSTEM INTO THE METAVERSE AND WEB 3.0

With the construction and constant evolution of Web 3.0, games and users are already preparing for new possibilities and game formats. What are the biggest difficulties faced in adapting to web3? How does the metaverse work? In this panel, market experts discuss these and other issues related to the future of gaming.

Moderator: Gui Barbosa - General Director – BAYZ

Speakers:

- **Ronaldo da Silva Marques - TikTok Brazil Entertainment Partnership Leader**

- **THE POWER OF COMMUNITIES IN WEB 3.0 PROJECTS**

Heloisa Passos de Sousa - CEO Sp4ce Games and Creator of Boom Boogers

How strong are communities within blockchain projects? Why are the dynamics of communication and engagement so important within Web 3.0? In this new decentralized environment, co-creation and construction with users is what makes all the difference, and it is within this theme that we will be doing the discussions in this panel.



Gui Barbosa - General Director - BAYZ

Gui Barbosa recently led gaming partnerships on TikTok and ByteDance for Latin America. Previously, he was responsible for regional business development at Krafton (PUBG Corp), also holding executive positions at noline, BBL and ESL Brasil. Prior to working in the games industry, Gui spent over a decade in finance at companies including Cerner, Universal Music Publishing Group and Deloitte.



Ronaldo da Silva Marques - TikTok Brazil Entertainment Partnership Leader

Leader of the TikTok Brasil content partnerships team, Ronaldo Marques is 33 years old, holds a degree in journalism from the Universidade Metodista de São Paulo and brings the experience of ten years of content production and audience in newsrooms and digital sectors of traditional communication vehicles – such as Band, UOL and SBT – to the short video application.



Heloisa Passos de Sousa - CEO Sp4ce Games and Creator of Boom Boogers

Heloísa Passos is CEO of SP4CE Games, one of the main companies in the blockchain games sector in Brazil, creator of the game Boom Boogers and founder of one of the largest Instagram communities in Latin America of NFT Games. Graduated in Animation Design and Postgraduate in Management in Creative Economy, she worked on the development of creative projects for startups and companies such as Stone, Magalu, ABIPAG, Disney, Honda, Rabobank, among others.