

U.S. Hispanic  
Young Lions 2022



# YOUNG LIONS COMPETITIONS



# The Context

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Latino small businesses are the fastest-growing in the U.S., despite economic opportunity gaps. Meta's platforms are a key in their success, but with new metaverse-ready tools being incorporated very often, their adoption gets complicated. Especially when they have to outsource learning courses to know how they work or look for tool insights/new marketing concepts on their own.

# The Challenge

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How can we help Latino businesses get ready to take over the metaverse?

# The Idea

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By being actively present in their journey of digital growth, teaching them how to use our tools ourselves, while giving our developers the chance to learn how to run a business for their personal growth.

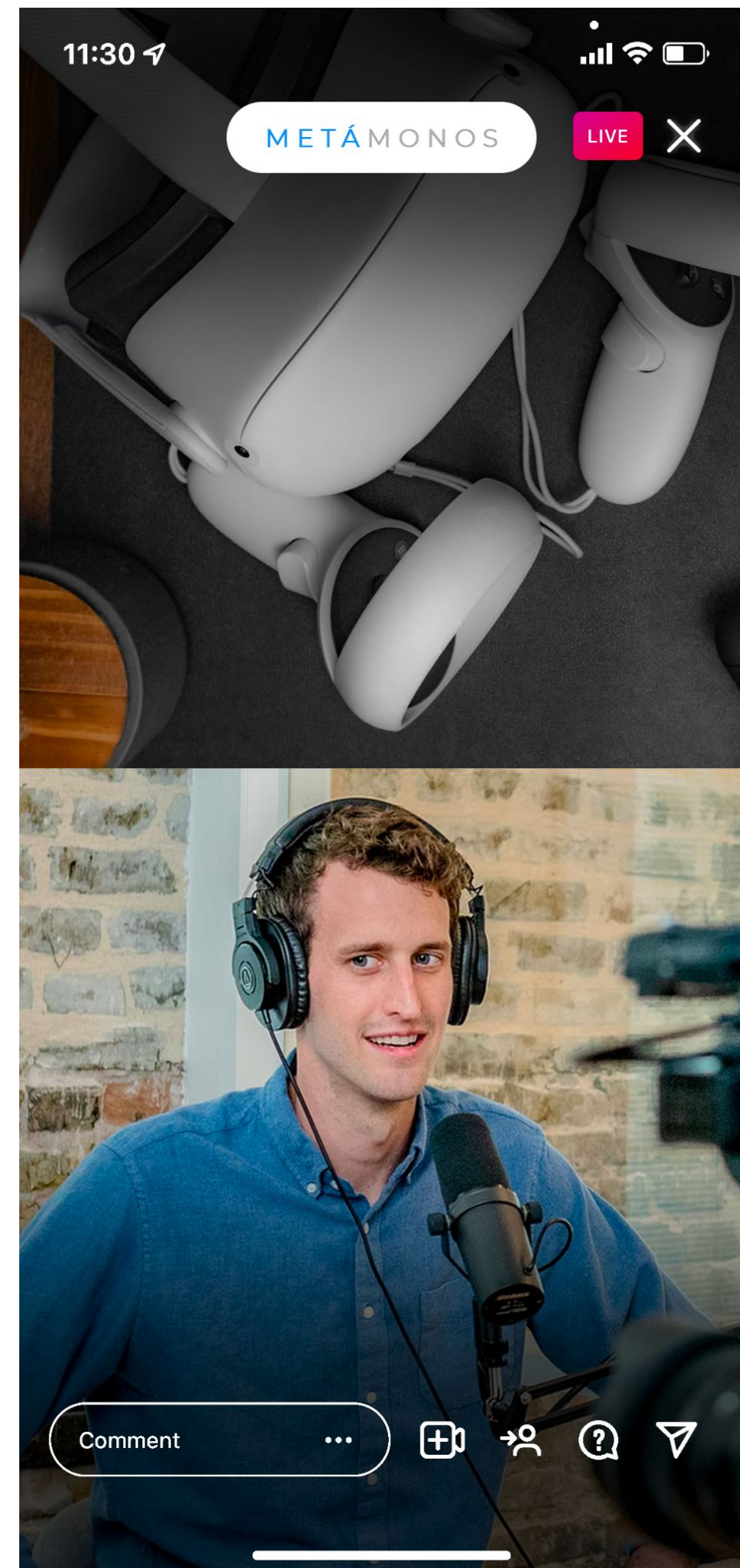
**We'll develop a unique collaborative learning program where Meta tool developers, creators and Latino small business owners can learn from each other and practice with Meta's tools.** A Meta-tailored education system where each one is both sender and received, connecting them further through their key roles in this new creative economy.

# METÁMONOS

(Let's dive in together)

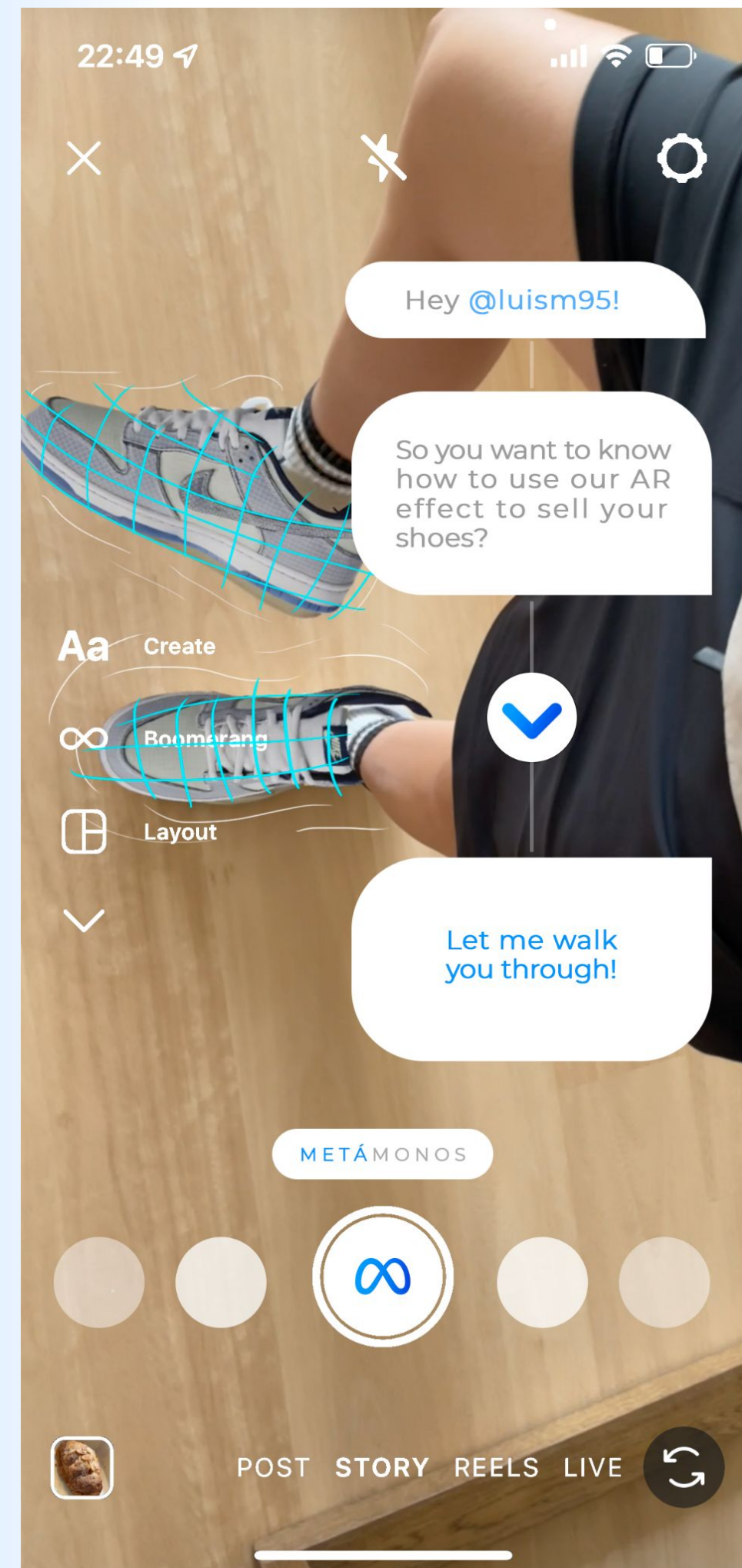
## LIVE Classes

We'll create Instagram and Facebook live streams, where developers will teach basics and perform real time workshops of the new tools that are available. Creators can also lead the classes and do lectures on experiential branded content to provide insight on how to immerse a product/service.



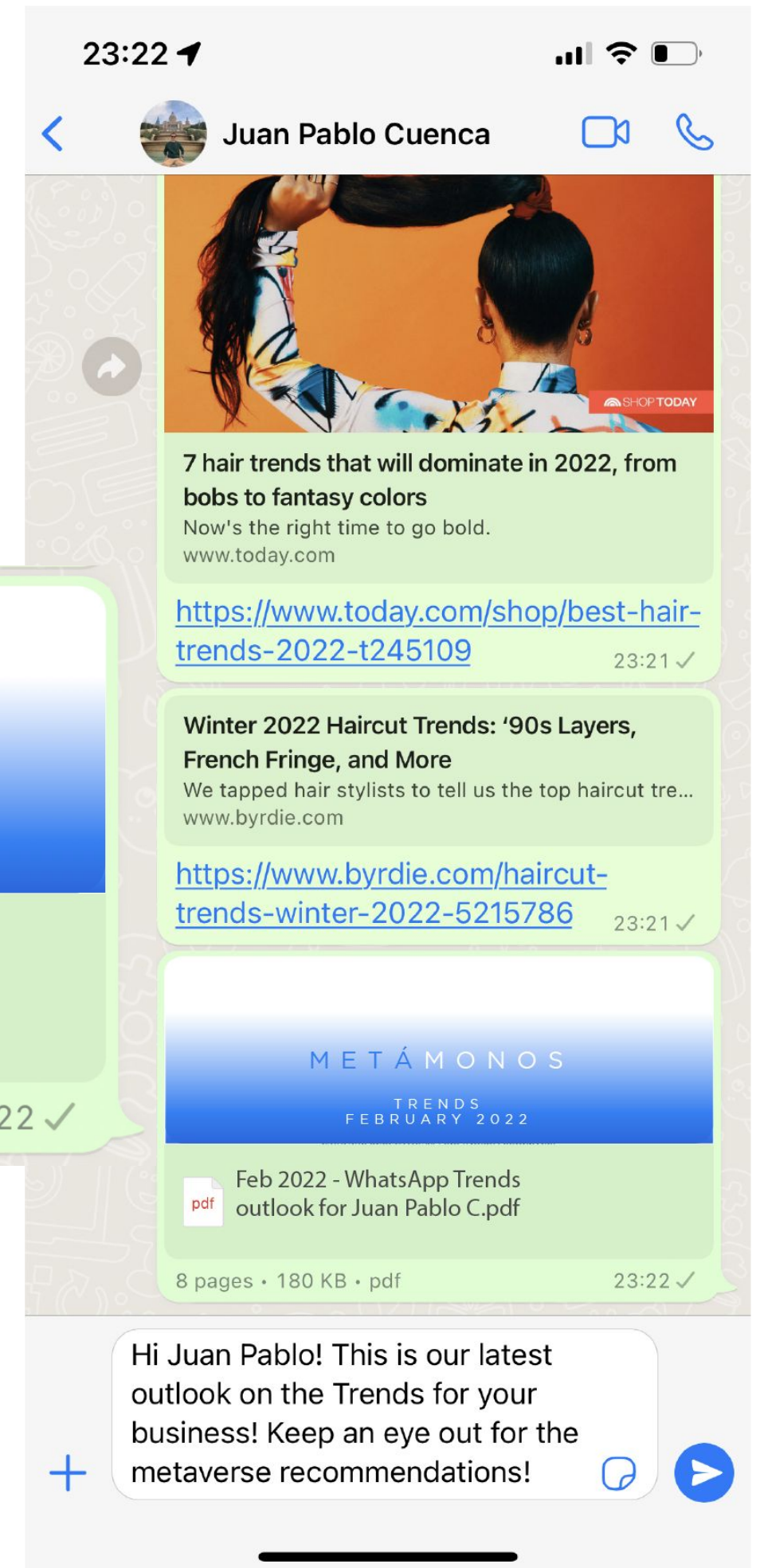
# AR Explanations

Every two weeks, our developers will insert AR effects that consist of pop-up messages and vivid, colorful animations of how tools work. Latino business owners can use these filters over their products or services to learn new ways to promote them.



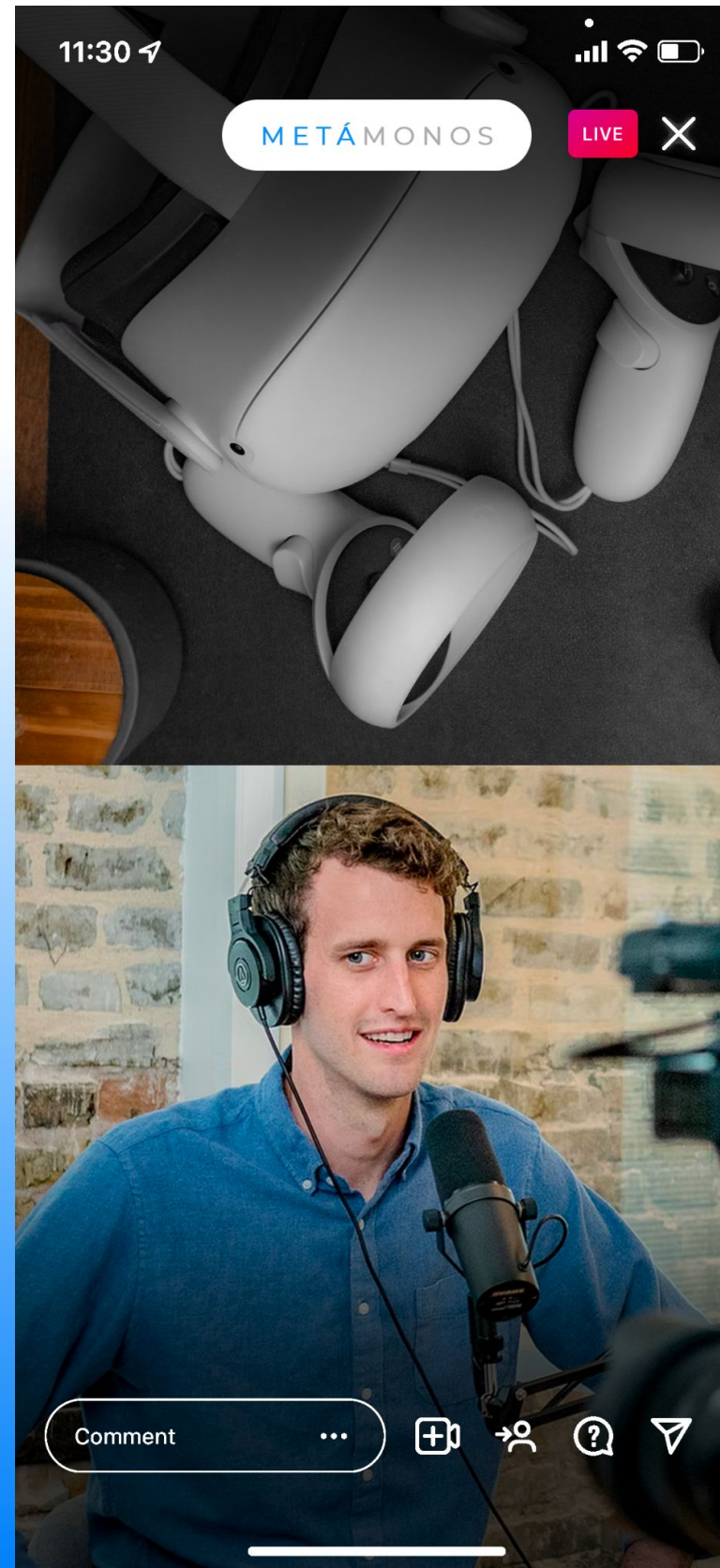
# WhatsApp Trends

If Latino business owners need insights about what's hip and cool regarding the industry, category or location they are in, we'll curate trustworthy related content for them with a plus: we'll create outlook reports on how these trends can be optimized with our tools and the opportunities they can seize within the metaverse

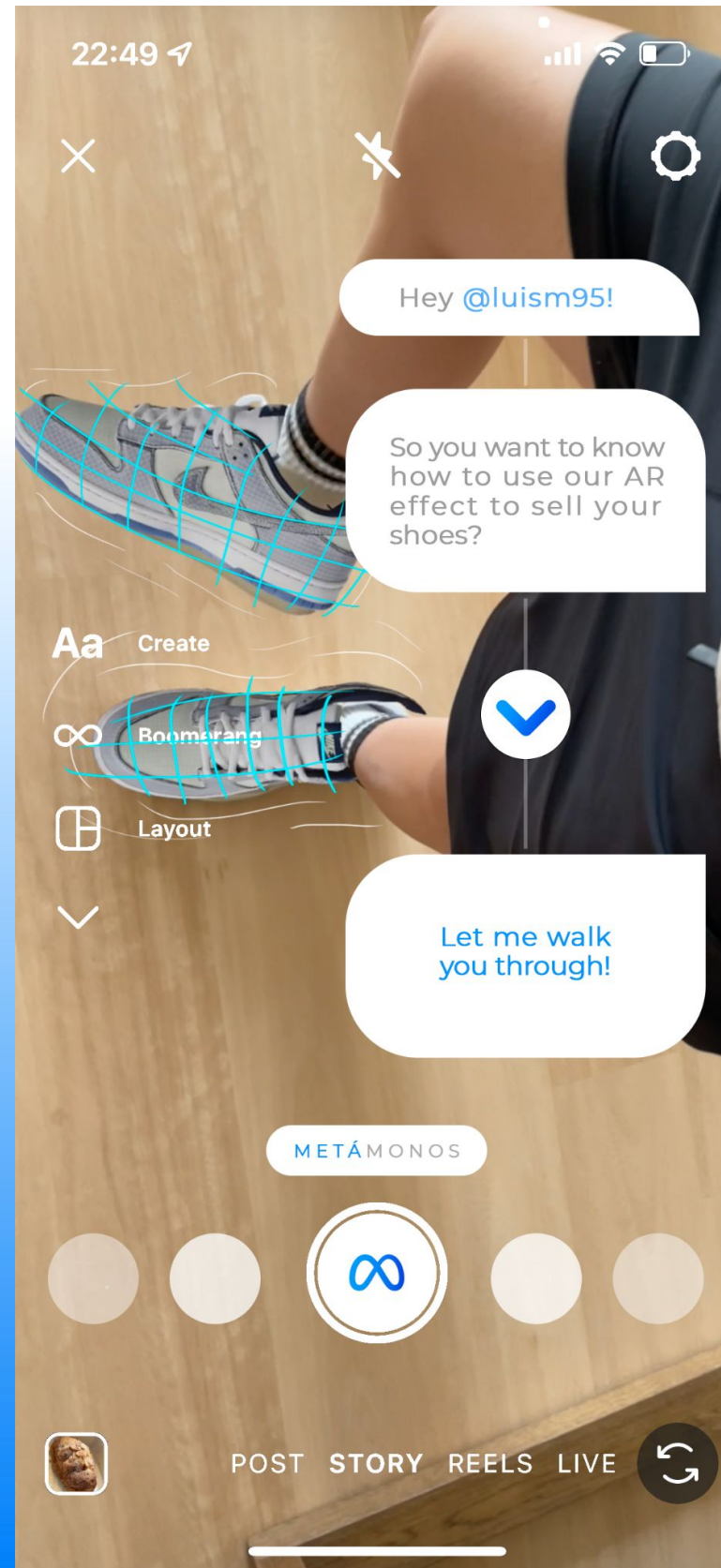




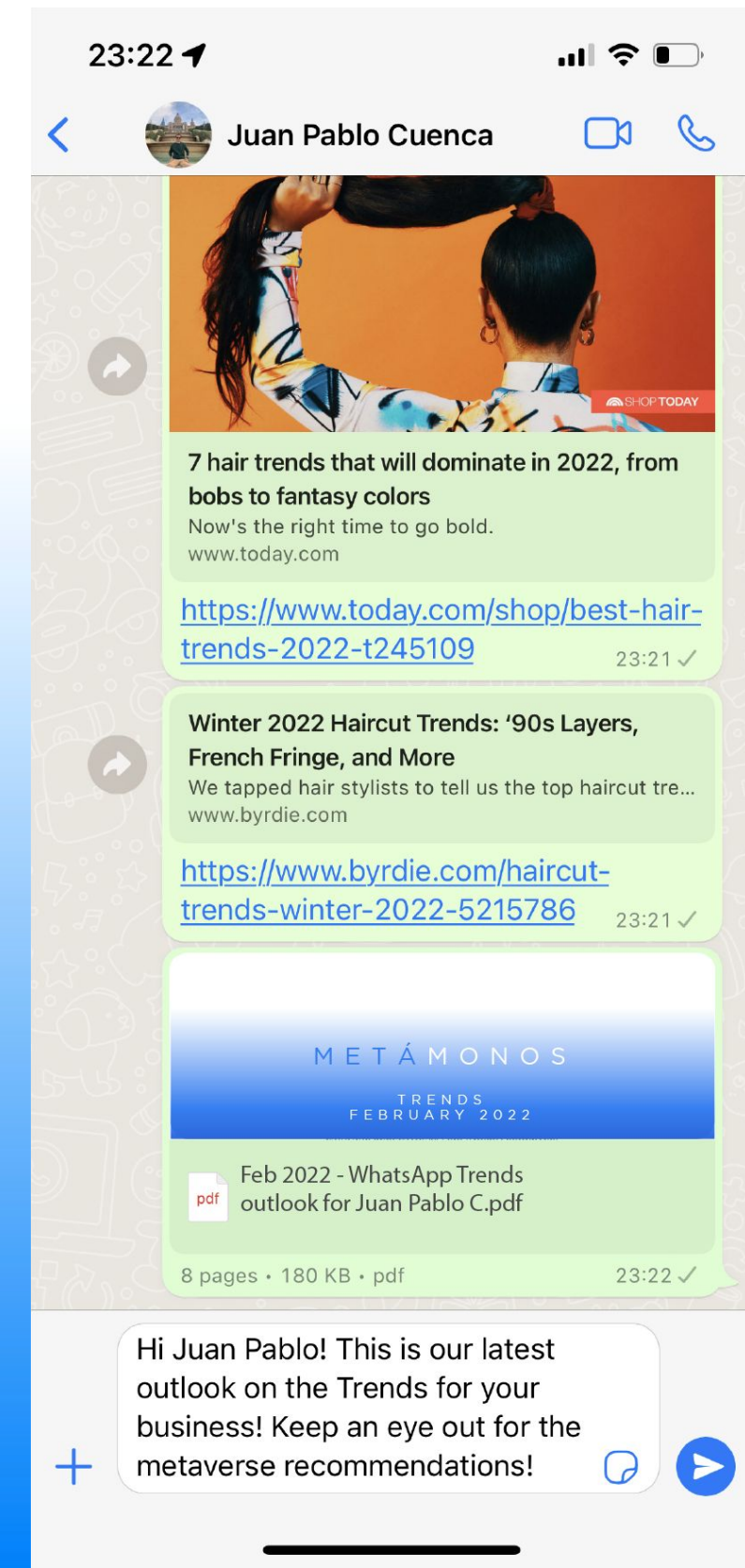
## LIVE Classes



## AR Explanations



## WhatsApp Trends



# Four-part written summary

## **Campaign Summary**

Metámonos is an initiative from Meta that aims to educate Latino Small business owners about the tools of the metaverse, through current tools.

## **Creative insight**

An embodied internet needs people behind it. Taking a step towards tailored education in the metaverse is the right direction to live by this truth.

## **Solution**

Latino small business owners rely on our platforms to drive their businesses. We'll use them to connect with and teach them how to use our new tools.

## **How does it work?**

Through Meta's current platforms, we can personally teach and motivate LSBOs to try our metaverse-ready tools and get ready for the embodied internet.

Thank you!