



L-R: Rahul Aggarwalla, Founder and Managing Partner, SenseAI, (Session Chair); **Resham Suhail**, Senior Editorial Lead, BW Disrupt (Session Chair), **Sourabh Deorah**, Co-founder and CEO, AdvantageClub ai; **Anish Popli**, Co-founder and CEO, ProcMart; **Gaurav Baid**, Co-founder, Avaatar.ai; **Rayan Malhotra**, Founder and CEO, NeoFinity; and **Krishna Mohan Meenavalli**, Founder and Executive Director, String Metaverse on how AI is strengthening business moats for Indian startups

WEB3 MEETS AI IN GAMING

String Metaverse is positioning itself at the intersection of Web3, AI, and digital gaming, a niche that Founder and Executive Director Krishna Mohan Meenavalli believes will define the future of the industry. "We realised the gap in the market is that most companies are either in Web3 or AI, but we bring them together. That's what sets us apart," Meenavalli says.

The company focuses on digital gaming and assets, aiming to address one of the biggest challenges in the space, liquidity. "Liquidity is lacking in most

companies, communities, and among retail users. That's the problem we are solving," he says.

Over the next 12 months, String Metaverse plans to scale operations,

boost revenue, and expand internationally. "We are doing fundraises and setting up operations with licenses in a few other countries," he shares.

Meenavalli identifies three major trends shaping the sector: the growing impact of AI, blockchain innovation, and the rise of the creator economy. "Social media and the creator economy are shifting power away from centralised corporates, enabling users to control their monetisation," he says.

Reflecting on early challenges, Meenavalli points to the difficulty of building a Web3 company in India, where the concept was not widely recognised. "Our compliance team helped us pivot and build revenues," he said. **BW**

SATYAM MISHRA

KRISHNA MOHAN MEENAVALLI,
Founder and Executive Director,
Company: String Metaverse
Sector: Web3 & Gaming

