

Meet Signa X, the venture building metaverse infrastructure for the next billion users

As part of our quick fire questions series - or QFQs - we spoke to Adhikar Naidu cofounder of Signa X about building 3D assets and experiences for the metaverse, empowering users and why building the metaverse is too big for one single technology company alone.

Temps de lecture : minute

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The world is moving towards a new generation of internet users who want to have immersive experiences while doing everyday tasks. With the onset of Gen Z and Gen Alpha, we are now seeing a wave of fresh technology-centric population entering the market and we believe combining metaverse with blockchain offers one of the biggest opportunities for the decade. Aakarsh's experience of working in the metaverse domain and my experience of understanding blockchain really gave the impetus to create Signa X.

Tell me about the business - what it is, what it aims to achieve, who you work with, how you reach customers and so on?

At Signa X, our objective is to build metaverse infrastructure for the next billion users. We are now building the next revolution of AI for the Metaverse and Gaming communities where 3D assets can not only be generated but tokenized in just a few seconds.

Signa X platform enables building 3D assets and experiences for the metaverse across use cases in industries, enterprises and gaming. It is producing a range of 3D digital assets that are interoperable across different chains and metaverse environments.

This platform is designed to empower creators and developers to easily create and deploy a wide range of 3D assets for use in virtual worlds, including avatars, enterprise spaces, industrial layouts, and interactive experiences. With a simple and intuitive interface, the platform makes it easy for anyone to bring their creative ideas to life in the metaverse.

How has the business evolved since its launch?

It has been an exciting journey so far, we currently have almost 400+ creators onboard across 15+ countries with 10+ partnerships that span some of the major enterprises and blockchain networks. We are now rapidly expanding our footprint to partner with major L1/L2's to accelerate growth.

Tell us about the working culture at Signa X

Signa X is founded by two brothers who are alumni of the London School of Economics (LSE) and through our experience of working with diverse cultures, we really wanted to have that as the core while building the venture.

One thing, we would like to mention is Signa X is it's not just about business. Our values are guided by principles of empowering users, democratizing opportunities and enhancing the power of community ownership.

Today, we have creators in Latin America who can't speak English,

advocates of human rights, working mothers and even a self-taught 3D design prodigy.

These are some of the many powerful stories that are being built as we work towards democratizing the creator economy for the new world order and giving access to global opportunities for all.

How are you funded?

We are supported by some of Europe's top blockchain VC's like *Blockchain Founders Group (BFG)* and are welcoming new investors into our journey in the current round.

What has been your biggest challenge so far and how have you overcome this?

One of the biggest challenges not just at Signa X but industry-wide in Web3 has been identifying the use cases which will take off. Signa X has been working on building real-world utility experiences in the Metaverse in the areas of industry and enterprise.

At a time when interoperability and cost are critical towards the development of the metaverse, Signa X has built a multi-sided platform where projects and creators can use the AI generator to build, sell and publish their 3D assets on to the metaverse.

How does Signa X answer an unmet need?

Today, building a metaverse ranges anywhere from a few weeks to months and some marquee ones could take upwards of almost an year if the planned launch is on a large scale. At Signa X, we are taking the time required for generation of metaverse and in-game assets from hours to just a few seconds.

The provides a comprehensive suite of tools, creators and offerings that allow industries, enterprises and gaming guilds to create virtual worlds, 3D environments, and interactive experiences.

Of course, there is no one company which will be responsible for building the 'metaverse', we think it's too big a technology for any single company to build it. But what we need are better infrastructure, tools and resources to build experiences at scale. This is where Signa X comes in.

What's in store for the future?

We are empowering the next revolution in Metaverse and Web3. We are building something really exciting at the intersection of AI, Metaverse and Blockchain for a launch later this year. So watch out.

What one piece of advice would you give other founders or future founders?

Bear markets are for builders. So keep building!

And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

East, sleep, work, repeat. Haha! Well, it's a mix of personal development routines such as Yoga and travel to offset the long working days. We usually wake up early and hit the road by 6 AM and complete most of the day's tasks by the first half so it sets up nicely to complete any virtual or in-person meetings in the second half and wrap up the day.

Adhikar Naidu is the cofounder of [Signa X](#).

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