Virtual economies

In 2002, Dimitri was approached to help build the economics of a virtual world, or "metaverse": *There*. The company behind it, *There.com*, was a Silicon Valley startup ahead of its time: before *Second Life*, before even 2D social media, like Facebook, it was building a 3D virtual world with a virtual economy and a virtual currency. Dimitri joined the company's Business Advisory Board for almost two years, traveling to Palo Alto a number of times to work with the startup.

There and, in particular, its virtual economy, were featured in the *Wall Street Journal,* the *New York Times, Forbes, The Washington Post, CBS MarketWatch, Wired News*, and in this article in *Business 2.0*.

Since then, virtual economies, virtual currencies and, more broadly, the intersection of technology and economics, has been one of Dimitri's abiding interests.