

Why you should invest in Worthless Stocks, Beat Wall Street & Make Money!

Group members:

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1. Pick Scenario: Investing 'Worthless' such as AMC/ GameStop, Convince as many people to invest as possible.

- Our Story:
 - We are a group of amateur investors taking on the big guys.
 - We have Money on hand, due to reduced spending during covid & Covid Payments. Feels like a 'free play'
 - We have plenty of free time - work from home etc.
 - Let's have fun, can't gamble in Casinos since they are closed, let's get our kicks elsewhere. High Risk High Reward!
 - Its never been easier to invest; (Revolut, Robinhood, Stock Apps)
 - Hype & Being Part of a Community Mentality.
- <https://www.theguardian.com/business/2021/jan/28/reddit-investor-army-taking-battle-global-ailing-stocks-hedge-funds>
- <https://www.theguardian.com/business/2021/jan/28/gamestop-how-reddits-amateurs-tripped-wall-streets-short-sellers>
- 'Dumb Money' Is on GameStop, and It's Beating Wall Street at Its Own Game <https://www.nytimes.com/2021/01/27/business/gamestop-wall-street-bets.html>
- "Ben Patte, 16, a high school student in Wisconsin who said he made \$750 off GameStop stock, said the campaign felt like vindication for himself and fellow young traders. "It's a good opportunity to make money and stick it to the hedge funds," he said. "By buying GameStop, it's kind of like beating them at their own game."
- 'Melvin Capital boss Gabe Plotkin told CNBC that his fund had closed its position in GameStop on Tuesday. That came after Melvin Capital's backers Citadel and Point72 pumped almost \$3bn into the fund to keep it afloat.'

2. Pick Audience: People looking to make money on the side and are looking for entertainment through gambling.

- What does your audience care about?:
 - **Freedom** to invest the way the big funds do
 - Make profit. **Getting rich quick!**
- What action does the audience need to take?
 - Sign up for a trading platform and **buy as many shares as possible!**
 - Stay informed on what to invest in; Social media.
- Where are they?: Use social media platforms to spread the word.
 - Reddit/ Discord/ Any Geographic Location

3. What is at Stake?

- Why should they follow our point of view?:

- Most people aren't part of the "1%" and this could be their only chance to get closer to that
- 'Big Finance' are untrustworthy & only care about profit & themselves.
- What are the risks if they don't?:
 - Missing out on an investment opportunity that could make you rich.
 - Individually we are small, together we can topple billion dollar hedge funds - Put Simply the fear of missing out of being part of a David v Goliath story.
- What gain do they have if you follow our point of view?:
 - They could stand to make money.
 - Could help to change the stock market that largely works in favour of the massive rich corporations and make it more accessible to an average person
 - They could learn more about finance and make better financial decisions in the future

The End Product: The Big Idea

- Articulate Point:
 - To be the 'underdog' you have to show the '1%' that if we stand together we can achieve anything, even threatening the unreachable '1%. By investing in stocks that are of little importance you display the absurdity of stock investments and how easy it is for it to fluctuate.
- Convey Stakes:
 - You stand to understand how the stock market works, how people invest and sell along with the necessary information to send a powerful message. Whether you are in it for the profit or not, there are risks. Should you invest, you may or may not lose money, but you will send a message and show co-operation.

Be the Underdog, Join the Community, Send a Message and Make Profit.