

Title: GAMESTOP'S PRINCE CHARMING - KNOW YOUR HERO.....

Author: disoriented_llama

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GameStop is the greatest Cinderella Story in the History of Wall Street and Ryan Cohen is its Prince Charming.

You started this ride as a GME stockholder and you are going to end the ride as a GME stockholder, albeit with a shit ton of money in the bank. GME stock will become the world currency. You will always own GME stock, handing it down to your children, and their children, and so on. Tucking your grandchildren into bed while telling them the greatest story of all time, the fairytale that came true.

Once Upon A Time....

Evil forces controlled the world. They controlled all the money, they controlled the government, they controlled the media, they controlled the town square, they controlled the people. There was no way for them to lose and they had been cheating and stealing from the people for decades. While Ken Griffin buys the most expensive home in the country in 2019 for \$240 million, guess who paid the bill? We did. Kenny has been lining his pockets with our money for years, cheating and scamming his way to the top, his net worth now at a staggering \$16 billion dollars. WHAT A SCUMBAG!

The latest target of these Scumbag Hedgies is a fair maiden named Gamestop. Gamestop is in a tailspin, the evil Hedgies have been shorting this stock forever, more evil forces pile on, shorting the stock almost to the brink of oblivion, and then a new character comes into the story.

Cue the music..... a cat, a roaring cat, a roaring kitty, no no no, it's an APE!

In walks APE DFV – “Kenny, oh Kenny, not so fast. I’m a very smart Ape and I like the stock.”

Apes follow smart Ape DFV. Apes buy and hold, Hedgies cheat, Apes buy and hold, they cheat, Apes buy and hold, they cheat, the government holds some hearings but do nothing, media is complicit and are bought and paid for by the Hedgies, Cramer you suck, Apes are written off as a bunch of idiot investors, they cheat some more, Apes buy and hold some more, Apes spend hours, days, weeks, scanning every DD, article, interview, white paper, regulation, Apes learn from other Apes like u/AndrewMoMoney, u/Rensole, u/WardenElite, u/TreysTrades, u/MattKohrs, u/StockmarketswithBruce, u/HeyItsPixel, u/atobitt, and on and on. Apes get smarter and smarter, regulators who have ignored the cheating for decades start to get nervous and have no choice but to finally start tightening the noose.

Cue the music because our hero, Prince Charming just arrived – and in walks RYAN COHEN!

Cohen Timeline

1985/1986 – Born - Damn, he is so private I can't find his DOB

1998 – he starts building websites starting with his father's glassware importing business. He was 13.

2000 – Cohen is making thousands a month off affiliate-link websites he built. He was 15.

Drops out of college with his father's blessing. Can't find the exact year.

2011 – Founded Chewy at age 25

2012 – Cohen needed capital to scale, asking more than 100 VC firms and even going door-to-door on Sand Hill Road. Everyone turned him down. No, no, no, no, no. He kept Chewy going without the funding.

2013/Sept 13 – And then.....One of those VC's that turned him down, Larry Cheng from Volition Capital, checked in with Cohen about 6 months later. Cohen had beaten the sales projections he had given Cheng during his initial pitch, leading to a \$15 million investment from Cheng.

Small note here – Larry Cheng was nominated to the GameStop board today as well!!

More important than selling Chewy for billions, Cohen says his greatest professional moment was that call from Larry Cheng. Check out this video of Cheng and Cohen.

<https://www.volitioncapital.com/news/chewy-com-co-founder-ryan-cohen-and-volition-capital-managing-partner-larry-cheng-on-what-makes-a-great-investor-relationship-video/>

2014 – Chewy opens its first fulfillment center. HUGE MOVE HERE, he's going after Amazon.

2016 – Chewy becomes the #1 online pet retailer. Move over Bezos.

2017 – Sold Chewy to PetSmart at age 32 for \$3.35 billion. He came, he saw, he kicked ass.

2018/March – leaves Chewy (probably as part of the buyout)

2018? – has a son

<https://preview.redd.it/tkqmdknghzr61.png?width=118&format=png&auto=webp&s=6d07f41987bc9b27e4391998986dfd7d11ff0bad>

2019/June - In one of the most successful IPOs ever for a private equity-backed company, Chewy went public at a valuation of \$8.7 billion.

Cohen sat in tears outside of the NYSE the night before Chewy went public, and he didn't even own the company anymore. ok, I want to work for this guy now.

2019/December - Ryan Cohen lost his father, his mentor, and his hero.

2020 - Ryan Cohen bought 9 million shares of GME. GAME CHANGER!!

2021 – April 8: GameStop announces the nomination of Ryan Cohen as Chairman of the Board. This guy could have done anything, ANYTHING, but he chose GameStop. Think about that – this is going to be big folks, really big. Kenny, oh Kenny....

<https://preview.redd.it/6f837dpfhzr61.png?width=471&format=png&auto=webp&s=e5e9ccb0121a6be74f43b29cf6c7733ffd99cf05>

All the animals in the forest are gathering behind our Prince Charming arming for the battle of all-time. The biggest David vs Goliath story ever told. The Chewy executives are flocking over to GameStop, so he obviously is loved and revered by his employees. He has deep relationships with investors which is evident in Larry Cheng coming on to the board. BlackRock was also an investor in Chewy and guess what, they are also one of the largest shareholders of GME. He builds a loyal customer base, he raises money, he scales, he builds a game-changing business.

****This guy took an idea in his head and built a company that kicked Amazon's ass in 5 freaking years, at 31 years old!** **Now, what do you think he could do with an existing company that's already funded, with an existing client base, with hand-picked talent, and loyal investors?!?*** **Holy F**king

Batman!!****

Prince Charming saves the maiden GME from the evil Hedgies and turns GME into the Cinderella of Wall Street, saving all the Apes in the forest. They gather on the rocket and all head to the moon, leaving the rest of the animals to feast on the Evil Hedgies back on earth. And they all lived happily ever after. The End.

A few words about our hero – Ryan Cohen is the real deal folks. He follows in his late father's footsteps, in Ryan's own words.....

\- "My father led by example, but not in a deliberate way. It's who he was."

\- "He admired the blue-collar workers. I watched him roll up his sleeves and help his employees move shipments of glassware from trucks into the warehouse, then put his suit jacket back on, shirt drenched in sweat, and do administrative work. I've never seen anyone work harder."

\- "Everything I know — from empathy to the principles of making money — I learned by following in the footsteps of my late father, Ted Cohen. We spoke for hours every day. He was, and always will be, my best friend, advisor and biggest advocate. A successful glassware importer with an impeccable work ethic, my father never missed a day on the job."

The five principles he learned from his father.

Watch your expenses – be frugal.

Delight your customers – the focus is on the customer. His father would say,

"If you take a carload of this (pointing to a pallet of glassware) you'll make more money. But if you take a carload of that (pointing to a different pallet), you'll make less money, but you'll keep the customer. So, take a carload of that."

Be the person others want to follow – His father led by example, helping unload glassware from trucks into the warehouse, of the company that he owned. He never patronized anyone.

Take the long view – His father was never looking to make a quick buck. His father believed the real money was made through time in the market, not timing the market.

Trust yourself – ok, I'm warning you to grab your tissues now.....

"My father taught me how to be independent and trust my own moral compass. He encouraged me to separate myself from the herd and think critically. When I told him I had no desire to go to college, he shrugged. Whether he agreed with my decisions or not, he supported me unconditionally. Letting me make my own decisions sowed the seeds for me to become an entrepreneur. The confidence to never compromise my vision of building Chewy into the largest pet retailer came from knowing if I failed, he would always love me."

For 45 years, he was the first employee to open his office and last one to leave. He showed me how perseverance and discipline ultimately pay off. Not only was his work ethic unmatched, so was his commitment to family. He gave me unconditional love and showed me how to be a father. Above all, he taught me that the best decisions come from heart, instincts and empathy.

Dad, I will forever be grateful.

Yes, Superman does live forever, and I bet he is beaming with pride from up above. Congratulations Ryan Cohen!

<https://preview.redd.it/00ovt1mhhzr61.png?width=448&format=png&auto=webp&s=4bddc929fe0d06691fbd6acb91898593741ff99d>