



\*If you would like sources on any claims in this post, I shall provide to the best of my ability, however I think they are pretty universally understood.\*

## # CONTEXT

\*\*\*Why should GME care?\*\*\*

The following may seem tangential, but I will get back to my proposition after some context which I think is grossly important to this proposition. It's important to realize just how influential GME's position is and what they have the capability to achieve.

With that said, Cardiovascular disease (CVD) was the leading cause of death in 2019, killing 659k people. The second leading cause, Cancer, led to the demise of 600k people. [Data from CDC](<https://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>). In the macro picture of the "unethical shorting saga" we've briefly touched upon successful cancer drugs being shorted into oblivion, it seems that the greater health of our population is something that people here feel strongly about. Therefore it would make sense to tackle the leading cause of death, which on the whole is a lot more preventable than cancer.

CVD is often known as the silent killer, there are little symptoms until it is too late due to the nature of the disease. Not only that, it is not talked about enough considering it is the largest killer AND entirely avoidable (for the most part). CVD is not something that you wake up one day and have "caught", rather it progresses through life as a result of inaction, poor diet and lack of physical exercise. The crux of the problem here however is that once you've been diagnosed with CVD (or any of the key components that go into CVD; Diabetes, Hypertension, Atherosclerosis and Obesity), it becomes very hard to treat - the prescribed drugs often have less impact than a regime of diet and exercise. This means the best approach to treating CVD is life-long prevention and education.

The needs for this proposition go well beyond just CVD. We are all well aware that we as gamers will sit for hours on end, which can create bad posture that results in a host of problems such as; neck/back pain, tight hip flexors, inactive gluteal muscles and rounded shoulders (to mention but a few ailments/complications). Another cause for concern is Repetitive Strain Injury (RSI) that has already [affected pro eSports personalities](<https://www.performancehealth.com/articles/esports-injuries-pain-relief-for-repetitive-strain-injuries-rsi>) \-

“\*A wrist RSI nearly forced Hai Lam, a top League of Legends player for Cloud9, into retirement. DotA player, Fear, had to take a year off due to injury, but thanks to physical therapy, he was able to return and win The International 5 with Evil Geniuses, a team he still plays for now. Fortunately, you can get treatment and pain relief for repetitive strain injuries.”\*

The numbers and projections show that more and more people are getting involved in this industry and with more people comes more competition, and with more competition, the need for more hours in practice arise to beat out that competition. This means more hours spent playing in the seat, and even more people watching from their seats. Fortunately, with proactive leadership, we can stop this issue compounding quicker than the floor is compounding each day the hedgies don't cover.

[Anyone remember this scene from Wall-E? This is where we currently are headed as a society without leadership/intervention.](<https://preview.redd.it/qm82qfr8dng71.jpg?width=299&format=pjpg&auto=webp&s;=14bf16b7895c7850ee10f48bc642ff48d4af0638>)

So we've established that there is a problem, the problem is likely to grow, but that there is also a solution for that said problem. That solution does not require miracle drug development or futuristic science.

So now we've covered the health aspect related to gaming; are there any other benefits?

Exercise can increase motor function and reaction time. It doesn't take a genius to point out that these

Working out in a group can build teamwork, relationships and help keep each other accountable - It's always easier to have a workout buddy. This would lead to more cohesiveness between players on teams in eSports.

Exercise also increases sleep quality, which can increase memory function and retention further providing an advantage in competitive gaming.

\*\*\*How and when?\*\*\*

Whilst GME has free cash on hand, this is far better allocated to more urgent business decisions related to turning the company around, as they have been doing. I believe that this would come into play after MOASS and upon their full expansion into the eSports industry. We've seen their performance centre partnered with complexity gaming, I'm sure it will not be the only one, nor the only organization partnered. I'd like to see future performance centre designs include a gym facility. GME will be profitable and they will be expanding. They're already changing the game and with that I would love to see them start a new legacy, the healthy gamer / eSports athLEET.

1. Using eSports athLEETS to inspire viewers. eSports icons are already using their identity to [promote brands through advertising](<https://teamgingermay.com/2020/08/20/advertising-in-esports-the-new-champion-of-engagement>), brands already recognize that these individuals carry a lot of exposure and carry influence among their vast, and growing fanbase.

2) Leveraging their in house video production (+SLGG video production???) to do a series on healthy gaming; stretches and exercises to help basic posture/problems, exercises to strengthen common weaknesses, and the basics of good nutrition. The important part here is that this is produced by gamers, for gamers. The source of information is important as individuals are more likely to be engaged by those

they look up to rather than getting an earful from their family/doctor that they need to take care of their body. Yes, there are resources for all these problems, but they are not efficiently marketed - you have to be looking for them yourself.

3) Leveraging future performance centre builds to include a basic gym. These gyms would not need to be big, since they are dedicated towards teams of 5 (usual team size for eSports, dependent on the game) and should have a really low impact on cost to build future performance centers. The basics, IMO, should include;

- \- Combined Dips+Pull up station

- \-Treadmill/Rower/Bikes

- \- Squat Rack

- \- A couple of benches and dumbbells.

- \- Bodyweight exercise progression posters

I truly believe that we will see GME partnering with more eSports organizations than just Complexity eSports. GME has the potential to have an umbrella of sponsored teams under their wing through their pioneering development centres. It would be a sorely missed opportunity to not include this in future design and planning.

4) Designing a rewards program that encourages physical exercise. Programs currently exist for other companies such as [Nike](<https://lovelymobile.news/nikes-app-is-rewarding-members-for-staying-active/#:~:text=Nike%20has%20begun%20rewarding%20its,Music%2C%20Headspace%2C%20and%20ClassPass>)), where customers are rewarded for their physical activity. This would probably be harder to implement at first, but could be a rewarding avenue to pursue. I'm sure with the recent hires that they have the intellectual capacity to design an app/tracking system given that this is something that already exists. Instead of a cash reward, gamestop can utilize their ventures into blockchain and potentially reward GME coin to be used in store. (This is assuming GME Coin is a real cryptocurrency - I won't deliberate on that in this post as it is unrelated).

You may say, but Guvna, GME is a gaming company, not a sports company. In response, I say this;

- \- People who are seeking rewards from Nike are already health focused, they are already aware of why they should be exercising and most likely exercised previously. The rewards just allow them to capitalise on their activity.

- \- Gamestop has a huge target audience, (who may or may not already be 'health focused') however they have the potential to drive a greater proportion of their user base to change their behaviours. It is more likely that exercise is not a current priority in their user base, as their business is unrelated to exercise. Therefore they have a greater relative ability to drive change in behaviour than a company like Nike, because their customers are already health focused.

5) Avoiding partnerships/sponsorships with “health offenders”, e.g. Pepsi, Coca-Cola, fast food chains, snack companies (Doritos) etc. (This one may be a little bit harder as they are everywhere in corporate sports advertising and can be a huge cash cow for these events). With the potential partnership with SLGG, I foresee GameStop running their own tournaments, even feeder series into the top leagues. If GME want to get really serious, and money from sponsors is not a limiting factor, we could see them establish contracts with players under the athLEET campaign. Within this contract, we could see things like;

- Promotions to take a break; 10 minute stretch break between streaming games, encourage fans to do the same.

- Im sure there are various other options here, and the above may not be feasible, however it would be (obviously) up to GME to implement what they see fits here. This is both in terms of corporate strategy and what they want to see out of their own initiative.

Throughout my childhood and right through High School I played a variety of sports, playing on the top teams for my school across four disciplines. I was also an avid gamer. When I was 15 years old I suffered from a bout of injuries that prevented me playing any competitive sports, let alone practice for around a year. I suddenly had a lot of free time; that's when I found eSports. I very quickly became enthralled in the world of eSports thanks to my online friends who helped me find my way. With no other outlet for my competitive nature, eSports immediately filled that gap. Gamers CAN be athletes, and should be considered as such in the future even if they are not now.

Whilst growing up, gaming had a stigma attached to it. You know the old stereotype; overweight, munching on doritos and washing it down with mountain dew. I felt I would be ostracized if I revealed I was a serious gamer and only be seen as that by my peers, despite not fitting any of the above characteristics. I was playing on one of the top 50 teams in Europe, and was unable to travel for LAN due to my age and still being in school. There wasn't a chance I would get my parents permission to travel for a silly old video game (COD4 Promod on PC for those curious). My parents were right; there was no future in eSports (at that time) and I was "wasting my time" (shout out to them, I love them and am eternally grateful for my education and their support).

There came a time that eSports provided a greater element of competition for myself, and I'm sure many others reading this post. However, that was not without consequence - instead of spending 10+ hours a week vigorously exercising, I had replaced that with sitting in front of a computer without changing my diet. After a year, I had the self realization that I needed to get back into shape, and started teaching myself about nutrition and weight lifting to help get myself out of the mess I had gotten myself in. I know how easy it is to get sucked into the above situation, and how hard it is to get out. After High school, this experience ended up inspiring me to achieve a Bachelors of Science in Nutrition and I now work as a personal trainer. I guess this is why I am writing this post; thus far I have been a lurker in the GME saga but I want to offer something both constructive and organic. Make no mistake, as a lurker I, as I'm sure many others, have been consuming DD in an almost competitive nature. I then share my findings in cliff note version to those close to me who are also riding the rollercoaster, but do not have the time to learn the depths of the fuckery and all the three letter acronyms that come with it.

I want to change the gamer narrative, I truly believe we no longer have a negative stigma associated with gaming in our modern world. We are everywhere, and we are everyone. However that isn't good enough for me: I want to see a positive association with gamers, within themselves and by the people around them. We are the generation of change, and I truly believe the greatest transfer of generational wealth will allow that to be us. It will also allow GameStop to be a driving force behind change for the greater good, assuming they are also showered in tendies.

This is just my story, I don't speak for others, but I'm sure this context will resonate with many of you. I am a gamer, I am proud to be a gamer, and I want us gamers to set the best example possible to those around us.

There has been a severe lack of numbers in this post, so heres something for you numberphiles. Lets extrapolate some theoretical numbers using above streaming data; 100 million people watched the LoL world finals in 2019. If we take 0.5% of that number, we end up with 500k people. If GameStop can in some way, through their leadership, inspire 0.5% of those people watching, that would be just under the same amount of people that died from CVD that same year. Now thats a very low rate, but as eSports continues to grow, so will the viewership and hopefully the amount of people that are inspired by the athLEET programme. It won't have stopped anyone dying from CVD that year, however it sows the seed of education. In an age related disease such as CVD, the earlier people are aware of how to avoid it, the more successful we will be in bringing the future mortality rates from CVD. This is just one SMALL example of how far reaching this campaign could be.

I'm sure there are countless other suggestions out there that would work, and I would encourage you to share your thoughts in the comments below.

TL;DR: I'd love to see GME leverage their influence going into the growing eSports industry to promote healthy living, being physically active and building their own athLEET's programme. By using eSports stars, their performance centres and their in house video production, Gamestop have the ability to improve the quality of life for eSports athLEETs and hopefully inspire their fans. Furthermore, this will help build cohesiveness, teamwork and bonding within professional teams that hopefully translates to greater team performance.