

Title: Why We Are Here, and Why We Are NEVER Leaving...

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Once upon a time, a group of amateur investors “placed their bets” against a bunch of big time hedge-funds...and won. They were able to shine a light on what was happening right under all of our noses--a corrupt and inefficient market that favored the ultra-wealthy and elite who made the rules and exceptions so they could hoard their wealth while the rest of us went on miserable, broke, living paycheck to paycheck, and essentially handing our money over to them every time we bought or sold a stock. And for a while, that was all there was. A fluke. A once in a lifetime never gonna happen again winning hand based on stock tips from a guy who called himself a cat, wore a red headband, and every so often, smoked a cigar.

But, forced into isolation by COVID, restless, scared, bored, broke, and desperately hopeful, millions upon millions of people all across the world logged onto Reddit and started learning about stocks, many of them fighting to hang onto their jobs, their homes, their very lives in the face of an unimaginable world that was becoming less and less recognizable. Those people were us--the apes. Wait! Hold on, don't leave! If you're here, then you're an ape, too. You're a part of the human family. You're a person who has had to earn every dollar, every cent, and you have logged every mile of that journey without even realizing it. Without knowing how important it was to sit up and go, holy sh*t, our economy is a joke. It's a bunch of old rules and loopholes that keep multi-billionaires at the top and us pinned down to the bottom.

So, we took a chance and started to learn. We read it all. Every single page of every SEC filing, every law, every news story, we kept track of it. We poked holes in the leaden curtain that market makers, hedge funds, and big banks so often hide behind. And it wasn't long before people from all walks of life and every corner of the world started buying in. The best part was that it wasn't just kids or people active on social media getting involved--it was *everyone.* White collar professionals and working class grunts. Idealistic millennials and somebody's mom. Hippies and holy rollers, democrats and republicans. People of every creed and color. The list goes on. They all started coming out of the woodwork and...well...they started to talk--to share what they'd learned. Suddenly, what started as a chance to make a quick buck and a cure for lockdown boredom had become a global conversation.

Within months, the same people who rarely thought twice about the integrity of the stock market began to understand how and to what degree they were getting used, abused, and manipulated by the very system that was supposed to afford them freedom and opportunity. Many of them, including me, took up the task of finding and archiving everything associated with this "movement" because, even if you don't "like the stock" and don't know who or what the "apes" are, you should know about the system you are a part of. And you should be really, really pissed off. Okay, now you can go. We hope you made it this far. Good luck!