

Title: The Game of MARKET CAP

Author: ScubaSteve0510

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Ok APES! January 2021 APE here, I was generally a long-time lurker, I'm no DD writer, but I've noticed something odd for a while that has always bugged me. I also tried to look up to see if this was mentioned before and I didn't see anything. This is my first post besides DRS, keep in mind this my own theory and opinions and it is not financial advice.

**\*\*TLDR:\*\*** Market cap of Sticky Floor has been tracking above GME for 9 months since Sticky Floor's at the market equity offering and I think it's an indication how MMs are using their Sticky Floor investment (and the ability to manipulate it more than GME) to bolster MMs' financials to avoid margin calls.

I've noticed without fail...every time I've looked at the market cap of GME vs. Sticky Floor, GME ALWAYS was under Sticky Floor. So, I finally looked it up historically and found that generally from June 2, 2021, Sticky Floor actually did stay above GME's market cap UNTIL January 31, 2022 when it started to break. There were spurts of time when GME would rise above Sticky Floor (February 7 - February 8; February 18 - 24; and most recently March 23 - March 25). It just seemed odd to me that it tracked so closely but always settling above.

I used [financecharts.com](<https://financecharts.com>) to visualize the comparison. I also pulled the historical prices from Yahoo Finance and used the outstanding shares from each company's 10Q/10Ks (see Excel image below). The figures were generally in line so I found the visuals reliable.

[June 2, 2021 Market Cap Comparison](<https://preview.redd.it/8xwj1dqf37q81.png?width=747&format=png&auto=webp&s=19ec547d643c75b701423a49a405b6f28c9cedf5>)

Hmmm, what happened around June 2, 2021? Oh, that's right, Sticky Floor did a massive ATM equity offering of 54.550 million shares. But look at how, over time, the gap has been getting narrower and narrower, to the point where they are literally moving lock step and on top of each other.

This made me think..."BUT WHY DOES THIS MATTER?" Maybe it was the basket theory? But then, I recalled Citadel's December 31, 2021 financial statements. In order to appear financially sound and avoid margin call, the MMs need to have enough assets to cover their liabilities. Given their stake in Sticky Floor, I believe the algos have been working since Sticky Floor's ATM offering to ensure the MMs' investment in Sticky Floor is bolstering their "Securities owned, at fair value" to the extent of covering their "Securities sold, not yet purchased, at fair value" in GME.

[Citadel Securities LLC Financial Statement as of December 31, 2021](<https://preview.redd.it/w8ahamh557q81.png?width=708&format=png&auto=webp&s=945c325290471212664e59e3800e24f8f3ec6fcc>)

I don't think it's ever been the battle for \$180 or any other price. I think it's been the battle for overall company value between the two. But, look at what's happened lately - I think the algos are losing control! The amazing progress that's happened since the earnings call (Announcement of 8.9 Million DRS, RC buying 100K more shares, insiders like Larry Cheng buying more, Loopring announcing the GameStop partnership, borrowing rates spiking, and in general, RC just getting real vocal on Twitter).

[Market Cap Comparison \ (Red Shows When GME Goes Above Sticky Floor)\](<https://preview.redd.it/hn62af1277q81.png?width=1229&format=png&auto=webp&s=cbc5bc87ece544f9d8f0b073dafc2b7b41870f63>)

So, all of this happens within the past 1.5 weeks, it would make sense that GME has risen 116% since the earnings release on March 17, 2022. Gaining 25% alone on March 28, 2022. Why then, did Sticky Floor pump 45% on the same day and the ONLY news is that AA is going to spend a lot of money on more deals like Hycroft? I think it's because GME's action was getting a little to spicy, Marge was calling, and they had to get their Sticky Floor investment above GME (in terms of total market cap).

Is any of this worthwhile analysis at all? I don't know. But I know I personally will be watching the market cap comparison in addition to all the other metrics so I know when things will be getting SPICY! In the meantime: BUY! HODL! DRS!