

Title: What's your controversial GameStop-related opinion?

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Inspired by u/slimshady1226's [post](https://www.reddit.com/r/GME/comments/sdit7b/whether_by_design_or_accidental_information_on/) let's see some controversial GameStop-related opinions. I'll start!

I'm not entirely sure that the push into NFT originates from RC, to be honest. The nft.gamestop.com website appeared before he was seated as chairman and had a new CEO installed. In It could very well be that the idea of an NFT platform was already underway before he came on. It would be a natural extension of GameStop's prior bent towards collectables.

https://www.reddit.com/r/stocks/comments/jw0yb5/ryan_cohen_open_letter_to_gamestop_board/

RC's letter to the GameStop board outlines a plan to reduce physical locations and focus on e-commerce. It never mentions NFTs or blockchain.

>If GameStop takes practical steps to cut its excessive real estate costs and hire the right talent, it will have the resources to begin building a powerful e-commerce platform that provides competitive pricing, broad gaming selection, fast shipping and a truly high-touch experience that excites and delights customers. **This is the type of world-class infrastructure that was constructed at Chewy**, which is worth multiples of GameStop's current market capitalization.

I emphasized a phrase above to highlight an important point. He talks about creating the type of infrastructure constructed at Chewy. Chewy doesn't have an NFT marketplace.

Hopefully, the NFT marketplace wasn't one of the risky initiatives he referred to in the plan bullet points.

>In addition, near-term increases in cash flow stemming from the console cycle can also help finance the future (provided that capital is not misallocated to risky initiatives).

Or, if it is, that the influx of cash from selling additional shares makes that a capital-allocation-worthy risk. Worst case would be that ape enthusiasm for NFT has forced them to proceed with an inherited plan that distracts from their intended vision.