Title: providing value

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Hi all I'm a smooth brain here. I get the feeling that the broader market is getting the hint that people are legit hodling here. I wonder if GME can be like a magnet to gather up the crashing funds all around us. Beacon of hope sort of thing. GME and the apes are providing real value in a tumultuous time. Seriously thank you for providing your time and attention. That alone is huge in the world of social media and pays per click.

I know someone who works for big tech. He always talks about meeting customers needs by creating true value, not by trying to force on your customers something they have no intention of buying. There is a formula they use to get someone to 'need' something.

Need = Approach * (Benefit ÷ Cost) * Competition

So how you approach their need can make them pick you. (Is it local or convienent or pleasant etc.) Benefit per Cost is what you get for what you paid. Video games are fun and the NFT marketplace isn't gonna have fucking fees so thats a huge winner. And the competition is just that, either other company or other product or activity.

So let's say you are a boomer with pocket change and your Amazon and Netflix stonks are crashing. Housing looks like it might drop any day. You want to invest but whatcha gonna do? You see the Gamestop chatter and they are just super enthusiastic about it, good approach.. they are on all social media too. They seem like solid folks, they share photos of beer night and their dogs. They enjoy a banana from time to time. They might even attempt to stand for something bigger than themselves even and its global. Humanity united. Wierd. Cool. Oh and Chewy was just trending because they sent some flowers to a lady who's dog died and they give their dog food returns to dog shelters. Class act. Great approach. A lot of them DRS their shares for various reasons. They get a badge of honor out of it and it brings a certain dare I say it authenticity to the fucking stock market. What? Oh and they seem to actually believe in this Mo Ass business but they are cool with a value play cause why not. MO Ass isn't gonna suck itself and banks are slimy so whatever. But most apes have at least envisioned the infinity pool and sorta have a plan for that reality lol. Either way at least we know our money is actively, vigorously fucking a short who went out of their way to bankrupt a company that brings a little bit if joy to people's lives and gives some people a safe job to go to. Just so Bezos can ride a djck to the upper atmosphere. Dude they went to the moon in the fucking 60s your dick rocket sucks.

Then you get to the benefit per cost part of the equation. Well GME seems to be picking up steam with some regular dips to recharge, its been just chugging along, it hasn't been glamorous but civilization does seem to be crumbling a wee bit. It is like the little engine that could type situation so maybe worth the \$150 to get a ticket, choo choo motherfucker. NFA. They are about to start up the NFT Marketplace, they are selling consoles, its family friendly, plenty of locations (aka local warehouses/distribution centers) actual inventory to sell and they have all of these enthusiastic apes. Plus there's going to be a zillion in game purchases to be made.

Then there is the competition... ahem. We all see what the douches of the WORLD are trying to do to GME and the world. Inflation is up. Everyone is sick of the working class being hollowed out. Supply chain issues, empty malls and huge abandoned parking lots for no good reason. Not to mention Facebook, Microsoft, Tesla, Netflix et all are just nosediving and noone really knows what their plans are down the road. Even gold dropped? Can't eat gold. GME has the frickin metaverse up its sleeve and a stock split. If the pandemic comes back this fall, the metaverse will be the safest place to hang out. And then there are the politicians and pundits but I don't wanna give myself a stroke so I'll stay out of that one. They don't have apes. No one has apes except for us. Not our fault everything else sucks so fucking bad. We want something good, you may say I'm a dreamer but I'm not the only one.

Long story short I think we have the formula pretty well figured out. Always room for improvement but I know I get value from yall. Seriously 2 years ago I was busting my ass in retail and didn't even consider

stonks cause I just bust my ass for a few bucks but I always thought the management was trying to help. My coworker showed me Robinhood but I talked myself out of it because I've never had good luck. Then the company I worked for got frickin cellar boxed off the market. Bankruptcy during Covid. Fuck all of that. For fucking real. Then I saw what happened with Gamestop and I took that personally. Ever been a key holder at the mall? It fucking sucks. Whats worse is when management is covertly sabotaging you when you have a Karen screaming at you at the cash register. I picked up GME at \$40 but fell for every bait and switch pump and dump scheme under the sun and messed it all up. I'm at about \$120 cost basis now and now the fun has just begun again.

You rule. Thanks for everything and have a great summer. Can't wait till July! See y'all in the metaverse this fall, we'll meet at the infinity pool on Uranus.