

Title: Thoughts on GMErica...

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Hi everyone! So, I'd like to start by saying that I, like everyone else, was completely blindsided by RC selling. Very, very few people actually thought that would happen. I felt disappointed and betrayed at first, but then I realized there has to be more to it than just money. As has been thoroughly discussed, RC just doesn't seem like the type to screw over his loyal fanbase for profits that equate to a drop in the bucket compared to his net worth. Perhaps it's just hopium, but I just don't believe that he decided \$60 mil (or half of \$60 mil because short-swing yada yada right?) was worth the career suicide. He was, after all, "Born to work."

So I've been saying for months now, virtually ever since RC bought his stake in BBBY, that I think he's trying to build an Amazon competitor. Since I had this thought, I've seen it reiterated by some people on Reddit. Evidently I'm not the only one who thinks this is possible. Furthermore, I'd like to answer to some of these mouth-breathing idiots who keep saying things like "What's he gonna do, sell NFTs to babies? Dur hur hur!!!" Um, no you fuckwits, that's not his intention.

As many of you probably already know, the GMErica trademark was approved today. See below:

[Notice of Allowance \bottom\): 8V23V2022](https://preview.redd.it/uud51kh9ggj91.png?width=2278&format;=png&auto;=webp&s;=5be91b857826bd2884b8a07d63b1d04d77e40849)

It is of my opinion that RC has the means now to start acquiring companies under the GMErica umbrella, hence making GMErica an "umbrella corporation." I'm sure most of you know this already, but for those who don't, an umbrella corporation is one that distributes not just one, but various types of products under the same name.

[Here's the definition for all you regards...](https://preview.redd.it/wlpq3vwihgj91.png?width=1382&format;=png&auto;=webp&s;=a9f5cdb9f3e051d09ac12ca2ab4560960950da15)

Kraft, Unilever, Proctor and Gamble, Coke, Pepsi, the list goes on ad infinitum. Normally they'll stick to one industry, such as food and beverage, housewares, etc (like many of the above mentioned do). But sometimes, just sometimes, they branch out into other industries...

[Unilever deals with housewares AND food as you can see here...](https://preview.redd.it/wa84e6u2hgj91.png?width=2204&format;=png&auto;=webp&s;=4b941ead40eb9669a7c3a3b55d6491151ca76e4c)

Anybody here know how Amazon got into groceries? They bought Whole Foods. Anyways...

So it is my thought, and has been for months, that RC is building an Amazon competitor by acquiring struggling retailers and turning them into e-commerce juggernauts under the GMErica trademark. Obviously this is pretty much all speculation, but it makes sense to me. If you watch some RC interviews, he makes it pretty clear he hates Amazon. He built Chewy to compete with Amazon in the pet market. Why would he stop there? He's young, ambitious, a total sex-nugget (erm, sorry, it slipped), holds sway in finance and industry, etc.

And finally, in response to those who think he's "going to sell NFTs to babies," you don't realize that maybe, just maybe, gamers can buy video games through Gamestop and parents can buy baby stuff

through Baby, all under the same umbrella? That thought really never occur to you??? Because if not, holy hell are you absolutely, incredibly stupid. Of course he can sell *to more than one market under the same umbrella!!!* I honestly can't even believe some people's rational. Is it guaranteed this is what's happening? No. Is it a logical impossibility? No. C'mon, y'all need to come up with something better than that, because that's some seriously dumb shit to say.

Point is, not all hope is lost. Combined with the incredible DD the last few days about why he may have had to sell, and this simple thought based on what I believe to be rational thinking (maybe it's not but I'm highly regarded too, so whatever), it seems like this is a serious possibility. I personally think it's exactly what is happening. What about y'all?

Edit: One more thing. Amazon started out as an online book retailer. Fucking books. And look at them now. No one can convince me that this isn't a total possibility...