

Title: "It's more fun to be a pirate than to join the navy" - Steve Jobs ■■■■ ■■■■ ■■■■

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https://www.reddit.com/r/GME/comments/t1kgte/its_more_fun_to_be_a_pirate_than_to_join_the_navy/

I posted this theory late last night but wanted to share a revised version again with some more details.

I believe that GameStop is building not 1 but **3 NFT marketplaces**.

Power to the players

This is a marketplace where you can own, resell, and trade entire games as NFTs.

<https://preview.redd.it/s8vuxpx6z2k81.png?width=2044&format;=png&auto;=webp&s;=da3e00f374781cb67ff104716746d5b127cea14d>

Power to the creators

This is a marketplace for all things Web3 gaming. It includes in-game items, skins, and other digital assets.

<https://preview.redd.it/8225vfq8z2k81.png?width=2216&format;=png&auto;=webp&s;=292d9effd82c02506a7d5e5ead8fa04b4c18d76a>

Power to the collectors

This is a marketplace for digital/physical collectibles (one of GameStop's top level categories) such as coins, sports cards, autographed memorabilia, and so on. You will receive an NFT as proof of ownership with every item you buy.

<https://preview.redd.it/8hzhf9rhcz2k81.png?width=1738&format;=png&auto;=webp&s;=4ece9e52d37c912f427064ae8662b3a3fd9bba5a>

The theory of 3 NFT marketplaces popped into my head when I noticed that GameStop posted a job opening for "Director of Product Marketing – NFT Platform" 2 weeks ago. This was interesting because they also posted an opening with that exact same job title a few months ago. It sounds like a title that would only be held by 1 person in the company, so it seems that either they hired someone before who didn't work out and they are now looking for someone new, or they are hiring multiple directors because they have multiple NFT platforms (each of which would require its own unique marketing strategy).

<https://preview.redd.it/9gjwt49lez2k81.png?width=2002&format;=png&auto;=webp&s;=352c649a72a14f3f95b9d3eb788f595b65edfb40>

Apple

Ryan Cohen loves Apple and he loves the iPhone too.

<https://preview.redd.it/hlhv88ohz2k81.png?width=1840&format;=png&auto;=webp&s;=96b2b39946b85960f9a2d4ee4c8ecc58c55d9e42>

When Steve Jobs announced the iPhone in 2007 he introduced it to the audience as 3 separate things but later revealed it was all 1 device.

<https://preview.redd.it/stccgedjz2k81.png?width=2538&format;=png&auto;=webp&s;=f15d8506ac35cadcb53eec648429da65ac6736ff>

Cohen is doing the ****opposite****. The world believes that there is only 1 marketplace but soon all 3 will be revealed.

<https://preview.redd.it/nvw5cczkz2k81.png?width=2226&format;=png&auto;=webp&s;=c09a8c6b10d3eb67e766021d0cfb2bfd9999d009>

Apple also changed the color of their logo to black and white.

<https://preview.redd.it/gr8g5m3nz2k81.png?width=1882&format;=png&auto;=webp&s;=29790f756bb0572062e2184aa694562d7d60dd9a>

<https://preview.redd.it/ohshxk3nz2k81.png?width=2280&format;=png&auto;=webp&s;=d09cd17ae7358d2d316fa999fafab86974bb6096>

Cohen realized that we can never win a game that was designed for us to lose. So instead, he's changing the game.

<https://preview.redd.it/p94c909oz2k81.png?width=1598&format;=png&auto;=webp&s;=6b38403ec3b55461de2300c3c55db300c47bfb1d>