Title: I posted this in the other sub last week. After the latest tweet, I am doubling down on my theory! Expect one or two more surprises \*even before\* Earnings on the 17th...

Author: Region-Formal

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## Theory on why RC is acting and communicating more boldly now than at any time before



## The Art of War, Section IV: Tactical Dispositions

Sun Tzu said: The good fighters of old first put themselves beyond the possibility of defeat, and then wait for an opportunity of defeating the enemy.

To secure ourselves against defeat lies in our own hands, but the opportunity of defeating the enemy is provided by the enemy himself.

The general who is skilled in defense hides in the most secret recesses of the earth; he who is skilled in attack flashes forth from the topmost heights of heaven.

Thus on the one hand we have ability to protect ourselves; on the other, a victory that is complete.

What the ancients called a clever fighter is one who not only wins, but excels in winning with ease.

He wins his battles by making no mistakes. Making no mistakes is what establishes the certainty of victory, for it means conquering an enemy that is already defeated.

Hence the skillful fighter puts himself into a position which makes defeat impossible, and does not miss the moment for defeating the enemy.

Thus it is that in war the victorious strategist only seeks battle after the victory has been won, whereas he who is destined to defeat first fights and afterwards looks for victory.

The consummate leader cultivates the moral law, and strictly adheres to method and discipline; thus it is in his power to control success.

Why am I sharing this excerpt from 'The Art of War'? Because for pretty much the whole of this saga, Papa Cohen has had the following strategic approach:

- He has waged battle mostly in secret, hidden and giving very little away, not communicating with or through the media, and instead just sending out occasional cryptic twitter messages.
- 2. He has thus not put himself in any situations to commit mistakes, protected and secured GameStop's financial position, and built a fortress like defense of the company that means defeat - the stock going to single dollar figures and/or corporate bankruptcy - is now practically impossible for the enemy to achieve.
- 3. His overall approach has been extremely controlled, methodical, patient and well-disciplined. The enemy, both directly and through their attack dogs the mainstream media have tried to goad a tactical error from him, but have failed time and time again.

He has adhered to the above approach for what seems now like time immemorial. To the extent that a deviation from this *modus operandi* is really quite shocking. However, over the last month or so, surprises are pretty much *all* Papa C has been delivering:

- A) On 9th February, for pretty much the first time ever, a tweet that is neither meme nor family related but about bigger picture macroeconomics: "Who will be the piñata for all this inflation? 65"
- B) Two days later on 11th February, following this up with an even bigger bigger picture tweet: "The reverberations of fiscal and monetary policy are likely to be more severe to humans than any climate or societal disaster \*\*
- C) This tweet starting off an emoji chain over the following couple of weeks that reads: "

  Mich many have interpreted as the reverse message/warning: "Shorts Agangh Dead".
- D) Three days ago on March 7th, the sudden and extremely unexpected announcement that RC Ventures has purchased a large stake in Bed Bath & Beyond. So unexpected, in fact, that it lead some members of this sub to post erroneous DD that it was all an elaborate hoax concocted by the enemy.
- E) Accompanying the purchase, a letter to that company's board which again for the first time makes openly disdainful statements regarding the enemy and their accomplices: "We also believe management made an avoidable mistake in Fiscal Year 2021 by giving into WALL STREET's short-term information desires and providing guidance" and "We dislike when a management team spends time accommodating WALL STREET, engaging with television pundits, and telegraphing forecasts to the competition."
- F) Over the last couple of days, openly critical and confrontational to the (most likely Wall Street planted shill) board and CEO of that company, beginning with: "No overpaid execs in the metaverse "\scrive"
- G) Following that up with a first ever tweet with more than one sentence: "Sent letter to \$BBBY board, got no response. Sent email to CEO asking for a discussion, haven't gotten a prompt response. Too busy talking to expensive consultants?"
- H) After that, again for the first time ever, a self reply tweet which provided a live update on specific actions he is conducting in real time: "Finally got a response from \$BBBY". These last couple of tweets were very intriguing for me, as it was the first time the veil of secrecy over what RC is actually doing was lifted...a sudden flash from heaven of an attacking raid he was carrying out!
- I) Finally, the very surprising announcement that Q4 earnings would be released on 17th March. GameStop has been following a very orthodox and systematic schedule to these, pretty much using the previous years' dates as the strict and disciplined template for future arrangements. I think we were all caught off guard by this announcement that it will take place a week earlier than anticipated.

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So my dear Apes, what gives? Why has Father suddenly, over this last month, changed his approach? He is seemingly acting far more boldly, aggressively even, and with much less of a guard up compared to the past. Not just his actions but also his words and style of communication is more attacking, transparent and far more frequent than before. What is going on???

Well, let me take you back to two of the lines from the section of 'The Art of War' that I included above:

Hence the skillful fighter puts himself into a position which makes defeat impossible, and does not miss the moment for defeating the enemy

AND

Thus it is that in war the victorious strategist only seeks battle after the victory has been won

RC's strategic approach has been so sound and consistent throughout the last 1.5 years, that I believe he would only change this as drastically as he has done recently...if and ONLY if he believes victory has now been set up. The strategy would then shift to "going for the jugular", which requires the tactical approach switching to one of: aggression, surprise attacks at unexpected times, keeping the enemy fearful and guessing what is to come next. I believe we are in that phase now, the final battle when...

He who is skilled in attack flashes forth from the topmost heights of heaven

We are in the endgame, Apes.

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Let me leave you with one final conjecture, which is an answer to the question: "Why now?"

Perhaps with the markets undergoing a major correction, Papa thinks the enemy does not have as much leverage to continue waging war. Perhaps it is because utilisation of the stock has now been at 100% for more than three weeks, and he thus believes the enemy's ability to attack is weakening by the day. Perhaps he thinks the enemy's funding is being depleted, with their investors increasing uninterested in the fight and possibly under sanctions. Perhaps it is a combination of all of these, and many more factors weighing down on the warmongers.

My theory, however, is down to the timing of when RC changed tack, which was two weeks after GameStop's Q4 ended. This also meant it was two weeks from the deadline for including DRS-ed shares. It is reasonable to think that ComputerShare would have been requested to notify what the total DRS number is by that Friday 9th February. What if the number reported to Mr. Cohen was the trigger that has given him the certainty and confidence that victory is finally at hand? And that the time for waiting is now done...

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