

Title: Why BeeBeeBeeY suddenly gained so much in August?

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I don't have enough points to post in SS so I'll post it here. If someone wants to post this to SS, go ahead.

Ever since BeeBeeBeeY started becoming increasingly popular on the Bets sub to the point where it was the only stock you would see on there, I kept thinking to myself "why the fuck \*now\*" when it was already known that RC Ventures bought a 9.8% stake in March?"

[[https://www.sec.gov/Archives/edgar/data/0000886158/000119380522000426/sc13d13351002\\_03072022.htm](https://www.sec.gov/Archives/edgar/data/0000886158/000119380522000426/sc13d13351002_03072022.htm)]([https://www.sec.gov/Archives/edgar/data/0000886158/000119380522000426/sc13d13351002\\_03072022.htm](https://www.sec.gov/Archives/edgar/data/0000886158/000119380522000426/sc13d13351002_03072022.htm))

[<https://www.quiverquant.com/dashboard/BBBY>](<https://preview.redd.it/vxtocdekeoi91.png?width=188&format;=png&auto;=webp&s;=902808aae92324a8a9863d61225daed7d85138d3>)

As you can see from the graph above, there were little to no mentions of the stock in the Bets sub ever since March ... until recently. So what exactly made BeeBeeBeeY so popular all of a sudden? From what I know, Apes and "Meme Stocks" have always had a negative connotation amongst the Bets sub community. Then August came, and the entire sub went full nuts over BeeBeeBeeY, talking highly of RC and comparing the stock to GME. These people gambled on a short squeeze that would be similar to GME. This brings me to my next question:

\*If the Bets sub wanted to force a short squeeze and punish the Short Hedge Funds so badly, why would they want to flock to BeeBeeBeeY instead of GME?\*

Clearly, GME's fundamentals are way more solid, more than half of the float is already locked in ComputerShare according to computershared.net, RC is the chairman, and GME is shorted over 100%.

Looking at the top increases of BeeBeeBeeY, we can see that Citadel and Susquehanna are at the top, bringing them to the top 10 holders of the stock as of 06/30/2022.

[Top Increases in Holdings](<https://preview.redd.it/xoqwa5wleoi91.png?width=1266&format;=png&auto;=webp&s;=dff4daf96b138c9c23fe2711374b90719ff171e5>)

[Top Institutional Holders](<https://preview.redd.it/5v5lpjcneoi91.png?width=1292&format;=png&auto;=webp&s;=4cc25358cb4eebe2cd9ac1148544ae1e9dd297b6>)

Citadel recently increased their BeeBeeBeeY positions by **\*\*5,675.829%\*\***!!

This is just pure speculation, but I think Citadel & friends may have used BeeBeeBeeY as a major big distraction because RC held a large 9.8% stake in the company. They knew that Apes have a lot of trust in RC and they took advantage of that. Their mindset was that Apes wouldn't think BeeBeeBeeY was a distraction because RC is in it. In order to get Apes to buy into BeeBeeBeeY, they pushed it all over the Bets sub and created a fake squeeze so Apes would FOMO into it to divert buying pressure away from GME. They knew Apes would try to either make a quick profit from BeeBeeBeeY to buy more GME or hold it long term because they believe in RC. Unfortunately, the scheme has worked out really well because I've seen so many Apes in this sub who bought BeeBeeBeeY hoping to put the profit back into GME.

Remember, this is just my pure speculation but I think RC may have exited his BeeBeeBeeY positions because he's seen the huge increases in holdings from Citadel & Susquehanna and the suspicious rise in sentiment in the Bets sub.

With RC leaving, MSM and the Bets are now painting a negative picture around RC.

**\*\*TLDR:\*\*** Citadel & friends took advantage of Apes' trust in RC and used BeeBeeBeeY as a distraction to divert buying pressure away from GME.