

Title: Go, Gamestop!
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There is a lot of speculation today about Gamestop filing Gmerica as a Trade Mark

At the same time, we see Gamestop expanding into selling Electronics and Vinyl Records and lots of things that fall outside the 'traditional' game stop business model

How does Gmerica fit into Gamestop?

Simple Answer

Ryan Cohen has background of being an affiliate marketer (since he was 15), dropping out of college and starting a jewelry startup with \$150,000 of his own money, and then switching to Chewy.com and selling it for \$3.3 Billion

His background is in ALL ONLINE RETAIL, and actually very little in games specifically

Gamestop was an INCREDIBLE opportunity and he got into it

HOWEVER

his thesis for Gamestop - provide amazing customer experience, lowest prices, best selection, and fast and free delivery

Also applies to all other retail categories

Amazon has made a mess by treating employees very badly, and many other illegal things discussed here and elsewhere

It has shifted jobs to China

It has replaced high quality retail and warehouse jobs with low quality warehouse slave jobs

Gmerica is a Parallel company to Gamestop (within Gamestop) that will take on Amazon DIRECTLY

while focusing on

American Net Positive products i.e.

manufactured in America

good working conditions

adds to American jobs

etc

Game stop will focus on -> Games and everything games related (which itself is a \$150 billion a year business (all of games, not GME itself))

Gamestop NFT -> potentially a \$10 to \$100 billion a year business

Gmerica will be a tech PLATFORM that will sell Everything with focus on AMERICA and quality american jobs and american manufacturing and eliminating counterfeiting and reducing shift to China

Tech Platform means - instead of 10 to 20 P/E (price to earnings), it can get valued at 50 to 100 P/E (price to earnings)

Please remember that Ryan Cohen's specialities are

- 1) Great Customer Service
- 2) Selling ANYTHING online i.e. ecommerce, not just games
- 3) Seeing big opportunities + being a contrarian

He went up against Amazon in Pet Food when other people thought it was impossible. First 100 VCs he talked to rejected him

What seems most impossible right now? Taking on Amazon

not only do they have advantages due to size and scale

They also short attack their competitors (Wish, GME, Newegg, Overstock, etc) in short market (gonna leave this Freudian Slip intact) to prevent them from raising capital and growing

So it is THE PERFECT CONTRARIAN OPPORTUNITY

Gmerica - EVERYTHING RETAIL

Gamestop - Everything Games

Aug 30th Update for GME Apes & Autists

Aug 29th we knew -> Gmerica filed for trademark in America i.e. https://old.reddit.com/r/Superstonk/comments/pdwxd1/gmerica_was_filed_for_trademark_by_gamestop_on/

Aug 30th we now have -> Gmerica filed for trademark in

EU -> https://old.reddit.com/r/Superstonk/comments/pecckh/gmerica_has_also_been_registered_as_a_trademark/

Germany -> https://old.reddit.com/r/Superstonk/comments/peed5d/gmerica_was_also_filed_for_trademark_in_germany/

Austria -> https://old.reddit.com/r/Superstonk/comments/peesv1/gmerica_also_registered_in_austria_same_date_as/

Sweden -> https://old.reddit.com/r/Superstonk/comments/peeop1/gmerica_registered_in_swedish_trademark_database/

Australia -> <https://old.reddit.com/r/Superstonk/>

New Zealand -> https://old.reddit.com/r/Superstonk/comments/peenve/nz_wasnt_left_out/

Denmark ->
https://old.reddit.com/r/Superstonk/comments/pefclo/gmerica_also_registered_in_denmark_link_in/