

Title: Unpopular Opinion: Our jargon and 'Ape' phraseology makes GME unappealing to the average investor.

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The title says it all.

In January 2021 I began investing in GME and was initially very vocal about the investment benefits of the stock short and long term with my social circle. I work in a professional setting and many of my friends work in accounting, finance, tech etc. Many friends found the DD, squeeze thesis and long term value prospects of Gamestop compelling, but nearly all stopped short of investing due to the culture around \$GME.

Has anyone found themselves in a similar situation? I am more interested in Gamestop than any other investment I have ever made, but don't discuss it with friends or family as no one takes it seriously due to how silly words like 'ape' and 'MO ASS' sound. Any tips for me on the best way to frame discussion on \$GME to an audience who doesn't relate to 'ape' culture?

Thanks!