

Title: Concise post to show intelligent friends and family with a shit ton of money why they should invest in GME without all the fluff, memes, crayon eating and "ape" lingo.

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There are 2 reasons to invest in GME.

First, it's a good stock. The company is in the middle of an impressive turnaround, pivoting from a "dying brick & mortar" store (like Blockbuster) to being at the forefront of digital gaming, a \$200 billion dollar industry, bigger than the movie and music industries combined. That could lead to impressive gains over time, like investing in Apple or Amazon a few year ago.

Second, it's a lottery ticket. GME is a massive, massive outlier compared to literally EVERY OTHER stock on the planet. It has the highest percentage of shares Directly Registered to shareholders of any company on the planet. 57% of the float. And that percentage is increasing every single day. Why? Because a bunch of big banks and hedge funds did some super sketchy things back in 2021 and it pissed off an army of retail traders on Reddit. Now in return, that army is buying, holding and directly registering more and more GME stock every single day. That's bad news for the hedge funds and banks.

See, a lot of banks and hedge funds thought Gamestop was going to go bankrupt a few years ago, so they placed a ton of "shorts" on the stock, betting that the price would go down. When that didn't happen, they were in danger of losing an insane amount of money. That's the problem with short selling...your potential losses are literally infinite, because as the stock price rises with no ceiling, you lose money. In early 2021, as the price of GME continued to climb, and more and more people FOMO'd into the stock, it eventually set off a mini short squeeze. The price skyrocketed from under \$4 to over \$120 in a matter of days. In fact, some of the hedge funds that shorted Gamestop almost went bankrupt, losing billions of dollars (Melvin Capital, Archegos). To protect themselves, some of the other hedge funds and market makers did some really shady stuff, like literally REMOVING the BUY BUTTON on the Robinhood app to stop the price from climbing even higher. As soon as the buy button was removed from the app, the price came tumbling back down to earth. It was all over the news. People got called in front of Congress to testify about it, movies were made about it. It was a big deal.

Fast-forward to now, the army of retail traders have figured out that if they simply buy and hold their shares in Direct Registration, it completely cuts out the middlemen....the brokers, the market makers, the banks, the hedge funds. Without access to those shares on the open market, the banks and hedge funds can't keep their losing positions solvent. They're already waayyyy underwater on the bad bets they placed back when they thought Gamestop was going bankrupt. They're losing money every day because of those bets. But they've got a million ways to kick the can down the road using complex derivatives, swaps, naked shorts, synthetic shares...you name it. But as more and more real shares are bought up by retail investor and squirreled away through Direct Registration, the harder it is for the banks and hedge funds to keep kicking the can down the road.

It's a David & Goliath story. Big bad banks and hedge funds vs an army of individual investors.

As of today, that army has bought and registered over 88 million shares worth over 3 billion dollars from the market. The hedge funds and banks NEVER expected that to happen. Eventually, as shares become more scarce, hedge funds and banks will be forced to "close" their short positions, which means they'll have to buy shares on the open market, which will set off another short squeeze. It's basic supply and demand. It is predicted that the next short squeeze will be massive, unlike anything the stock market has ever seen...the Mother of All Short Squeezes.

No other stock on the planet has this dynamic. No other stock has this potential. It's a unicorn. An idiosyncratic investment opportunity. Think of it like buying a stock that comes with a lottery ticket. And the odds get better every single day.