

Title: GME is on the tail end of becoming profitable, and this will start the real squeeze

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https://www.reddit.com/r/GME/comments/yytgvg/gme_is_on_the_tail_end_of_becoming_profitable_and/

Matt Furlong the \$GME CEO, stated the following last August during earnings;

***"After spending a year strengthening our assortment, infrastructure, and tech capabilities, we're now focused on achieving profitability, launching proprietary products, leveraging our brand in new ways, and investing in our stores,"**

I'm not going to cover everything we already know about the above(increased product offerings immensely, two new distribution centers, new GME branded products, stock options for employees etc)

For the first time in 3 years GME's foot traffic is higher than pre pandemic (as of October), and with the release of God of War, MW2, Pokemon Scarlett, increased PS5 inventory 400% YoY etc , and many others this coming Q4 is looking pretty good(also notably GME's best cyclically quarter because of the holidays) . See below:

<https://preview.redd.it/ftvrhpcwor0a1.jpg?width=1378&format=jpg&auto=webp&s=1d59ebe270b1a4e67d1629d5aca3fdb628f9d824>

[Pokemon Scarlett Launch yesterday](<https://preview.redd.it/doa2k8sxor0a1.jpg?width=1152&format=jpg&auto=webp&s=b56492ef7e7ad87b99a0663dbc9af9d82c93860e>)

GME started a brand new offer new offering for its Pro member's recently; spend \$200 and get a free NFT on their marketplace. Now before you blast this as some sort of gimmick; keep reading....

[GME NFT Promo](<https://preview.redd.it/5wwebkq0pr0a1.jpg?width=1280&format=jpg&auto=webp&s=f3207bbec4802729451b50a0370917b90888006f>)

GME not too long ago air dropped(sent out a free NFT) to the first 5000 users of their NFT marketplace. Those users received this [NFT Pin](<https://nft.gamestop.com/token/0x0c589fcd20f99a4a1fe031f50079cfc630015184/0x8a1967f5f93da038ad570a5244879031d010b8efa5c95eadcdf7df0f8cfbd25c>) .

80 ETH in trading volume currently, 650 ish sales, ranging from .245 to .09 ETH(\$300 to \$100 USD roughly). [Sales Data](<https://explorer.loopring.io/nft/0xdcf8ff6b4de163873066118a8eeec9e68c93e284-0x0c589fcd20f99a4a1fe031f50079cfc630015184-0x8a1967f5f93da038ad570a5244879031d010b8efa5c95eadcdf7df0f8cfbd25c-10>)

So I don't know about you, but even my 6 year old son told me to buy \$200 from GME, as it could potentially be 100% free in the end. Either way there is a chance for a decent size discount, as there is a large GME community that can't get in on the original promo(people overseas without local stores, or those who simply missed it etc). Also there are a lot of crypto speculators too. I've personally made 700% on my 7K investment into the GME marketplace so its definitely a place where you can make money.

I believe GME will use this same incentive structure to gain more market dominance in both the video game & collectable industry. For example if GME convinces Sony to sign up at their marketplace and offer an NFT collection, GME could bundle this collection as free incentive to those who purchase a God of War PS5 bundle through GME. This would give GME a huge edge over other competitors. Sony would be incentivized to become a creator here, as they would make a royalty on every NFT sale, and they already have a fleet of digital image designers etc, so it would take very little leg work. Furthermore, and more importantly Sony would then have access to every secondary customer's wallet address, and be able to offer direct coupons or other incentives to those secondary customer that they might never have contact with. It could reel in a lot more business for Sony. I was NEVER into crypto or NFTs before GME for example. A lot of people simply will want to collect these Sony NFTS outside of monetary gains too. I have 150+ now, and some are just neat to have, just like all my Marvel cards when I was a kid in the 80/90s. I make lot of money, so its peanuts to me. My wife has 100K worth of american girl stuff, don't under estimate people's willingness to collect stuff; its human nature. Don't forget GME also gets a cut of each NFT transaction too, a double dip here on top of the original PS5 bundle sale.

Once other businesses take note of this, many more will start reaching out to GME, and I believe GME will start basically selling their NFT marketplace services to other industries; just like they did with the [Saw Movie Game](<https://nft.gamestop.com/collection/saw>) . It will then more importantly cross link with their marketplace, like IMX is doing with their video game NFT customers(video game developers). A centralized hub that will increase the liquidity drastically(necessary for an type of exchange to operate, and be profitable). GME has the customer basis for this, as they have noted is one of their largest assets.

Speaking of IMX, they have now finally integrated with the GME NFT marketplace.

(<https://nft.gamestop.com/games>)(<https://nft.gamestop.com/games>)

<https://preview.redd.it/m2vy2903pr0a1.jpg?width=679&format=jpg&auto=webp&s=0a5b4e315edfb950db5a88843aef26f019297a25>

5 million worth of trades in the first week with only 6 game collections

The owner of IMX; [u/robbieimmutable](<https://www.reddit.com/u/robbieimmutable/>) mentions, "

"More than half of these logos didn't exist 3 months ago. Immutable is onboarding web3 games at a record pace in the middle of a bear market. "

All of these games will be going on to the GME marketplace. IIRC something like 1000+ games are in the works.

<https://preview.redd.it/1pfm3lc4pr0a1.jpg?width=2560&format=jpg&auto=webp&s=14a57bb2b4e2c8be39d3f4d866aa4db204a7f2f4>

I am sure out of 1000+ there will be something for every type of gamer. Furthering GME's bottom line, some of the NFT collections are cross useable between platforms, incentivizing even more trading.

[Cyber Crew](<https://nft.gamestop.com/collection/cybercrew>) and many other GME NFT collections are now doing this.

[Cyber crew in Kiraverse game](<https://twitter.com/KiraverseNFT/status/1573069779832905731?s=20>)

All of this combined with reducing store leases(4573 down to 2963), and closing all stores in Switzerland in Q1 2023(so not yet), I expect GME to become profitable in the next 6 to 12 months.

In 3-4 more weeks we will know more on their Q3 earnings call. If they have reduced their cash burn rate

from finishing their tech investments, its going to start to get spicy. Consecutive profitable earnings would be a first in 3 years I believe, and if all of the above works out; I foresee a lot of institutional buy ins. With the float mostly owned by retail who will not sell(as proven by [DRS](<https://www.computershared.net/>) 8-k sec filings) this is going to make the January sneeze not even registerable on the 5 year chart....