

(ICW) What can we learn from the Andrew Tate data breach?

2024-11-29

By NRU

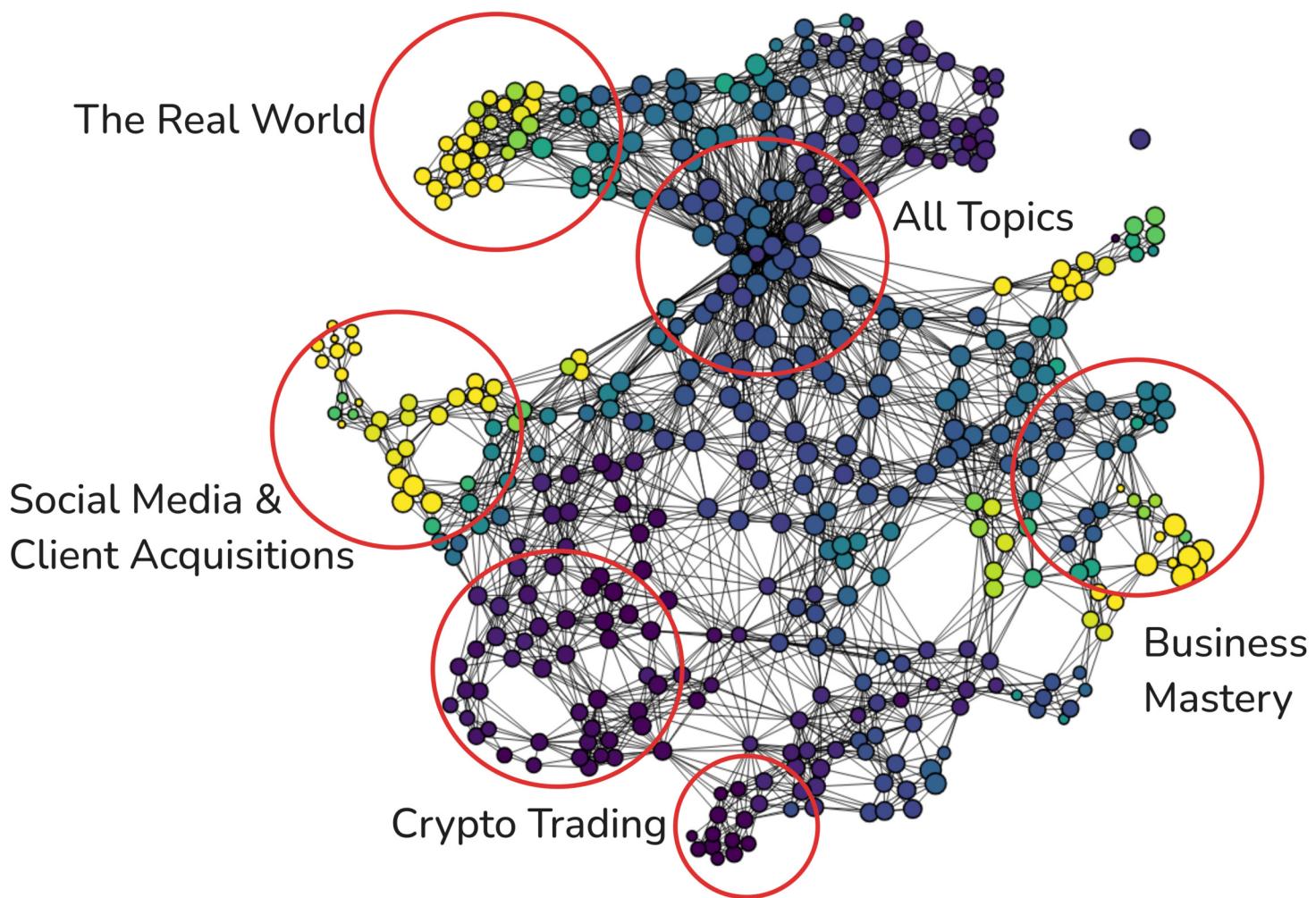


Figure 0. OmniSight visualization of user commentz (date: 2024-01-03; 52k comments)

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Overview

On Thursday November 21, a group of hackers released the user information and comment histories of 720,730 users of the online university, Hustler's University, owned by social media influencer Andrew Tate. The focus of the investigation is to learn more about this online platform and the motivations of the average Andrew Tate fan. Below are the key findings of the investigation:

The total number of subscribers is 3x greater than the amount Tate advertises on his website.

Engagement on the platform skyrocketed by 200% following the launch announcement of Tate's new cryptocurrency.

On average, 33% of all user engagement is from cryptocurrency related channels.

The total revenue of the platform is estimated to be around US\$58.6 million.

All total revenue estimates of ‘Hustler’s University’ are higher than what Romanian and UK police estimated to be the total revenue from all his online ventures.

It is estimated that 63% of users who join the online university, leave within the first month.

On average, the user comments on the platform are nothing to be concerned about. Most comments are just people hustling, greeting each other, or sharing their personal goals.

At the end of the investigation, I share my thoughts on why such a large amount of people gravitate towards right wing influencers like Andrew Tate and decide to join Hustler's University. I attribute the success of these influencers to the following factors:

1. Worsening economic conditions and job prospects
2. Increased social media presence of far right content
3. Billionaire investment in online right wing activity

What is this data breach?

On Thursday November 21, a group of [hackers](#) managed to successfully breach the “online university” known as “Hustler’s University” of social media influencer, Andrew Tate. The hackers leaked user emails and the comment histories of over 800,000 users.

What is Hustler's University?

Sometime in 2022, Andrew Tate launched his online university “Hustler’s University”. The online university is a discord-like server, that contains information on non-traditional money making methods such as [dropshipping](#) and [cryptocurrency](#). To gain access to the server, potential customers must pay a monthly membership fee of US\$49.99.

To get an idea of who Andrew Tate is, take a [look](#) at his 57 page Wikipedia article. You can also get an idea on the type of content that he shares in his online university by viewing his free full course on archive.org. This [post](#) contains a good high level summary of the leaks.

What is the purpose of this investigation?

I am **not interested in exploring Tate as an individual** or trying to find some terrible comment he or his employees posted. I do not want to add to his already long [list](#) of terrible behavior (although I unintentionally do at some point here).

Nor am I interested in cherry-picking specific user comments and using them to paint a negative image on all of the users features in this data breach.

Since this data breach is focused on user data, I took this as an opportunity to see whether I could **learn anything about the motivations of the average Andrew Tate fan**. Therefore, the data will only be looked at on a macro level. Some of the questions I will be trying to answer are:

- Are people actually engaging with this Hustler’s University?
- How much money has Tate made from this platform?
- What are people talking about on this platform?

Results – Are people actually engaging with Hustler's University?

According to the official website, there are currently 228,962+ students registered. However, in the leaks there are over 794,100 user accounts, almost 3.5x higher than what is officially stated. Upon further inspection I found that the owners of the data breach duplicated some of the data by accident. The actual number of **unique accounts is 720,730, still 3x higher** than the officially stated number.

Figure 1 shows that the number of users who joined the platform over time.

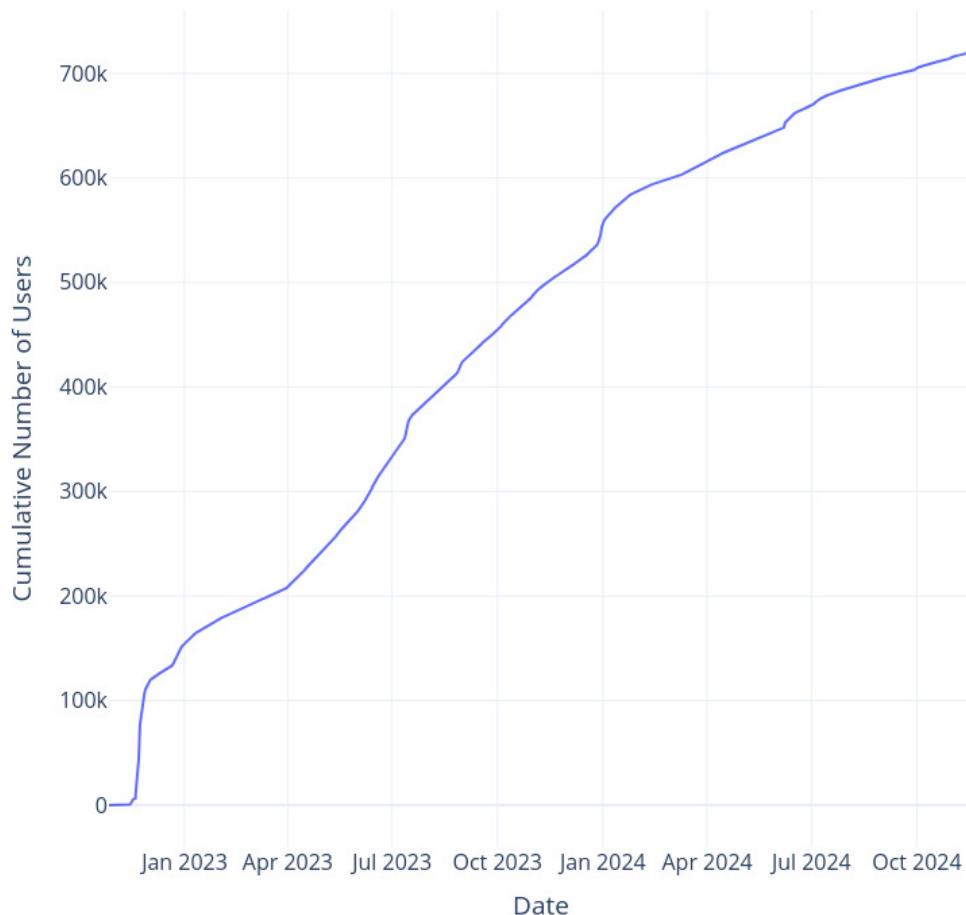


Figure 1: Cumulative number of users over time

I will define engagement as the number of comments over a period of time. In the case of this website, engagement is quite variable and seems to be heavily influenced by a number of external events (which I will get to later).

Figure 2 shows the total number of unique comments over time across all public and private channels. An interesting observation is that engagement spiked to 200% around June 7 2024.



Figure 2: Total number of comments over time

So what could be the cause of this engagement spike? As shown in figure 3, Tate launched a crypto coin called “Daddy”, on June 14 2024. The coin has lost 68% of its value since its launch in June.

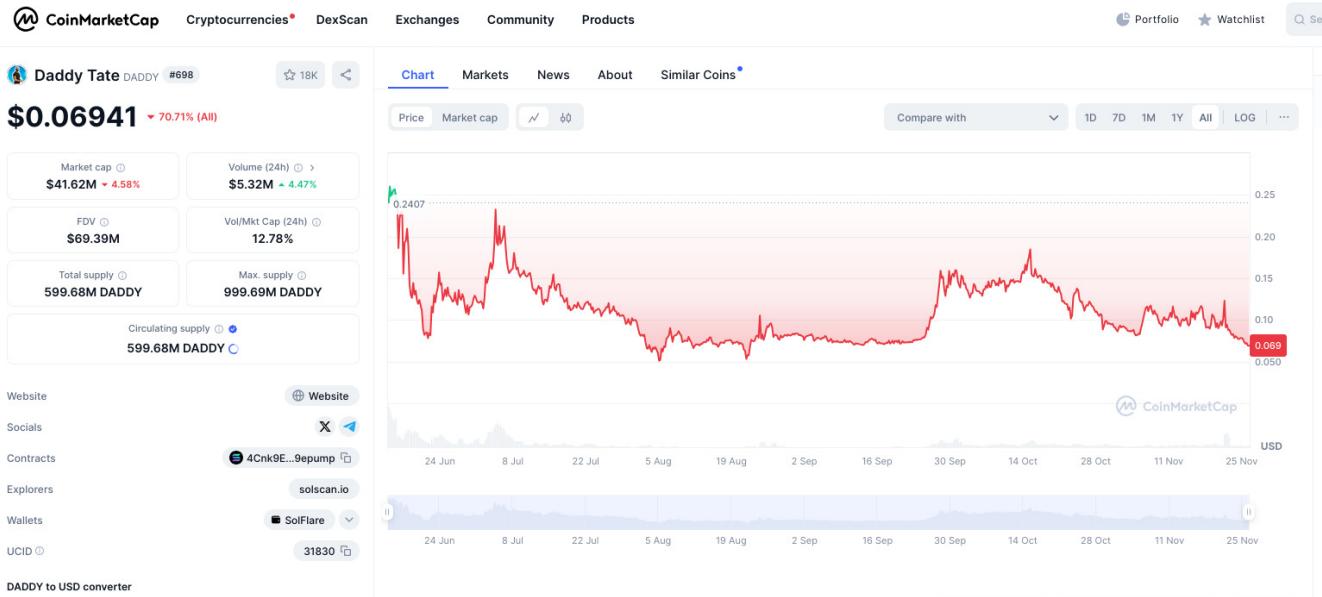


Figure 3. Historical performance of crypto coin “Daddy”

Figure 4 shows the user engagement per channel. While there is a global increase in engagement since July 2024, most of the new engagement comes from cryptocurrency and “The Real World” channels.

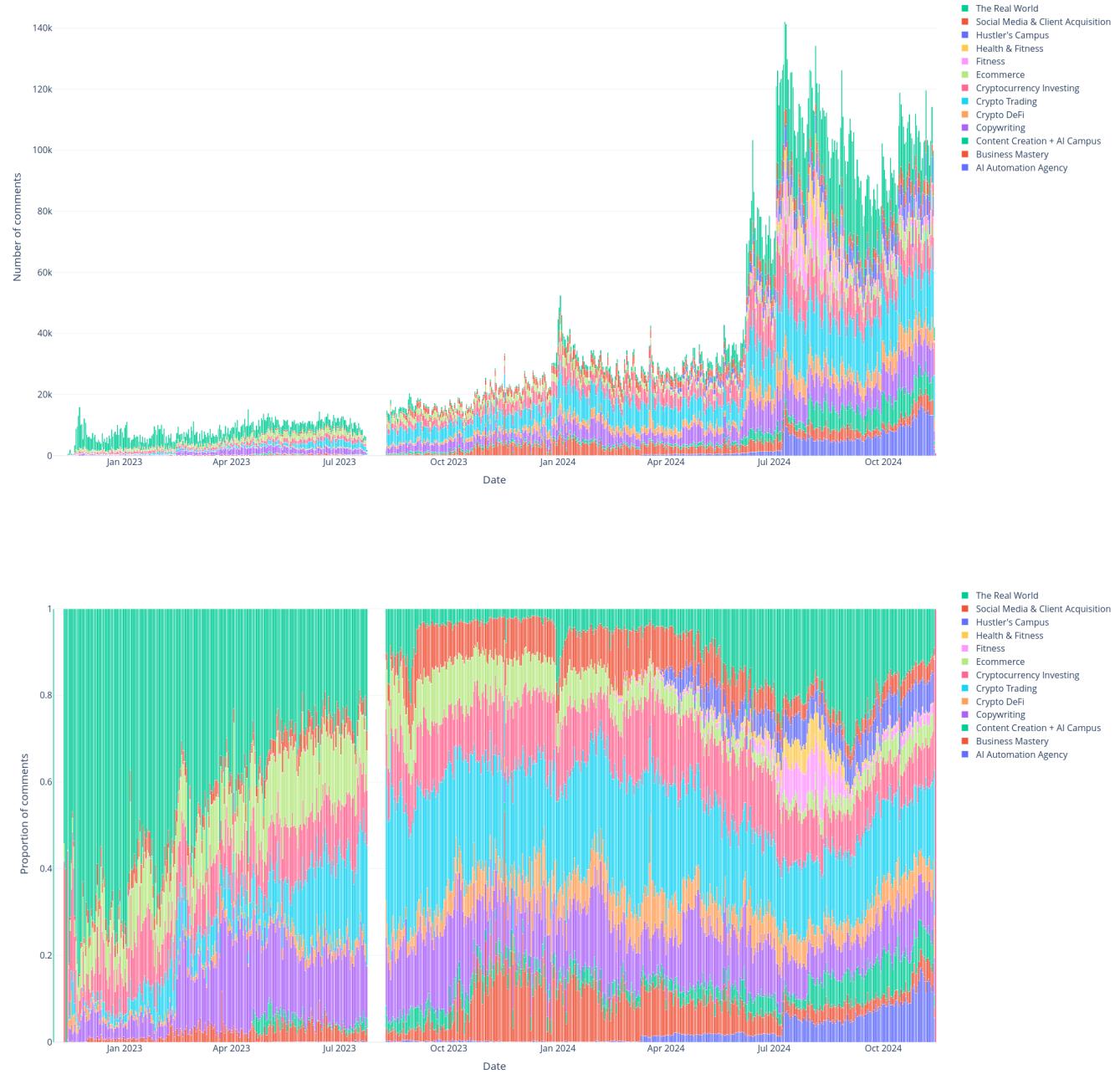


Figure 4. Historical per channel user engagement of Hustler's University

This year, there was an [exposé](#) on Andrew Tate’s new crypto coin, “Daddy”, where it was revealed that this coin could likely be a “pump and dump”. Pump and dump is when an asset is artificially inflated (“pumped”) then sold off (“dumped”) at the higher price, leading to losses for other investors.

The launch of this crypto coin, also had an unintended side-effect. His **online platform got a surge in users and had increased overall engagement**, making him even more money in the process.

But just how much money is Tate making off of his users?

Results – How much money is Hustler's University making?

After hours of investigation I could not find a source of truth on how much he has made from this website. There are several conflicting statements online.

Ddosecrets looked at the the online university site metrics and found Tate makes roughly US\$5,650,000 monthly from this project. However, how this number is computed is not explained in detail.

According to this [article](#), when the Romanian police arrested Tate, they estimated his net worth to be between \$4 million and \$12 million. Additionally, statements from the UK police believe he did not pay taxes on his \$27 million in revenue from his online businesses.

Given the variable nature of these reports, I decided to look into the matter myself.

Methods – Using the data from the breach to compute revenue

To compute a rough estimate of the website's income, one would need to know:

1. How much users signed up for the platform
2. How long each user kept their subscription for

The leak provides the first number, but unfortunately, the second number is harder to figure out. Only Tate's internal database or banking institution could provide exact numbers for this.

While digging through the data I was able to find tens of thousands of messages from an automated bot. This bot would send out notifications to the group when someone failed to pay their recurring monthly fee of US\$49.99. As a results that user would be sent to “jail”. I am going to assume that this is a public shaming mechanism used to peer pressure his community to keep resubscribing.

Anyways, the date provided in the message could be used as the proxy for the end date of a user's subscription. However, there is one issue with that, which can be seen in figure 5. Subscription retention data is only readily available for some users from December 2022 to August 2023, while the dataset contains user data from 2022 to end of 2024.

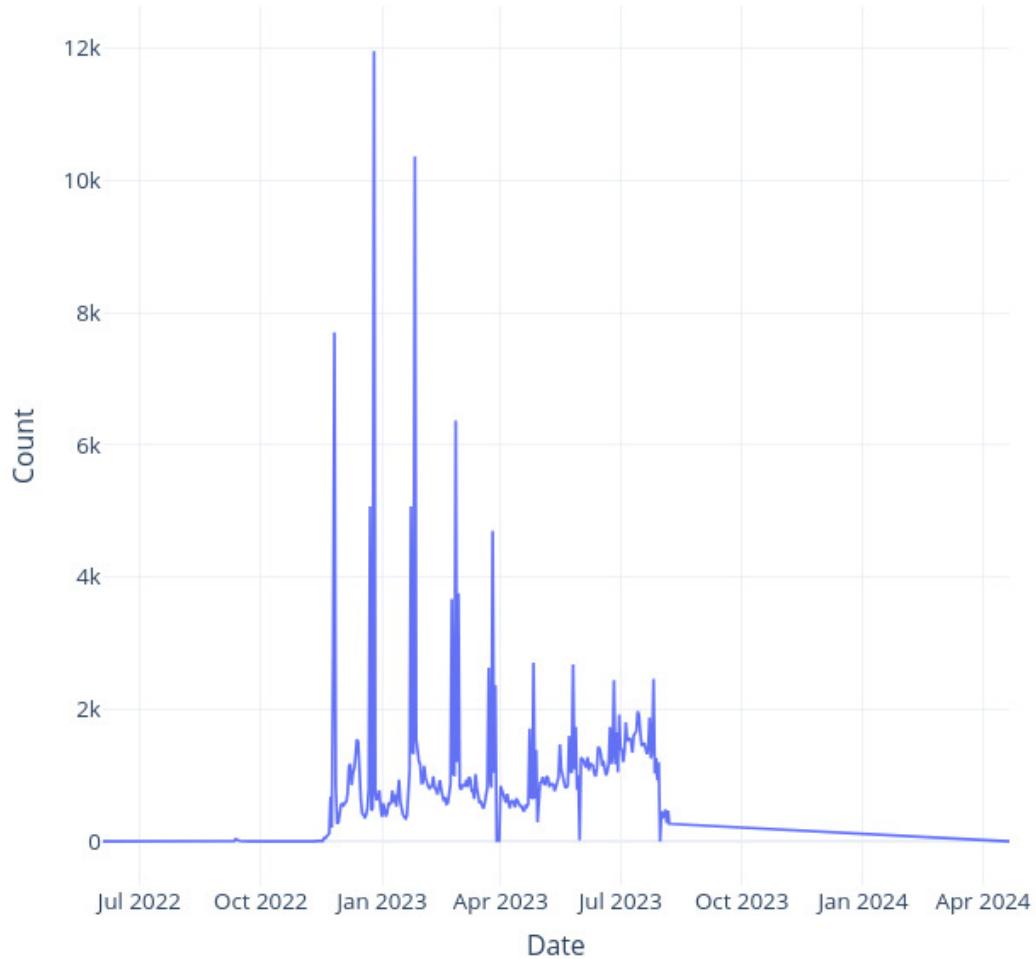


Figure 5. Frequency of jail bot messages across time

Furthermore, the bot message dates do contain some noise, likely caused by a bug in the bot's program. For example, sometimes it would show the user being put in jail after 2, 15 or 50 days after their initial payment. This is noise because subscriptions are monthly (every 28-31 days) and should not happen at these odd intervals.

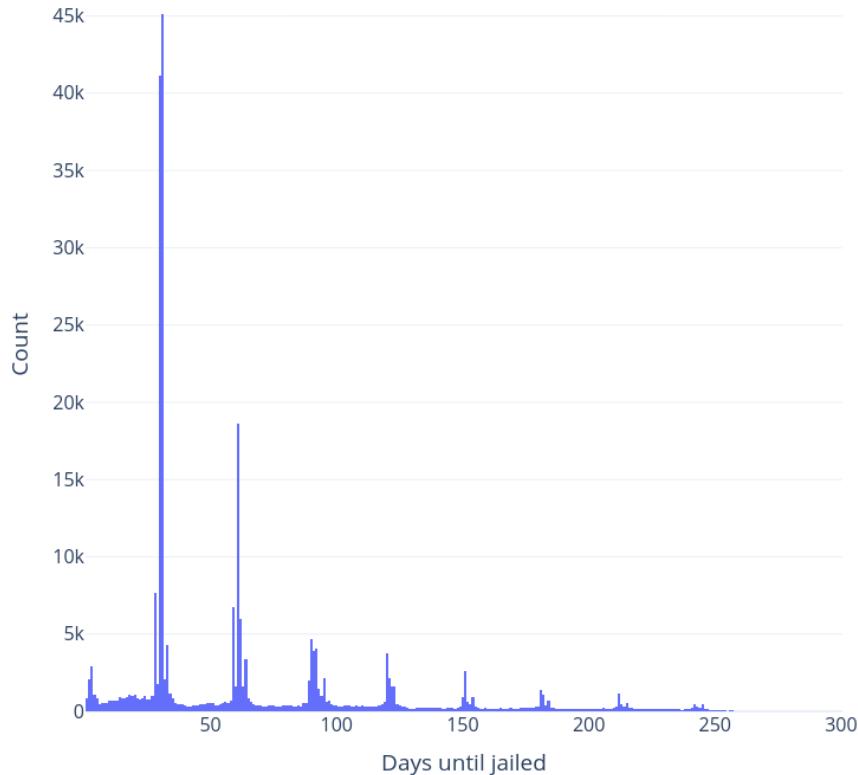


Figure 6. Subscriber retention rate (days)

The good news is that data preprocessing, statistics, and simulation methods can be used to account for the noise issues present in the data. **A summary of the following sections is that I will attempt to de-noise the subscriber retention data and learn its distribution in order to predict the subscriber retention for all users. This will allow me to compute the estimated total revenue using a simulation method.**

Methods – Preprocessing the data to remove noise

The spikes in figure 6 show that there is an expected trend in the data. User retention drops over time and is highest in the first month. In other words, the majority of users (63%) do not re-subscribe. To capture the trend of user subscriptions, I will use bucketization (histograms). To bucketize, I will only use data that is ± 2.5 days from every 30 day interval. In other words, round to the nearest 5, and only look at data that is a multiple of 30. The transformed data can be viewed in figure 7.

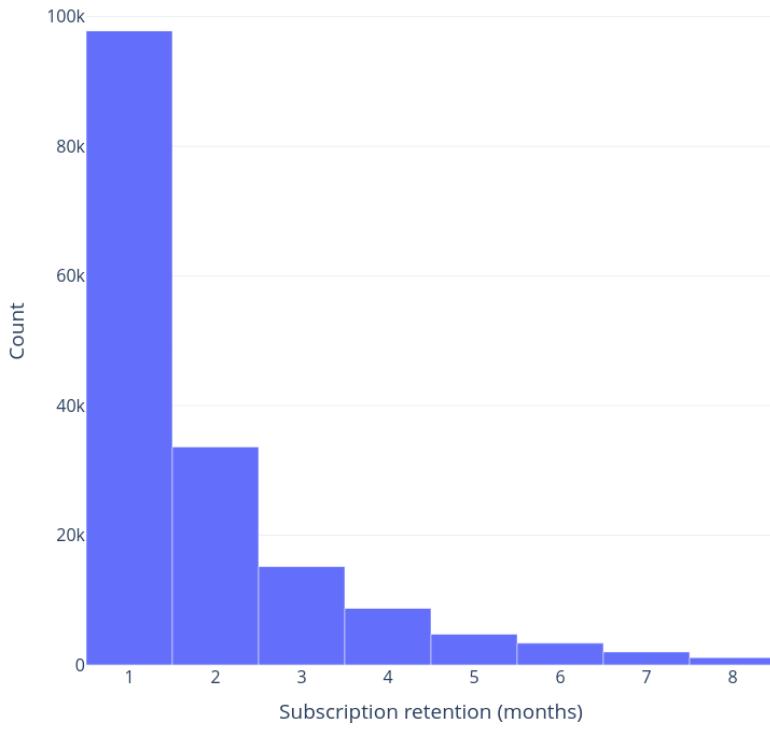


Figure 7. Subscriber retention rate (months) after data bucketization.

Model Fitting – Capturing user behavior trends

The data from figure 7 looks like it follows the shape of an [exponential](#) decay function. In other words, over time, users are exponentially leaving the platform. This retention trend shape is quiet common in many subscription services.

$$N(t) = N_0 e^{-\lambda t},$$

Using the preprocessed subscription retention data, an exponential decay function was fit to the data.

For the purpose of this experiment, it is not that important to know what N_0 , the initial quantity, is. The main goal is to solve for λ , the decay rate.

The results of the curve fitting of the exponential decay function to the preprocessed subscription retention rates can be seen in figure 8.

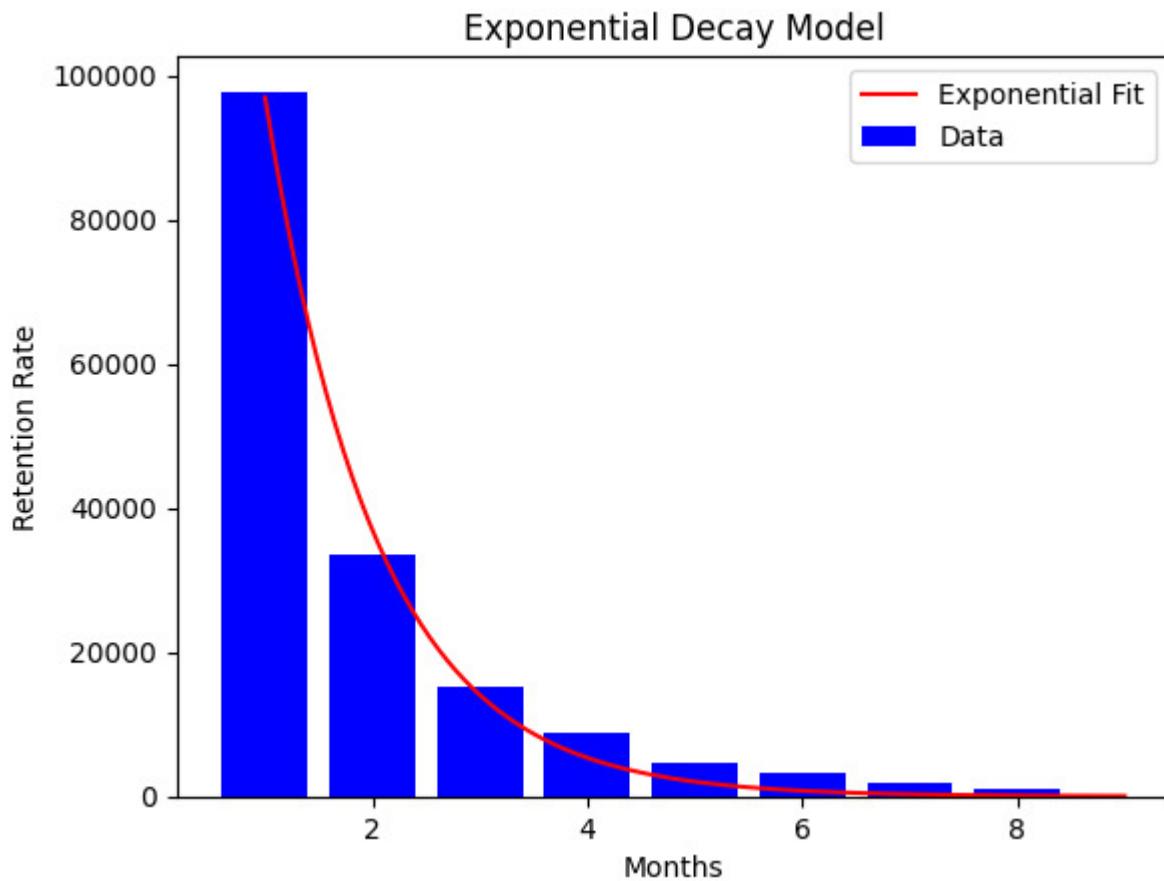


Figure 8. Exponential decay model fitting. $R_0 = 96,961$, $\lambda = 0.96$

Looks like a decent fit ($p < 0.05$). There is some room for improvement here as the model seems to be *under-counting* the number of long-term subscribers, however, that can't be helped knowing that the preprocessed data likely contains some error from all the noise in the original data.

Methods – Using a simulation to compute the total revenue

Now that the decay rate is obtained, a simulation can be run on the original dataset to compute the total revenue. This simulation will sample retention rates from the fitted exponential curve based on their likelihood, and assign them to each user in the dataset. Now that both the start and end dates (capped at 2024-11-19) of a user's membership can be estimated, it will be easy to compute the lifetime revenue per user, and ultimately, the total revenue of this platform. The simulation will be repeated 2000 times in order to obtain a confidence interval of the final amount.

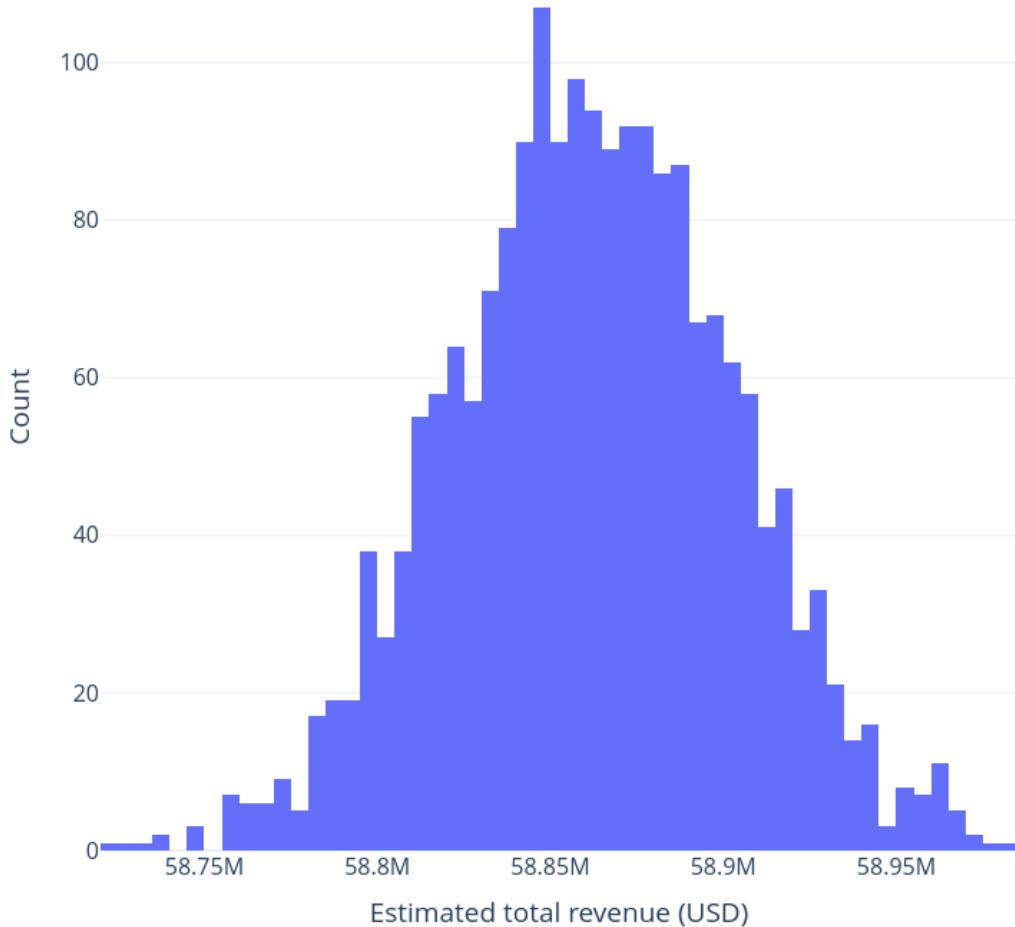


Figure 9. Estimated total revenue from 2000 trials of the simulation

The estimated total revenue is US\$58.6 million, with a \pm US\$66,000 95% confidence interval.

This simulation and modeling techniques used in this section rest upon the following assumptions:

- All of the 720,730 users paid a monthly rate of US\$49.99
- There is no significant shifts in user behavior (with respect to retention) over time

Even if we do not take recurring subscriptions into account, and assume that users signed up for one month only, then the total estimated revenue is US\$36 million. **A number that is still higher than all public estimates of Tate's earnings.**

Results – What are people doing on this platform?

The leaks provided roughly 27M user comments. Analyzing the comments manually or through conventional analysis would be challenging if not impossible.

While working on another unpublished investigation, I dealt with a similar problem. To handle the sheer scale of the data, I developed a new natural language processing (NLP) method, called OmniSight.

OmniSight – A tool to view text data at scale

I won't get into the technical details of the implementation, but this software enables:

- Understanding of key topics that are being discussed across large text datasets
- Discovery of user clusters with similar behavioral patterns
- Segment level analysis of any text cluster (e.g. which kinds of comments do people engage with the most, what are they talking about, are there clusters of clusters)

The good thing about OmniSight, is that it can scale to millions of datapoints. To illustrate, I selected a sample of comments, specifically ones from 2024-01-03, and put them in OmniSight. The results are shown in figure 10.

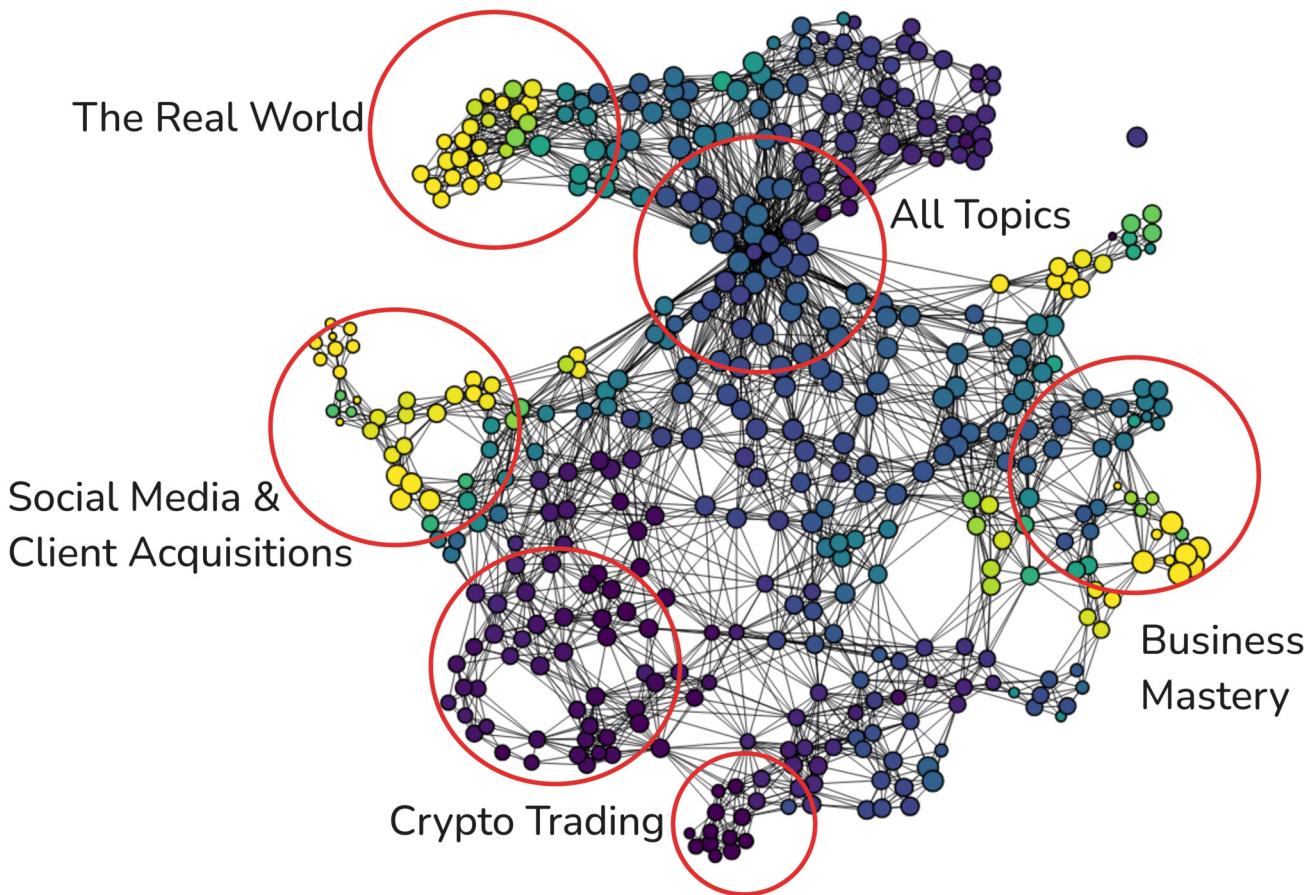


Figure 10. OmniSight visualization of user comments (date: 2024-01-03; 52k comments)

The figure above shows clusters of user comments from 2024-01-03. Note that user comments were analyzed with *no prior knowledge* of the topic being discussed. All text and red circle annotations were added by me *a posteriori*.

The yellow color of the node represents whether the data is from the public channel, while darker colors are from the private channel. Intermediate colors mean a mix of both. The distance between nodes represents their similarity.

What are people talking about on the platform?

After inspecting some of the comments from the clusters above, I determined that **on a macro level, the comments are mostly harmless in terms of content** (however the overall implication is worrying; more on this in the discussion section). For example, most people in the “Crypto Trading” channel are talking about crypto trading, most people talking in the “AI” channel are talking about AI.

Most of the comments on this website are a mix of users updating their statuses or greeting each other. This can be seen in figure 11, as the most common word length of comments are 1, followed by 2, then 3, and so on.

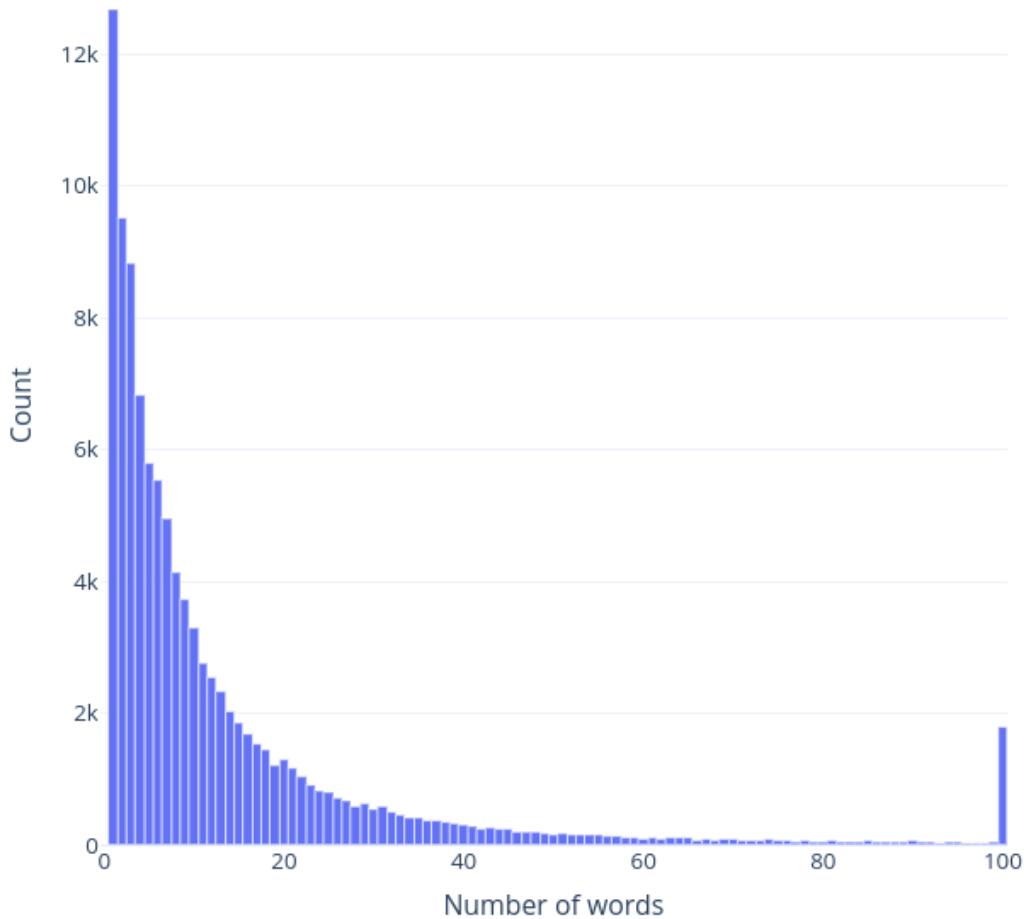


Figure 11. Distribution of the number of words in user comments (date: 2024-01-03; 52k comments)

To give some examples, I've added a screenshot of some of the comments in the "Crypto Trading" cluster.

categories	author	datetime	content
Crypto Trading	01HAWCY4WYV1R88VPC4Z6VEZQG	2024-01-03 23:27:52.814	Day 19 end
Crypto Trading	01HJTHZY3X3HBZ1VHRG22B9DDQ	2024-01-03 11:03:50.094	Day 4 🦸
Crypto Trading	01HJQMRZ9QHJHEXF160SQ5KBMP	2024-01-03 01:14:27.719	Day 5 2/1/24 END
Crypto Trading	01H55ZH5EQVA3QWJHF6FPSH903	2024-01-03 23:32:51.815	Day 9 @joshguy
Crypto Trading	01HAHEV8MG742R5AY3FPF953GX	2024-01-03 11:06:16.249	Day 36 start
Crypto Trading	01HB95YPKZ5QK30PXGP1SDFWR2	2024-01-03 07:32:39.185	Day 32 done, Day 33 started
Crypto Trading	01H4H5YD6W9HVK7QJ7HF4VYBMA	2024-01-03 16:17:53.232	Day 59 begun
Crypto Trading	01HDKTAKGX23Y2M72HF75GG2BH	2024-01-03 06:15:42.518	Day 41 start
Crypto Trading	01GJRC1JXYH12BSKRJPSZ4ZGJP	2024-01-03 23:41:10.928	Day 9 plan
Crypto Trading	01HF7NQ3KW0TVDYC2MPBZSNY6X	2024-01-03 11:15:08.626	Day 21 \n
Crypto Trading	01HHAYR19G24EZJPWK6MBY2V52	2024-01-03 11:17:02.255	Day 13 done
Crypto Trading	01GHTQBA1C9DSRX239MDDPTPJZ	2024-01-03 23:43:14.498	Day 80 Start
Crypto Trading	01H54NT9H7XADJRW3N3ZACSXRY	2024-01-03 06:21:38.447	day 39 start
Crypto Trading	01HJKRV0E6ZW29GBQ3MRN68ED7	2024-01-03 21:01:12.726	Day 8 ✓
Crypto Trading	01H6TS6K3HCCJMRYT5RH4VG47A	2024-01-03 09:41:53.278	DAY 28: START
Crypto Trading	01HAZX5QVYM6NDZS8XAQKYGYMY	2024-01-03 16:29:06.977	Day 70 starts
Crypto Trading	01HBGJRGXE6M7SEFB1ST3N26RG	2024-01-03 06:25:54.741	Day 61 start
Crypto Trading	01HDPHVJHF5HB3WV9V77QAKH1	2024-01-03 09:45:16.297	day 21 start
Crypto Trading	01H7ZNE5N8YW5KRYA4Z4R8A0MB	2024-01-03 14:18:00.223	Day 55 end\nDay 56 start
Crypto Trading	01HHJ4RK1NZFEYQEDVD6FH3QFS	2024-01-03 21:07:57.816	Day 21 all done

Figure 12. Random sample of comments from a crypto trading cluster (date: 2024-01-03)

Most of the comments on this platform look harmless and are related to the topic being discussed. Having said this, there is one category that initially looked odd to me, "The Real World" channel.

What is “The Real World”

The Real World is a channel on the website where people talk about things not related to the other topics. In this channel you can see users talking about anything from gratitude, personal goals for the day, and even a Lamborghini giveaway.

Below is an OmniSight view of 10% of all the comments in “The Real World” channel.

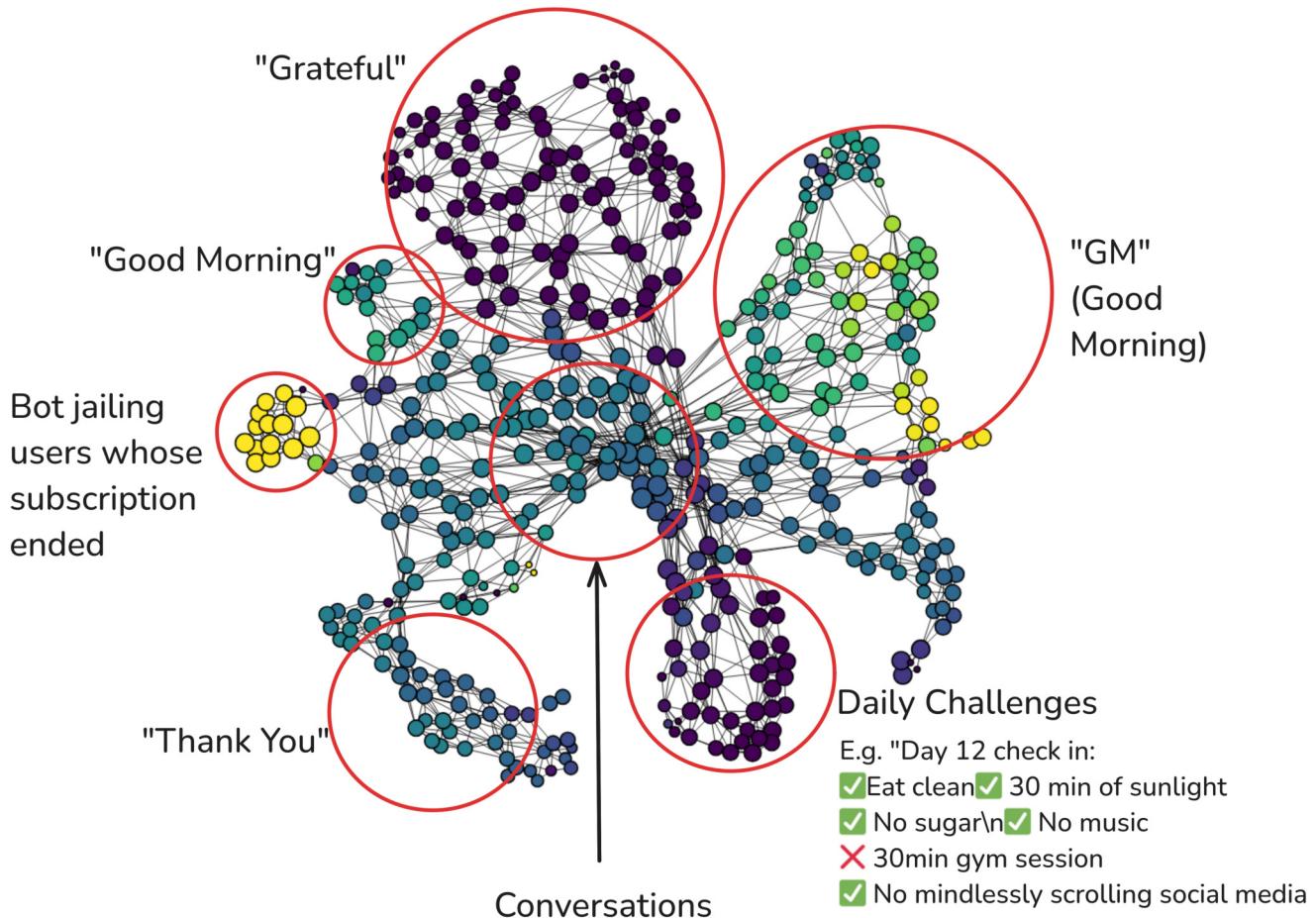


Figure 13. OmniSight visualization of 10% of “The Real World” comments (470k comments)

On a macro level, the comments posted on “The Real World” and every other channel on Andrew Tate’s “Hustler’s University” are incredibly boring. Almost every comment is under four words and is a repetition of the same phrases. It’s just people greeting each other or posting their goals.

From the comments, **Hustler’s University doesn’t seem so much like an online university, rather, it feels more like a group chat of strangers. A community, or a third-space, rather than an “online university”**. Could this be the reason why people choose to join and stay?

Anyways, here is a compilation of screenshots from some of the comments I sampled from individual comment clusters across different time periods in “The Real World” dataset.

categories	author	datetime	content
The Real World	01GZHJRP4NJCA2236MT5K3KMC5	2024-01-03 11:51:03.764	CODE \n\nThere he is laying down... \n'I've never seen you like this before... It's almost like it's not you.. \n\n* He was the most loyal person I knew, always in for the others... Leaving himself the last and that was how much he cared for people.\n* His kindness sometimes was almost off the grid, almost annoying I would say, pushy in a way.. But for the greater good.\n* Looking very smart almo...
The Real World	01H597VNK22SWKN6WYN330XDCW	2024-01-03 01:32:00.052	Day 2 revised code:\n1. Loyalty - Never turns back or does anything to compromise devotion to God, purpose, family and inner circle. Allows no distractions or temptations to diverge from the path.\n2. Righteous - A man of honor. Doesn't sell his soul for personal gain. Always does the right thing no matter the cost. \n3. Leader - Leads by example to inspire those around to strive for excellen...
The Real World	01HG2CPY91XR03RD5RBQ6AG5HO	2024-01-03 03:43:05.956	Code (Revamped)\n\nVery disciplined: Wakes up every single day at the same time and starts to work endlessly until he sleeps\nVery Honest: Never backs down on the truth no matter how it made anyone feel.\nMy Word Is Iron Willed: Says what he means and means what he say. If I say I am going to do something, I will bust my butt until it's done. Never quits things even when it's hard.\n- ...
The Real World	01GJ0EP12B9NNQEE6P6GZ8RVGH	2024-01-03 01:37:42.992	What kind of a man do I want to be ?\n\n(MY CODE)\n\nsomeone who wakes up at the same time, regardless whether it's a weekend or not.\n\nSomeone who, after immediately getting out of bed drinks water flavored with lemon while sipping his favorite espresso.\n\nSomeone who every morning goes out for a 20 to 30 minute walk regardless, whether he feels like it or not.\n\nsomeone who is on a health...
The Real World	01HBQN0W7G0TZ6MH0XYAREBVO	2024-01-03 07:01:59.065	The Code of Vilx (Day 2 update):\n\nA man who has a handful of plans for himself: theres always going to be mistakes or fails, so make the odds more in your way and have different plans, one goes down - second works.\n\nA hardworking man, who has no excuses in achieving one's own dreams and goals, who refuses to waste his own life on time-consuming useless activities.\n\nA truthful man, w...
The Real World	01GN04TB5V58XH9M329SSZKSE5	2024-01-03 16:42:31.055	Improved Personal Code (Day 2)\n\n\nPOSITIVE VALUES\n- When I accept a task or challenge, no matter how hard or time consuming it is, I always finish it at the best possible level. My word is undeniable and one of my top values.\n- Constantly evolving, and getting better being a modern world warrior. Get success and riches, yet remain humble, supporting my loved ones, and helping others ...
The Real World	01HBMAPH301J1N3322W8WJ570D	2024-01-03 14:31:49.443	*D MONEY'S CODE. THE IDENTITY OF A MAN.**\n\n*D MONEY IS A MAN WHO EMBRACES HIS TRUE IDENTITY, IN ALIGNMENT WITH THE POWERFUL PRINCIPLES OF SELF-DISCIPLINE AND PURPOSE.*\n\n*D MONEY IS A MAN WHO UNDERSTANDS THAT TRADING IDENTITY FOR APPROVAL IS NEVER A WINNING GAME.*\n\n*D MONEY IS A MAN WHO GAINS CLARITY ON HIS TRUE IDENTITY, EXPRESSING IT FEARLESSLY IN ALL SITUATIONS, ESPECIALLY IN REL...

categories	author	datetime	content
The Real World	01HQVTEJ109DSN5V3DFK5F0YNP	2024-07-19 13:15:20.623	I am grateful for for all of the teachings of those above me
The Real World	01H58N76541M83VVSH51G5HWC6	2024-07-19 20:03:57.087	I am grateful for being myself
The Real World	01GHD30K6K0KW1Q0HHSJ33AGJ3	2024-07-19 22:49:53.577	I am grateful for my legs
The Real World	01GJBE8KE2VZGJSJWQH3VVENGT	2024-07-19 09:58:39.860	I'm grateful for my inner fire 🔥🙏
The Real World	01GT2PJ8BYRWKC82R3C8KZV8TV	2024-07-19 22:50:03.853	I'm grateful to be alive
The Real World	01GJ0F5KQNNM6QX0YV5N7SAMDJ	2024-07-19 13:16:38.776	I'm grateful for Tate leading the way
The Real World	01HKZZM6T1K21XJ8355ZT4KDG2	2024-07-19 22:53:25.908	I am grateful for every new challenge
The Real World	01J1VZSQVT9A7QZKB5W0JK8KXY	2024-07-19 13:17:36.255	I'm grateful for coffee ☕
The Real World	01HJR30507S09MXT4QA6A6D597	2024-07-19 10:00:50.950	I am grateful for the G
The Real World	01GP72F8YVJC7VQSXY0N1NPVNC	2024-07-19 22:56:50.571	I am grateful for being healthy
The Real World	01HREQZBQK2H8MXP44Q8ESWWJ	2024-07-19 06:56:47.860	I am grateful for joining hero.🔥
The Real World	01J1ZY6YXWAF646H0HF40ZX59Y	2024-07-19 22:58:01.837	I am grateful for my self-discipline
The Real World	01GNS76GX59RG3FETK69J5W3G9	2024-07-19 07:00:30.888	i am grateful for the sun
The Real World	01HBGM7X5NZGKF0WTD57SSWQX2	2024-07-19 19:12:27.927	I am grateful for my mindset
The Real World	01GGEACHBAF4MVF4ST1EW01M0H	2024-07-19 10:04:16.799	I am grateful for my past
The Real World	01HK0G8ZXF5EY41HY52WKGACS5	2024-07-19 23:03:43.609	Am grateful for my laptop
The Real World	01HFFKZFCFG2JZ3XFFRK4VRJ40	2024-07-19 19:13:18.799	I'm grateful for forgiveness
The Real World	01HJCBMBPM33TSN60SRWYZGZ1N	2024-07-19 10:04:21.453	I am grateful for health
The Real World	01HF4CE1MMZ5S6PHFDCDTDQJN7	2024-07-19 07:01:42.688	I am grateful for my Girl!
The Real World	01GJBANK2H7A728B4MCZ92PBRD	2024-07-19 10:05:27.587	I am grateful for the journey I am on 🚶
The Real World	01GJB7NBZXD9HFNFFM3ZDJ96D	2024-07-19 04:02:44.441	I am grateful for all of the professors in here

categories	author	datetime	content
The Real World	01GWY7RMF0HDVS40N4V8KQE608	2024-10-15 20:16:08.860	Day 124: Check In 15.10.24\n\nNo Porn/fap, No music/social media, No video games\nDid my daily Tasks, got 7 hour sleep, worked in TRW, Went to the gym, Acted on the Day 2 Advices
The Real World	01J8HWSH5K8JWR37YSSKY772VF	2024-10-15 23:10:09.731	Sakij Day 20 15-10-2024\n\nRoutine\nX Wake up on time\n✓ GMM\n✓ Exercise\n✓ 30 mins outside\n✓ 60 minutes of learning\n✓ Complete daily checklist\n✓ Daily Lesson - Hero's Quest & Hustler\n✓ Post wins in Positive Masculinity, Hero's Quest & Campus\n\nUnique to today\n✓ PT Session\n✓ Intro to AI campus/learning\n✓ Negotiated car insurance deals\n✓ Unboxed and tested sample products\n\nLeave o...
The Real World	01H229DNPBPHQZYWR1D8QGT3Y0	2024-10-15 11:25:30.587	Day 53\n\n✓ Help someone\n✓ Sleep 7 hours minimum\n✓ Work out\n✓ Campus work\n✓ Read/Audio Book\n✓ Eat healthy\n✓ Learn something new\n\n✓ No fast food\n✓ No social media\n✓ No unproductive actions
The Real World	01H32G9XEKRDJV7WEGC801E6GH	2024-10-15 11:39:55.646	Day 29 15-10\n\nDO :\n\nCheck in daily\nGo to the gym (Except for saturday, Sunday, or when I'm not home)\nGood posture 24/7\n6 hours of sleep\nSpeak decisively, clear answers\nNo excuses\nTake notes of all ideas\nMaximise Looks\nTake care of my hygiene\nWork on my stutter\n\nDON'T :\n\nPorn\nMasturbation\nSocial Media (unless for work)\nNo substance like tobacco, alcohol, drugs...
The Real World	01HZWAHYEJ501QXG5NJQj9FVKK	2024-10-15 23:47:31.218	\n✓ Morning walk on beach - sunlight\n✓ Coffee and Work email\n✓ Full Body Stretch\n✓ Tweet and answer DM's\n✓ Gym\n✓ Eat Real Foods, No Processed\n✓ Hydrate\n✓ Daily Log-In TRW\n✓ Go Through TRW Lessons\n✓ Daily Lessons\n✓ Maintain Eye Contact and Lesson\n✓ Be Decisive\n✓ No Excuses. Own Your Mistakes\n✓ Take Down Notes & Ideas\n✓ Pay Bills\n✓ Daily 200 push-ups air squats and sit-ups\n✓ Tr...
The Real World	01HKAR991K1GM7GE6F104ZR0K3	2024-10-15 11:48:57.267	Day 20\n\nDo:\n\n✓ 200 Push-ups\n✓ Read the Bible in The Morning\n✓ No Sugar\n✓ 3 Bottles of Water\n✓ Finish One Class HW a Day\n✓ Read 1 Chapter Before Bed\n✓ Live and Think Like God is Watching\n✓ Take Risks\n✓ Stay Connected With Brothers\n✓ Sustained Work Focus\n✓ Pray to God often\n\nDo Not:\n\nX Dress Poorly\nX Bad Posture\nX Be Arrogant\nX Act Impatient\nX M...

categories	author	datetime	content
The Real World	01HJPTEB1Y5NM66N4QZjVHYjW7	2024-10-15 16:07:04.186	Good lucky everyone 🍀 may the chosen one drive this lambo hard
Hustler's Campus	01GjGAZVA0jZYBjM0F5EHyJRN4	2024-10-15 21:40:42.150	Working towards Certified Hustler.\n\nSold iPhone 13 128GB Silver for \$364 on eBay after taxes/fees/shipping (Profit \$64)\nI sold this iPhone in less than 24 hours.\n\nBought iPhone for \$300 Instead of \$325.\n\nNegotiations are very important for maximum profit.\n\nns:@01GHJJ54AZE62NT37WR2GYGB01\n\nTotal Profit in the Hustlers Campus: \$390 🎉\n\nObsessed with greatness, Unstoppable force.\n\nGav... I just got my first client, and have gotten 3 responses on my outreach from companies who want's a call. Should I focus on 1-2 projects, or try to do 3-5 at the same time? I also go to school and train so I don't have all the time in the world.
Copywriting	01J1YY1D73WWGV95jZ4jsABXTc	2024-10-15 16:20:50.956	
The Real World	01GY18N02NM50jZESVF59CT1C	2024-10-15 17:57:24.325	Grateful to have some joy in seeing that man win his lambo
Cryptocurrency Investing	01GN7F4VS8GXW802NZGYRWSYEY	2024-10-15 06:29:04.758	G'day Gs,\n\nFirst time posting here, and no, I'm not posting unrealised gains but rather a progression win and a 'there is nowhere like this campus anywhere else in the world'...win (right?).\nAfter many months I have finally made it to level 4 (the minimum standard)\n\nThe determination and helpfulness of the IMC Guides and Captains is unparalleled, it must feel like a full time job!\n\nWhilst ...
The Real World	01HSZET120Hj166s8WV2f3R42Q	2024-10-15 17:58:52.446	Today I am grateful for the new bronco I picked up on Friday.\nMay not be a lambo, but I'm eternally grateful. All from money made in the stocks campus.
Social Media & Client Acquisition	01H7GDKH8H4M7F59564CN1CSX5	2024-10-15 03:31:26.973	GOOD MONEYBAG MORNING GS 💪🔥\n\nAll praise belongs to Allah Who has restored us back to life after causing us to die; and to Him shall we return.
Copywriting	01GW9FXZNP6MQQQ7k8ZPJMKT9Y	2024-10-15 16:32:26.106	Hey Gs, I'm Jose from Spain and I'm going to set the goal of 2500€ for the next 3 months. I actually don't know if this is realistic but let's work hard and trust God!!\n\nHope everyone is doing great 💪
Cryptocurrency Investing	01J2DGQYM8HB1VDA37XGZ0MVFT	2024-10-15 10:04:49.644	**Update my portfolio**\nFrom my previous win at 5k building up from 2 September.\nI have made over 2k USD and am heading towards my goals:\n\nIncomplete (**Master class**) (A) and have my first ever [**10k USD**] (A) of my life at 20 years old.
Hustler's Campus	01HN1HFTGA10QYDQVYF85D8118	2024-10-15 22:14:37.616	<@01GHJJ54AZE62NT37WR2GYGB01>\n<@01GHJJ54AZE62NT37WR2GYGB01>\n\nPlaying 'Pump it up' while posting this win 💪\n\nFlipped an iPhone 14 Pro for \$570 with \$120 being profit 💰\n\nGetting pretty close to Moneybag Hustler 🎉
Copywriting	01JA82TjZ6XZC1K1W2MKPV2G2	2024-10-15 16:36:55.822	I got more than 6 hours daily on my laptop while also working at my Dad's office I was thinking it's better to get advice from TRW students on which campus is better at making profits weekly at least since I'm willing to do everything I'm supposed to do and humble to be taught.
Copywriting	01GPjX782KTQNFNF85RGjBZE3A	2024-10-15 16:38:15.489	Hey G,\n\nWhat exactly is your question?\nIt's okay if there's no one around you to reach out to.\nIt's not okay to be quiet and shy so find a way around that.\n\nYou can ask someone else besides your family to introduce you to a small business.\nAnd you can reach out to people in other countries that may know something.\n\nBe specific with your questions, otherwise you're basically pre... I just got my first client, and have gotten 3 responses on my outreach from companies who want's a call. Should I focus on 1-2 projects, or try to do 3-5 at the same time? I also go to school and train so I don't have all the time in the world.

Figure 14. Random sample of comments across various dates from “The Real World”

Discussion – Why do people join Andrew Tate’s “online university”

To understand why people join, I think it's important know who the average Andrew Tate fan is and the circumstances that would incite them to join in the first place.

Who is the average Andrew Tate fan?

The average Andrew Tate fan is a 21 year old male

While this maybe ethically questionable, I was able to determine this using the email addresses provided in the leak. Usually, people add a numerical suffix to their email that indicates their birth year, for example, nru87@gmail.com or nru1987@gmail.com would indicate that I was born in 1987.

Not a perfect method, but it's good enough. The results are shown in figure 15.

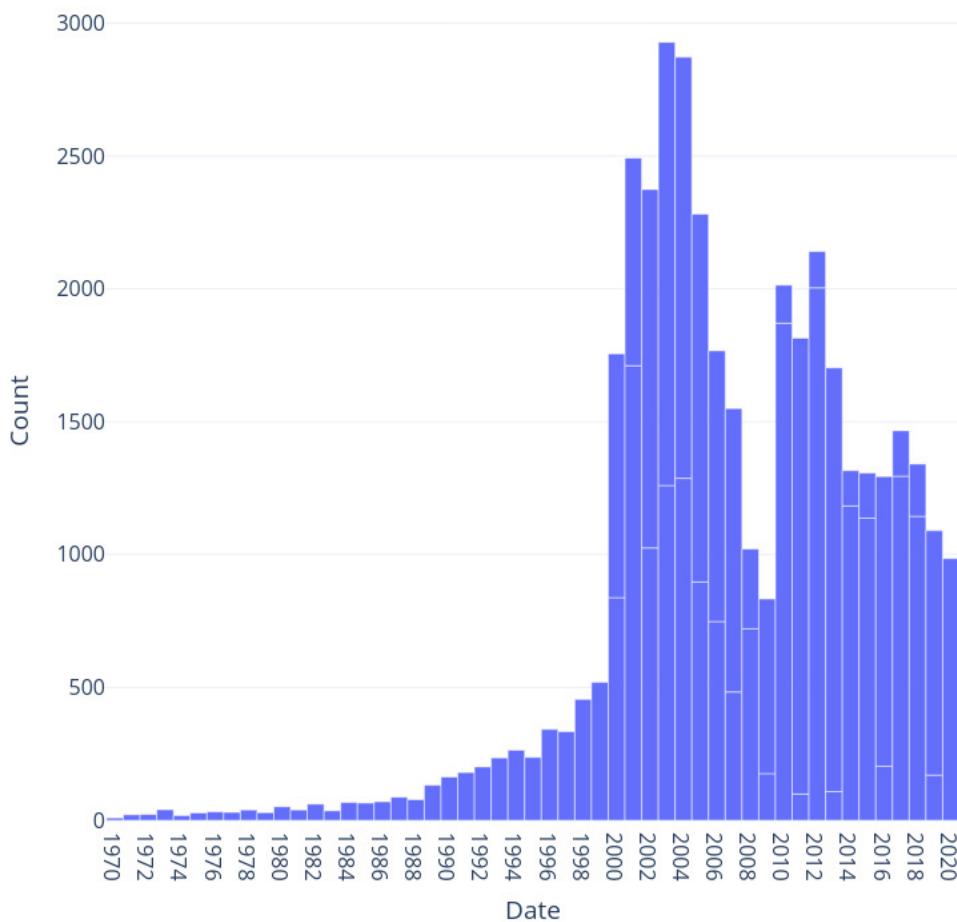


Figure 15. The distribution of email numerical suffixes in the dataset.

The average Andrew Tate fan is desperate to get rich

Please note, my intention with using the word “desperate” is not to portray anyone negatively. I am referring to the desperation to get rich that many in Tate’s community feel.

This is shown earlier in figure 4. The influx of new users after the announcement of a new cryptocurrency and the fact that the largest engagement category is cryptocurrency all scream desperation to get rich quickly. Here is a YouTube [playlist](#) of crypto scam related investigations. In almost every video featuring a testimonial from a victim, you can sense the desperation of the victim in trying to get rich.

I think their desperation to get rich is best exemplified by figure 16. **Despite Tate’s crypto coin losing 68% of its value, the community sentiment on the coin is 79% positive/bullish.**

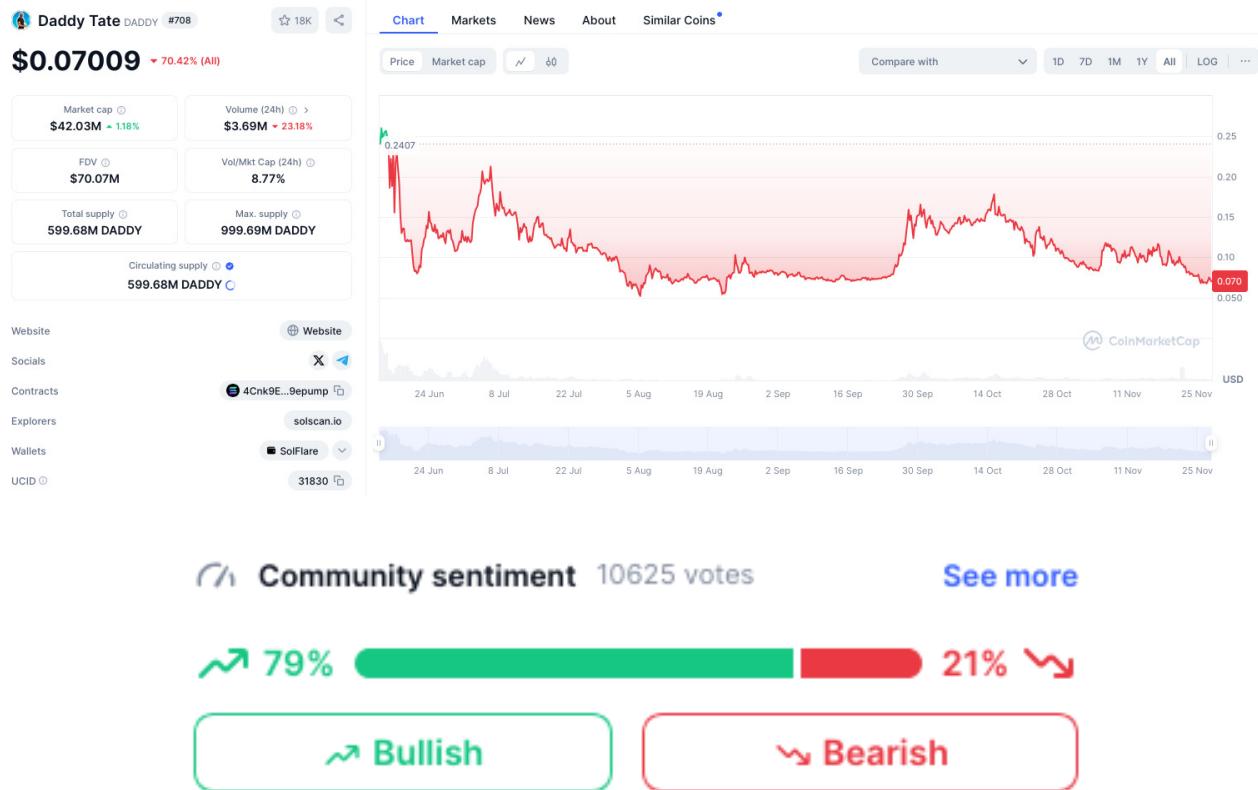


Figure 16. Daddy coin price and sentiment

The average Andrew Tate fan is impressionable

Please note, my intention with using the word “impressionable” is not to portray anyone negatively. Figure 14, shows the mindset trap that many Tate fans fall for:

“If I do enough pushups... then one day I can get rich like Andrew Tate”

“If I watch enough courses... then one day I can get rich like Andrew Tate”

“If I mow enough lawns... then one day I can get rich like Andrew Tate”

“If I buy enough crypto... then one day I can get rich like Andrew Tate”

Again, **my intention is not to bash on self-improvement.** It’s great that people are actively trying to improve themselves. If people changed their daily habits and made a lot of money, then good for them.

My criticism comes from Hustler’s University users being sold on the idea that **if only they do X amount of work, then they can achieve Y levels of success.** On Tate’s website, he states:

“*You can get rich with just one year of focus...*

But only if you invest focus in the right business models using the right information.

In The Real World you will get access to multimillionaire professors who will give you a step-by-step path to reach your goals as fast as humanly possible.”

Sure, with this program, some individuals will succeed and will finally be able to achieve financial independence. For some, their failure to achieve success could in fact be caused by their lack of guidance and discipline.

However, the vast majority of people will not be able to “escape the matrix”, and it is not their fault. This is shown by the user retention rates and the fact that **63% of users leave after the first month.**

In a society under capitalism, success, as defined by being obscenely rich, is not achieved by living your life like an RPG character with milestones. Success is a limited asset that only a privileged few can have. **Those with the keys to success will not share their secrets in a \$50 online course.** The keys to success are not about what you know, but about who you know and what you already have. We can’t all be millionaires, it is physically impossible.

What circumstances cause people to join this program?

In my opinion, there are several factors that could have been a catalyst in the rise of influence of far-right influencers.

It is not a surprise to anyone that life has gotten more and more expensive in the last decade. Due to inflation, the [cost of living](#) in the US and other parts of the world has increased by 20% since 2021. Despite “experts” claiming inflation is back to normal, consumers still have to live with the added 20% increase in prices on-top of the current year’s inflation and [terrible job market](#). When people complain about this, all they hear from [mainstream news](#) is that they are living in the best economy in decades.

Furthermore, in our last investigation, [The Youtube Alogirthm and Manufacturing Consent](#), we discovered that social media giants like YouTube, heavily promote far-right influencers several orders of magnitude more than progressive independent creators. We also discussed the role of the massive one-sided billionaire investment of online right wing creators.

With hard economic times, comes desperation, and nobody takes advantage of young desperate men better than far-right populists. It also doesn’t help that far-right content has become mainstream on every single social media platform.

Putting it all together

As seen from the investigation above, the people who post on Tate's website are not motivated by hate. If anything, they are motivated by becoming materially successful. Some are looking to get rich quickly, and some are willing to put in the hard work. Like with any other group, it's a mixed bag of people. These people did not turn to Tate because they are "[incels](#)" or because of the "[feminization of culture](#)" as some pundits would say (although that maybe the case for some). They turned to him because society has failed them.

The pressure for young people to achieve success have never been higher. They are currently facing some of the most challenging economic conditions in the past decade, compounded by a cost of living crisis, and terrible job market. It's understandable why many would seek someone who can offer them a way out, a path to escape the matrix, non-traditional methods to making money, a guide on how to get rich quickly. It's very similar to how people turn to alternative medicine after having a bad experience with the medical system or a bad doctor.

The average users of Hustler's University are impressionable young men, who are primarily motivated by getting rich and changing their current living situations for the better. This is not exactly the same narcissistic & arrogant persona Tate is known for displaying on social media.

As of 2024, the demand for "high value" (subjective term) male role models is at an all time high, while the supply is at an all time low. Any man, who gives out the slightest bit of surface level appearance of being successful, will have thousands of desperate young men gravitate towards them. In the case of Tate, over 700,000+ young people are willing to pay him US\$50/month.

Society has failed young people by giving them a world full of financial hardship and then telling them that the only reason they are not rich, is because they didn't work hard enough. Media giants filled everyone's social media feeds with right wing opportunists who then took advantage of a young, desperate, and impressionable audience. Tate offered them a solution, so they opened their wallets.

What has your political faction done to reach out to these individuals?

The problem isn't an Andrew Tate problem. **If he disappears today, a new guy will replace him and do the same thing.** Where there is demand, supply will follow.

Let us take the observations from this investigation as a lesson in **understanding the underlying issues that drive individuals to seek out such figures**. Whether its Donald Trump, Elon Musk, Jordan Peterson, or Andrew Tate. Instead of merely focusing on the personalities involved, we should address the economic pressures and media landscape that create a fertile ground for these kinds of individuals to thrive.

I will end this investigation by providing a random sample of bio descriptions of ~100 users. Please take the time to read them and form your own opinion on who the people effected by this data breach really are.

Some user comments

Been though a lot of hard times. Many hard lessons. Here to learn, and whenever I can, help where I can.

Having a 2-5 year goal of:

- 1) Residency(ies) outside my home country
- 2) Remote Worker / Tra

Just a man trying to build his future

"It is a shame for a man to grow old without seeing the beauty and strength of which his body is capable." - Socrates.

I'm 16 years old. I plan to improve my financial status immensely before I graduate high school. I'm ready to gain knowledge and trust in the process I'll get where I want to be.

'If you are grateful, I will certainly give you more. But if you are ungrateful, surely My punishment is severe.' | (Quran) 14:7

Melbourne, Australia

I have been a slave for the last 10 years. I have worked in the oilfield industry in some of the coldest places on the planet. Working in fifty degree below zero weather, twenty mile per hour winds, s

Lives in Hawaii with my bull terrier puppy, *****.

An entrepreneurial innovator with expertise in AI, tech, and business strategy. Focused on global ventures and scaling startups, aims to build financial freedom and empower others in e-commerce

Strive to survive. Against all odds.

25 Austria

Stocks/Crypto/Investing

Contact me if u from Austria, trying to connect and build a family!

Lets make money together and push ourselfs eceryday in the gym!

Lets go G's!

Always pursue the b

I am from Iran but live in Canada.

19 yo and started my jorney since April 2023.

Look for a better me and better life.

29, and ready to turn my life around. The head male in my family, I cannot accept failure.

Servant of God || Copywriting || Ghost Writing || Freelancing || Κύριε ελεησον

The owner of *****

A Carpenter who wants to escape the matrix

God is Great .

Young, motivated, hungry for the world.

On my way to success.

The obstacle is the way.

allah is the greatest of planners

Focused on getting closer to Christ, making through E-com, lifting, and providing for my loved ones. God Bless

Here to learn and grow as much as I can to become the best leader my family needs

I'm going to get really rich

However, my current knowledge has neither made me perfect nor kept me safe. So, it is insufficient, by definition-radically, fatally insufficient.

I am here to learn how to make money with the stock market and have no experience .

I currently own and operate a one crew directional drilling business.

My name is *****, I am 23 years old. I never attended college and started working right after high school. Currently working for a major construction company in America, remodeling tar

Student of Master Po

Looking to join an army of men who consistently think for themselves.

Today is a beginning.

yo

Digital creative. All about business and growth. Let's connect and make things happen.

Every day we must try to improve the quality of our lives, If we continue to input labour the output should always be progress.

1 MILLION UNTIL THE END OF 2024!!

Space Pirate on a quest for Health, Wealth, Power & Freedom...

You first become rich MENTALLY, then PHYSICALLY, and at the end FINANCIALLY. That's how you become a WINNER.

Zen

Working 24/7 | Everyday 1% better

I currently run an Insurance Agency / Financial Services company called STR8 Financial. Father, Husband, Leader, and Legend In Development

Freedom will only come when you no longer trade your time for money

One year of night.

Videographer & and an addictive Gym bro:)

Found success in the Matrix, now trying to break free.

| Daughter | Wife | Mother | الحمد لله

Iam an open-minded and coachable person.

I have OCPD

The more you fuck around the more you will find out.

I'm 14 Australian and want to be successful

Nearly 50-year-old insurance agent who heard a truth as clear and recognizable as the sound of my own mother's voice and I came to follow, learn, feel pain, get hurt, feel exhausted but stay disciplin

Student looking to make money

I am here to change my life. To quit my 9-5 job and to get free from Matrix.

25 yrs old. Co-founder of an IT service management company.

ready to turn my life around and leave the 9-5 world behind.

Been fighting since a kid, in the ring as in life. On my way to become a 0.01% type man, I came across the Tates. What a pleasure to fight all together against our common enemy, devilish as it is, the

16M trying to escape the matrix

Hello, I'm a native American Indian from *****, *****. I grew up here most of my life. I bounced around a lot as a kid. I had to learn how to grow up fast and I lived the fast life which got me

ITS IN ME NOT ON ME

Only Business

Male, 17, Canadian.

Young kid ready to work

fortes fortuna adiuvat

“Because you might as well be dead. Seriously, if you always put limits on what you can do, physical or anything else, it’ll spread over into the rest of your life. There are no limits.”

Be hunter or be hunted.

17 year old senior in high school
SMMA -> Copywriting

22

Just got started slowly will update bio the more I learn

Mechanical Engineer, Master in Industrial Engineering, investor and swing-trader, singer, kickboxing fighter, 3 languages (Spanish, English, Norwegian).

Currently living in Wudan mountain.

Transformational CEO who makes turnarounds

Future Top G

INDIAN
17 YEAR OLD
1 YEAR OF TRADING EXPERIENCE
I AM CURRENTLY TRADING CRYPTO AND GOLD (XAUUSD)
You can contact me in X for quality trade setups

If I wan’t to go to the gym I’m going to feel weak before I’m strong. If I go to the business class I’m going to feel stupid before I’m smart. If I hang out w wealthy ppl I’ll feel poor befor I’m rich

God has a plan for all.

Guap Chaser

Stand Up, Keep Up, Never Quit, Always & Forever !

I can't escape the matrix if I am the Matrix.

~ Such is the way of Wudan ~

Hardwork pays off! Grind don't stop!

I'm a father of 4 boys that I want to change my situation for. And break them out of this matrix we live in.

I am 14 and I want to excel in life.

When you see a good move, look for a better one.

"He who walks with wise men will be wise, but the companion of fools will be destroyed.
Proverbs 13:20

Christian. Husband. Dad.

Web developer.

VENI.VIDI.VICI

Tryna make it in this world one step at a time by focusing on growing a strong mind while dedicating myself to my future.

17

Tacoma, Wa, USA

Software Engineer

- Sales Professional
 - 150k+ in revenue generated from sales throughout my career
 - Professional experience in 2 MLB teams valued at 2B+ ea.
 - Fluent in English/Spanish
 - Former D1 Athlete
-

I'm a believer

24yr old who has always wanted his last name to hold value when spoken. I've found the right place to put my focus and determination. This is where it all started...

I'm gonna start from my humble origins getting to the top

Im Not Gonna Stop Until i Success

Grinder and chiller

"Pray as though everything depended on God. Work as though everything depended on you."
-Saint Augustine