

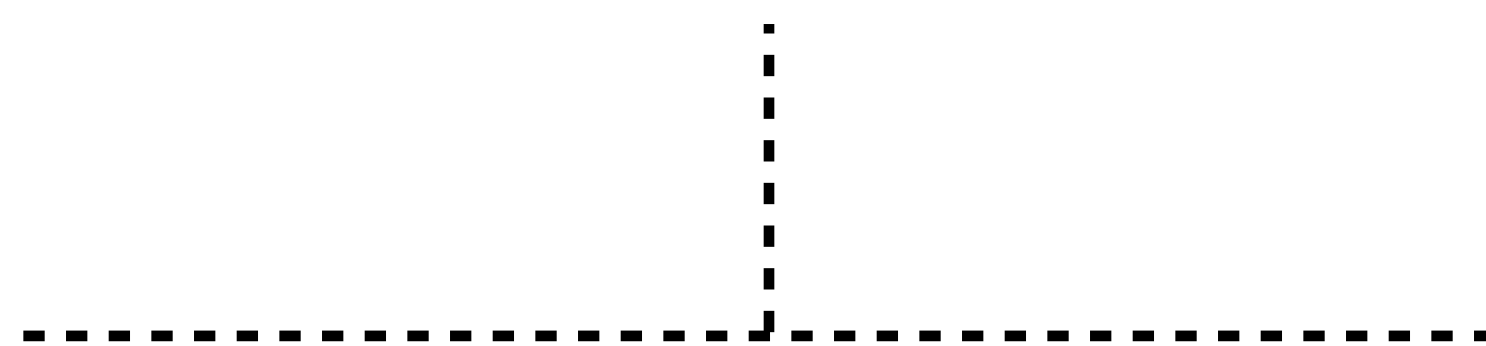
Background example #1: casino chips



Background example #2: shares of stock

There are ~ 17.103B outstanding shares of Apple currently worth ~ \$125 each

APPLE(APPL)^{STOCK}_{NAS}

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- Ownership and investments in company
 - Raise money for a company
 - Liquidity so shareholders can monetize