

SUPERSTONK MOASS FAQ

2nd Edition

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SuperStonk

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Due Diligence

We all have to start somewhere...

Together with [u/_Exordium](#), I have vastly upgraded, updated and improved my original FAQ to include terms and concepts that have been missing for some time. There have been massive rewrites, corrections and additions throughout. I feel this is now completely up to date, though I hope to come back to it frequently to ensure it stays that way. I see this as a fantastic jumping off point for explaining GME and the situation surrounding it, though I do not intend for this to substitute the DD in any way, shape or form.

We all have to start somewhere...

Please feel free to leave any feedback in the comments!

Without further adieu...

What are you even talking about? (Community jargon and shorthand)

Over the last year, of swapping theories, data, and memes, a certain language has developed amongst the community. Below is a short list of some of the shorthand to get you started in understanding the community's terminology:

DD/ Due Diligence/ Deep Dive - Research and theories based on that research

HF/Hedge Funds - Often used to refer to the bad guys in general.

SHF/Short Hedge Funds - Used to delineate hedge funds that are short on GameStop from those that are not

LW/ Long Whale - Used to refer to institutions or large investors that are long on GameStop.

TA/Technical Analysis - Graph and Number Data analysis

MOASS/Mother Of All Short Squeezes - The biggest Short Squeeze ever

FUD/Fear, Uncertainty, Doubt - Refers to calculated attacks on our forums, and more specifically, morale and individuals

FOMO/ Fear Of Missing Out - refers mainly to the propensity of investors to follow the hype in the market for fear of missing out on the golden goose so to speak.

DFV (u/ DeepFuckingValue), AKA TheRoaringKitty - Keith Gill, Retail Investor, not a cat

APE - All People Equal. Speaks to the mission to return fairness to the markets by stamping out corruption

HFT/ High-Frequency Trading - A method of trading huge volumes in fractions of a second.

OTC/Over the Counter - A decentralized market where trading between two parties can take place without the use of a stock exchange.

FTD - Failure To Deliver transactions, i.e. short seller unable to locate the shares they sold into the market for delivery.

CS/DRS - Computershare/Direct Registration System, system allowing individuals to be in direct ownership of their shares.

NFT/Non-Fungible Token - is a unique, verifiable and non-replicable unit of data stored on a blockchain.

Loopring/LRC/ Loopring Currency - A suspected partner of GameStop's NFT project, "LRC" refers specifically to Loopring's governance token.

DTCC/ Depository Trust Clearing Corp. -

Is the squeeze Squeeze?

No.

There are pages and pages of research and evidence that indicate that the squeeze is in fact not squeeze, that said its too much to cover in an FAQ that is meant to focus on the basics— so I will leave you with this quote from the SEC on the topic of the January GME fervour:

The run-up in GME stock price coincided with buying by those with short positions. However, [...] such buying was a small fraction of overall buy volume, and that GME share prices continued to be high after the direct effects of covering short positions would have waned. The underlying motivation of such buy volume cannot be determined; perhaps it was motivated by the desire to maintain a short squeeze. Whether driven by a desire to squeeze short sellers and thus to profit from the resultant rise in price, or by belief in the fundamentals of GameStop, it was the positive sentiment, not the buying-to-cover, that sustained the weeks-long price appreciation of GameStop stock."

Essentially what the SEC is saying here is that of all of the buying of \$GME going on in January, only a small portion of that was found to be short sellers covering. Basically, the January price movement was not the "squeeze" as some would have you believe.

Should I invest?

That is entirely up to you, no one in this community should be giving financial advice. Many investors see this as the ultimate golden ticket opportunity (myself included). It is vitally important that you are aware of your risk tolerance when investing and that you do not invest money you cannot afford to lose— don't put in money you need for bills, food, shelter. Given the volatility in GameStop stock it is likely that you will see your portfolio go way up and way down. This community is focused around discussing the stock and swapping theories, not providing advice on investing.

You may be asking yourself "Am I too late?", and again, the answer is up to you. The short sellers likely need every share to cover their positions. If you want to buy one share, but hesitated because it seems like it isn't enough, every share does matter -- especially with a free float as relatively small as GameStop's. (>30M retail free float after all institutions and insiders are counted)

Why GameStop? (Buckle Up)

Short Squeezes can happen anywhere there is high short interest. GameStop however is a special case (Hence the use

of the acronym, MOASS). In this situation, however, GameStop's Short Sellers got extra greedy. They were sure that GameStop was going to die in the wake of the pandemic. So sure, in fact, that they began Naked Shorting the stock like crazy. With reported short interest hitting an all time high of 226%. Had GameStop actually reached bankruptcy and went under, they would have never had to cover all those positions; if a stock is delisted from the exchange, there would be no way to return borrowed stocks... They would have just went on their way, cash in hand, off to short another company into the ground...

There have been many long time believers in GameStop (including those behind gmedd.com) , but it was the confluence of events in [DFV sharing his bullish theses on Reddit/Youtube](#) and Ryan Cohen coming to the picture that really mobilized large scale retail investor support for the company. With that said, it takes more than hype and short interest to keep a company from going under, which is where the overlooked fundamentals of this company come into play:

- Ryan Cohen, an "Activist Investor" and co-founder/CEO of Chewy.com. Finding success in past endeavors, people believe in Ryan Cohen and it is a widely held belief that his plan to turn GameStop around spell out the end of the line for the predatory Short Sellers who tried to kill this company. Having hired nearly 350 new Technology/eCommerce executives from companies like Amazon, Chewy, Zulily, Google, Microsoft, Best Buy, Ebay, and others ([Link to gmedd.com's new hire list](#)). Ryan Cohen clearly intends to build a juggernaut of a company that carves out a massive market share of the hugely untapped gaming market.
- E-Sports, a massively lucrative sector of the gaming industry that is still yet in its infancy all things considered. GameStop has been positioning itself to fully capitalize on, and help foster the E-sports community. With the launch of test stores across the U.S. that contain the infrastructure to host local, small scale E-sports events, and the opening of the "[GameStop Performance Centre](#) " in 2020, GameStop fully intends to be a big name in Esports. For more info on this, keep an eye on the GameStop Esports twitter account: <https://twitter.com/GameStopEsports>.
- In a very interesting turn of events, GameStop has made it clear that it is going all in Blockchain and NFT Technology, essentially getting in on the ground floor of this space that many believe will not only disrupt the gaming industry, but every other industry out there. You can read a bit more on this in the NFT section of this FAQ. In short GameStop has been hiring some extremely well known, talented individuals in the NFT space to help develop a mysterious NFT marketplace. Though little is known regarding the details of this project (which is no accident on GameStop's part) it is clear that this is just one more way that GameStop is setting itself up to be the future tech giant that many believe it will be. There are many theories on what GameStop is going to do with this technology, but really the sky moon is the limit with this one
- Improving Ecommerce operations has been a big focus for Cohen and GameStop. Over the last year plus, GameStop has expanded their product offerings immensely, including things like PC gaming products, TVs, more relevant private label offerings, among many others. Not only that, the company has opened up two MASSIVE fulfillment centres (totaling ~1,200,000 sq/ft) this year with one being in York, Pennsylvania and the other in Reno, Nevada, with a customer care centre being opened in Pembroke Pines, Florida as well. These facilities were opened with the intention of bolstering their eCommerce presence, and getting ahead of the current supply chain issues that the world over is dealing with.
- No debt, and rolling in dough. GameStop participated in a share offering this year which not only nearly wiped out the company's debt entirely, but also lined the company's war chest with about 1.5 billion to help fuel the company's transformation and improve its balance sheet.

As one could see, there is more to this situation than meets the eye, the narrative that GameStop is a dying company is so clearly untrue at this point, regardless of what publications like Motley Fool, MarketWatch, Reuters, Bloomberg, Washington post and many others would lead you to believe. Furthermore, there is extremely strong evidence that the

Short Sellers who bet against GameStop have in fact not closed their positions and instead have disguised- and perhaps even increased- their short position such that it doesn't get reported publicly. There are many avenues through which these market participants can do this, though I will leave that to the DD to explain. These very same Short Sellers then utilized their vast connections to the financial media to spread the word that Gamestop was dead, [the squeeze was squoze](#). Simultaneously, they employed the use of social engineering to slowly depress the positive sentiment for the stock on Reddit and elsewhere (AKA FUD).

It is these monumental changes in the company coupled with the obvious desperation of the bearish players in this trade that give the Apes confidence in their investment in GameStop. Some are invested for the squeeze, some for the fundamentals, and many invested for both... but either way, it is clear to many that GameStop is definitely not headed for the grave, but rather... the Moon.

Regardless of the squeeze, I, personally, like the stock.

When is the squeeze? No Dates...

Nobody knows, and nobody will know. Unfortunately, because of all the variables and moving parts, it is literally impossible to predict. It has become apparent that building up hype over specific dates can be used against us. We have in the past seen dates that everyone built hype around only to have them pass and enthusiasm waned within our subreddit. That having been said, we ask that people stop asking when this will happen. Furthermore, please take any dates you do see on [r/Superstonk](#) with a grain of salt.

Why does holding do anything?

They need your shares to close their short positions! They got greedy. Thinking GameStop would fail, the short sellers started Naked Shorting the stock. Long story short they created synthetic stocks with their special privileges as Market Makers, but they cannot close a short position with a synthetic share. When they buy back a synthetic share, it is effectively cancelled out and deleted.

So because of the Naked Shorting, the Short Sellers, multiple large greedy money managers, and Hedge Funds need a total number of shares greater than the number available to purchase.

The art of hodling can be especially effective when your shares actually have your name on them, and cannot be lent out. Enter DRS, When you direct register your shares, for all intents and purposes, it removes them from the DTC, ensuring your shares are not fake, rehypothecated garbage and that they aren't being lent out to short sellers. Those shares are yours and therefore what you say, goes. If your particular situation prevents you from registering your shares, or if you prefer not to, it doesn't mean your shares will be worthless. Synthetic shares and all the shares that have been shorted beyond 100% of outstanding shares all have to eventually be bought back and canceled out.

aRe YoU GuYs MaNipuLating THE MaRKeT?!

The purpose of [r/Superstonk](#) is not to "Pump and Dump" the stock, despite what some media sources will tell you. [r/Superstonk](#) is just a community of individuals investing in the same stock separately and a platform to discuss and share opinions freely. Furthermore, any use of the words "we" or "us" in any posts or comments is not indicative of

manipulation. Additionally Gary Gensler had this to say on the topic of online communities like ours:

“To be clear, I’m not concerned about regular investors exercising their free speech online. I am more concerned about bad actors potentially taking advantage of influential platforms. Furthermore, it’s no longer just retail investors or even humans who are following these online conversations, but institutional investors and their algorithms. Developments in machine learning, data analytics, and natural language processing have allowed sophisticated investors to monitor various forms of public communication to see relationships between words and prices.”

How are these crazy high share prices possible?

No one knows how high the squeeze could take the stock price. It is a known fact that a short seller is taking on potentially infinite risk when opening a short position as they could be forced to buy back the borrowed stock at whatever price those who own it are willing to part with it at.

Essentially, rational reasoning says that these numbers are possible through the immutable laws of supply and demand. Furthermore, reported short interest reached 226%* in February of 2021, and was confirmed to have been at least as high as 123%** in January of 2021. (*[Source: S3 Partners Data Feb-09-21](#)) (**[Source: SEC “GameStop Report” pg 21](#))

Since then, seemingly no significant closing activity has been . This indicates that short sellers may collectively need to buy back the entire outstanding share amount multiple times over to close their positions

Where does the money come from to fuel the squeeze?

Much like an actual rocket launch, it might help to think of it in stages. Hedge funds that are short on the stock would be the first to face margin calls - which if failed, would result in them being liquidated in order to close their overleveraged positions. They are backed by their Prime Brokers, who would assume the debt if the hedge fund cannot close their positions.

Following that, the Market Makers who wrote those contracts would then be the next to assume responsibility for the contracts. These are substantially larger than the hedge funds and even the prime brokers. Well, what happens when they default as well?

The market makers are backed by the clearing houses, which operate under Depository Trust & Clearing Corporation, or DTCC for short. Here, it gets a bit more difficult to say exactly how things would go, though the DTCC holds an astronomical amount of funds under management, and equally mind-numbing asset insurance. Should all of that not be enough to get our rocket to where it’s going, that is where we would likely start seeing a major government bailout of the DTCC and it’s member parties.

What is a Short?

A Short position is easier to grasp than some other more complex market mechanics.

The point of shorting a stock is to bet to profit on the price going down. The shorter would borrow stock from someone willing to lend it (the benefit to the lender being a small interest fee for lending the stock), sell the shares at the current price, and use that money to invest in other plays.

Once the stock that they shorted had dropped to a low enough price, they would buy back the shares and return them, keeping the difference as a profit.

What is Naked Shorting?

Just like Shorting, but with more illegality! Through archaic loopholes in the laws governing the financial industry, some individuals participate in short selling without actually having the shares. This essentially creates a counterfeit share. When this is done, the short-sellers are taking on a lot of risk, but the payoff can be grand. If the company goes bankrupt, as is the goal with naked short selling— your obligations are no more.

It's not easy to actually catch the naked short-sellers red-handed, but some look to the Failure-to-Deliver data to shed some light on it. Naked shorting is also how it's possible there is more than 100% of the shares issued by the company trading in the markets.

What is a “Short Attack” (aka “Short and Distort”)?

The Short and Distort is a time-honored tradition of illegal market manipulators. Put simply; First, they short the stock, then they distort the image of the company. Short Sellers will utilize this technique as a way to actively suppress the price of a company's shares, most of the time through the spread of manufactured bearish sentiment and/or straight-up misinformation about the company in question. We are seeing this in GameStop in the form of FUD campaigns and Media Manipulation. For just a taste of this media manipulation, look no further than this compilation of Motley Fool's desperation: "[fOrGeT gAmEsToP](#) "

So then what is a Short Squeeze?

The Short Squeeze is a fairly rare financial phenomenon. Basically, when a bunch of institutions think a stock will fail, sometimes they will all pile on the short positions in the same place. More often than not, they probably make a lot of money from this tactic. But occasionally they will get noticed and if everything lines up just right, this “Short Squeeze” can occur. Usually triggered by a catalyst of some sort, Short Squeezes usually happen when the stock doesn't go down but instead goes way, way up.

When it goes high enough that the Short Sellers' other assets (be it in other long positions, Crypto, bonds, Etc.) are no longer able to balance the mounting losses from a short bet gone wrong, they will get margin called. At that point, they are told to provide sufficient collateral to meet the margin call. If the party that has received the margin call cannot meet it, they are subject to a forced liquidation of assets leading to a buy-in on the stock... no matter the price it has reached. The Clearing House doesn't want to deal with the elevated risk, so once you can't afford the risk you're out.

Theoretically, only one institution has to fail to meet this margin call, before the dominos start falling. The margin call and subsequent forced buy-in, causes increased buying pressure, increased buying sends the price up, the price going up means more Margin Calls, and so on.

Why are people saying that the short interest could be more than 100%?

Despite all major reporters of short interest now displaying numbers much lower than 100% on their sites, it is unrealistic that the short interest is as low as they claim. Here's why:

- The industry is largely self-reported, meaning that HF's can choose to report lower numbers if it benefits them. While this practice is illegal, it is only punished with a fine (often years after the fact). This fine is often much smaller than the potential loss or gain the HF may experience if the true data were to be reported. This is the fine that Citadel LLC (one of the bigger HFs shorting GME) has had to pay multiple times in the past, a fine often described as just the "cost of doing business".
- Back in February, S3 Partners (who provide the data to the majority of retail reporting sites) reported the SI% for GameStop had reached 226%. After that figure was exposed, they rushed to cover this up, and in a move that can only be described as "fuckery", completely changed the reporting formula. This is more of an involved topic, but the result was that the naked shorts are no longer accounted for in the calculation, and makes it impossible for the reported short interest to ever go over 100%.
- It was discovered by some Apes that there was an abnormal increase in short interest in most of the ETFs with GME inside them. The increase coincided with the spike in January and following that, the media started pushing the "Shorts covered" narrative that was everywhere last month. You can read up on the ETF Short Interest info in the DDs [here](#).

To summarize, the short sellers of GME essentially disguised some of their position with shares of Exchange Traded Funds (ETF). By establishing a short position on the ETF and then establishing long positions in every stock in there except GME you basically cancel out your short position in the ETF, leaving only a short position in GME. *Important Note: This does not mean there will be a short squeeze on the ETFs! An ETF cannot really be the subject of a short squeeze due to the mechanics behind them.*

- Synthetic long positions could be used to disguise their short positions as well, the mechanisms behind this practice utilize the options markets and could explain some of the crazy options activity that we have seen in GameStop the last few months.

Who is Ryan Cohen?

Ryan Cohen is Chairman of the board for GameStop and the head of their Strategic Planning and Capital Allocation Committee. Essentially he is at the helm of the company's transformation. Ryan Cohen is also the largest individual shareholder for GameStop having amassed 9,001,000 shares to date.

Ryan Cohen is a self-described activist investor and entrepreneur. Known largely for his last successful venture; www.chewy.com. Co-Founded by Cohen, Chewy is a massively successful eCommerce pet store that exploded in popularity in 2017 and was subsequently bought out by PetSmart for 3.3 Billion, it was the largest acquisition price paid to date for an e-commerce startup... [let that sink in, the man pretty much turned pet food to gold](#). Further, Cohen is not afraid to [challenge giants like Amazon](#)... and many think he can do it.

With Chewy in his rearview, [Cohen released an open letter](#) to the board of directors for GameStop in November of 2020, laying out his thoughts on how the board is not capitalizing on the opportunities in the gaming industry, touching on ways that GameStop could improve their business, and essentially how the GameStop board and CEO had been failing at their jobs. Though much has changed since Cohen's letter was published, it is highly recommended that you read it if you haven't already. It really gives you a sense of Cohen's belief in GameStop and his mindset regarding his sizable investment in the company.

Cohen has since been hard at work, overseeing the company's transformation in his role as chairman of the board. (For a more in depth look into the work that's gone on behind the scenes, since Cohen entered the picture, please reference the "Why GameStop" section.). Ryan Cohen clearly believes in GameStop, going so far as to announce that he will be taking equity as compensation. In fact, all of the new GameStop board members that Cohen has brought to the table are going to be taking equity as compensation. This really proves that the people in charge believe in what they are doing, one doesn't agree to go work for no cash unless the alternative could be way better. Many see this as an incredibly bullish signal about the new board.

What are NFTs? What do they have to do with GameStop?

Over the last couple of years, many people have become vaguely familiar with the concept of Non-Fungible Tokens (NFTs). The buzz surrounding the NFT art scene specifically, has grown substantially with projects like "Crypto Punks" and others being written about in major publications the world over. Despite the growth in awareness of the NFT space, there are unfortunately many misconceptions that plague the technology, and its uses.

A non-fungible token (NFT) is a unique and non-interchangeable unit of data stored on a blockchain.

- A way to represent anything unique as an asset.
- Ownership determined by the wallet the NFT is in, not who has copy and pasted it
- Powered by smart contracts on blockchains.

Play-to-earn – how players and creators earn with NFTs With traditional video games, you purchase a copy to start playing but 'rent access' to anything you earn in world as the items would cease to exist if the publisher powers off the game. However, you own the assets in play-to-earn NFT-based games, which are generally free to download but to start playing, you have to buy NFTs. These can be creatures, heroes, armor, weapons, etc. In NFT based games, along with the traditional grinding experience and badges with achievements, you can now be rewarded with in-game cryptocurrency that the game developer utilizes. You can then use this to buy more in-game items or cash out. Nft.gamestop.com will allow gamers to buy and sell NFTs to and from other players while taking a percentage for providing the secure platform and services for the transaction to occur. Additionally, developers are able to participate in a percentage cut of in-game transactions that occur.

[Here is a great guide by u/Dismal_Jellyfish on how to set up a MetaMask wallet in preparation for GameStop's project launch.](#)

Catalyst? What do you mean and why is it important?

Essentially the catalyst is the spark that lights the fire. It is unknown exactly what will be the event that triggers the MOASS. What is clear, is that the situation is very unstable and really anything can cause major volatility. This catalyst could be anything from an exciting announcement that triggers buzz around GameStop to intervention from a third party like the SEC, or the DOJ. Superstonk is full of theories that go into what specifically could catalyze the short squeeze, I would highly recommend reading them. Below is a short list of some of the potential catalysts people have been speculating about:

- Dividend (Some speculate a crypto dividend may be announced, similar to Overstock)
- SHF failing margin call

- Gamma Squeeze (Options related)
- DTCC rule changes taking effect
- Market Crash
- DRS 100% of free float
- FOMO

Please take these with a grain of salt though, it is impossible to predict what could catalyze the short squeeze. It could very well be something completely unexpected that actually sets this off.

Computershare? Direct Registering Shares?

“Computershare is an Australian based transfer company with offices in 20 countries. They are over 40 years old and are the official transfer agent for not only GameStop but large corporations such as McDonalds, Johnson & Johnson, Coca Cola and AT&T. Even though they offer some broker-like services it is important to note they are NOT A BROKER. They do however have 12,000 employees dedicated solely to keeping accurate records for their 75 million customers.” *

“What began as a place to hold your infinity pool shares or a way to get the best odds possible to collect a hypothetical NFT dividend is quickly evolving into potentially the best place to hold the majority of your GME shares. It took a while for all this information to make its way through the community but once apes started actually transferring their shares to Computershare we were greeted with a glorious sentence in our transaction history.” *

[If you are already invested in GameStop and you have questions about DRS or you would like to DRS your shares, here is a comprehensive guide that goes into further detail.](#)

What is a Shill and why do people keep calling me that?

One of the MANY things that the HFs have tried to do to curb-stomp retail investors, is flooding our public communities with Reddit accounts (Some bot-accounts and some actual people who seem to have been paid) purposefully spreading negative sentiment. Though it may be hard to believe there is plenty of proof. These accounts have been seen all over not just Reddit, but also Youtube, Twitter, etc. Not just conventional social media though also places with message-boards like MarketWatch, Yahoo finance, WeBull, basically anywhere you could talk about GME. The term “Shill” is a blanket term for those accounts, be them bots or people.

In the past, these “Shills” have utilized many different approaches to spreading Fear, Uncertainty, and/or Doubt (FUD) about the stock and the company. One of these being, flooding the subreddits with super basic questions that lacked any substance at all. This was seemingly in an effort to give the illusion that if you were still holding GME you didn’t know what you were doing, because when you looked around you were surrounded by people who didn’t have a clue. This, along with most of their other attempts to shake retail investor faith, has failed.

You may have been called a Shill for one of a number of reasons. This community is very inclusive and open to everyone, but because of the blatant attacks this forum has suffered a lot of people are understandably paranoid. (Myself included). Please, unless you really are a shill, don’t take it personally.

Shill-Based-FUD and how to spot it:

First of all, it is incredibly important to note your potential biases when determining if someone is just a shill trying to spread FUD. Not all FUD is invalid, someone may bring up a solid point against an otherwise great DD, and that could scare you. Remember that just because you do not like what someone is saying, doesn't make it invalid. It is important that users here work with constructive criticism to refine their theories.

Instead of shooting this person down as a shill, ask yourself the following: Are they making a valid point? Is it backed up with evidence? Have I fact-checked this evidence?

If you answered no to these questions, a great next step is to check their post & comment history. Here are some things to look for:

- Are they constantly posting negative-sentiment, as if they have something to gain?
- Do their posts/comments sound coherent?
- Are those posts repeating the same or slightly different things (copy/pasted)?

Since this forum and others where GME is discussed are public, the ones behind this petty attack can see what we say and how we react to their ILLEGAL MANIPULATION. This means that since this has started (back in January) these shills have gotten smarter, and less obvious. They become easier to spot over time, don't worry. When you spot a Shill, report it to your local Mods and downvote the post/comment.

Known FUD tactics, What to look out for:

The tactics that have been used against this community are absolutely despicable. At first, it was pretty benign, but with the recent attacks on individuals in this sub, it has crossed a line. I feel it is important to remember that these actions being taken against us only serve to prove that there is more to this situation than meets the eye. Unfortunately, they are always finding new ways to fuck with us here are some examples:

- Spreading FUD about users in [r/gme](#) and [r/Superstonk](#), more specifically, users that post some of the most viewed DD.
- Bringing into question the integrity of the Mod Team. With the Mods at [r/wallstreetbets](#) being accused of being compromised, and some turbulence in [r/gme](#) this FUD was easy to see coming. Since there was already precedent for it, the shills believe it an easy task to convince the community that their subreddits aren't safe.
- Fake DD. This can mean a few things, there are different ways a 'Fake DD' is done. One type is as follows, The post seems to start out with a positive sentiment but takes a negative turn and ultimately doesn't disseminate anything of value. Another type, this one being far less difficult (and thus likely more common) A DD that comes to a negatively skewed conclusion through the use of lies and false data. This Fake DD can be combated quite easily, just ensure you fact check what you read, and refrain from just upvoting whatever you see cause it gets you hyped.
- Maliciously utilizing reddit's award system to create the illusion of support of a certain idea, comment, or post. This can be used to subtly manipulate sentiment or to push certain agendas within our community. Don't lend too much credence to awards given to submissions and this technique doesn't have as much power.
- Capitalizing on downward stock price movement by increasing the intensity and frequency of negative conversations and FUD in the community and media. For example (again), MotleyFool GameStop articles reporting on negative price action and spreading doubt, while remaining silent on any good news or upwards movement in

the stock.

Thank you to everyone who has contributed to this massive FAQ project [u/_Exordium](#) [u/Bradduck-Flyntmoore](#) [u/Dismal-Jellyfish](#), you guys are incredible. Also a big thank you to everyone who has patiently been waiting for the FAQ to be updated, it has been on my to do list for months. I hope that apes new and old find this resource valuable in some way. If you have feedback, or suggestions for this FAQ please drop them in the comments below.

Cheers,

B_T

Important Disclaimers:

- Please understand that this FAQ is not a substitute for doing research! My hope is that this serves as an entry point for those that are new to investing in GME and those who are new to investing in general. As someone who has been following everything since the end of January, I cannot imagine how intimidating it must seem to get up to speed on the situation.
- Any use of the words "we" or "us" is not evidence of manipulation. We are not the ones manipulating the market. The use of words that suggest we are a group, only reference this community of people, who are individuals investing in the same stock but as individual retail investors. This community does not coordinate in any way, and under no circumstances is this a place to formally organize or manipulate markets and it never will be. It is a place for sharing publicly available information and theories thereupon, and analyzing/studying that information as a community in a way that benefits everyone fairly and safely.

Helpful links

[Fantastic Fundamental analysis of GameStop](#)

[Computershare info/ DRS Guide](#)

[SEC Report on Market Structure Conditions in early 2021](#), AKA "GameStop Report"

[Catalogue of DD](#)

[Superstonk Glossary by u/bah2o](#)

[Chairman Gensler's Testimony Before the House on social media](#)

[u/Zedinstead's DD Library - A compilation of all the pivotal DD from our community](#)

GME M.O.A.S.S. F.A.Q. - March 13, 2021

God Tier DD

Hello Apes, please buckle-up because this is a long one. I have seen a lot of new apes here in [r/gme](#) and with them come a lot of questions. But that is okay, **we all have to start somewhere.**

Important Disclaimer: Please do not think this post is a substitute for doing research! My intention with this post is not to give you the easy way out of doing research. My hope is that this serves as an entry point for those that are new to investing in GME and those who are new to investing in general. As someone who has been following everything since the end of January, I cannot imagine how intimidating it must seem to get up to speed on the situation. While the DD Compilation is an amazing resource (That you should start diving into right after this) it is a lot to take in for an amateur investor. So, with that said I hope that this FAQ can serve as a companion piece to that more comprehensive breakdown of the situation. If nothing else this post can serve as a way to reduce the high volume of basic questions we all see every day, I will just copy/paste the link to this when I see those kinds of posts or comments.

One last thing: I am open to feedback on this FAQ, I am expecting that it will be an ever-evolving thing. If you think something should be added, taken off, or changed, just let me know in the comments or through chat. I am usually here on the subreddit between *Allthetime* and *Waytoomuch*, so I will probably see the suggestion.

Anyway here is the FAQ:

What are you even talking about?

HF - Hedge Funds - often used to refer to the bad guys in general.

SHF - Short Hedge Funds - Used to delineate the hedge funds we are against, from our allies

LW - Long Whale - Allied hedge funds or large investors that are also buying/holding GME

DD - Due Diligence, Deep Dive - Research and theories based on that research

TA - Technical Analysis - Graph and Number Data analysis

MOASS - Mother Of All Short Squeezes - The biggest Short Squeeze ever

FUD - Fear, Uncertainty, Doubt -Refers to calculated attacks on morale and individuals

DFV - [u/DeepFuckingValue](#) , TheRoaringKitty - Keith Gill, Retail Investor, not a cat****

APE - How the most users here refer to one another

HFT - High-Frequency Trading - A method of trading huge volumes in fractions of a second (More Info below).

OTC - Over the Counter - A decentralized market where trading between two parties can take place without the use of a stock exchange.

Is the squeeze Squeeze?

No

Should I invest?

That is entirely up to you. This is and has always been a high-risk play. Do not invest money you cannot afford to lose. **There is no investment advice here.**

Am I too late?

Again, the answer is up to you. The short sellers likely need every share to cover their positions. If you want to buy one share, but haven't because it seems like not enough-- Please remember that every share matters, the float isn't very large to begin with.

When is the squeeze?

Nobody knows, and nobody will know. Unfortunately, because of all the variables and moving parts, it is literally impossible to predict. It has become apparent that building up hype over specific dates can be used against us. We have in the past seen dates that everyone built hype around only to have them pass and enthusiasm wane within our subreddt. That having been said, **we ask that people stop asking when this will happen. Furthermore, please take any dates you do see on [r/gme](#) with a grain of salt.**

Why does holding do anything?

They need your shares to cover their short positions! They got greedy. Thinking GameStop would fail, the short sellers started *Naked Shorting* the stock. Long story short they created synthetic stocks with their special privileges as Market Makers. But they can't cover a short with a synthetic share. So because of the Naked Shorting, the Short Sellers, multiple large greedy money managers, and Hedge Funds need a total number of shares greater than the number available to purchase. **THEY NEED EVERY SHARE, EVEN YOURS [CONAN](#) !**

aRe YoU GuYs MaNipuLating THE MaRKeT?!

To be extremely clear, as there is a lot of misinformation flying around. No, we are not. This subreddit is in no way a form of market manipulation. We aren't the ones manipulating the market here. The purpose of [r/GME](#) is not to "Pump and

Dump" the stock, despite what some media sources will tell you. Instead, [r/GME](#) is just a community of individuals investing in the same stock separately. Furthermore, **any use of the words "we" or "us" in any posts or comments is not indicative of manipulation. The use of such words that suggest we are a group only serve to refer to the users that frequent this PUBLIC community** (Often referred to as "Apes").

[r/GME](#) is a place for sharing, PUBLICLY AVAILABLE INFO, as well as theories and excitement. In this community you will mainly find:

- Amazing theories from people who spend hours pouring over data
- High-quality Technical Analysis, the likes of which would be super expensive to get otherwise
- Some really great memes
- The actual truth about the incredibly heinous market manipulation plaguing GME.

****How are these crazy high share prices that people cite, possible? 100k 500k etc.****No one knows how high the squeeze could take the stock price. The best rational reasoning says that these numbers are possible through the laws of supply and demand. Furthermore, it is likely that the Short Percentage is a lot higher than reported, with many suggesting that the short-sellers, cumulatively, need more than 100% of the float to cover.

What is a Short?

A Short position is fairly simple to understand. When someone thinks a company will do poorly or is bound to fail, they can establish a short position on said company's stock. To do that one must borrow shares from someone willing to lend them, and then sell those borrowed shares. Then you put that money into your piggy bank for later. Assuming all goes according to plan, the stock goes down like you thought, when the stock drops to the price you are happy with you then buy back the shares you borrowed. You grab the money you sold them for and buy the shares, you give them back to the person you borrowed from and make off with the leftover money.

So then what is a Short Squeeze?

The Short Squeeze is a fairly rare financial phenomenon. Basically, when a bunch of institutions think a stock will fail, sometimes they will all pile on the short positions in the same place. More often than not, they probably make a lot of money from this tactic. But occasionally they will get noticed and if everything lines up just right, this "Short Squeeze" can occur. Usually triggered by a catalyst of some sort, Short Squeezes usually happen when the stock doesn't go down but instead goes way, way up.

When it goes high enough that the Short Sellers' other assets are no longer larger than the potential loss they are risking in the stock they shorted, they will get Margin Called. At that point, they are told to buy the stock back at whatever the price because the Clearing House doesn't want to deal with the elevated risk. Once you can't afford the risk you're out. This margin call, theoretically, only has to hit one institution before the dominos start falling. The Margin Call causes increased buying, increased buying sends the price up, the price going up means more Margin Calls, and so on.

Why are people saying that the short interest could be more than 100%?

Despite all major reporters of short interest having numbers much lower than 100% on their sites, it is unrealistic that the short interest is as low as they claim. Here's why:

-The industry is largely self-reported, meaning that HF's can choose to report lower numbers if it benefits them. While this practice is illegal, it is only punished with a fine. This fine is often much smaller than the potential loss or gain, the HF may experience if the true data were to be reported. This is fine that Citadel LLC. (One of the bigger HFs shorting GME) has had to pay multiple times in the past, so there is precedence.

-It was discovered by some Apes that there was an abnormal increase in short interest in most of the ETFs with GME inside them. The increase coincided with the spike in January and following that, the media started pushing the "Shorts covered" narrative that was everywhere last month. You can read up on the ETF Short Interest info in the DDs here. To summarize, the short sellers of GME essentially disguised some of their position with shares of **Exchange Traded Funds** (ETF). By establishing a short position on the ETF and then establishing long positions in every stock in there except GME you basically cancel out your short position in the ETF, leaving only a short position in GME.

***Important Note: This does not mean there will be a short squeeze on the ETFs! An ETF cannot really be the subject of a short squeeze due to the mechanics behind them ***

Why Gamestop?

Short Squeezes can happen anywhere there is high Short interest. Gamestop however is a special case (Hence the use of the term/ acronym, MOASS). Gamestop's Short Sellers got extra greedy in this case. They were sure that Gamestop was going to die in the wake of the pandemic. So sure, in fact, that they began Naked Shorting the stock like crazy. Had Gamestop failed and went under, they would have never had to cover all those positions. They would have just went on their way, cash in hand, off to short another company into the ground...

Suddenly a glimmer of hope began to emerge for Gamestop, this hope in the form of Ryan Cohen, an "Activist Investor" and CoFounder/CEO of [Chewy.com](https://www.chewy.com). Finding success in past endeavors, people believe Ryan Cohen, and his plan to turn Gamestop around spell out the end of the line for Short Sellers. Around the same time, DFV started sharing his Bullish thesis on Gamestop's turnaround. After getting hate for a long time for his "Outlandish Theories", people in the Reddit Forum [r/Wallstreetbets](https://www.reddit.com/r/Wallstreetbets) started to really take notice, now believing that DFV's theories were right all along.

To explain where we are now is difficult, as one could realize from a cursory glance the story is complicated. **To summarize as best I can:** The Short Sellers seem to have disguised their short position, even perhaps doubling down. They then manipulated the media to spread the word that Gamestop was dead, the squeeze was squeeze. While at the same time they employed the use of social engineering to slowly depress the positive sentiment for the stock on Reddit and elsewhere. Recently, it seems that media sentiment is slowly changing as it becomes too obvious for the media to ignore that Gamestop is not even close to dead. The media sentiment changing also seems to coincide with some large investors, of unknown identity, hopping on board the rocket with massive long positions being opened. Many see these large investors as the last confirmation they need that Gamestop is going to the moon. Regardless of the squeeze, I, personally, like the stock.

What is Naked Shorting?

Just like Shorting, but with more illegality! Through archaic loopholes in the laws governing the financial industry, some individuals participate in Short Selling **without actually having the shares**. This essentially creates a counterfeit share. When this is done, the short-sellers are taking on a lot of risk, but the payoff can be grand. It's not easy to actually catch the naked short-sellers red-handed but some look to the Failure-to-Deliver data to shed some light on it. Naked shorting is also how it's possible there is more than 100% of the shares out there at the moment.

Who is Ryan Cohen?

Ryan Cohen is on the board for Gamestop, holding the most shares of any individual (9,000,000). Cohen is also head of the Strategic Planning and Capital Allocation Committee for Gamestop, essentially putting him at the helm of the company's pivot. After Cohen's past successful venture with [chewy.com](https://www.chewy.com), and seeing the people that he is bringing to the table at Gamestop, there seems to be a very clear and profitable path forward for this company. In November of 2020, Cohen released an [open letter](#) stating how he believes the Gamestop board and CEO had been failing at their jobs, he goes on to lay out a bit about how they could do better with Gamestop as a company.

Ryan Cohen clearly believes in Gamestop, and it seems that he fully intends on taking the reigns as CEO. As of writing this Ryan Cohen is not yet CEO, though soon we expect to hear some announcements from Gamestop regarding Cohens roadmap and/or his becoming CEO

Catalyst? What do you mean and why is it important?

Essentially the catalyst is the spark that lights the fire. This catalyst could be anything that triggers buzz around Gamestop (the company) or news about the stocks. It is unknown exactly what will be the event that triggers the MOASS. This Subreddit is full of theories though, I would highly recommend reading them. Below is a shortlist of some of the potential catalysts people are speculating about:

- A Stock Split, or some similar move from Gamestop that recalls shares
 - Ryan Cohen's official appointment to CEO
 - Gamma Squeeze
 - Gamestop's Q1 Earnings Call
 - Some speculate Gary Gensler (Newly appointed head of the SEC), may make some move that sets things in motion
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What is a Shill and why do people keep calling me that?

One of the MANY things that the HFs have tried to do to curb-stomp retail investors, is flooding our public communities

with Reddit accounts (Some bot-accounts and some actual people who seem to have been paid) purposefully spreading negative sentiment. I know it sounds like a conspiracy but there is plenty of proof. These accounts have been seen all over not just Reddit, but also Youtube, Twitter. Not just conventional social media though, also places like MarketWatch, Yahoo finance, WeBull, basically anywhere you could talk about GME. The term “Shill” is a blanket term for those accounts, be them bots or people.

In the past, these “Shills” have utilized many different approaches to spreading **Fear Uncertainty, and/or Doubt (FUD)** about the stock and the company. One of these beings, flooding the subreddits with super basic questions, that lacked any substance at all. This was seemingly in an effort to give the illusion that if you were still holding GME you didn’t know what you were doing, because when you looked around you were surrounded by people who didn’t have a clue. This, along with most of their other attempts to shake retail investor faith, has failed.

You may have been called a Shill for one of a number of reasons. This community is very inclusive and open to everyone, but because of the blatant attacks this forum has suffered a lot of people are understandably paranoid. (Myself included). **Please, unless you really are a shill, don’t take it personally.**

What is a “Short Attack” (aka “Short and Distort”)?

The Short and Distort is a time-honored tradition of illegal market manipulators. First, they **short** the stock, then they **distort** the image of the company. This is a practice whereby the Short-HFs actively suppress the price, most of the time through the spread of bearish-misinformation about the company in question or the technicals of the stock.

We are seeing this in Gamestop in the form of FUD campaigns and Media Manipulation.

Shill-Based-FUD and how to spot it:

First of all, it is incredibly important to note **your potential biases** when determining if someone is just a shill trying to spread FUD. Not all FUD is invalid, someone may bring up a solid point against an otherwise great DD, and that could scare you. Remember that just because you do not like what someone is saying, doesn’t make it invalid. **It is important users here work with constructive criticism to refine their theories.**

Instead of shooting this person down as a shill, ask yourself the following: Are they making a valid point? Is it backed up with evidence? Have I fact-checked this evidence?

If you answered no, to these questions, a great next step is to check their post history, Here are some things to look for: Are they constantly posting negative-sentiment, as if they have something to gain? Do their posts/ comments sound coherent? Are those posts repeating the same or slightly different things (copy/pasted)?

Since this forum and others where GME is discussed are public, the ones behind this petty attack can see what we say and how we react to their **ILLEGAL MANIPULATION**. This means that since this has started (back in January) these Shills have gotten smarter, and less obvious. They become easier to spot over time, don’t worry. When you spot a Shill, report it to your local Mods and downvote the post/comment.

New FUD tactics, What to look out for:

The tactics that have been used on this community are absolutely despicable. At first it was pretty benign, but with the recent attacks on individuals in this sub, it has crossed a line. If these individuals happen to be reading this, I hope you understand how pathetic you are. **I feel it is important to remember that these actions being taken against us only serve to prove that there is more to this situation than meets the eye.**

Unfortunately, they are always finding new ways to fuck with us. With that said, here are some noteworthy ones as of March 28:

-Spreading FUD about users in [r/gme](#), more specifically, users that post some of the most viewed DD.

-Bringing into question the integrity of the Mod Team. With the Mods at [r/wallstreetbets](#) being accused of being compromised, this FUD was easy to see coming. Since there was already a precedence for it, the shells believe it an easy task to convince us the same thing is happening here.

-Fake DD. This can mean a few things, there are different ways a 'Fake DD' is done. One type is as follows, The post seems to start out with a positive sentiment but takes a negative turn and ultimately doesn't disseminate anything of value. Another type, this one being far less difficult (and thus likely more common) A DD that comes to a negatively skewed conclusion through the use of lies and false data. This Fake DD can be combated quite easily, thankfully. All you have to do is read the DD, fact check some things, and read some comments, then you can upvote it. Wildly upvoting every DD is a surefire way to let FUD slip through the cracks and get to the top, that's where it can do the most damage.

How do I, as a retail investor, stand a chance against the Hedge Funds?

There has been much debate over how the retail investors cumulatively stack up in terms of shares held. With all sorts of numbers floating around, it is impossible to know just how large a slice of this pie we are holding (holding). I recommend reading some of the many DDs on this though. Regardless of the exact percentage, it seems, based on what data we do have, that the narrative of retail investors being on the sidelines of what is actually a Hedge Fund vs. Hedge Fund Battle...

is false. Perhaps, prior to January, that narrative may have been more accurate, but since then retail investors have been buying on every single dip in the price... That's more than two whole months of buying-the-dip. Now, I will not speculate on numbers here, if you want to know more you will have to read the DDs on that.

Please remember these summaries only scratch the surface, please do your own research.

Final Disclaimer, For those looking to use people's words against them: Any use of the words "we" or "us" in my post or the comments below, is not evidence of manipulation. We are not the ones manipulating the market. The use of words that suggest we are a group only serve to refer to this community of people that are

individuals investing in the same stock separately. This community is a place for sharing, between ourselves, PUBLICALLY AVAILABLE INFO, and analyzing theories and data.

I would just like everyone to know how much I appreciate the comments and messages! **I admit to always improving**, and thus this post will grow over time. That being said, I am trying to keep out of the weeds, so to speak. I don't want to put too much in here as this isn't meant to be a primary research resource, but rather the jumping-off point to further reading, easily digestible.

Edit 03/20 - Added a few acronyms that I had seen in few posts, also I added a section on Short Attacks and Naked Short Selling. Please keep sending ideas on what the new apes need to know!!

Edit 03/27 - I have been updating this on the weekends, which gives me time to figure out what should be on this list and what shouldn't.

Edit 03/28 - Changelog v1.3.1.0

-some reformatting

-Some reorganizing.

-Took some feedback on my Ryan Cohen section, rewrote some of it

-added more details

-Updated info.

-New terms and explanations.

-HFT

-OTC

To the moon

Great place to start

learning: https://www.reddit.com/r/GME/comments/lj1wqv/a_comprehensive_compilation_of_all_due_diligence/

