



MORNING BREW

Week of March 1, 2021

Review of the Week!!

Problem Solve: How can we help underperforming malls?

- Pyramid Management Group, owner of several Northeastern malls, said every mall in its portfolio will eventually have residential complexes.
- In Indianapolis, IN, the city's first mall is converting some underused space into apartments.

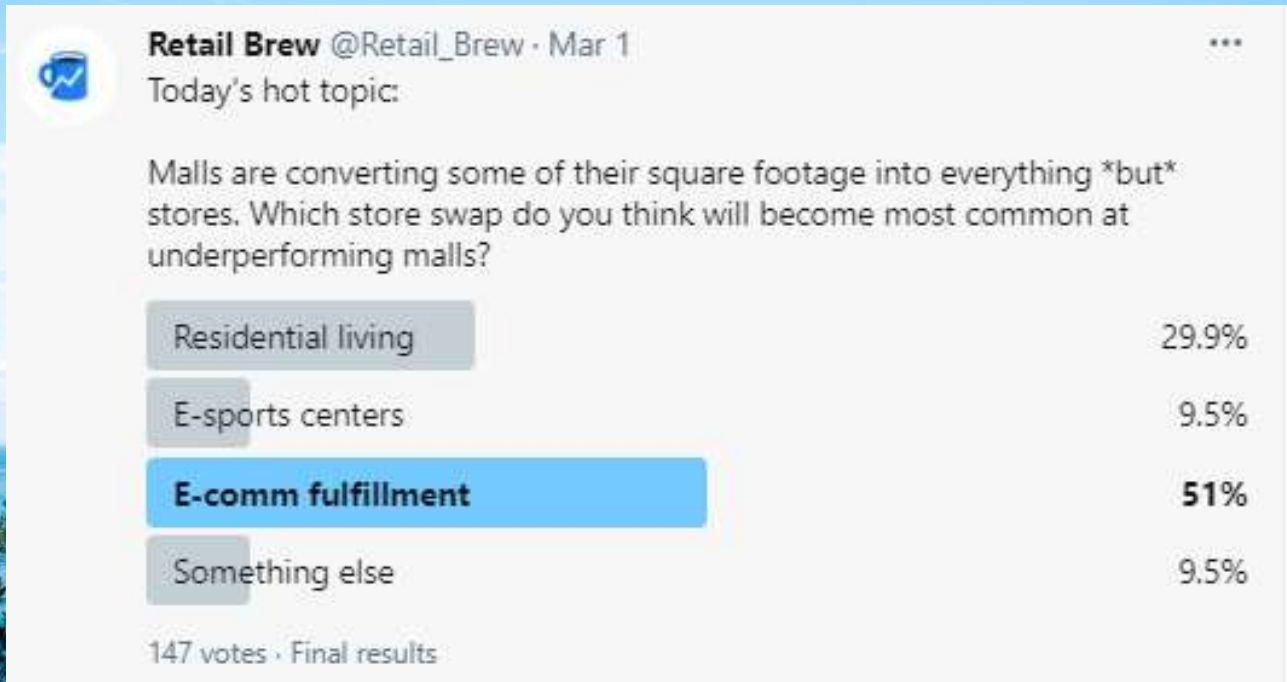
What's the best new use for underperforming malls?



Students choose an option

Survey Results from Twitter

Question: What is an example of something else malls could do?



Students, write your response!

Game: 3 headlines and a lie....

1. Haribo's friendship ring candy inspired a Taylor & Hart luxury ring worth 1.2 million gummy [gummy candies](#).
2. First came burgers, then seltzers, now toys. Travis Scott is teaming up with Hasbro to release his own line of action [action figures](#).
3. Acne Studio released a sneaker-sandal hybrid for [\\$500](#).
4. Popeyes instructed Taco Bell customers how to make their own tacos from Popeye's chicken [sandwiches](#).



Students choose an option

Twitter debuts subscription products to help double revenue by 2023 - **Thoughts?**

Twitter said Thursday that it plans to increase the amount of money it makes off of its users by allowing them to pay creators directly for content they like.

Why it matters: The company is trying to broaden its revenue stream away from being dependent mostly on ads, and particularly on ads from big brands.

Details: Twitter announced it will create a new feature that allows users to charge their followers for more content via a payment tool called "Super Follows."

- The product will allow Twitter users to charge for premium content, like a newsletter subscription, badges showing support, or bonus tweets.
- Twitter also said it's experimenting with putting other features behind a paywall, including its Tweetdeck portal that allows hyper-engaged Twitter users to monitor lots of tweets in real-time.

Yes, but: To achieve this goal, subscriptions won't be enough. The company needs to improve its ads business to make it more accessible to small and medium-sized advertisers around the globe, not just Fortune 500 companies.



Students, write your response!

Conversation Starters - What's your answer?

1. Would you rather work for Bezos or Zuck?
2. Do you own a printer? Why or why not?
3. How many toppings make avocado toast an open-faced sandwich?



Students, write your response!

Would you try this app?

Facebook's new app (BARS) is a TikTok clone targeting hip-hop artists. The app encourages collaboration and sharing, and can "automatically suggest rhymes" as users write out lyrics.

YES

NO



Students, drag the icon!



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Top 10 Reads of the week

Pick one and tell me about it!

1. The creator economy, NFTs, and the rise of the solo corporation. ([Not Boring](#))
2. Sneakers are now a legit asset class. ([Businessweek](#))
3. Learn all about how bananas became ubiquitous on grocery shelves. ([Throughtline](#))
4. The 101 greatest endings in movie history. How is Parasite not on here? ([Vulture](#))
5. Things might actually be pretty normal this summer. ([The Atlantic](#))
6. Why are influencers taking over boxing? ([Sports Illustrated](#))
7. A mental trick to make any task less intimidating. ([Forge](#))
8. 10 breakthrough technologies for 2021. ([MIT Technology Review](#))
9. 15 books to celebrate Black History Month. ([Morning Brew](#))
10. As I was poking around for Big Deal ideas this week, I initially looked into writing about Mars colonization, which means I spent a lot of time on this article. ([Wikipedia](#))



Students, write your response!

2020 was Pokémon's second-most profitable year, ever

The Pokémon Company earned \$143 million in net profit last year, [14.8% more](#) than in 2019. How has the franchise avoided becoming a fad?

1. Everyone can play. Engadget calls the video games “[baby's first RPG](#)” (role-playing game) for a reason. They're kid-friendly, but they have advanced options for adults, too.
2. It's always evolving. For instance, 2020 was the augmented reality app Pokémon GO's top-grossing year—not 2016 when it debuted—thanks in part to a [new slate](#) of stay-at-home-friendly features, reports Sensor Tower.
3. Pikachu is cuter than Baby Yoda. With nearly 1,000 Pokémon to catch, there's a creature everyone can identify with, and all of them are highly marketable (well, [maybe not Grimer](#)).

Looking ahead...in the short-term, you can watch a [Pokémon x Post Malone concert](#) at 7pm ET and in the medium-term, see how Pokémon's evolving again into an [open-world RPG](#).

Question:

Why was 2020 profitable for Pokémon?

Students, write your response!

Retail News

Klarna, the Swedish fintech giant that offers consumers buy-now-pay-later (BNPL) shopping options, announced yesterday it had [raised another \\$1 billion](#) at a \$31 billion valuation.

Department stores are taking notice. Last October, Macy's agreed to take a stake in Klarna in exchange for offering its BNPL service as an option at checkout.

- But BNPL has put retail giants in a pickle. Companies like Macy's and Neiman Marcus still rely heavily on store- and co-branded credit card fees to pad their bottom lines, offerings that compete with BNPL options.

If someone misses **two payments**, Klarna charges a penalty fee of up to \$7, capped at 25% of the total purchase price.

- That concerns regulators, since more than 10% of customers at one bank that had used BNPL were already behind on their payments, according to the UK's Financial Conduct Authority.



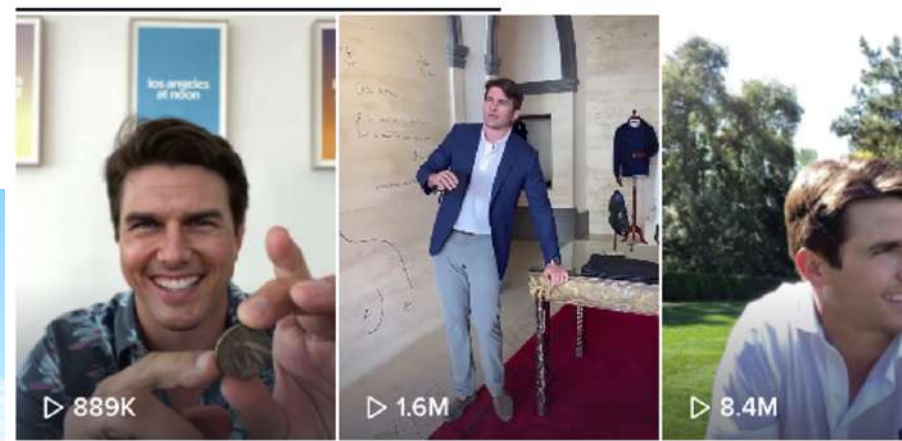
Question:

- Positives/negatives?
- Would you use a service like this?
- Why do you think department stores would rather customers use their store credit cards?

Deep Fakes + & -

Question:

- Thoughts on using deep fakes?
- How could they be used for good/bad?



A couple of years ago, a Slovakian artist made a deepfake video of Bill Hader transforming into Cruise while on David Letterman's show. And last week, a TikTok user named @deeptomcruise [posted](#) a few realistic deepfakes of the actor.

- In one clip, deepTom wants to show everyone a clip of him “playing some sports” and proceeds to swing a golf club.
- In another, he stumbles while inside what looks like an LA men's fashion store and then gives his best Mikhail Gorbachev impression.
- As of this morning, @deeptomcruise had over **346,000 followers and 1 million likes**.

Big picture

The technology behind deepfakes is a genuinely new creative content tool for Hollywood, tech companies, and game makers. But since it's widely available, the tech can also be used deceptively. Platforms could use terms of service to target the non-consensual distribution of deepfakes, while governments could [use legislation](#). But enforcement will require automated detection methods to keep pace with creation tools.



Students, write your response!

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Question: Explain why/why not: Is the Tech You're Using Wasting Productivity?

Even though lots of businesses have moved operations online in the past year, it might surprise you to know that the tech employees are using still ain't cuttin' it.

Some shocking stats:

- The average employee loses three hours of productivity per week to tech and software problems.
- 79% of office workers agree they could get more work done faster with up-to-date software.
- And nearly 70% would be willing to take a pay cut to have software and tech that's twice as good as their current rig.



Students, write your response!

Pick an article of your choice and tell me about it!

- Today: Instagram [announced](#) it's launching a way for up to four people to "go Live together."
- [Zoom](#) stock shot up about 10% after hours following better-than-expected Q4 earnings. It posted 369% year-over-year revenue growth last quarter.
- [Texas energy update](#): The state attorney general is suing Griddy, the electricity provider whose customers reported extravagant bills. And the state's oldest and largest power cooperative, Brazos, [filed for bankruptcy](#).
- [California lawmakers](#) reached a deal to fund school reopening for students up to the second grade.
- [US manufacturing activity](#) hit a 3-year high in February.
- [Starbucks](#) is adding Oatly's oat milk to its menu nationwide.
- [Snapchat's](#) Lens Studio 3.4 has new features that allow for 3D multi-body tracking, full body segmentation, and improved hand tracking.
- [Dept. of oof](#): Verizon warned users on Twitter to turn off 5G and use LTE service if they want to save battery.
- [The NYPD](#) has been testing Digidog, a 70-pound teleoperated robodog, amid controversy.
- [President Biden](#) withdrew Neera Tanden's nomination to lead the Office of Management and Budget at her request.
- [Vernon Jordan](#), civil rights activist, corporate influencer, and close adviser to former President Bill Clinton, died Monday at 85.
- [Instacart](#) raised \$265 million at a valuation of \$39 billion, doubling its valuation from just five months ago. Axios's Dan Primack writes, "This feels like a pre-IPO round."
- [Lyft](#) said that the last week of February was its best week for ridesharing since pandemic restrictions began last March.
- [Rocket Companies](#), the heavily shorted mortgage provider, shot up more than 70% in what some are calling GameStop-like trading activity.
- [Golden Globes](#) viewership fell 62% over last year.



Students, write your response!