



MORNING BREW

WEEK OF MARCH 8, 2021

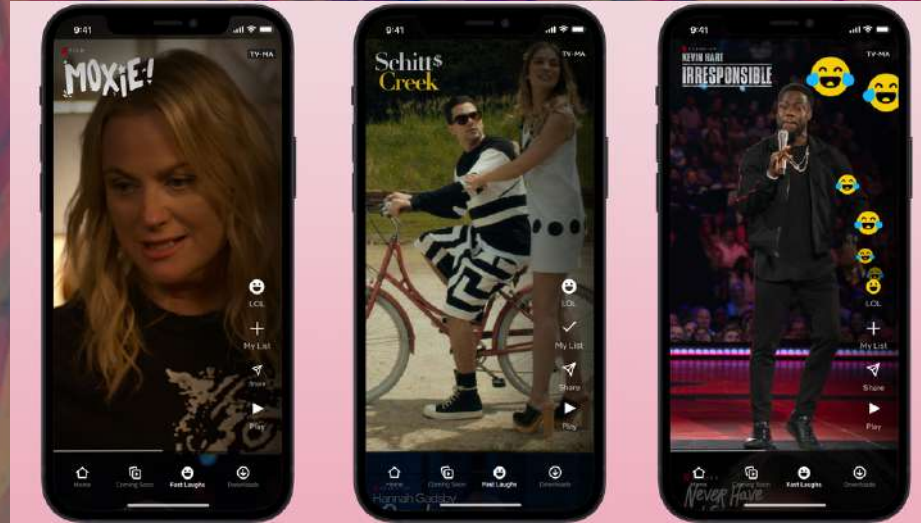
Review of the Week!!

WOULD YOU TRY THIS APP?

In the all-out war for your eyeballs and thumbs, Netflix just brought in some surprise reinforcements. Yesterday, the streaming giant [launched](#) “Fast Laughs,” a TikTok-esque mobile feature that allows iOS users in some countries to scroll through comedy-focused short clips of Netflix shows.

- For example: Fast Laughs might surface a funny scene from Big Mouth. The clip serves the purpose of 1) being entertaining to watch and 2) reminding you that you might not have finished the first season because watching with your parents was getting a little uncomfortable, but now you're ready to dive back in.

And Netflix makes the diving-back-in [very easy](#). Fast Laughs users can send the clip to their friends, add the show to a watch list, or, most importantly, start watching a full episode immediately.



YES

NO

Students, drag the icon! ★

Pear Deck Interactive Slide
Do not remove this bar

THREE HEADLINES AND LIE...

Can you spot the fake?

- a. "Easter Peeps from thirteen years ago found for sale in Iowa grocery store"
- b. "Surly seal spotted on Charlottetown sidewalk apprehended by police"
- c. "Reese's is launching a new all-peanut butter cup"
- d. "A 'space hurricane' hovered above the North Pole for about 8 hours, study says"



Students choose an option

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!

SQUARE SPENDS \$297M FOR A MAJORITY STAKE IN JAY-Z OWNED STREAMING SERVICE, TIDAL



Jay-Z is on a roll. The hip-hop legend recently sold a 50% stake in his champagne brand Armand de Brignac (“Ace of Spades”) to lux giant LVMH for \$600m+ (netting him \$320m).

And, then yesterday, he sold a majority stake in Tidal -- his high-fidelity music streaming platform -- to fintech firm Square for [\\$297m](#).

Jay-Z, who bought Tidal in 2015 for \$56m, will get a seat on Square’s board as part of the deal.

Question: While watching the video think about - why is it important to stick to what you know? (answer on the next slide)

Give creators seller tools: Tidal already provides a way for creators to make music and podcasts. Square could graft on additional commerce tools, like it does for its existing merchants.



- ★ Why do you think it is important to stick to what you know?
- ★ How do you think that has contributed to Jay-Z's success?
- ★ Have you heard of the new streaming service tidal?



Students, write your response!

THREE HEADLINES AND LIE

Can you spot the fake?

- a. "Trader buys \$36 million of copper and gets painted rocks instead"
- b. "Lost volleyball officially becomes the fastest uncrewed vessel to cross Pacific Ocean"
- c. "Covid-19 inspires 1,200 new German words"
- d. "A Brazilian entrepreneur is crafting bikinis out of tape to give customers perfect tan lines"



Students choose an option

WHAT IS AN NFT(NON-FUNGIBLE TOKEN)?

DOCUMENTATION OF OWNERSHIP OF A ONE-OF-A-KIND DIGITAL ASSET.

Let's start by breaking down the 2 key words here:

1. A non-fungible asset is something unique that isn't readily interchangeable. Think of a rare sports card, an antique car, or a piece of land. This differs from a fungible asset like cash (a \$5 bill is always worth \$5, no matter who owns it, or what condition it's in).
2. A token is a type of virtual currency that lives on a blockchain and represents a specific asset, like a piece of digital artwork.

An NFT can represent any kind of digital asset: a piece of artwork, an audio file, a video clip, a plot of virtual land.

The NFT isn't actually the piece of artwork itself; it's a piece of code on a digital ledger (blockchain) that points to where the artwork lives — usually on a server somewhere else.

Why go through all this trouble to create some digital asset when you could just buy a real Hot Wheels car? What's the value-add here?

Physical collectibles face a few challenges:

- It can be hard and/or time-consuming to **verify authenticity**: An original can be faked, forged, or replicated.
- It can be hard to trace an object's ownership history: There's

How NFTs are created and sold

Imagine your NFT is a digital image of a Hot Wheels car ...

1

A creator makes a set of digital artworks, each one with a set of characteristics that make it one-of-a-kind.



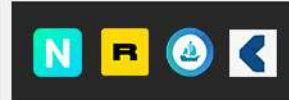
2

She "mints" a unique piece of code that IDs each one on the blockchain (a distributed ledger of digital transactions), securing its authenticity and scarcity.



3

They're put up for bid on an online NFT marketplace.



4

Collectors buy NFTs with cryptocurrencies like Ethereum.



KINGS OF LEON WILL BE THE FIRST BAND TO RELEASE AN ALBUM AS AN NFT -

Question what is a consumer benefit of purchasing the NFT album?

- A quick rundown: NFTs are a type of [cryptocurrency](#), but instead of holding money, they can hold assets like art, tickets, and music.
- NFTs operate on a [blockchain](#), which is a publicly accessible and transparent network — meaning anyone can see the details of any NFT transaction.
- Computers involved in the transactions become part of the network, which keeps updating and can't be hacked due its nature as many-headed hydra. In the case of NFTs, their value becomes subjective and therefore fluctuates, kind of like stocks.

Kings of Leon's album will be released everywhere albums are released — Spotify, iTunes, Apple Music, Amazon — but the NFT version available [on YellowHeart](#) will be the only product with special perks.

- The token, priced at \$50, includes enhanced media — kind of like an alternate, moving album cover — as well as a digital download of the music, and limited-edition vinyl.
- The sale of the album NFTs opens on Friday (3/5) and continues for two weeks.
- After that time, no more will be made, and the NFT becomes a tradable collectible.

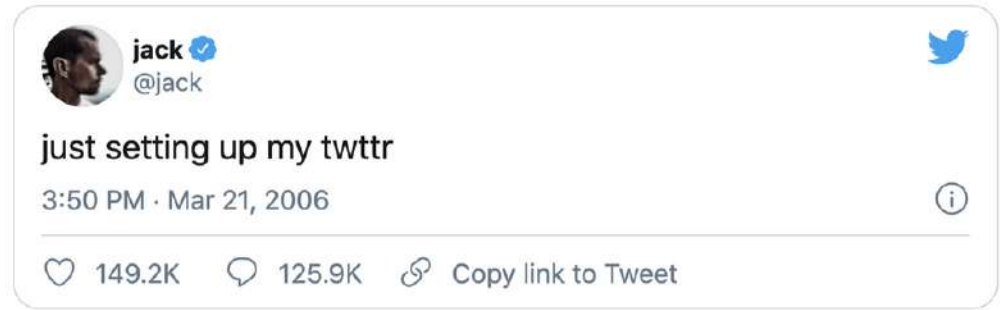


Students, write your response!

NFT:

HOW MUCH WOULD YOU PAY FOR THIS?

Bottom line: Dorsey's tweet will remain on Twitter and will be free to look at. Seriously, it's right here. But once bidding comes to a close, only one person will be the "owner" of it.



If your answer was, “absolutely nothing, it’s just a tweet,” then you probably haven’t been following the recent NFT craze.

- That tweet, the first one ever sent on Twitter, is [currently up for sale](#) by Twitter CEO Jack Dorsey.
- The high bid at the time of writing? \$2.5 million.

JUST FOR FUN: RANDOM THOUGHTS

1. A fresh fruit salad is a modern technological wonder. One spoonful can contain fruits from multiple countries, climates, and even continents.
2. The show "The Office" may soon become a historical document on what office culture was like.
3. Emoticons are modern day hieroglyphics. People can have conversations or convey meaning with emoticons alone.
4. One period stops a sentence, but three extends it.

ENTERTAINMENT NEWS:

A WILD EVENING WITH HARRY, MEGHAN, AND OPRAH

Everything about it was big. The licensing fees, for instance: CBS paid about \$8 million to Oprah's production company just to broadcast the interview, per the LA Times. And the network was seeking \$325k for a 30-second ad spot, about double the normal rate for that time slot.

- **Deal with Netflix:** Last September, they announced a content deal with the streamer worth a reported \$100 million.
- **Deal with Spotify:** Then in December, they said they'll make exclusive podcasts under their Archewell Audio banner.
- **Venture capital:** Meghan made her first startup investment in Clevr Blends, which makes instant oat-milk lattes.

Bottom line: With book deals, fashion collabs, and speaking gigs on the horizon, Harry and Meghan could soon become a [billion-dollar brand](#),



SOLVE: HOW MUCH REVENUE DID THE HOLLAND TUNNEL COLLECT IN TOLLS IN 2018?

Fermi Questions are often extreme in nature, and cannot usually be solved using common mathematical or scientific information. Employers use these in interviews to see your logical thought process.

- For some background, the tunnel runs between New York City and New Jersey, and charged \$15/car in 2018. E-ZPass users received a \$2.50 discount during peak hours and a \$4.50 discount during off-peak hours.
- Plus, it only charges one way, from NJ to NYC.



Students, write your response!

HOT TOPIC:

AFTER TEXAS AND MISSISSIPPI NIXED MASK MANDATES OVER THE PAST WEEK, MANY RETAILERS QUICKLY MADE CLEAR THEIR MASK POLICIES WOULD REMAIN IN PLACE (FOR NOW).

- Target, Starbucks, CVS, and Kroger will still require customers to wear masks.
- Albertsons, on the other hand, dropped its mandate. But it's still encouraging customers to wear face coverings, since not all employees have access to the vaccine.

Question for you: Should retailers continue to enforce mask wearing even if a state lifts its mandate?



JUST HOW BIG IS TEXAS?

Everything's bigger in Texas—that's indisputable. But today, we ask you: What's bigger than Texas. Below you'll find several countries/territories around the world; you have to decide whether they're bigger or smaller in area than Texas.

Greenland	
Columbia	
Japan	
Ethiopia	
France	
Iran	



Students, draw anywhere on this slide!

JUST HOW BIG IS TEXAS?

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Greenland	Greenland is more than 3x the size of Texas
Columbia	Colombia is also much bigger than Texas
Japan	Japan is significantly smaller than Texas
Ethiopia	Ethiopia is bigger than Texas
France	France is slightly smaller than

ECONOMY RELIEF PACKAGE - THOUGHTS?

Wednesday, the House followed the Senate's lead and passed President Biden's enormous \$1.9 trillion Covid relief package. He's expected to sign it into law tomorrow.

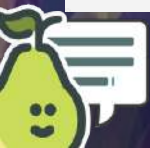
As we [wrote earlier this week](#), this bill is more focused on giving money to governments and individuals rather than businesses. But it does provide billions in relief to some struggling sectors, including...

Restaurants: The bill [contains](#) a \$28.6 billion "revitalization fund" that will dole out grants to cover pandemic-related revenue shortfalls. Lobbyists for the sector say it's lost \$255 billion during the social distancing era.

Event venues: They received \$1.25 billion in grant money, on top of the \$15 billion the live entertainment industry secured in the stimulus package approved in December. The "Save Our Stages" campaign rallied support from lawmakers and [high-profile artists](#), pointing out that you can't sell a takeout concert.

Airlines: American Airlines told 13,000 employees who had received furlough notices to "tear them up" following the passage of the bill, which provides more funding for the Payroll Support Program.

Zoom out: Other businesses like gym operators were miffed they were left out of this round of support, arguing they were subject to the same restrictions as restaurants and entertainment venues.



Students, write your response!

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

- [Chipotle](#) will tie execs' pay to company-wide performance on sustainability and diversity initiatives.
- [Urban Outfitters](#) is testing a paid membership program
- [Unilever](#), the consumer goods giant, is removing the word "normal" from its packaging to be more inclusive.
- [Netflix](#) is getting into the short-form video game.
- [NY Governor Andrew Cuomo](#) said he wouldn't resign following multiple allegations of sexual harassment and calls from members of his own party to step down.
- [Chamath Palihapitiya](#), billionaire investor and SPAC pioneer, confirmed he sold \$213 million worth of shares in Virgin Galactic, which he helped take public in 2019.
- [GE](#) is close to striking a deal worth more than \$30 billion to combine its aircraft leasing unit with Ireland's AerCap, reports the WSJ.
- [British students](#) are returning to school today for the first time in two months.
- [The global shipping industry](#) right now is, in a word, chaotic.
- [GameStop](#) stock shot up 42% after the company announced that Ryan Cohen, a major GameStop shareholder and the cofounder of Chewy, will lead a committee pushing the retailer toward e-commerce.
- [17.1 million viewers](#) tuned in to CBS to watch Oprah's interview with Prince Harry and Meghan Markle—more than double the Golden Globes audience.
- [Stitch Fix](#) missed revenue projections for last quarter and lowered its revenue outlook, in part due to shipping delays. Its stock fell more than 20% after hours.
- [Tesla](#) is building a huge battery in Texas that links up to the state's energy grid, according to Bloomberg.
- [Burger King UK](#)'s International Women's Day tweet did not go well.
- [Target](#) is launching a new private label food brand, Favorite Day, in April.
- [Walmart](#) will host its second TikTok livestream shopping event tomorrow



Students, write your response!