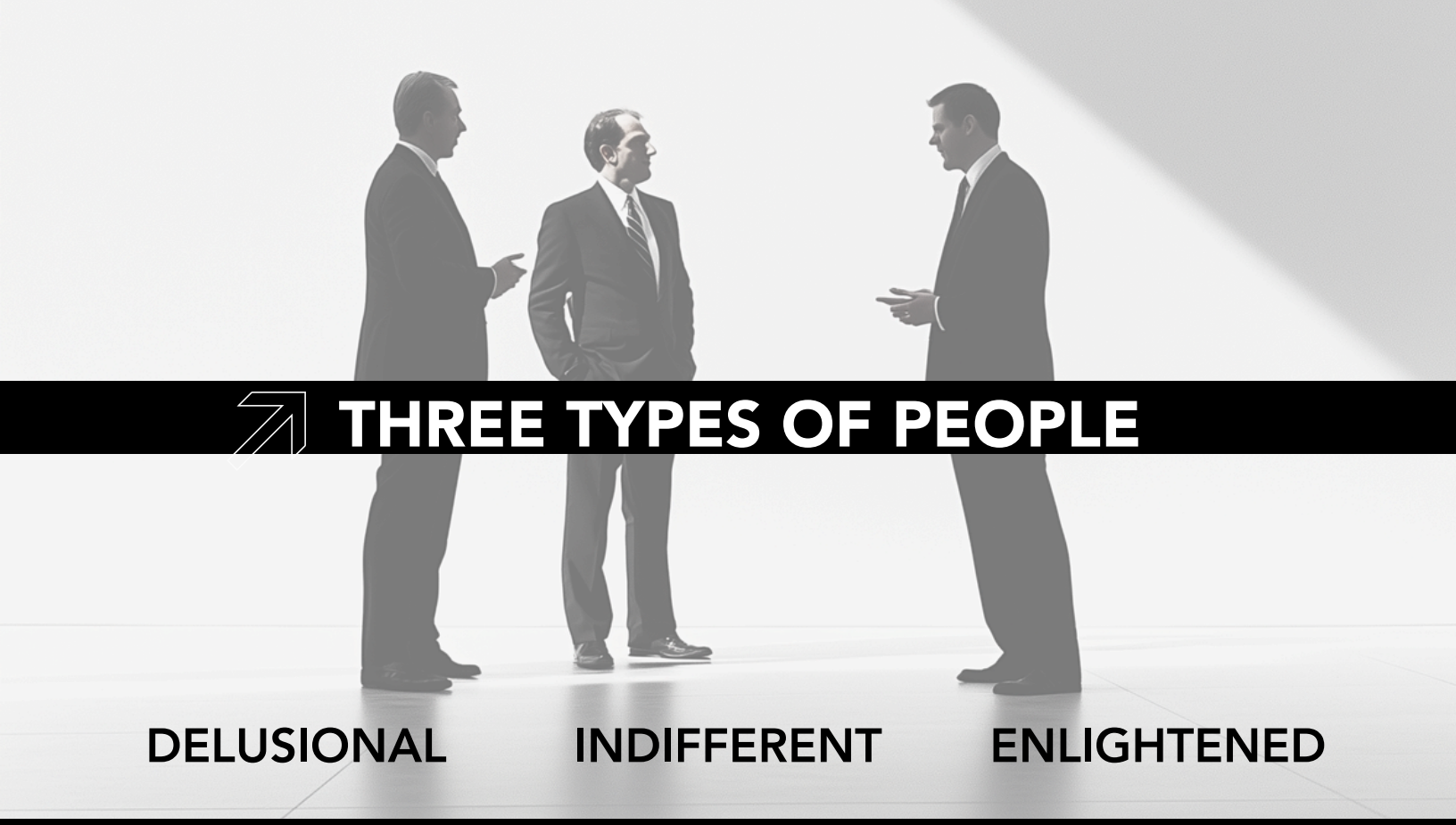

PBD
LIVE
WEBINAR
EVENT
NO MATTER WHAT
VALUETAINMENT
BET-DAVID CONSULTING
MINNECT



THREE TYPES OF PEOPLE

DELUSIONAL INDIFFERENT ENLIGHTENED

RECAP OF 2024

- Several Union Strikes: Longshoremen, Boeing, Hollywood, UPS, Kaiser Permanente
- Fraudulent Crime and Employment Data from the U.S. Government
- Trump Assassination Attempts
- NFIB Small Business Optimism Index: Rose 0.3 points to 91.5 in September, marking the 33rd month below the 50-year average of 98.
- Uncertainty Index: Increased by 11 points to 103, the highest recorded level.

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OUTCOME OF THIS WEBINAR

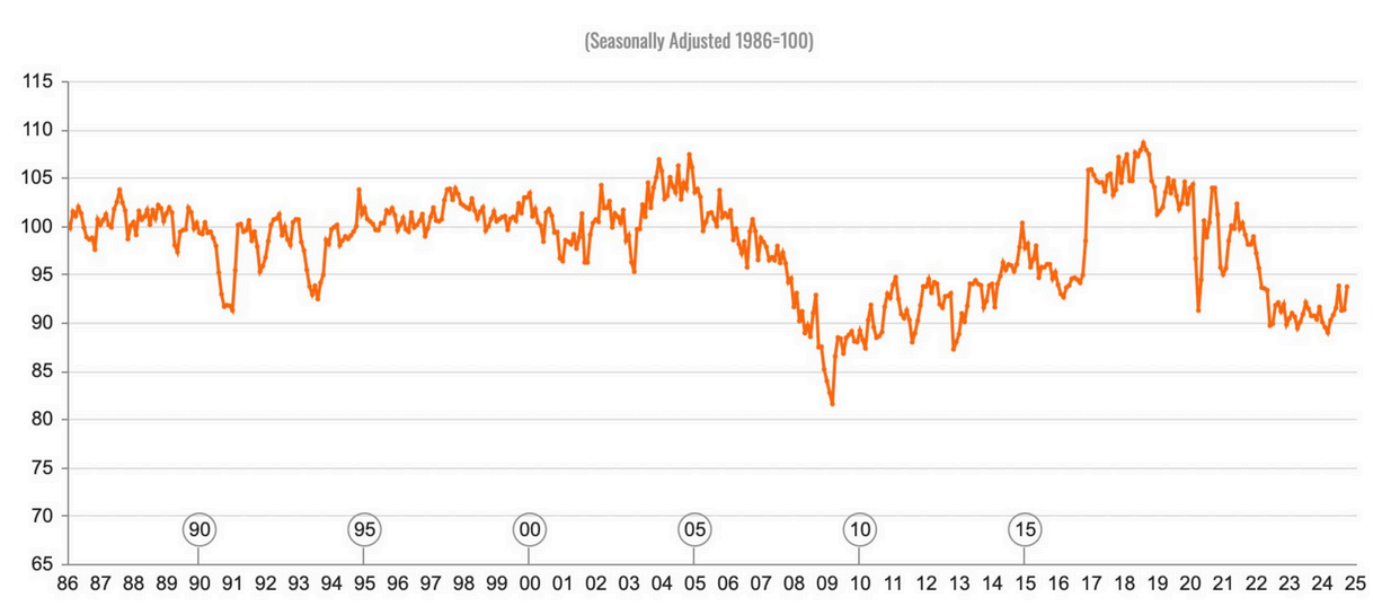
- Great companies have failed during great economies
- New / Struggling companies have thrived in bad economies
- Great business operators thrive **NO MATTER WHAT**

RECAP OF 2024

- **Several Union Strikes: Longshoremen, Boeing, Hollywood, UPS, Kaiser Permanente**
- **Fraudulent Crime and Employment Data from the U.S. Government**
- **Trump Assassination Attempts**
- **NFIB Small Business Optimism Index: 33 consecutive months below the 50-year average of 98, as of September 2024.**
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SMALL BUSINESS OPTIMISM INDEX



WALL STREET THRIVING VS. MAIN STREET STRUGGLING: PANDEMIC-ERA RECOVERY (2020–2024)

PANDEMIC-DRIVEN INEQUALITY (2020–2022):

- **Job Losses:** Millions of workers in retail, hospitality, and small businesses lost jobs due to pandemic closures, with many not regaining stable employment for years.
- **Small Business Closures:** By late 2021, an estimated **200,000 small businesses** in the U.S. had permanently shut down, unable to compete with large, well-capitalized companies.
- **Rising Consumer Debt:** Main Street households turned to credit cards and loans to manage bills, leading to a record high of **$1 trillion in credit card debt** by 2023.

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WALL STREET THRIVING VS. MAIN STREET STRUGGLING

HOUSING MARKET BOOM AND RENT CRISIS:

- **Skyrocketing Prices:** While Wall Street enjoyed booming corporate earnings, Main Street struggled with inflation hitting 40-year highs, driving up food, gas, and housing costs.
- **Wage Stagnation:** Although wages rose, they often failed to keep pace with inflation, eroding purchasing power for everyday consumers.

INFLATION SURGE (2022–2023):

- **Investors Profit, Renters Struggle:** Wall Street firms like Blackstone and Invitation Homes purchased single-family homes en masse, driving up property values and rent prices, making housing unaffordable for many on Main Street.
- **Eviction Wave:** After eviction moratoriums ended in 2022, Main Street faced a wave of displacements as rents skyrocketed.

WALL STREET THRIVING

STOCK MARKET BOOM (2020–2021):

- S&P 500 and NASDAQ Record Highs: Driven by tech giants like Apple, Amazon, and Microsoft, Wall Street surged, with the S&P 500 growing by over 70% from its pandemic low in March 2020 to its peak in 2021.
- Massive Corporate Profits: Companies leveraged low-interest rates and government stimulus to buy back stocks, improve balance sheets, and expand profit margins.
- Venture Capital and IPO Frenzy: The boom in SPACs (Special Purpose Acquisition Companies) and tech IPOs created enormous wealth, with billions flowing into speculative investments.

GOVERNMENT STIMULUS BOOST:

- While Main Street received stimulus checks, Wall Street benefited more through Federal Reserve policies like low interest rates and quantitative easing, driving asset prices higher.
- Corporate Debt: Cheap borrowing allowed large corporations to refinance debt, while small businesses struggled to access similar credit.

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MAIN STREET THRIVE

MAIN STREET'S FINANCIAL STRUGGLES 2023-2024:

- **Credit Card Debt:** Americans' total credit card balance reached $1.166 trillion in the third quarter of 2024, marking the highest level since tracking began in 1999. This represents an increase from $1.142 trillion in the second quarter of 2024.
- **Buy Now, Pay Later (BNPL) Usage:** The BNPL market continued to grow, with over 360 million users worldwide in 2024. This figure is expected to reach 900 million by 2027, indicating a 157% increase. In the U.S., BNPL services accounted for a significant portion of e-commerce transactions, reflecting consumers' reliance on alternative financing options.

WALL STREET THRIVES 2023-2024

"MAGNIFICENT SEVEN" STOCKS:

- The "Magnificent Seven"—Apple, Microsoft, Alphabet (Google), Amazon, Tesla, Nvidia, and Meta Platforms— dominated the market. By the end of 2023, these companies accounted for about 33% of the S&P 500's market capitalization.
- In 2020: Mag 7 Market Cap was $6.8 trillion combined.
- By late 2024: Grew to approximately $11.9 trillion, reflecting a 75% total increase in market capitalization over four years.

WALL STREET THRIVES 2023-2024

- The combined weighted average return of "Mag 7" stocks across the period exceeded 200%
- Nvidia (+783%) and Tesla (+829%).
- 2020: Combined revenue stood at approximately $1.4 trillion.
- 2024: Increased to over $2.3 trillion
-

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STATE OF THE UNION

- Trump is President-elect
- Stock market hits record high
- Migrant caravan at our border dissolves
- Hamas calls for end to war
- Bitcoin hits record high
- Putin ready to end Ukraine war
- Qatar kicks out Hamas leaders
- EU will buy U.S. gas not Russian gas
- Putin will sell oil in U.S. dollars
- Zelensky phones Trump & Elon
- NYC Mayor ends vouchers for illegals
- Mexico to stop migrants at U.S. border
- China wants to work peacefully with us
- Big U.S. company to move out of China

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“

BE FEARFUL WHEN OTHERS ARE GREEDY AND GREEDY WHEN OTHERS ARE FEARFUL.

”

- Warren Buffett

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WHAT DID VT DO WHEN BIDEN WON IN 2020?

- Saw People Worry / Panic
- Shadow Ban Concerns In The Market
- Decided To Improve Content
- Moved To Florida
- Sold PHP While Interest Rates Were Low
- Hired C-Suite To Build Depth Chart

FAMILY

- Moved To Florida
- Kids (3 To 4)
- 52 Shots Per Day
- 1 Hour Of Reading
- School Too Woke, Changed Schools
- Kids At Office Constantly

PHP

- Strategy Meeting with Tom
- “Build A Bench”
- Hire 5 New C-Suite Execs
- Was At Office Everyday, 7 Days A Week, Including Sunday
- 2021 Became Our Greatest Year Ever
- Sold In 6/2022 When Money Was Cheap

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LION HOLDINGS











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PBD PODCAST



(10/7/2020-11/5/2020)

- **Channel Views:** 488K
- **Subs:** (11/5) 28.3K
- **Adsense:** (start 7/8/2020 to 11/5/2020) $2.8K

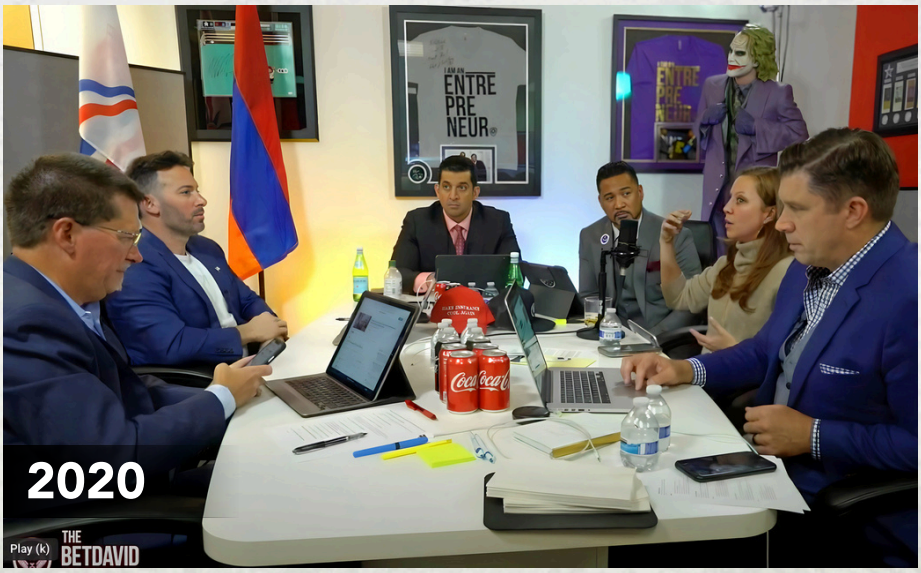
(10/7/2024-11/5/2024)

- **Channel Views:** 23.5 million
- (10/7/2024-11/5/2024)
- **Subs:** (11/12) 2.3 million
- **Adsense:** (all time) $2.5 million

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PATRICK BET-DAVID

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Election Night 2020 vs 2024





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VALUETAINMENT

- **Channel Views:** 9.9 million
- (10/7/2020-11/5/2020)
- **Subs:** (11/5) 2.6 million
- **Adsense:** (start to 11/5) $1.2 million

- **Channel Views:** 126.4 million (10/7/2024-11/5/2024)
- **Subs:** (11/12) 6.2 million
- **Adsense:** (all time) $6.4 million

2012 to 2023 – 1 Billion Views / YTD 2024 – 1 Billion Views (108 Mo vs. 10 Mo.)



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VTMERCH

2020 vs 2024

2020: 1,200 Units

2024: 72,000 Units











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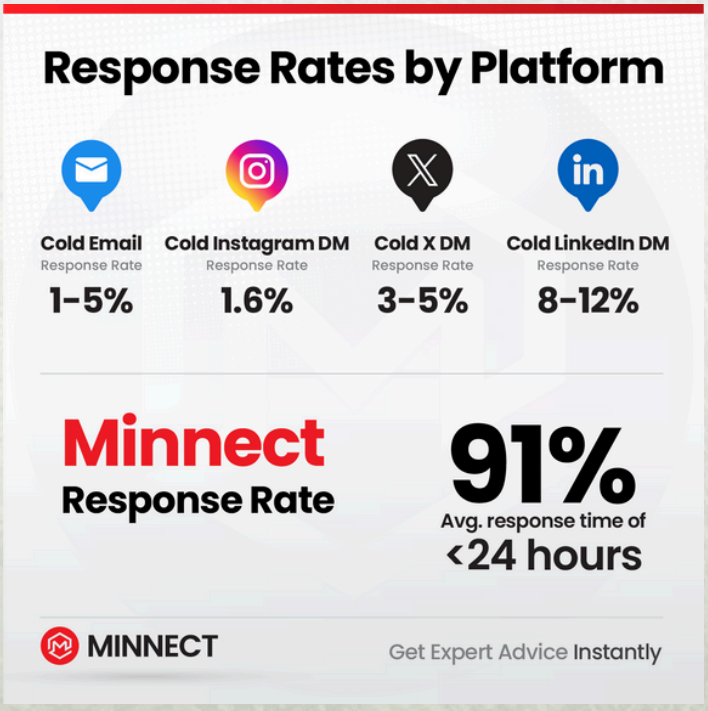


Stay informed, stay balanced, and take control of your media consumption.

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MINNECT





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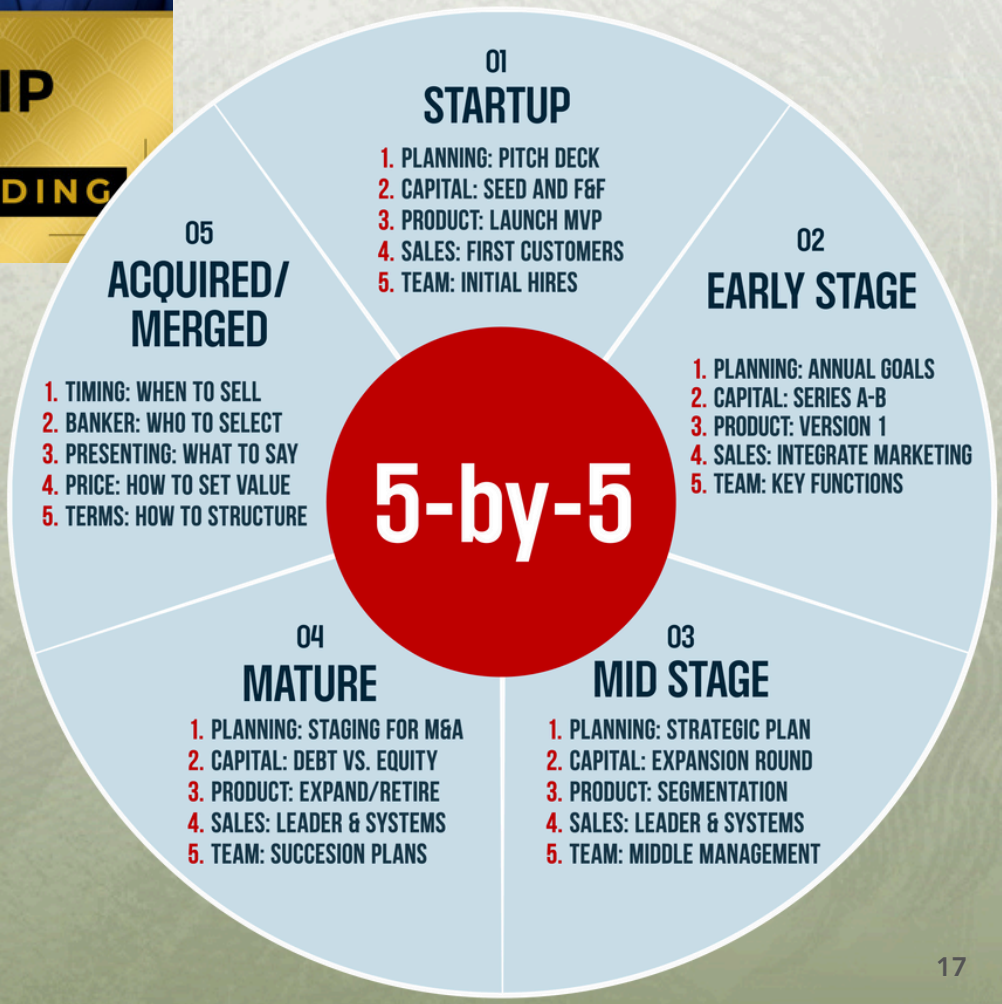
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Did Not Exist in 2020 – NOW Has 55 Full Time Employees







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THE VAULT CONFERENCE

- **2020** - Canceled! VIRTUAL event took place.
- **2021** - 500 attendees
- **2020** - 1.5K attendees
- **2023** - 3K attendees
- **2024** - 6K attendees (Not including recordings)

- **Focus of The VAULT Conference:**
- **Growth: Finance, sales, leadership**



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VAULT CONFERENCE

2020 vs 2024









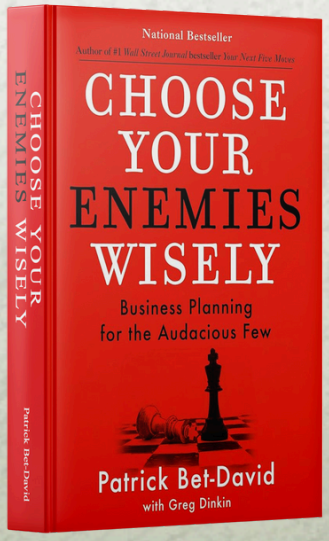


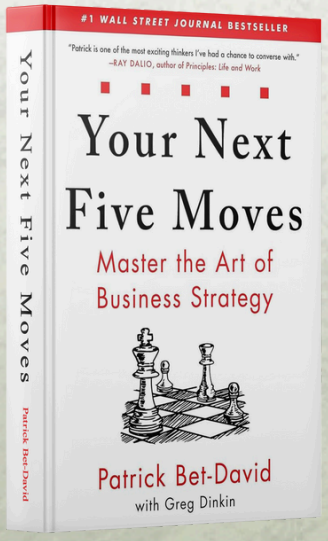


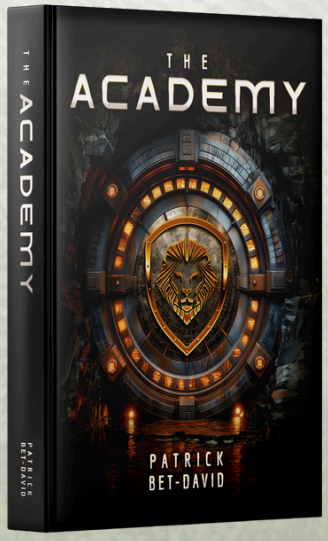
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PATRICK BET-DAVID BOOKS

- **Your Next Five Moves - August 18, 2020**
- **Choose Your Enemies Wisely - December 5, 2023**
- **The Academy - September 10, 2024**





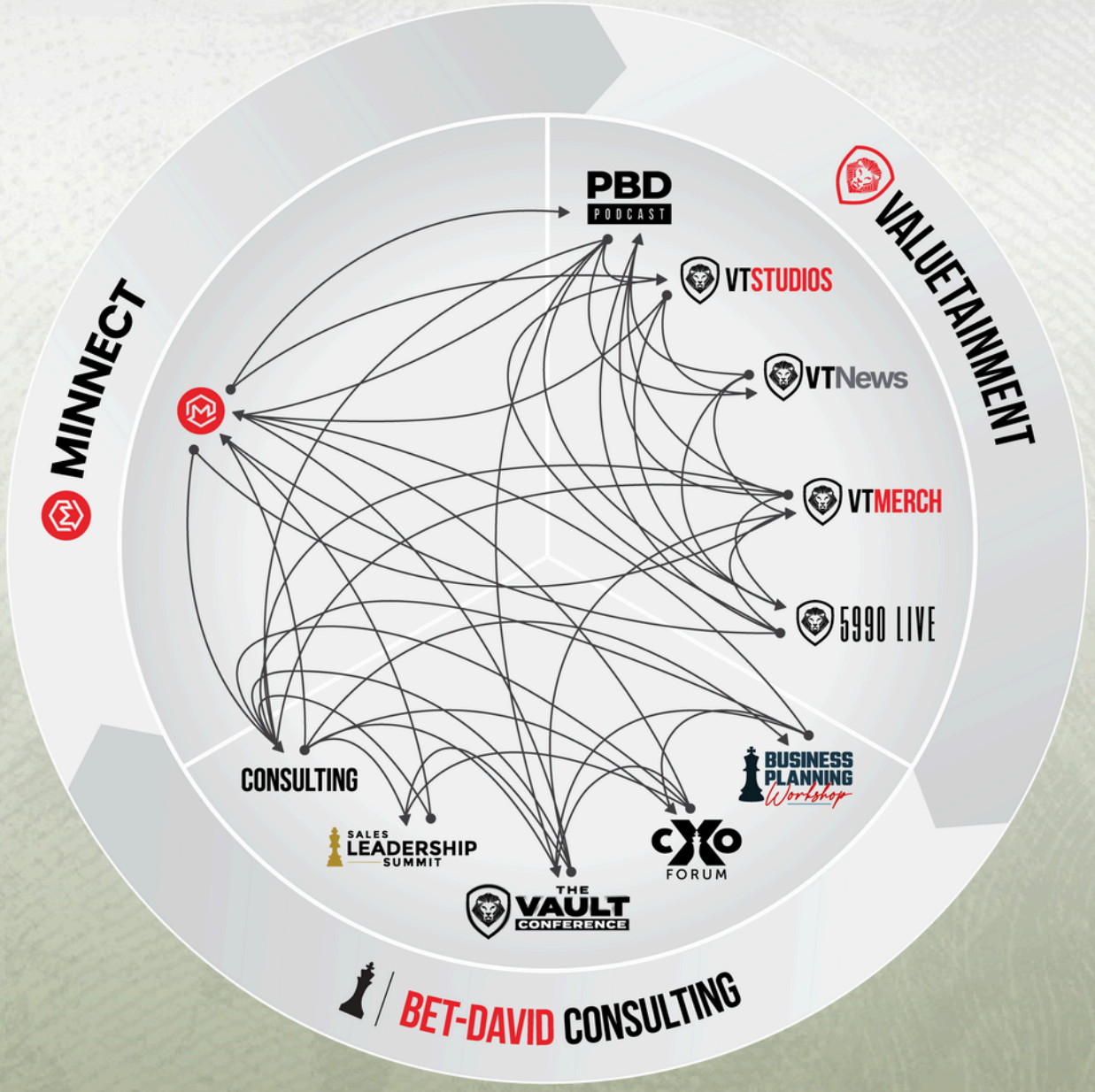


VALUETAINMENT

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LION HOLDINGS

FLYWHEEL / GROWTH OF THE BRANDS



How well have your integrated your businesses?

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STEPS TO FOLLOW

- Alliances
- Enable
- Sequencing
- Urgency
- Self-aware
- Ultra Proactive
- New Way of Thinking
- Wartime & Peacetime
- Pivot + Adjustments
- Anticipate
- Risk
- Malleable / Learn from mistakes of others
- Eliminate Distractions & Dead Weight
- Proper Life & Business Plans

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WHERE WILL YOU BE BY NOVEMBER 2028?

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IDEAS

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IDEAS

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BUSINESS PLANNING *Workshop*

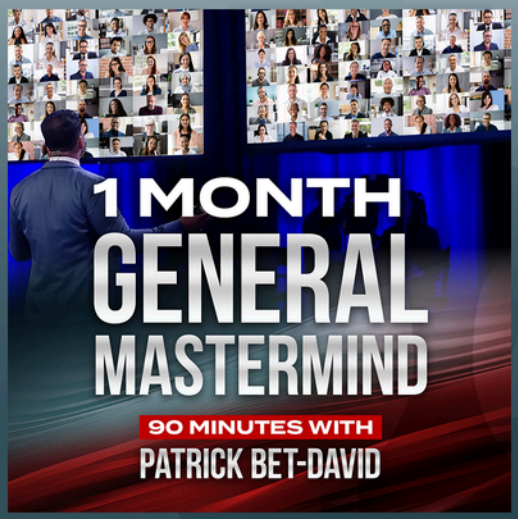


ONLY $397

~~REGULAR $797~~

DECEMBER 13TH, 2024

FIRST 100 WILL GET A



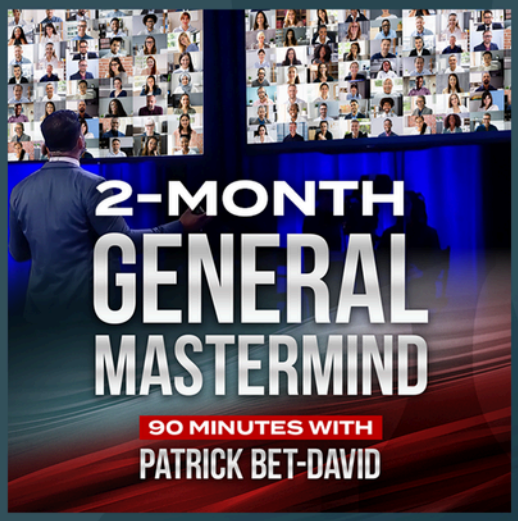


ONLY $997

~~REGULAR $1,497~~

DECEMBER 13TH, 2024

FIRST 50 WILL GET A



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2024 VIRTUAL BUSINESS PLANNING *Workshop*





GET A CLEAR GUIDE TO BUILD A BUSINESS PLAN THAT IDENTIFIES NEW TARGETS, ACHIEVE GOALS, REIGNITES YOUR VISION AND DRIVES YOUR TEAM