

[Transcript] My First Million / The Boys React: Facebook Stock Surges, Jack Butcher's NFT Makes Millions & Moonwalker Shoes

It's going to revolutionize the way that people get hit by cars.

That's what this is going to do.

It's Friday. We're reacting to the news. Welcome, fellas. Let's go through the stories.

First of all, Facebook stock is soaring. It's up 43% in the last month.

Sully is getting rich off of it. Fellas, did you call it? Did you know that Facebook was going to rebound? Right now, Facebook, like I haven't bought ads on it recently, Sean, but I was talking to some of my folks who worked with you on the milk row, and I was talking to some of the people who worked at HubSpot who are the people who worked on the hustle at HubSpot. Facebook ads are killing it. They seem like they're working really nicely. Like when I was running it, it was like, you know, we are acquiring users for like three or four dollars. And then nowadays it's back down to like 150 when we first started. So it's kind of easy to see, I guess. What about you?

Yeah, I bet on it. So I took \$250,000 like, I don't know, three or four months ago.

And I bought Meta because I was like, why is everybody down on Meta? And I was like, did they forget the number one rule? You don't bet against Zuck. And to anybody who's like, oh, but the, you know, the metaverse blah, blah, blah, blah, I'm like,

I just send them the video clip of Mark Zuckerberg doing MMA. And I'm like, this is who you're trying to bet against. The guy that since age 18 has just been like dominating everything he's tried to do. The guy who's created the biggest social network ever, then bought all of his competitors and killed everybody else who tried to compete with him, including Google, when they try to compete with him on social. And now he trains MMA. And before that, he learned to hunt and speak Chinese fluently. You think this guy's just going to lose money because Apple changed their cookie policy or whatever? Get out of here with that. No way. And so called the broker up. I said, Griffin, buy. He said, buy what? I said, you know what to buy? Buy Zuck. He says, how do you spell that? I said, Z-U-C-K. He said, that's not the ticker.

I said, Griffin, call Zuck and tell him I want some shares. And so we bought some shares and I think we're double from where we bought. I don't know exactly. I think it's 80%. I'm up 80% on that. Sean and I use the same guy, by the way. We both use Griffin. Did he say, are you sure, Sean? Or is he goes, yes, sir. Go and do it. Well, he texted me the other day. He goes, great call on meta. And I go, thank you for the compliment because I've lost a lot of money this year. That's why I sent this. Yeah, let's see. Okay. Not quite double, but close. We will be double. So we're up only 50%. So a little bit less than I thought. 50% still not bad in a couple months. Dude, Sarah used to work at Facebook in 2012. And I was doing some math about what she would have, yeah, 2012, she started, er, sorry, 14, she started working there. And I was doing the math on like where she would be if she just stayed there. And we were talking about it. And I was like, well, pro, you would have gotten fairly wealthy con. Like her job there was like, how do I make like a sticker emoji that gets people in Brazil to share more selfies? So it's like, you know, you want to like, you're going to want to like kill yourself. And this is whack and lame, but like they pay for your lunch and you get your, you get our oil change. And like that stock back then was only \$47 at its peak was \$372. I mean, that's pretty sick. But yeah, man, like Facebook's killer, never bet against him. Dude, when we were going through our sale process, Facebook was one of the potential buyers, they offered the highest deal. No, no, this was 2019, 2020, something like that. 19. Okay. So back then it was \$200. Yeah. So we, so it's, it's good that the stock is down from when we would have got acquired because it was, you know,

[Transcript] My First Million / The Boys React: Facebook Stock Surges, Jack Butcher's NFT Makes Millions & Moonwalker Shoes

stock was a significant part of the deal. But we were, the difference of talent quality between, we interviewed with, we talked to YouTube, we talked to, to Twitch, where we ended up going, to Facebook, to Discord, to a bunch of other players. And Facebook was so much more, so much better, so much more impressive. I was like, okay, you know, like if I was just going off of who, what talent would we be around? It's not even close. Like the numbers are not even close, like the math of the difference of these offers is not even close. But I was optimizing for other things. A lot of people who I've, who I've talked with who work at Facebook, they're sharp as hell. I remember just walking around that campus. It felt like I was at the UN. You know what I mean? Like there's like, like, there's so many different like types of like colors and like ethnicities. It was like, they just like cherry picked the best of all over the world. And it was at that, what was it? Menlo Park or I forget where it was. But like walking around that campus, I feel inspired. One of the guys who would have been reporting to me there, he was like, yeah, as my like intro, like when you get there, you do like a demo project or you do like an intro project. I guess if you're early on as an engineer or a product manager or something like that, to like just get on boarded, you do like a hackathon project. And he created basically Facebook marketplace in that and ended up running that for like working on that. But it was like, you know, his prototype was like the one of the original Genesis things. And then another guy was like, I was like, what'd you do before this? He's like, oh, I was at Microsoft. I was like, okay, we went one boring thing to another great. And he's like, so yeah, I invented, you know, Microsoft 365. Like, you know, I was like, we should go to the cloud and make this a subscription. And nobody agreed with me. And I just kept working on it for like two years. And he's like, I just literally had a separate machine under my desk, where I was like, I'm going to build it on this machine. And like, I'm going to do it here. And I was like, okay, so my takeaway was like, you guys are smart, man, if I come here, I'm going to have to work hard, you know, because you can't just like be lazy around these people.

They're great. All right, which one, which one do we go to now?

Jack Butcher's NFT project, which is called Chex V4. It's a bunch of art around the checkmark has recently become the top trading NFT project by volume surpassing board apes.

Wow, I didn't realize it was that big. Wow. I think that's probably like on a this week type basis. Yeah, that's correct. Yeah, not all time in terms of like active trading volume, either this week or in a single day. But what do you guys have to say to our boy, Jack? Our buddy Jack's getting rich. Love it. Dude, so I'm biased. Jack's like a close family friend, him and his wife are very I'm very close with those folks. They're awesome. And Jack is more of an artist enough that he sent you some of these NFTs. Oof. Well, I got a t-shirt that says internet on it that I he sent me a 30% coupon code. I got a t-shirt to Jack's punk rock, man.

Jack's more of an artist than he is a businessman. And if you go to his website, visualize value and you read the copy for the checkmark, it is, as we like to say, beautifully done. It's like it's just an NFT, but it's just so tasteful. It's classy. It's delightful.

No, he's done a good job, man. I think it's cool. I still I'm not I'm not an NFT guy, you know, cornrows, neck tattoos, NFTs, not for me, but cool that other people have them. And that's kind of how I feel about an NFT still. But if I were going to do an NFT, it'd be his. Yeah, it looks like last seven days, it's done 15 million in sales volume.

No shit. And it's the fourth ranked one in the last seven days, maybe. So really impressive.

[Transcript] My First Million / The Boys React: Facebook Stock Surges, Jack Butcher's NFT Makes Millions & Moonwalker Shoes

It's just a checkmark, right? I don't say it like that. No, I'm not okay. Is Nike just a swoosh? Look, I'm not saying it that way. What is it? I didn't actually, is it like a you get a different color and you put that as your no, I'm not disrespecting you at all. But I'm wondering, I'm asking you because I'm not I'm not in this world. You put that on as your profile picture, and you honestly haven't been following the project that closely. It went from \$8, which was the price that Elon was trying to charge for a blue check on Twitter, right? So that's like the state, the political statement he's making here. So it went from \$8, which was his like opening price, I think, to closer to \$4,000 per per NFT now. So incredible, incredible surge. And he is like, I don't know, he's not there yet. This is sort of like comparing is a little bit of a stretch of a comparison. But he's kind of like a internet Banksy a little bit like he does push it. That's like, it's a commentary on what's going on in the world. And he just the guy just hits. He just like, I have I seen him do anything that I'm not like, that's that's dope. I'm like, this guy's hits only, right? HO hits only. And he's a few people who has HO status. Dude, he makes hits. So he started out. So Jack's our good buddy. If you don't know Jack, follow him on Twitter. He started out, he had an ad agency, and then he worked at an ad agency, and then he started to make his own ad agency, and it was going okay. And then he created this course called build the one cell twice, which is hilarious. Amazing name. Yeah. Amazing name. And it's about how to productize a service. And he starts selling that course. And he basically was like, I remember I did a call with him and his wife one time when we first started getting to know one another. And they were in like a 400 or 500 square foot studio apartment that they lived in. And they weren't like killing it. And then like he had the year of his life in 2020 or 2021 kills it. Now, if you go to his website, visualize value.com. The reason why I love him is you see like his background, you see his courses, but he also has this tab called visuals, where you can like look at some of his artwork, but then he has a merch store. And his merch store is actually awesome. He has these sweatshirts that say college kind of like, you know, but it says internet. And like he just does things like that that are actually awesome. And it like when I go to his site, I'm like, Oh, I'm like this dorky internet guy too, but he has merch. I'm inspired to be like a lot cooler like he is. It's awesome. He's he's badass. I'm a big Jack fan. Me too. Me too. We're we're big fans of him. All right, what's up? All right, let me take a quick ad break because I got to tell you about some podcasts that I think you might like. The Gold Digger podcast by Jenna Kutcher. It is brought to you by the HubSpot podcast network, which is your audio destination if you're a business professional. Now, Gold Digger is a podcast that helps you discover your dream career, gives you productivity tips, social strategies, business hacks, inspirational stories, and so much more. So there's a couple different episodes that you might like. One is she got laid off and launched an innovative virtual assistant company. So Jenna talks to Bobby about how she launched a virtual assistance based business and the challenges that she had, you know, launching it, knowing how to give up control, why a VA can be totally game changing for a business and how getting started as a VA is as easy as applying online. So go ahead, check out Gold Digger. You can listen to it wherever you get your podcast. Hey, let's take a quick break because I want to tell you about all the hacks. You know, everybody's saying you got to spend money to make money, but everything in life from travel to starting a business can be expensive, which is why I want to tell you about a new podcast I'm enjoying that will teach you

[Transcript] My First Million / The Boys React: Facebook Stock Surges, Jack Butcher's NFT Makes Millions & Moonwalker Shoes

all the tactics, tips and tricks you need to upgrade your life, money and even travel. And you can do all this while spending less and saving more. It's called All the Hacks. It's a top rank show by Chris Hutchins, a financial optimizer entrepreneur who has racked up millions of free points and sold to companies. He's traveled over 60 countries, mostly for free. And each week on All the Hacks, he shows you how you can do the same with expert guests. He's had on folks like Tim Ferris or a friend of the pod, Saw Hill Bloom. And if you want to rethink the way you spend money and to check out episode 91 with Bill Perkins, he will tell you about why you should be optimizing your life for net fulfillment, not net worth. And all the hacks has something for everybody. I'm sure you'll find a tactic that can apply to your life. Check it out. All the hacks, that is, all the hacks on Apple Podcasts, Spotify, wherever you listen to podcasts, your wallet will thank you later. All right. Next up, we got Moonwalkers. It's a new shoe that's like half a roller skate. I don't know if you guys had a chance to open up and look at it yet, but it allows you to walk and you just walk, but you go seven miles an hour, which is roughly three times as fast as a normal person walks. It's on Kickstarter. It's raised \$300,000. The shoes cost more than \$1,000. Are you guys on? You got to see the video. These are so stupid and so awesome. They're basically just healies for dorks who work at a startup. Like, right? He leads for people with no balance. Yeah. This is crazy. It's really dumb, but kind of awesome.

If we did an award for person most likely to have started this that I know, Sam, I think you would have been the guy. Me? Dude, this is like the snuggie of shoes. Tell me how you feel about boosted boards. Well, boosted boards are dope. Right? It's the same thing, dude. It's a 25 mile an hour skateboard. One for each foot, dude. Oh my God. This is like driving a Kia, man. You're never going to late again if you ever caught one of these. Hey, I like Kia's. Bro, you have a BMW for a reason.

I saw this on TikTok and it had millions of likes. I think it had like two or three million likes on this video and I was like, I could see why. It is going to be controversial. It is like visually stunning. You can't tell if it's a joke or if it's serious. This literally looks, the TikTok and the ad for it literally looks like something from Silicon Valley, the HBO show. The guy, the founder, he's like, this guy's Shunji and he's like this Asian guy who's talking about like, as humans, we've always been stuck at two miles an hour and finally we've broken the barrier. We go seven now. He's sitting in front of these three screens, these huge MacBook screens of my iMac screens like, dude, what are you programming? Like it's a shoe. It's roller skates. It's kind of like roller skates. It's going to revolutionize the way that people get hit by cars. That's what this is going to do. It just, we're changing the world. You go, if you look at the Kickstarter backers, the Kickstarter backers are only personal injury lawyers who are like, oh yeah, no brainer. This is expensive. Write this one off. Dude, this is just Segway 2.0. It's really stupid, but also kind of cool. I just, I mean, this is like guys who wear like their cell phones outside of their pocket or who wear a jawbone 24 seven. This is that niche, not for me. I'll give it to Andrew Tate. I'm out. Yeah, I'm out.

Let's do one more. What's that? You want to do the tooth fairy thing? Yeah. Okay. I got a new story for you. My sister has three daughters, two of which are losing their baby teeth. And I was talking to my niece the other day and she tells me she lost a tooth. I said, wow, fantastic. You're going to give it to the, you put it under your pillow for the

[Transcript] My First Million / The Boys React: Facebook Stock Surges, Jack Butcher's NFT Makes Millions & Moonwalker Shoes

tooth fairy. No, I threw it away. You threw it away. You threw it to the garbage can. Yeah, I threw it away. Why? Well, my last tooth was under there for two months and the tooth fairy never came. So, um, so I don't, I don't want to, I don't want to even try anymore. That's the first, first story I hear. And I'm looking at my sister. She's like, make an eye contact. Like, I'll tell you later. I'm sorry. I know, I know. I aft up. Then the younger daughter loses her tooth yesterday, puts it under her pillow with a note. Here's what the note says. It's, I'll, I'll send you a picture of it. But basically it says something to the effect of your tooth fairy. You didn't come last night, but that's okay. I'm leaving it here again. And it's something like, you don't have to leave any money. Just draw a picture of yourself. I want to see what you look like. And then that's the note and she didn't do anything again. So the news, the question, fellas, does my sister need to just check herself into jail for bad mom of the year? What the hell? What's your deal? What's, what? Just give like a few dollars or like, you know, like some dormitos or something. Just put a little something on the side. She forgot. How do you forget that? Unbelievable. She texted me. She said that herself. She goes, should I just send myself to jail? Because I'm such a bad mom. So that's my new story of the week. That, that's what I pay attention to. What's a tooth go for nowadays? \$5? I don't know, dude. Back in my day, that was, you know, like five or like, if your parents get cheeky, they're like, here's a \$2 bill. It's less than the going rate, but it's rare to \$2 bill. You know, like, I got a \$5 once and that was like a huge deal. I don't know what's a tooth go for. I feel like people do more than that. Ben, what were you, did you get tooth money when you were growing up? I got a quarter. I don't feel like I grew a poor, but now I feel like I grew a poor. Yeah, I would get like a quarter or a dollar, but then one time I got a tooth knocked out and I got five bucks for it. That's some guilt money right there. It was guilt money. Yeah, blood money. I fell and got it knocked out. So I got five bucks for that one, but I don't know what a tooth would go for now. Ben, do this, do this other one you have, the Snowden one. I don't know if you've seen this one. Yeah. So Edward Snowden goes live on a conference and the conference is, um, I don't know, it just screams like fake zoom conference, right? The, the, let's see what it's called. It's called a private investor conference or something like that. The most generic name of all time. Yes. And so this guy is interviewing Edward Snowden for his private investor conference. He shows up and immediately pulls up an article that says, man busted for \$4.4 million Ponzi scheme. And he says, is this you? And the host, the interviewer says, yeah, that's me. He goes, all right, well, I think it's important to tell people this kind of stuff by and hangs up on him. He got paid to come do a keynote. He starts his, like, you know, keynote Q&A or whatever and just screen shares instead. The news article that this guy who's hosting this event is a former, like, you know, Ponzi skiver that was like, you know, I got in trouble for that. And the chat is just like, wow, wow, boom. Wow. Oh my god. Wow. It's the best. Like, you know, I don't want to go to many webinars, but I wish I was at this one and shout out to Edward Snowden, you know, whistleblowers going to blow. And, uh, dude, I'm watching this. Have you ever seen the subreddit? It's on the subreddit called watch people die. Yeah, I've seen that one. Yeah. This is going to be at the top. Sorry. I screwed that up. Watch people die inside. Yeah. Yeah. Inside. Whoops. Yeah. The inside's the big thing. Next to, there's a subreddit called absolute units. Have you seen that one? I love that one. Just like a buff dog or like a pimple. That's huge. It's called like a cucumber. That's like,

[Transcript] My First Million / The Boys React: Facebook Stock Surges, Jack Butcher's NFT Makes Millions & Moonwalker Shoes

just too strong to be cut. Yeah. I love absolute units, but I subscribe to absolute units and I subscribe to watch people die and watch people die inside. This is one of them. This video is on there. You see the way you watch the guy's reaction. So the guy goes, yes, that's me. And then Snowden's like, well, I think people should know, you know, who they're getting into business with or whatever. So I don't feel good about this. I'm not doing this. So he leaves and then the guy doesn't know what to do and he just shrinks and he just goes, okay, I'm going to, we're going to take a break and yeah, I'm going to come back and he just doesn't know what to say. And it's like, man, if there was ever a time to be like, hey, I know that looked bad, but I'm happy to explain and explain what happened and clarify for everybody. I can do that right here right now. No problem. But instead, he shrinks. There's people in the chat saying like, hey, Edward, our flying saucer is real. And people on Reddit are like, yeah, no wonder why these people fall for this. The private investor club. Yeah. Oh my gosh. This is crazy. Yeah, this is a good video. I'm going to have to watch this. Dude, I've been following some of these like Ponzi scheme guys on like they do all these like, for example, there was one, what's that? There's a Twitch guy with dreadlocks and he's like loud and cocky. I forget his name. Very punchable guy, but he was like a crypto company like paid him to do like an ad and they're in the background talking about and he forgets that he's recording and he's like, dude, I can't believe people are going to buy this crap or something like that. You know what I'm talking about? What's that guy's name? I'm very hateful guy. I don't know. I don't know who that guy is, but I've seen the clip and yeah, like the owner or the promoter of the thing was behind them and they're talking. I don't know exactly what he said. I don't think he said that. He said something else, but it was something. Something like, I don't want to put the hot crap up. Yeah. The hot my picked it up and people were like, wow, dude, disgusting. The amount of like the Twitch and I think I said Twilio, I meant Twitch, the Twitch and like YouTube audience that buys this crap. It is crazy, man. It is absolutely crazy to me. Can't believe people do that. But yeah, this was a good one. How did this guy afford Edward Snowden? Dude, you know how Ponzi schemeers work. They know how to build, you know, they got to build this shell game, this appearance of legitimacy. That's crazy to me. It's the private investment club. It's the largest real estate club in Canada. That's like his shtick. That's crazy to me. Anyway, yeah, that's a good video. I'm going to have to watch that. All right. That's it. We're out of here was react. I feel like I can rule the world. I know I could be what I want to put my all in it like the days off on the road. Let's travel. Never looking back.