**Scott Galloway**

**Professor of Marketing at NYU Stern School of Business**

Scott’s predictions…

Francis Halguan would be Time’s person of the year… He was wrong. It was Elon Musk.

Technology gurus become our idols. The most grateful American’s are the ones that have given the most… Veterans.

The ones that have been given the most are the least grateful. Scott points out that Musk thanks government should get out of the way… yet Tesla has gotten $13.5 billion from the government.

**Second prediction… Twitter gets acquired.**

He thinks the acquisition will close this week. Twitter is popular but has a terrible business.

The moment after this deal closes is the second worst in history.

Even though Twitter is down 40%, he thinks it is still the most overvalued company in the world.

**Third prediction… Fundamentals and Valuations reunite**

Made this prediction in November 2021.

Scott points out that today’s bear market is nothing yet… He lived through the dot.com bust and the 2008 financial crisis. Today doesn’t even compare.

Some good companies he likes that are overvalued…

**Teladoc Roku Moderna Block**

He thinks GameStop and AMC will go to zero. They are terrible and dying businesses.

**Fourth Prediction…**

Time to cut costs… We can’t raise rates this fast and not get a brutal recession.

Scott thinks we will get a lot of layoffs soon from technology companies. Musk says he would lay off 75% of twitter employees.

Private markets are slowing. Scott is on several company’s boards and he hasn’t seen meetings this tense in a long time.

Scott thinks we are still at a low rate environment with mortgages. He notes mortgage rates were above 10% for a long time.

Online dating is going to hurt society. Couples who met through friends is plummeting.

We used to signal offline with watches, phones, glasses, and fancy suits. Today in our digital world we signal through buying NFTs. Scott is very bullish on NFTs and think it is a critical part of web 3.0.

But right now, fraud is rampant in the space. And more

**Fifth prediction… OpenSea will double in value. It’s the trading platform for NFTs.**

**Sixth Prediction… Super App**

A super app would include all of the following… ordering food, ride hailing, banking, entertainment, and social media.

Uber is a dark horse in this space because of its interface. They also make more money delivering food than transporting people.

**Seventh prediction… Zuckerverse Fails**

40% of folks who put on a VR headset for 15 minutes get nauseous. Only 26% of teens have them and half of them use it regularly.

Job postings for metaverse have fallen off a cliff in the past few months.

Scott thinks Apple is the most capable company to build the metaverse. The airpod business alone is the size of a 200 fortune company.

**Eighth prediction… Luxe coin is going to emerge...**

What if Chanel released the Chanel Coin… 10,000 coins. With one coin you can buy any 10 pieces at Chanel at any time. What would one coin be worth?

80% of the NFT market is owned by 9 accounts.

**Silver Linings**

More people are helping strangers at the highest rate going back to 2006.

92% of kids in Los Angeles are going to college from his high school.

Coming out of covid is an opportunity to remember what’s important… taking care of others and being selfless.

He asks three questions to himself…

Is it time to be a caretaker for your parents? How is your relationship with your siblings? If it’s not where you want it to be, fix it.

Have you made the right investments in friendships? Don’t let the bs get in the way.