

<https://www.youtube.com/watch?v=hN3blyBwZhE>

Break Away USA Show Replatform CEO David Ragsdale



[Break Away USA](#)

174 subscribers

49 views Feb 2, 2024

Visit the RePlatform conference March 8-10 in Vegas.
More info at <https://replatformvegas.com>

Break away USA takes a critical look at American culture and explores issues that concern those who value tradition, freedom of expression, and values

Transcript

0:00

and they are actually like Irish Catholic families that came out to LA for the oil before Hollywood and if you

0:07

scratch the surface of La you'll still we're still here right and we Native angelinos can sort of one way that you

0:14

can tell if someone's a native Angelino is they don't get stressed out about things whereas people who move to LA get

0:19

very like particular about how to you know no you don't pronounce it that way and stuff like that and if you're native engineer you're like yeah I don't

0:26

care yeah we were just having this conversation I think two days ago or yesterday on the Instagram live and David was asking me about like living in

0:32

LA and you know like if I don't get like almost stressed out when I leave or I'm like you know I just grew up with it so

0:37

it's just like another day in the Park yeah it's crazy yeah I think that a lot of the people who and I feel for them

0:43

people who feel that with what's going on with the crime and the wokeness and the taxes and they there's better

0:49

opportunity in other states and I'm all for that and go where your you need to raise your family but we're here and

0:54

we're staying here and we're not you know this is Paradise and it's a little bit broken right now but but you know

1:00

why would we leave and that's exactly how I mean so I'm from like the Chicagoland area and so I'm from the suburbs but my dad has worked in Chicago

1:07

like my entire life I've I've always been going to Chicago and and I've love the city and I love a lot of the people in the city it's the government that

1:13

runs it like crap and I always get people on all my YouTube videos and anything even just people I talk to like why don't you just like leave I want to

1:19

Branch out at some point but it's my home like what if somebody said that to you when you're from Texas imagine telling somebody from Texas anybody why

1:26

don't you just leave no there's a lot of Pride from where you come from right it's your home I lived in um I lived

1:31

abroad for 10 years and I lived in Singapore for six I went to grad school in Singapore it's amazing like it's it's

1:37

you couldn't find a better run city state or whatever city or country both and they really do a bang-up job and

1:44

they're always coming together and saying how can we make this more efficient and better and even more Humane and it doesn't always have like a

1:50

reputation for being Humane but they really work at that right and so I lived there for many years and I loved it and it was great but you know it wasn't home

1:57

Los Angeles is my home it's my family's home so you know they're not going to kick me out they're not going to run me

2:02

out they're not going to cancel me out like you know we're saying and you know that's it yeah it's like I've been here

2:08

before you and I'll be here after you yeah one of those kind of things you can't run away from your home you can't run away from your home especially you

2:14

know if it's broken right now and it not may be exactly how you want it to be if you all run away who's going to be there

2:20

to fight all this stuff absolutely oh and imagine if we applied that same logic what if we told somebody somebody

2:25

who's living in maybe a more conservative state or something like that somebody who's happy at least with their local government what if we said oh man you don't like Joe Biden why

2:31

don't you just move to another country yeah exactly no running out away

2:36

from that's the one thing that I like about us conservatives I've never seen conservatives say if Joe Biden is going

2:42

to be the president they never make that argument that I'm Gonna Leave This country it's always the people on the left and it's like all right it shows

2:47

your real values now for sure well there there's a list of like 20 celebrities that are supposed to move out if Trump

2:52

goes back in office they'll see how how how they stick to their guns because they've said it publicly so we'll see oh and they said it in 2020 and in 2016 and

3:00

look at that they're still here making the same statement big old I don't want to pay European tax rates exactly

3:05

there's actually a funny video I just saw today there was a a woke family in Australia that had this sign outside their house and said we acknowledge that

3:11

this land belongs to and whatever the tribe was you know the Australian indigenous tribe so they they took a

3:17

bunch of these people and they went to the house and they were dressed in their tribe Gear with the face paint knocked on the door and said hey I saw you had a

3:23

sign out there that you said This is Our Land yeah okay thank you can we come in like we want to relax in your home and the lady was like oh uh well I didn't

3:29

put the sign up but um you know I I agree with it but no I'm just I'm cooking right now and gave all these excuses and there's a like 15 people

3:35

outside the door just basically calling her out and say well you said it's our land but you won't let us in the house so it must not be too Oak know's really

3:41

funny is like if one of the things that's really been quite extraordinary over the last 20 30 years is the native

3:48

um indigenous American however you want to however they want to identify they've actually radically moved to the right

3:53

you'll see that that Trump won a majority of the Native American vote and and they're just picking up on that and

4:00

because a lot of times uh you know these Native Americans are seeing that the people who are supposedly representing

4:05

them not only don't have their best interest in mind but are just using them and they actually resent that and they're like actually what we want is

4:13

not what you're telling people that we want and we don't need like Kamala Harris to speak for us we would actually

4:20

like to just go ahead and vote for Trump and not have someone who you know immigration is fine and great but like

4:27

that Cala Harris would think that she could speak for hundreds of different

4:32

tribal groups when you know her father is from Jamaica her mom's from India that's great but she can't speak for

4:38

some tribe in West Virginia yeah not at all not at all I mean she can't really

4:43

speak at all for that matter first gonna start with that baby steps I guess for her there's that one

4:48

I'm even thinking like when it comes to so I just I I've been I talk I've talked about it on our other Breakaway stuff too I just graduated college like

4:54

literally a month ago and at my University I was part of our Student Government we had this thing called a

4:59

land acknowledgement in which we would do exactly what that sign said where it would be these are all the tribes that once inhabited our campus they would do

5:06

that before every single meeting and I made the argument one time at a meeting I said I said isn't that kind of insulting isn't that like looking at a

5:11

Native American in the face and being like look at this it's ours now screw you like did you did you go to a state

5:18

school I did Illinois State University so I mean all the state schools are actually land grant universities and

5:23

where did the land grant universities come from the government and the railroad companies took the lands from a

5:28

lot of Native Americans tribes and created these so all these professors all these administrators these I'm the

5:34

uh head of the dean of students diversity department and I make a quarter million of a year that's all on the back of of this land that was you

5:43

know so it's like then why don't you give up that job and give that job to some person in a tribe they won't do

5:50

that it's all performative that's all it is they don't actually care at all about the land or any atrocity that might have

5:55

been committed n none of the actual history they don't care about any of it it's performative it's performative woke activism yeah it is absolutely David

6:03

ragdale everyone uh welcome to the show we've had an incredible conversation thus far but I did want to give you a a

6:09

actual introduction David Rago is the CEO of re platform actually have an amazing convention coming up March 8th

6:14

to 10th in Las Vegas and I was wondering if you could tell us a bit about yourself and about uh the convention coming up sure yeah so you know like

6:20

I've said I'm very proud of this I'm native ano um lived abroad for a decade

6:27

did my masters in public policy in Singapore came back worked at Live Nation on the festivals team and then during the

6:34

medical emergency um I was part of a core group that was hired to create what

6:41

became defeat the mandates and um what we were do I'm be a little careful because I am not sure where this is

6:47

distributed so don't worry I'm not gonna get you demonetized I know what words to use to I've been on YouTube so I'm I'm

6:55

gonna be very very respectful of because people need to earn a living and that was one of the things that defeat the mandates was all about people people

7:01

needed their jobs and we were actually we had a rally in DC at the link

7:07

Memorial in La at City Hall we had a litigation conference which was very successful for lawyers last March in

7:12

Atlanta and but while we were making this we were debanked we were kicked off a lot of B2B services that we used that

7:19

you need to use to produce these events and so we were thrown into what some people call the parallel economy and

7:25

other people call the freedom economy to us it's the same thing it's just alternative to sort of mainstream

7:31

corporate goods and services that are now hyper ideological and there's a high risk of being the platform access denial

7:39

de banking censorship throttling right and so but while we're in the parallel economy and having to be in there right

7:47

we discovered a little bit of a quality problem and this is the controversial part right that there was a lot of talk

7:55

that got ahead of what the actual Innovation was right and you'll not find I mean I think in the few minutes we've

8:01

talked I think you there's no one more anti-woke than me probably as anti-woke but not anti-woke but the Innovation

8:09

that we require um to work around the dysfunction and incompetence of corporate America can't rely entirely on

8:16

like anti-woke marketing right that can be an important tool it can be something to identify it's but it can't it's not

8:24

really it doesn't make it intuitive for investors for consumers and for

8:29

advertisers how to enter the parallel economy why and then how they can profit

8:34

from it and that's real important so figuring all these things out doing a bunch of deep Dives talking to a lot of

8:42

innovators people really hustling in a lot of different industries from Finance to healthare to Tech to Media obviously

8:48

uh even to farming we came up with the concept of rep platform and what we're

8:54

doing over three days in Las Vegas is we're bringing together people um from our previous Coalition so it's social

9:01

conservatives populists Libertarians and even some classical liberals or like red

9:07

pill like your Kennedy voters right because they have a lot to offer too and we don't always agree with each other on

9:12

everything right but what we all understand the current crisis and that we all we may not end up in the same

9:18

tribe when this thing shakes out but right now we can make tools together and so what we're doing is I don't know if you guys know like I feel like I'm a

9:25

little older than you guys so like South by Southwest but like 20 years ago right that's the vibe we're going for where

9:32

you have just this really eclectic mix of people and they're just networking

9:38

they're learning from each other they're sharing you know some guy has an idea and there's a guy who has money to invest and there's a there's a

9:44

programmer and all three of them are like hey we can do this together that's the type of Joyful Innovation we're going to spark at re platform so it's

9:50

not a complaint Aon right and you know I love TP USA and what they're doing but it's it's not that either right it's the

9:56

best way to describe this would be like South by Southwest 20 years ago yeah yeah I do remember that no and I

10:02

mean I think it's incredible and and you're right in the fact that you said you can't base that entire economy off one thing which is anti wokness because

10:07

as a as a regular corporate business person or a VC when you come in you need to have a perspective that's more than like we're anti-woke okay that's great

10:14

that's a marketing term but like how do I what do I think about this like give me some some information so and you know

10:20

I was talking with this about uh to this about uh about this to Gentry a while ago and the parallel economy is brand

10:25

new so when any you know anytime you have a new kind of Frontier there's going to be iterative companies that come around some some are going to fail

10:31

but what I see is kind of that like you were saying everyone's trying to do it but there's like a level of of complexity that the regular I guess you

10:38

want to woke companies have figured out that I I feel like a lot of parallel economies still have yet to figure out

10:44

so something like what you're doing is you're combining all these people and say don't go do it yourself here's someone who does it very well go make something as good yeah and what we're

10:51

also doing is we're really working with frankly there are a lot of conservatives or people who are in the

10:57

various Freedom movements who do have lot of money who do have investable funds who are qualified investors or who

11:03

blah blah blah blah and what they're finding is that they're getting so inated with like pitches and so that

11:09

like you know you know and and there's there's like a disconnect happening and

11:15

a lot of the people who even have like a great idea and have like the technical ability to build something and then even

11:20

execute like an MVP into like the first 50 customers which is the most important

11:25

part like will anyone use your product you can have the best idea in the world and it can be beautiful but if no one's

11:30

going to use it and then will anyone people use it but will anyone pay for it that's the next big step so what we're

11:35

offering investors is something that they've asked for they want a conference like this where they can look at a lot

11:41

of different offerings at once they can look under the hood kick the wheels really get into something so within our

11:46

conference we're having an accelerator so we got a lot of people from the startup World Finance Venture uh tech

11:55

people lawyers coming in and basically you know whether you're a college student with a

12:00

great idea or you're maybe uh someone in Tennessee who's actually has a company already you can come to our accelerator

12:07

and you know potentially get investment but at the very least you're going to learn some things about maybe how to do

12:13

things in a more tight way right and that's really the thing we need to do we

12:18

need to tighten up this Freedom economy because it it's a little flabby right now yeah absolutely and like that's even

12:24

one thing I've noticed and I love that you're talking about uh quality as well as making it it's more than just being

12:29

anti-woke like I was at a at a conservative conference just a little over a month ago and at it there was a

12:35

booth for anti-woke water was essentially what it was I forgot exactly what it said but I asked the guy was like is like Aquafina are they like

12:40

super woke or something or was there something like it was he was like playing off the whole Ultra right beer and all that kind of stuff and I was

12:46

like is there a controversy I didn't know he was like no I just think thought it'd be funny and I'm like look we need

12:52

to pick our battles here in a lot of this stuff and if you're not actually fighting against something if you're making it for a quick Buck then you're

12:58

antiw water is nothing more than than kind of a ploy for money rather than actually fighting against anything so

13:04

look if you're a t-shirt there's and there's you know I know t-shirt guys who who live in brenwood so you can make a

13:09

nice buck selling T-shirts right and if you're quick and you can and you can catch those Trends and you can get them

13:15

out there's nothing wrong with that so if you're a t-shirt guy and you're coming out with you know some some great anti-woke slogan yeah that makes total

13:21

sense but like if you're trying to build like an alternative to Stripe Right like it's got to be a little bit more depth

13:29

than you know yeah uh Fu Brandon right exactly we have to we have to cultivate

13:34

quality because otherwise it's not even a parallel economy it's just a it's the Walmart brand of everything that is woke

13:39

yeah and investors don't like that and even conservative investors and people are like oh conservatives aren't

13:45

investing and that's not actually even true what's happening is Con conservatives with money get hit up all the time and they and and they they're

13:52

just the and it's not even that the underlying product they're being pitched is bad there's often quality but for

13:57

whatever reason someone maybe five years ago told everyone if you're right of Center and you have a great idea that

14:03

needs funding this is how you this is what you should put on slide one of your deck and it's like that's not that's not

14:09

what you need to do yeah yeah yeah I agree it's yeah it needs to be you know

14:15

like you said it needs to be tightened up into a well well oiled machine especially if you're if you're going to compete with the big boys especially if

14:20

you scale and then how do you fix Logistics that's a massive problem you can have the best Marketing in the world but if you can't deliver your products

14:25

or how's your customer service how's your how's your UI are you are you are you itting the website conversion rate there's like all these things that like

14:30

after you get past the initial I have a great idea it's like okay how do we implement it that's the hard part yeah

14:35

and that's one thing that we're really focusing on because what we do and can develop better is better like networks

14:41

of people this is especially we're having we're doing quite a lot of work which some people might find boring right but we're doing uh quite a few

14:47

panels and sessions and workshops on like hiring Employment Practices how to find the right Talent how to train Talent all that stuff how to you know

14:54

because if sometimes again you know you have we're lucky because in in in the defeat the man mandates Movement we got

15:00

so many people quality people who had been fired because of the Mandate so we had like a pick of like the best but

15:06

that's not always true and it's not always easy for someone to staff up and

15:12

so that's re and that's really important finding the right team especially if you have limited funds and you have like a

15:17

really like not a long Runway right so picking the right team is important and

15:23

so that employment and HR stuff well a little bit boring that's critical for the parallel economy

15:30

yeah yeah you know what I noticed is um in 2020 when all the conservatives kind of had a Reawakening if you would say

15:36

and they all got deep platformed not all but a lot of them did they kind of try to go to rumble or they left let's say

15:42

Facebook and Twitter and whatever it is and try to go to these other platforms I think that's a big problem that they experienced is the quality of it because

15:48

Rumble back then like 2020 it's much better now don't get me wrong but it's still not YouTube and I'm glad there's

15:54

people like you who are so worried about making sure that the quality is there for like userfriendly stuff because I mean us conservatives we're lazy we're

16:00

average human beings right we want to have a nice platform so I remember this like perfectly I was like I'm done with

16:05

YouTube done with YouTube and I went to rumble This Is 2020 November and what did I experienced like terrible terrible

16:12

quality right and it made me switch right back to YouTube so I feel like a lot of people encounter that and that's

16:17

why I'm so glad that although there is this growing parallel economy we're trying to make sure that it's actually

16:22

good quality and the logistics are there and all this stuff it's and you're right also that that's when these companies

16:28

will get more funding and more Revenue to get better and better so yeah to me it it reminds me of crypto in like 2017

16:35

where you had just everyone had lco there's massive amounts of money available everyone's like this blockchain thing is going to revolutionize the world it's going to be

16:41

the antithesis and clearly the opportunity is there but there was so many people that were just didn't really know what you know what they were doing

16:47

and a lot of people went under so yeah like David said I think what you're doing is critical because you're taking a different approach to it you're taking all the hype and everything like that

16:53

but you're channeling into something that's a viable business opportunity for the for right now in the future um and it's funny that you mentioned this

16:59

earlier about how you guys had the pick of the litter and because I've been talking about this for the last few months there's a lot of people who are

17:04

really unhappy in their corporate jobs right now because of HR and things like that that if they see an opportunity to join a parall economy company they're

17:09

going to run so I really do see a brain drain in the corporate environment to leave and go to but like you said they

17:14

have to be the right opportunities and the people have to know how to hire yes and they have to know how I mean so and this is a great example So within the

17:21

wokeness right within the wokeness there are some things that while seemingly

17:27

annoying actually that Corporate America has improved upon and done well that we

17:33

need to borrow from and it's a little bit of discernment trying to pick from that and like one of the thing is like

17:38

this like concept of like onboarding right now like maybe like a traditional or a stereotypical concern oh what do you

17:44

need from onboarding for like welcome aboard and sink or swim maybe right and maybe but the reality is is if we want

17:50

to attract quality Talent from the corporate the mainstream corporate world they're not going to they're going to

17:56

need to be and it doesn't mean that it's going to everything's going to look like it did at Goldman Sachs or whatever but at the

18:02

same time if they're used to a certain like corporate best practices it would probably behoove parallel economy

18:08

companies to find out maybe some of those best practices aren't so bad and actually aren't ideological and I'm not

18:14

talking about the Dei stuff or about like when someone new comes to your company you just don't throw them into the you know you actually say here's you

18:21

on board them right yeah yeah absolutely yeah you have to instill them with the knowledge of like the culture and and here's how things are going to work and

18:26

here's you go to for this so they're not sitting there like okay I know my job but what do I do who do I go like chain like of course that's

18:33

huge yeah yeah I was wondering and this is might be totally changing the subject a little bit a little bit but when it

18:38

comes to the parallel economy a lot of what has scared people um from even trying to enter that space whether

18:44

that's as an entrepreneur or an investor is the level of power held by so many people that that funnel money into the

18:50

woke economy such as and the names that we're just now starting as a as a general public to get to know like Black

18:55

Rock State Street Vanguard CL Schwab George SOS people like that how much influence from Europe from from your

19:01

Viewpoint do they really have and and do they have enough to stifle the parallel economy that we're trying to cultivate I

19:07

think it's interesting so I would have had a different answer a month ago but clearly what we're seeing if you saw

19:12

some of the you know Jamie Diamond at Davos um where he was basically like

19:18

well I guess Trump was right after all and of course he's just saying but you you have to you know and I think that we

19:25

live under a system that is increasingly dysfunctional it's lashing out and it's doing these crazy harmful things because

19:31

it knows that it's in we're in some last throws of something right maybe it's liberalism I don't know I don't know

19:37

what it is right I can't identify it but it's we all have that feeling and I don't I don't necessarily subscribe to

19:43

the concept that it's like a group of people sitting in a room controlling things or making a plan I think it's

19:50

just like you know some people call it a mindset or like a way of thinking you know like maybe if you go back to Europe

19:56

in the year like 1130 too everyone would be thinking in a very type of Catholic

20:01

way right and it's not that they all got together but they all just that's just the meu and so but there's definitely

20:07

been a shift and I begin to wonder if a lot of these corporate awful corporate people awful companies are actually so

20:14

interested anymore in their type of repression you know obviously Trump sparked a fear in them and they went

20:21

turbocharge to me they seem exhausted by it and I you just don't pick up that

20:27

they have much appetite to do the things that they've been doing for several years which is coming down hard on

20:32

Parallel economy companies right the the spe the joy that they got from that is gone right and it obviously gave them

20:38

some level of Joy by repressing us and cancelling us and censoring us so as a

20:44

very long answer to your question I would say that I think we have an opportunity here and I think we have a window and I think that if we can build

20:51

smart like now and in the next 2 three years I think that we can build things

20:56

where we don't have to worry about them anymore yeah you know when I saw that that uh that interview uh by uh Jamie

21:03

Diamond right his name to me it sounded like this is a guy who's clearly he's where he's at because he can see Trends

21:09

he can see into the future to to some extent if you're looking at this onslot which in my opinion has just begun this

21:15

counter to the counter of this this Mar Neo Marxist Revolution to me if I'm him I'm like yeah this thing is not going to last they've had 50 years to infiltrate

21:21

the universities in a year and a half they're getting beat down I better put myself in a position where I'm the good guy at the end of this because I want to secure myself so whether or not he's out

21:28

of his heart or out of his bank uh bank account I don't know but uh you know a buddy of mine a very good buddy he wrote

21:33

his master's thesis on um on on Larry Fink actually and black rock and what he

21:38

told me is he goes the thing is Larry Fink looked at the economy and he was trying to figure out how can I make the

21:44

most amount of money out of this and everything was just taken up everything was already um almost like monopolized and he was like you know according to my

21:50

Budd he was saying he was looking at the landscape and saying how can I create this massive Behemoth that no one's ever done and he saw ESG as an opportunity to

21:57

do that and and now whether or not he really cares about ESG who knows but all I know is he's created you know the

22:02

largest bank that ever existed that we know of so you know there's that

22:07

absolutely and and even kind of building off from that as well as my previous question too um so we talked about how

22:13

how much of an influence uh State Street Vanguard stuff like that might have had and how much they might have in the future how much does the Aver how much

22:18

influence does the average person have I mean we look at things like the the Bud Light boycott which I would consider to be the most successful conservative

22:25

boycott in the history of of America at least if not the world and then we even look at some smaller ones like Target which was

22:31

fairly successful still kind of ongoing um CMT the Country Music Television after the Jason Aline stuff and there

22:37

has been a rise and even just your average person that preaches some level of a conservative or populist agenda like your Oliver Anthony uh blowing up

22:44

singing rich men North or rich men so so I guess I kind of answered part of that question but from your perspective how

22:50

much power does the average person have probably to answer your question

22:55

honestly it probably you know probably in the family unit is probably the wife and mother

23:02

right so that and and we know this from you know a long time of studying advertising and household economics

23:09

right so it's really important right that if you can you know in terms of

23:14

family is who the decision maker is It's usually the wife and mother the woman of the household and so the husband the

23:20

father and the kids would usually go along with that so in terms of like the

23:26

average person I think it's more helpful in terms of for the parallel economy to think of like family units right because

23:33

if if we can as parallel economy entrepreneurs focus our like marketing

23:41

our research our everything into like what choices and how a family unit which

23:48

is oftentimes determined by the wife mother how she's making her moves throughout the day and what tradeoffs

23:55

she has and and and really like studying that in a way that like for example efficiency experts in like the 1905

24:03

would do right if we can go back to something like that where we go to you know these conservative moms right and

24:10

we actually look at their day of work of activism of raising a family of faith of

24:17

schooling whether it's homeschooling Charter private or even public right and and and we can really understand where

24:24

her pain points are in consumption in TR in all these things I think that becomes

24:29

the person that we should focus on now not everyone's married not everyone has

24:34

a family right so then it becomes a much more expensive Endeavor right and and so I answered your question sort of in the

24:40

reverse because I'm looking at it from like a company's perspective and so it's actually it would probably be cheaper

24:46

and more effective to comp for companies in the parallel economy to think of to look at family units and then specifically the wife and mother and

24:52

then and just understand her get her feedback and almost like Shadow her for

24:58

for a bit to see how she you know Jukes during the day and and I really think that is probably the best route right

25:05

now because otherwise you know it we just don't have the capital to do like

25:11

really extensive research into like all these different types of individuals so I would start with families yeah and

25:17

which which remind I mean not reminds me but it it points out to the fact that I think we've all seen these charts where

25:23

there's a bifurcation of men and women where the men are becoming extremely more conservative and the females are becoming extremely more liberal so I'm

25:29

wondering as you're saying that what kind of impact that will have not Mar so so that if you go a little bit deeper

25:35

into that it's that so that's a function of more women being unmarried or getting married later the the political

25:42

bifurcation doesn't work exactly like that when you account for married women and especially married women with

25:48

children right those are the women who make up the bulk of the of conservatism

25:54

and then also like you know and to be realistic if you look at any type of right of Center or Freedom oriented

26:00

movement you're going to have a you know the meat and potatoes of that group are mothers right and that's just whether

26:07

it's the pro-life movement whether it's even the proun movement whether it's moms for liberty or James Lindsay right

26:13

whether it's Robert Kennedy the bulk of his supporters or moms right they they're the ones that that built that

26:20

Robert Kennedy's Foundation is built on a group of moms who 15 years ago when he

26:25

was talking about the environment this and clean water that stalked him and

26:30

said Mr Kennedy we need you to take a look at these vaccines they've harmed my kids and enough moms did that enough

26:36

times to him that he stopped and he said I gotta look into this right and that and if you look at and that's not even

26:42

necessarily conservative but that's you know so I I see that on Twitter I see though women are going left men are

26:47

going right but but not not moms not married women who have children they are

26:53

they are they're the foundation of this all and they're not even NE they're going conservative in the fact of a lot

26:58

of the beliefs that they have are conservative but it's not based on any kind of tribalistic uh instinct to go towards a political ideology or pick a

27:05

side it's it's more it's it's a natural instinct to protect their kids yeah much more so very interesting especially with

27:11

the products they buy like for instance um you know seek Smith founder of the mom Army good friend of mine she she just there's a Target across the street

27:17

from where she lives and she refuses to go there now so in my head I'm like well all that and she has a big influence on a lot of people around the country who

27:23

are clearly also moms because she found in the mom Army but that's a massive chunk of money that targ is not getting now yeah and that's a massive

27:29

opportunity for a parallel economy that could provide the same goods and services um so yeah I mean there's just a massive you know because like you know

27:35

typically the dad's out working and doing stuff and the mom is the one that's saying No this food is not good for my kid this one's better let me research this what's good so it's

27:42

incredible and like that even kind of leads me into looking at you David as kind of like a catalyst for the parallel economy um and I don't know if if that's

27:49

uh lowering what you see yourself as or or being hyperbolic in it but I really do I mean you're you seem to be taking a

27:55

lot of initiative in in it um but in in questioning the motive of the parallel economy obviously there is the general

28:00

idea of to combat the wokeness that seems to be happening in a lot of stuff but with the overall goal and I could be

28:06

even creating a false dichotomy here so tell me if there's another option but would the goal of the parallel economy be to overtake the woke economy or to

28:13

push the woke economy to meet the needs of everyone I don't know I think that

28:18

might be different depending I think some people will come into the parallel economy um right now because they don't

28:26

like a current tool or a product and or they've been denied access so really

28:32

right now most people who come into the parallel economy aside from like the direct a consumer like t-shirts or you

28:37

know Jes razors jese chocolates all those things right those that's like a surface level right it's not unimportant

28:42

makes a lot of money it's great yeah but then the the the real route of like the

28:47

parallel economy right people come into it right now just because they have to right and so whether or not it's a

28:54

replacement thing or it's a nudge thing it's almost like right now that's not even the point the point is how do we

29:01

with this group of people with this access to Capital how do we build things that will attract people who don't have

29:06

to come into the par who weren't forced into the parallel economy but by their own choice say like that's actually better than what we have here yeah you

29:14

know to to me thinking more technically about this like you said your surface level products that are just fulfilled

29:19

you know for Consumer but then you have the deeper stuff like like like as you said the strip like like rebuilding a strip to me if I was a tech guy and I

29:25

would you know and I was in one of these massive companies where I'm just a number and I saw the opportunity to go do what I do in a parallel economy but

29:31

really have more of a fast track to get to the people the decision makers and and to really Implement my ideas instead of running it up 15 levels of hierarchy

29:37

to even get a meeting with a person that's a decision maker as a technologist I would probably want something like that because it's it helps your ideas get there quicker and

29:44

since they've already proved viability I mean there's a lot of stuff that you can wh label and you know there's there's open source things and there's AI now to

29:49

me I would say well yeah I'll go work here because I mean I can get stuff done and I I can do it better than this massive company can do it and I think

29:55

that might be one of the driving forces behind getting people to come over and say hey come do it over here it's a wild west in a sense yeah no 100% what we've

30:01

seen is that P big Tac at least it's sclerotic it's not really I mean Google is impossible to use right and and so

30:08

they have so are are these huge techn The Innovation funnel in America is fundamentally broken and all we're

30:14

getting are like hookup apps and another food delivery service right and so like if you think that like Innovation comes

30:20

out of like necessity and and this isn't popular to say a little bit of desperation a little bit of desperation is actually a good thing I think and so

30:27

look at the groups who have been totally excluded like your social conservatives populists not too much Libertarians but

30:32

some Libertarians but not too much they've been part of the mainstream Innovation narrative for a while but like I actually think like some really

30:38

cool Innovation is going to come from a lot of social conservatives right yeah and and you whether or not you're a social conservative not that's besides

30:44

the point the point is they were essentially kicked out of like corporate Tech and have been for over well over a

30:50

decade they've been forced out of it so what happen that's the whole story of this country right the pilgrims were

30:55

forced out of England for the religious Bel what did they do they found in America similar things could happen with tech yeah yeah yeah very interesting I'm

31:03

even wondering so what do you think happened like back when I when I asked that very broad question um like in terms of the business Marketplace we

31:09

look back before before my time like 30 40ish years ago even even around my early childhood like 20ish years ago um

31:16

it was I you use like the four piece of marketing that used to be what a product Place price promotion that used to be

31:21

what people would use to decide whether or not they would get a product they would get a big razor because it was cheap it effective because it was at the

31:28

store they were going to things like that nowadays I call it the fifth P of marketing performance that's what everybody seems to care about especially

31:34

in among my generation are you carbon neutral are you made out of 100% reusable Plastics or recyclable plastics

31:40

do you support does does my chocolate bar support gender queer theory in developing nations like crap like that

31:47

why is it and how did we get to this point to where the product itself and the quality of it matters Less almost

31:54

than the performance of a company I mean you could you could possibly say like that you know when

32:02

everything is made in China or in Bangladesh then you can't really

32:07

differentiate in quality and you have to you know and you you have to create like

32:12

a brand and you have to create a brand that has some type of like message and

32:18

you're and it's just on like branding right so like it's the old story like you know like Polo why would you know

32:24

we've known for a long time that people will pay outrageously more for the same quality color shirt one has a polo

32:30

player and one doesn't and people will just associate that with quality so all these companies did is they said hey if

32:36

we insert a certain sociopolitical branding we can't it's

32:44

actually that's actually very cheap it's like it's really cheap it's like a a way for us to do this lift real cheaply yeah

32:54

yeah yeah and and and also I think to add on to that the overs ation of the market with the same products I mean how do you stand out in a marketplace where

33:00

there's a million people like you you got to have a story because you're probably all getting like as you said everyone's getting their stuff in the same place Factory so how do I just you

33:06

know slap a new slap a new face on it and say it's something different um also I I and I don't know who I can attribute

33:11

this to but um it was some some older guy who's been tech for a long time and he's basically saying if you looked at

33:16

the world in in the 1980s and you look in the world now you wouldn't really know that we advance all that much

33:22

unless you looked at anything with techn like cars and cell phones really yeah we're stuck stuck it call I know who you're talking about he's um I forgot

33:29

who he is he's on Twitter and he he says we're we're stuck and it's true like if you I'm a gen xer right and I was

33:35

actually driving through LA and I saw kids from a high school walking out and

33:42

I'm like you know what they don't look that different than like they're not like their jeans and everything now I

33:48

went to Catholic school so we didn't but like I'm like you know I like if you go in the 80s and you were say 40 years before 1940s You' be like whoa like

33:55

everything is different but if you actually go from the 80s to that other the one big difference is everyone's like this but other than that it doesn't

34:02

really we haven't really Advanced much of anything no and and you know and I would even say that we we've lost a lot of the talent that we had so for

34:08

instance I you know I love the Apollo missions back in you know in the 60s and NASA the stuff they used to make without computers is just incredible the

34:15

craftsmanship like we can't even make that we can't replicate anymore they they've lost the ability the people have died and it's like we lost this massive

34:22

amount of capability to make stuff because we're just relying on automated computers making them somewhere in China yeah 100% And I mean even with that like

34:28

I think about have you guys ever seen the movie Idiocracy yeah like that's exactly what I see at a very slow level if anything I think that movie happened

34:34

where it was like 500 years in the future we're probably moving moving faster than that but as it's happening right now we see people I mean when you

34:40

have uh addictions to things like pornography and that's and that is widespread we have the uh cultural

34:46

acceptance of promiscuity not only of the heterosexual nature but also of wild amounts of different sexualities

34:52

nowadays uh and more and more and more we just have the dumbing down of society and since the 1980s um while also not

34:59

really changing much else and then along with that we also just we have a we have a when it comes to creativity that we're

35:05

talking about and how nothing is really new well we have a dumbing down of our architecture and the things that we're making and Tucker Carlson talks about

35:10

this and I love it and it's almost in a way to keep us dumb down in a way to almost control us I mean no sane person

35:16

this is almost directly from Tucker I mean no sane person would sit um in a small square room with fluorescent lighting and no windows like that is

35:22

meant to keep you like sad and depressed and unhappy it is not meant to any way instill Joy or creativity or or or

35:29

mentally stimulate you or or promote any kind of growth um we have the reason I I believe a lot of this is intentional

35:35

that's just my personal belief it's not it's not out of laziness or anything like that I think some of it or much of it is intentional to keep us in some

35:42

level of control of of our corporate and governmental overlords so I did uh I studied Classics as an undergrad and one

35:49

of the reasons like I'm not a liberal or leftist is I don't I'm a Christian I'm a Catholic but I don't believe in

35:55

Progressive history right I I think we go through cycles and to me right it

36:00

appears that we're in a point in a cycle and this isn't like Doomer pill or black pill or anything like that and but this

36:05

is also a reason why we really do now need to build up the parallel economy for what's coming and I don't mean like Armageddon or nuclear war something like

36:12

that but I think we're I I think we're coming into a winter and I think that we're the children of winter and children of winter cannot be the

36:17

children of spring and so like in a way that gives me heart and hope because we're in this crazy time and things

36:23

don't make sense like it doesn't make sense that an illegal aliens attack police officers in New York and then get

36:28

out of jail right away without being deported without being that doesn't none of that make sense and Show No Remorse

36:33

no remor like I don't care if you're left right no communist is in favor of that really like you could go to a communist country you could go to any

36:39

society except for where we are right now for some reason our Elites are just it doesn't even make sense to them but

36:45

we are we are the children of winter and we are in the winter and and we have to build like we are and and and that's

36:50

just my belief that we're in a cycle in a period in a cycle and that there's not like there's a would have could have

36:55

should have who knows but that's where we are and and we're called to be in the time we're in and we're called to build

37:01

for our children our grandchildren their children and we may plant a tree whose shade we won't experience and that is a

37:08

it sounds beautiful but it's a really tough concept to accept right because we are not raised like that in America we are not raised to we have not been

37:16

trained in our modern post-war America to plant a tree that our grandchilden will enjoy the shade of we are we have

37:22

been so trained that because of modernity and progress and everything that we can get it now and it needs to be for

37:29

us and sadly I don't know that that's the time for us yeah yeah know I mean you know you're right because so for

37:34

instance my grandmother she fled to call Cuba and she would like just give her life for any one of her grandkids or Sons like this without a second thought

37:40

just give everything she has everything and you don't find people like that anymore so when you when you have people like that you're like wow like you know

37:45

that's that's something that that we've lost as a society and maybe it was because she grew up in communist Cuba so she sees what happens when you have

37:51

these type of you know people take over and and the misery that it causes and she you know I talked to her the other day and she said says what the heck is

37:57

going on I left Cuba I came here now it's becoming like Cuba I said yeah well we're fighting Grandma you got to you got to give me 20 more years Diva Li

38:05

right that's right that's right well um I'm I'm really excited to go uh March 8th to 10th in Las Vegas

38:12

it's at the Horseshoe is that right yeah yeah the Horseshoe and people can check it out at rep platform vegas.com yeah

38:17

I'll definitely be putting some uh some some links out on my socials uh which is incredible and does re platform have a

38:23

social media we do we do um gosh now I'm embarrassed you can go to rep platform

38:28

vegas.com and check it out yeah yeah so sorry I'm I it's hard I'm not like a

38:33

master of all things and social media I'll be honest is not something that I'm particularly great at and and you

38:39

probably shouldn't be if you're focused on all these other which is good thankfully for us you're not a master of social

38:45

media you wouldn't be doing everything else you're doing we'll handle that aspect you handle yeah you guys you guys

38:51

take and I'll put on there'll be plenty of toilet paper not long lines and we'll

38:56

have the coffee will be hot and that's go that's all we're doing that's amazing I really appreciate you answering all

39:02

the different questions I have I love talking about the economy parallel economy everything like that and I'm gonna try my best to work with my my day

39:07

job so I can be at the rep yeah we'd love to have you guys out it'll be a great time very joyful absolutely yeah well thank you so much David ragdale CEO

39:14

of re platform Vegas March 8th to 10th at the Horseshoe in Las Vegas we will be there he will be there so come get

39:20

edified and uh if you like what he was saying come meet some people and if you're tired of living in working in that corporate world where HR is on your

39:26

back because you do anything nowadays come figure out what other people are doing and you might have a breath of fresh air and you might find someone you

39:31

might do business with you never know awesome thank you so much for being on David appreciate your time that was

39:36

awesome