

MSCHF MAG

MSCHF MAGAZINE
VOL. 02: CRED



WHAT'S INSIDE

DEAD STARTUP RÉSUMÉ BUILDER
TALK TO TECH CEOs
AN OPEN LETTER TO THE VATICAN
+MORE!

FEATURED GUESTS

👤 MUNTADHER ALZAIDI
🍔 PABLO ROCHAT



MSCHF MAG

VOLUME 2



Who let us make a second one of these?

As always, everything contained in this document may work, and equally, all may not. Credentials, experience, and signifiers of authority all go a long way; they're worth having. Perhaps though, they're not always worth getting. MSCHF's pattern recognition finds shortcuts, backdoors, and circumventions. We endorse novel mechanisms and unorthodox routes, as long as there's a destination in mind. Mechanisms \neq Concepts.

We assume utterly no liability if you try the things in this magazine (but hey, if they work we won't ask for any credit). In fact, by reading this magazine you affirm that you have read and agree to this provision.

There, our ass is covered.

That said, we're gonna do it all.

xo
Bingo Bob

BINGO BOB, EDITOR

BEST IF USED BY: AUGUST 2021

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A yellow starburst shape with a black outline. Inside, the words "SPECIAL FEATURE!" are written in black, slanted capital letters.

VATICAN PASSPORTS

An open letter to the Pope:
destroy national borders

 **PRINT** 
EXCLUSIVE

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Let's get MSCHF onto Wikipedia!

 **PRINT** 
EXCLUSIVE

KUDZU BOMB

This Plant Kills Golf Courses

 **PRINT** 
EXCLUSIVE

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Sergey Brin never gets stuck in traffic

 **PRINT** 
EXCLUSIVE

DONATE 2X RECAP

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Spotted! Comrades-in-arms
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70

MSCHF BOX RECAP

We'll never do another box, but we won our bet:
someone sent back the most expensive item!
Take that, suckers!

 **PRINT** 
EXCLUSIVE

THANK YOU FOR YOUR SERVICE DOG

What has better clearance than a service
dog or an emotional support animal? A war hero.

 **PRINT** 
EXCLUSIVE

APPENDIX

List of dead startups
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TOXOPLASMA PILLS

**AVAILABLE
NOW**

Unlock your brain with a new all-natural symbiotic boost. Toxoplasma hacks your mind for more risk taking, greater confidence in social situations, and a propensity for business.

GAIN SOCIAL
CONFIDENCE!

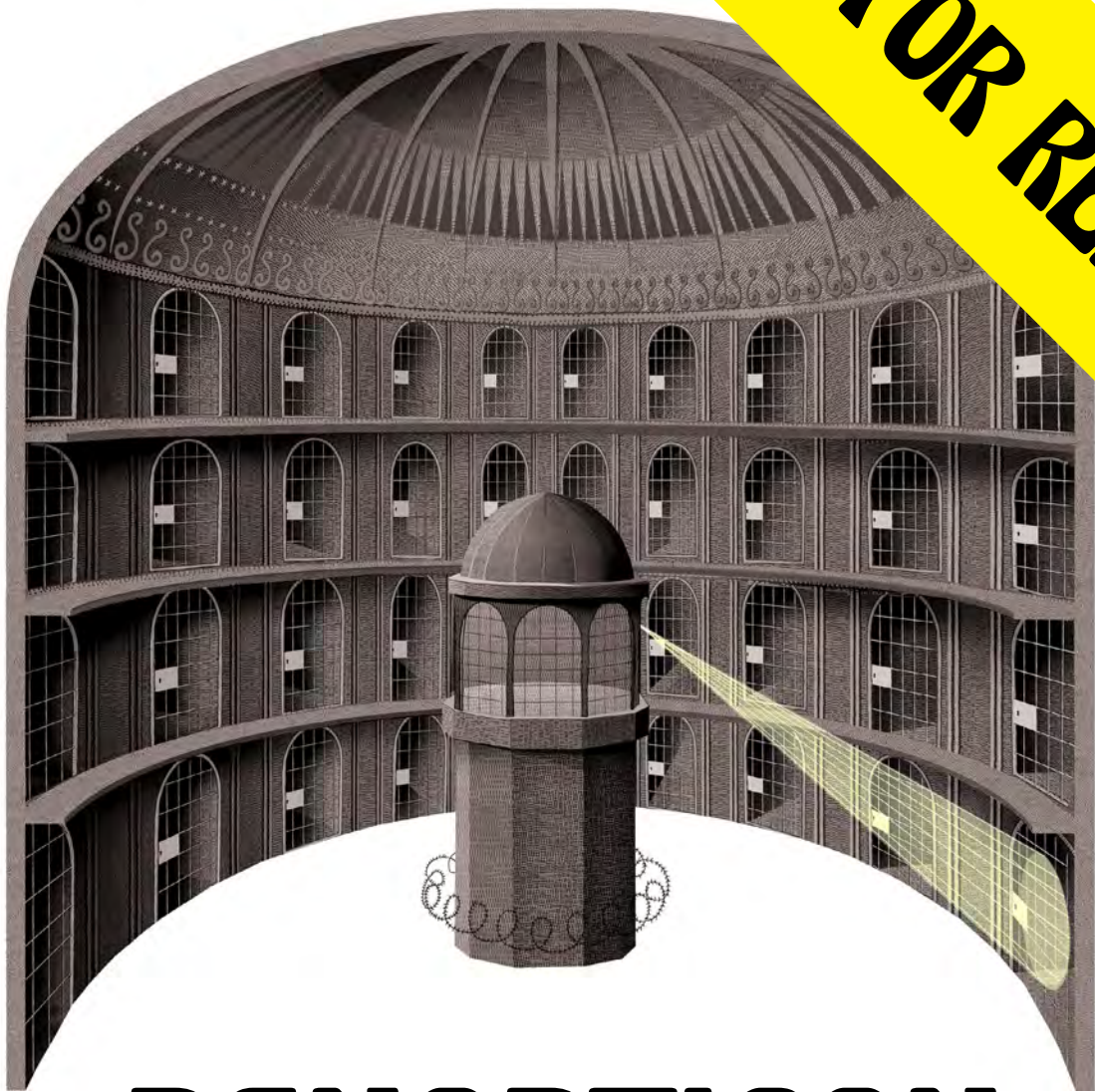
GET INTO THE
ENTREPRENEURIAL
HEADSPACE!

REALLY LOVE
CATS!



Side effects may include mild flu symptoms, swollen lymph nodes, and muscle aches. A small percentage of people may experience impaired vision. Not recommended for pregnant women. If you have a compromised immune system, consult your doctor before taking toxoplasma. Severe side effects may include seizures, loss of coordination, and schizophrenia. Not FDA approved, not even FDA tested lol.

FOR RENT!!



PANOPTICON APARTMENTS

**Showings available whether
you want one or not!**

If you lived here, you'd be home
constantly under surveillance.
Central courtyard!

CONTACT 1-800-JAILER

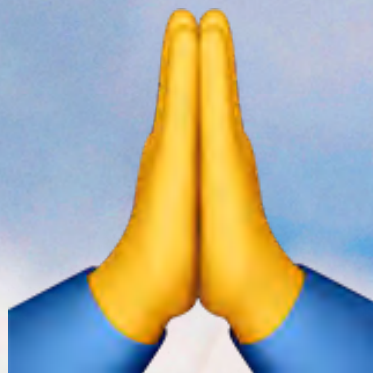
DEAD STARTUPS RÉSUMÉ BUILDER

Employment under precarity means having gaps in your work history. The gig economy, permalance, hostile corporate takeovers by predatory equity firms... Continuous unbroken streaks of employment are the exception rather than the norm—however willfully blind, prospective employers are notoriously unsympathetic to this reality.

There's one big advantage to having worked for a company that no longer exists: It is extremely difficult to verify your work history. Who are you going to call? HR has been defunct for years, slashed as the burn rate rose, even before the final curtain dropped.

This presents an opportunity.

Fortunately there exists in this world a set of businesses as short-lived as the standard media industry employment contract:
startups!



FILL GAPS IN YOUR RÉSUMÉ WITH "JOBS" ALLEGEDLY HELD AT NOW-DEFUNCT TECH STARTUPS.

Dead startup employment history is extremely difficult to check, and no one will question why you got laid off if the company went under!

If questioned, don't worry: No one can distinguish between a generic parody of startup culture and the real thing. Make up some anecdotes involving a Ping-Pong table and company-logo hoodies, and you'll be a regular Daniel Day-Lewis.

2010

YOUR REAL WORK HISTORY	JOB #1	JOB #2
OPERATING YEARS OF NOW-DEFUNCTSTARTUPS	THERANOS 2003–2018	
	JUICERO	
	MO	
	JAWBONE 1999–2017	

Never fear:
There have been
so, so many failed startups
in this world. We've gathered
employment histories from 2008–2020
entirely from no-longer-extant companies.
Check it out in the appendix on p. 80

2020

RÉSUMÉ GAP

JOB #3

2013–2017

JUNO 2016–2017

VIEPASS 2011–2020

BINGO BOB

EDITOR, MSCHF MAG

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EDUCATION

University of Phoenix | BBA
Sept 2013–May 2017

GPA: 2.0

EXPERIENCE

Facebook | Intern May 2017
• Job responsibilities blah blah.
• I swear I totally did stuff here.

Theranos | Lead QA Technician July 2017–Sept. 2018
• Lots of totally real, super-big responsibilities.
• Believe me, I worked here.

Google | Strategist Oct. 2018–June 2019
• OK, this one is really for real.
• Job responsibilities out the wazoo.

MoviePass | Business Strategist July 2019–Jan. 2020
• More job responsibilities yada yada
• Yup, worked here.

MSCHF | Editor of MSCHF Mag Jan. 2020
• Hijinks.
• “Mischief.”

REAL

FAKE

FAKE

REAL



FAKE IT TILL YOU MAKE IT

Facebook | ~~Intern~~ May 2017

LEVEL UP: You interned at Facebook for two weeks once? Fuck it. Just list it as working at Facebook.

Theranos | Lead QA Technician July 2017–Sept. 2018

GETTING “ENTRY-LEVEL” EXPERIENCE: Many entry-level jobs require experience to apply. Circumvent this experience paradox with an unverifiable entry-level position at a dead startup!

MoviePass | Business Strategist July 2019–Jan. 2020

FILL THE GAPS: Employers often question dead space on a potential hire’s résumé. Fill the gap with a job at a dead startup.



THINGS TO AVOID

LISTING YOUR ADDRESS

Always put your cell number and email on your résumé. Forget your mailing address—who’s ever gonna use that?

LISTING YOUR GPA

Never put your GPA on a résumé. Grow up.

**IT'S NOT
MEAT**



MEAT IS MURDER. BEEF IS BETTER.



**IT'S
BEEF**





ATTENTION:

**HORSE IS
ILLEGAL**





Burger King's Tag Bombing King



THE VICTIM: Pablo Rochat fucks with digital interfaces for fun and makes creative content for hire at Pablo Rochat Studio.



THE CRIMINAL: Burger King is a multibillion-dollar hamburger restaurant chain that makes below-average burgers.



THE CRIME: Burger King's creative team stole a concept from Pablo Rochat while trying to sell their subpar burgers. They also have a history of ripping off creatives instead of investing in creating their own original content.



THE REVENGE: Pablo + Friends exacted sweet revenge by drawing penises all over Burger King's public Instagram.

MM: Tell us about yourself.

PR: I'm an art director based in San Francisco, and I run an independent studio doing creative content for brands and publications.

MM: Any better way to say that?

PR: Or, put it this way, I'm a full-time content creator making fun things for the internet. I make money from commissioned content, and spend my time putting fun things online.

MM: How'd you get into this line of work?

PR: I've been making sites and videos and doing prank stuff since I was a kid. The first time I really got off the couch to do something, make a video, was after watching *Jackass*. I kinda figured I'd be *Jackass* for the internet, just kind of the internet and in my sketchbook all day.

MM: So why do you hate Burger King?

PR: I don't inherently hate Burger King; I just hate when brands take my (and others') ideas and profit off of them.



“I JUST HATE WHEN BRANDS TAKE MY IDEAS AND PROFIT OFF OF THEM.”

MM: We don't like that either.

PR: The thing is, complaining, or broadcasting a hurt ego, isn't interesting. And I've got an audience of people who follow my work—it's not going to engage them. So I don't want to use my platform to complain.

MM: So what did you do about it?

PR: I had the idea [of drawing a penis in a brand's tagged photos section] in my back pocket, but I didn't have a reason for it or a story to go with it, so when Burger King did this it was kind of—boom: perfect.

MM: Yeah, that is a super-solid hack!

PR: Yeah, the tagged photos section is underused, and you can hack a presence on someone else's account—you get to hijack it!

I'm still a 16-year-old drawing penises on my school desk.

MM: Why not engage legally or try to rip their heads off some other way?

PR: One: no lawyer fees. Two: I got to draw a penis on someone else's page. As a creative, I don't want to spend my day talking to a lawyer; I'd rather spend time doing new work than defending old work. It's more fun.

Plus the internet can get behind it. Everyone likes to see a troll in action.

MM: Did many other people jump in?

PR: Other people saw it and started doing the same thing. It got noticed. A bunch of press picked it up, you know: “Why are so many people drawing penises on the Burger King Instagram?”

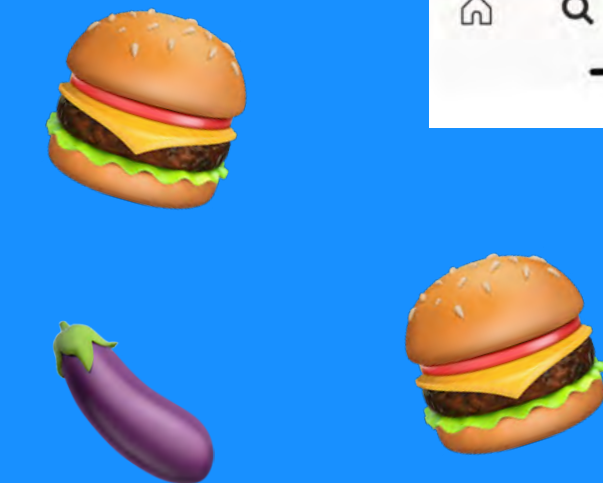
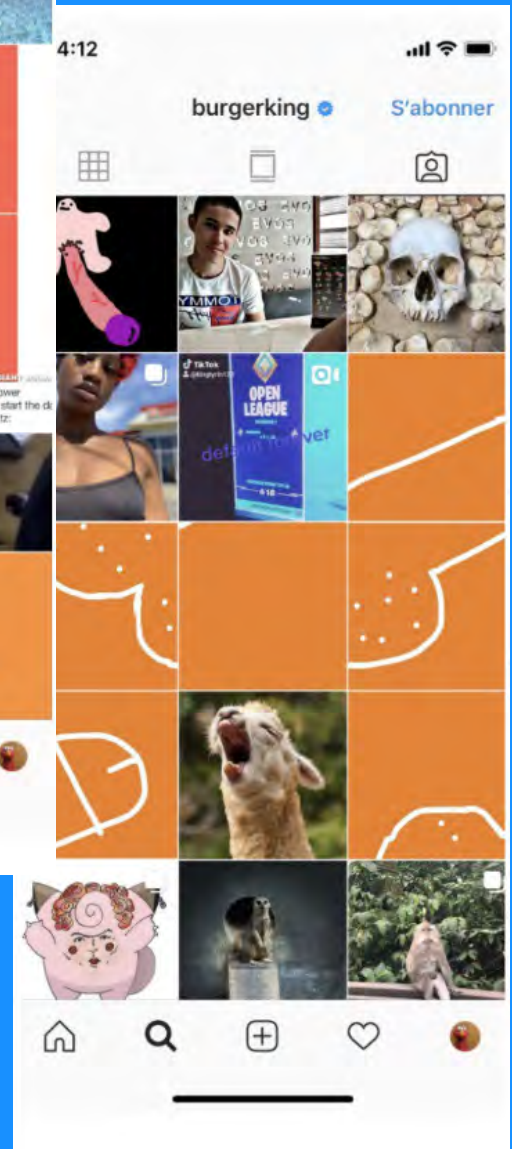
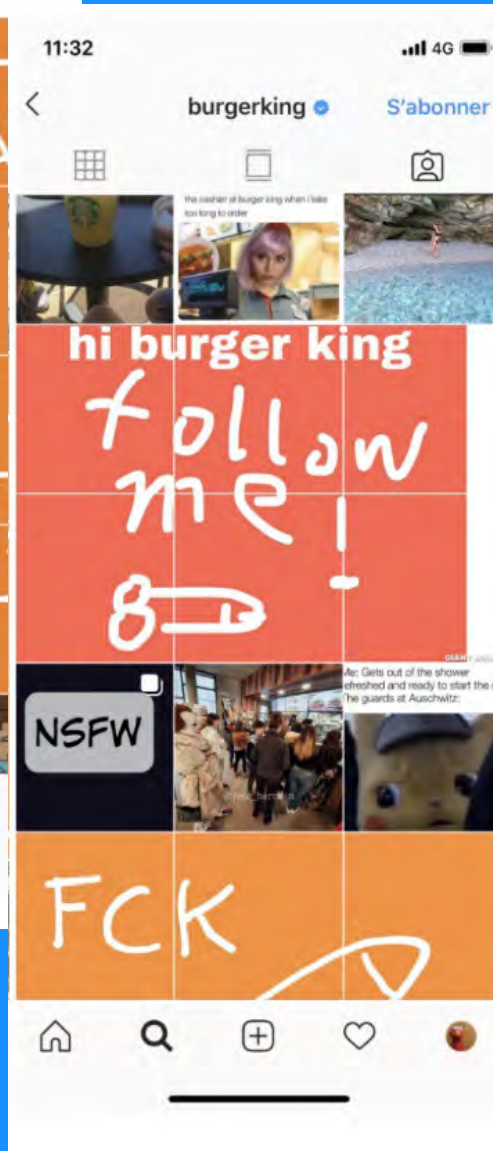
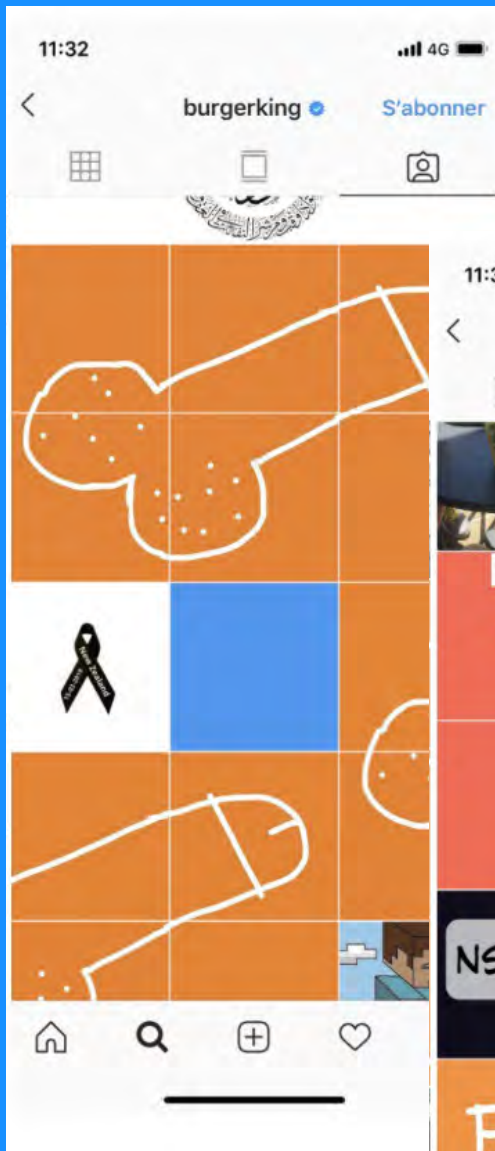
Any final thoughts?

PR: The best revenge is creative.

“THE BEST REVENGE IS CREATIVE.”



Pablo Rochat's tag bomb penis on Burger King's Instagram



TAG BOMBING

HOW TO TAG BOMB A PUBLIC INSTAGRAM

01

FIND A TARGET PAGE

02

**CHECK THAT THEIR
TAGS ARE OPEN**

Most brands are, because they want engagement.

03

OPTIONAL

**CREATE A BURNER
INSTAGRAM ACCOUNT**

So you're not spamming your own followers.

04

GO TO TOWN

+1 If you want to really fill the publicly tagged photo section, consider using grid formatting apps like [PhotoSplit for Instagram](#).

**“This is one of those projects that takes
no effort and works super well.”**

- Pablo Rochat

A trolley is going to wipe out \$165.2B of wealth.
If the amount of money at stake is nearly equivalent, do
you maximize the number of billionaires it runs over, or
do you run over the highest concentration of wealth?

Mark Zuckerberg	\$89.2B
Steve Ballmer	\$71.0B
Evan Spiegel	\$4.8B
Travis Kalanick	\$2.6B
Jack Dorsey	\$5.7B
= \$173.3B	

Jeff Bezos \$165.2B

Tech CEO Trolley Problems

PLUTE SPOTTING!



MSCHF NEEDS YOUR HELP!

If you see an American billionaire walking in the wild, report their location and activities!

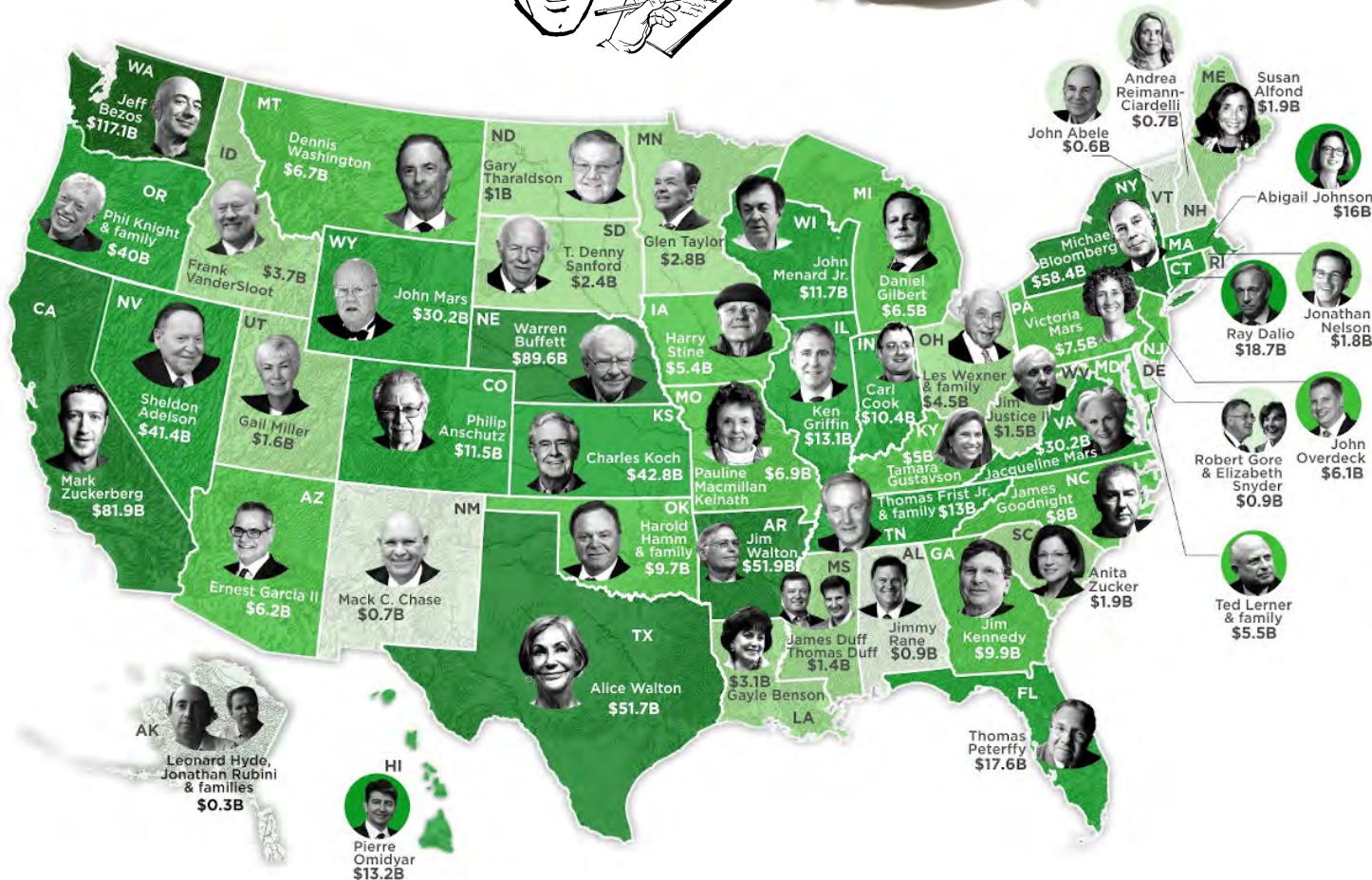
01. The time of the spotting

02. The location

03. A photo (optional)

Send tips to: ayyyy@msCHF.xyz

Plute is short for plutocrat!



BIG WIG HOTLINE

**Before you can speak truth to the powerful,
you've got to be able to talk to them at all.**

Our collective cups runneth over with myriad ways to talk to, we are promised, anyone on Earth! Network upon network is born on the promise of connection. Truly, one of the privileges that comes from wealth and power is being hard to reach—a truism since the days of unlisted phone numbers, safe from prying eyes thumbing idly through the yellow pages.

There are times, however, when we would like to circumvent these measures, and various mundane internet platforms offer us exactly this capability. In the same way that every app is a dating app if you try hard enough, so too is every platform an instant messenger, given a bit of creative misuse.

TECHNIQUES





VENMO DMS



THE SETUP

By a quirk of Venmo's original sign-up process (and the fact that the platform launched in a simpler time), a shocking number of people are listed on the platform under their **real first and last names**.

USES

What's that mean for us? Well, you can pay/request anyone you want, and you can send them a message while doing it.

WHY?

Well, perhaps users felt a certain cognitive dissonance using an anonymous handle on a financial platform, or perhaps Venmo's sign-up flow in the first years of its existence simply used certain dark UI patterns to intimate to prospective users that the platform was more official than was really the case. Regardless of the cause, we can take those poor platform privacy defaults and make them work for us.



Every platform is a chat platform if you want it to be!



Bingo Bob paid Elon Musk

20h

send me to space sweaty 🚀



54



32

**MAKE A
REQUEST**



Bingo Bob paid Neil deGrasse Tyson

10h

What happens when an unstoppable force meets an immovable object?



235



72

**ASK A
BURNING
QUESTION**



Bingo Bob paid Aubrey Graham

10h

yo check out my mixtape-
soundcloud.com/bingobob



632



87

**REP YOUR
MIXTAPE**



Bingo Bob paid Danny DeVito

10h

rose are 🍔 violets are 🤪 u make all
my dreams come tru



126



90

**WRITE
A LOVE
LETTER**

HERE ARE REAL CONVERSATIONS THAT WE'VE HAD OVER VENMO

ARIANA GRANDE

LOGAN PAUL



MSCHF charged Logan Paul

-\$1000

10h

YOU SUCK FUCK YOU



2



1



Logan Paul

10h

who are you and how did you find me



MSCHF charged Ariana Grande

-\$1,000,000

10h

TERM SHEET
FOR SERIES A PREFERRED
STOCK FINANCING OF
SCREAMCLUB, INC.

This Term Sheet summarizes the principal terms of the Series A Preferred Stock Financing of SCREAMCLUB, Inc., a Delaware corporation (the "Company"). Payment of this Venmo request shall be considered a binding obligation constituting full agreement and execution of provisions herein.

OFFERING TERMS:
Closing Date: as soon as practicably possible following the acceptance of this terms sheet
Investor No.1: Ariana Grande 12,300 shares (24%), \$1,000,000
Premoney Valuation: The Original Purchase Price is based upon a fully-diluted pre-money valuation of \$4,166,666 and a fully diluted post-money valuation of...



24



1

DAVID DOBRIK



MSCHF paid David Dobrik

+\$0.01

4h

Hey davey davey davey Dave!
What's shakin bacon?!



5



1



David Dobrik

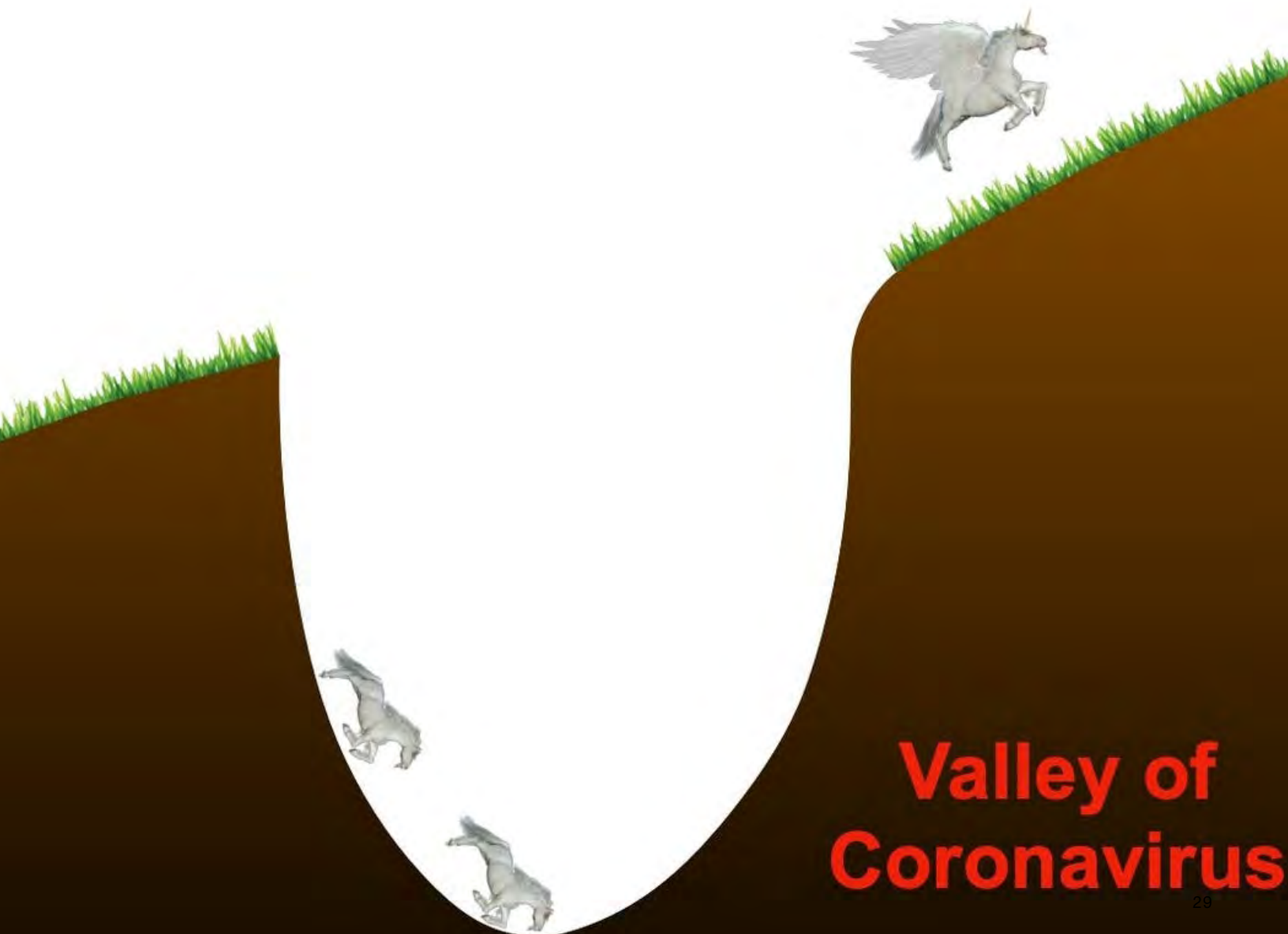
3h

wtf is this one fucking cent?

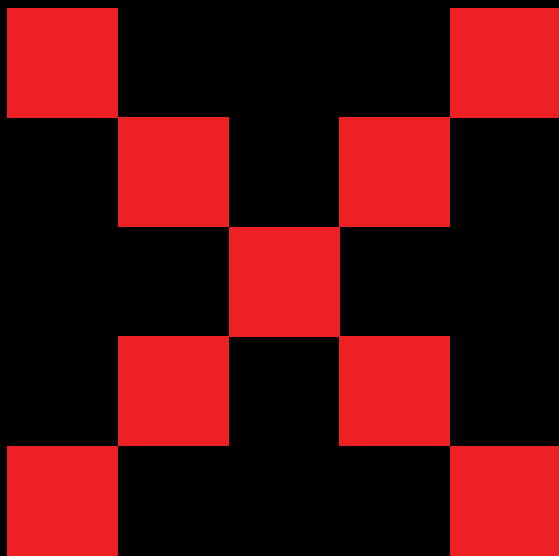
Who can you talk to? We've compiled a list of a few folks we've found, but the sky's the limit as long as you're willing to search!
Check it out in the appendix on p. 85.

THESE ARE THE PEOPLE WITH THE MONEY.

(This is a real slide
from a SoftBank deck)



MSCHF



10 Brands 1 Shirt 1 Impossible Collab

MSCHF DROP #24

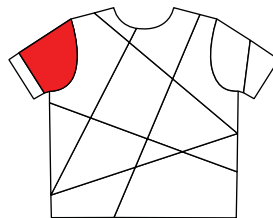
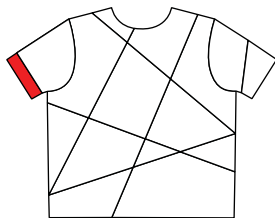
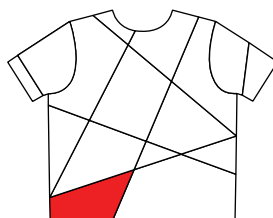
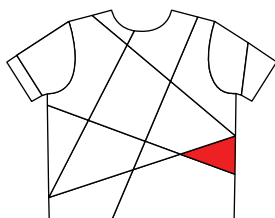
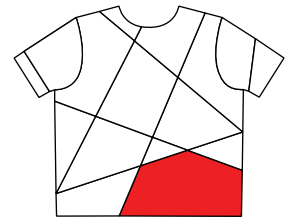
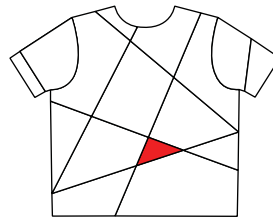
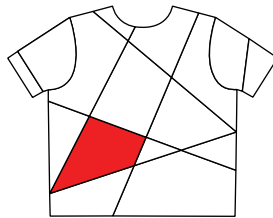
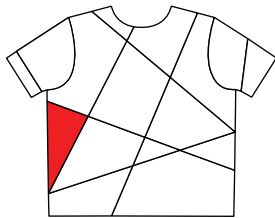
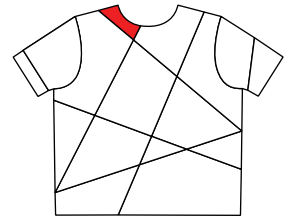
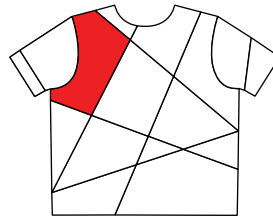
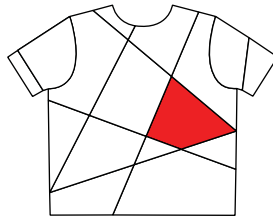
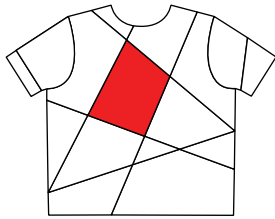
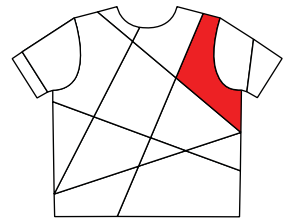
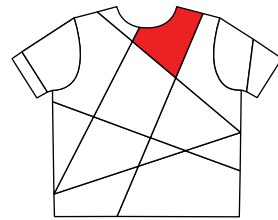
Shirts from 10 famous/ubiquitous streetwear brands, chopped to bits and reassembled into a single impossible collab. Every MSCHF X shirt is different, and the pieces are random; every shirt has at least one piece from each brand. 1,000 MSCHF X shirts were made, and they sold out in 10 seconds.



MAKE YOUR OWN!

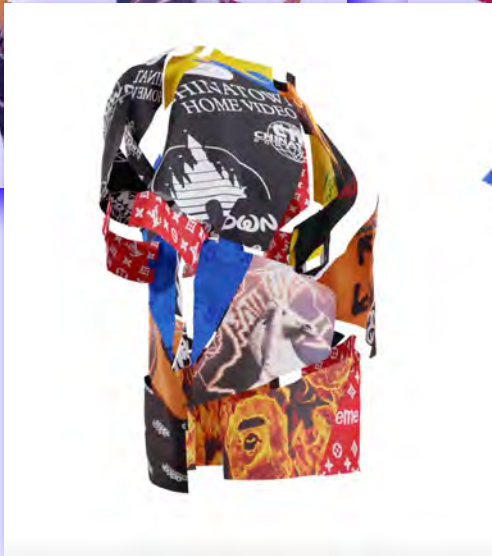
MSCHF is open-sourcing the MSCHF X cut pattern so you can make your own!

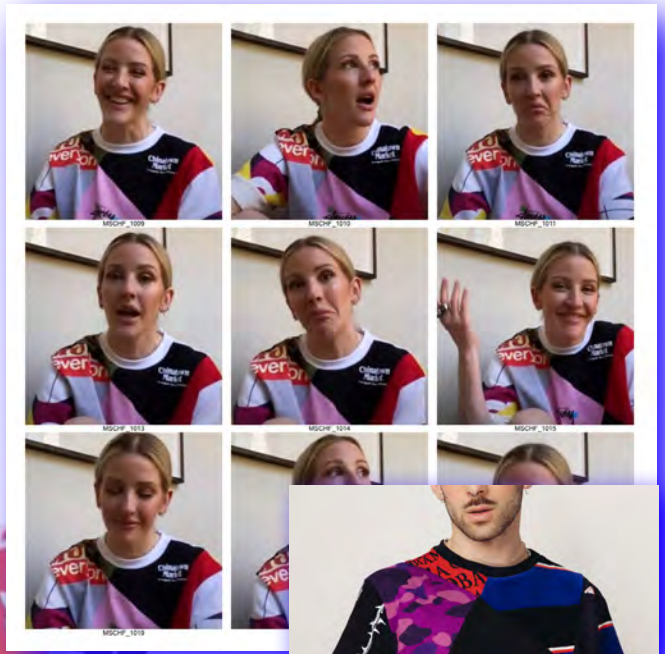
Warning: This is a challenging sewing project!



MSCHF x Supreme x The North
Face x Adidas x Stüssy x
Palace x Chinatown Market x
Kith x Off-White x BAPE x Nike







MSCHF X RECAP





MOST AERODYNAMIC SHOES

AIR JORDAN MEETS WIND TUNNEL

**The most aerodynamic shoes on the market:
a modern twist on an iconic direct protest tactic**

Athletic footwear is ever more exotically eningeered in the pursuit of human performance. The giants of the footwear industry—the Nikes and Adidases—pioneer materials tech and structural innovation that holds its own on the industrial stage against even the R&D of spaceflight.

We propose today a specific performance metric that has never been examined before. We refer, of course, not to bounce and roll support nor even to the weight of the sneaker, but its aerodynamics. Which shoe, we ask, flies truest when hurled in the face of oppression?



NIKE AIR ZOOM ALPHAFLY NEXT%



OPTIMAL THROW PATTERN

- Throw like a football, with a spiral rotation
- Start by holding the shoe over one shoulder, and extend your arm forward along with a shoulder rotation to bring the throwing shoulder to the fore
- Flick your fingers to impart spin, ending with the back of your hand pointing upward and fingers extended



The Nike Air Zoom Alphafly is a marathon running shoe that takes advantage of multiple highly energy-efficient materials; it is so effective that it has been banned from competition. So we know it performs phenomenally on land, but what about in the air?

The shoe features a curious two-lobed shape, in which the fore sole is distinct from the rear sole. The key to its flight pattern, however, lies in the tapered rear of the shoe, which given its relatively pointed front, lends the entire thing a

profile not unlike a football. The Alphafly, then, should be thrown with a spiral—rotating about the axis of its flight.

Further enhancing the Alphafly's throwability is the core element of its construction: a carbon-fiber plate at the top of the sole. By virtue of the sole's thickness, this plate ends up close to the midplane of the shoe which not only helps its balance in flight but also provides an excellent structure to grip when throwing. For these reasons, the Alphafly is the premier throwable shoe in our list.

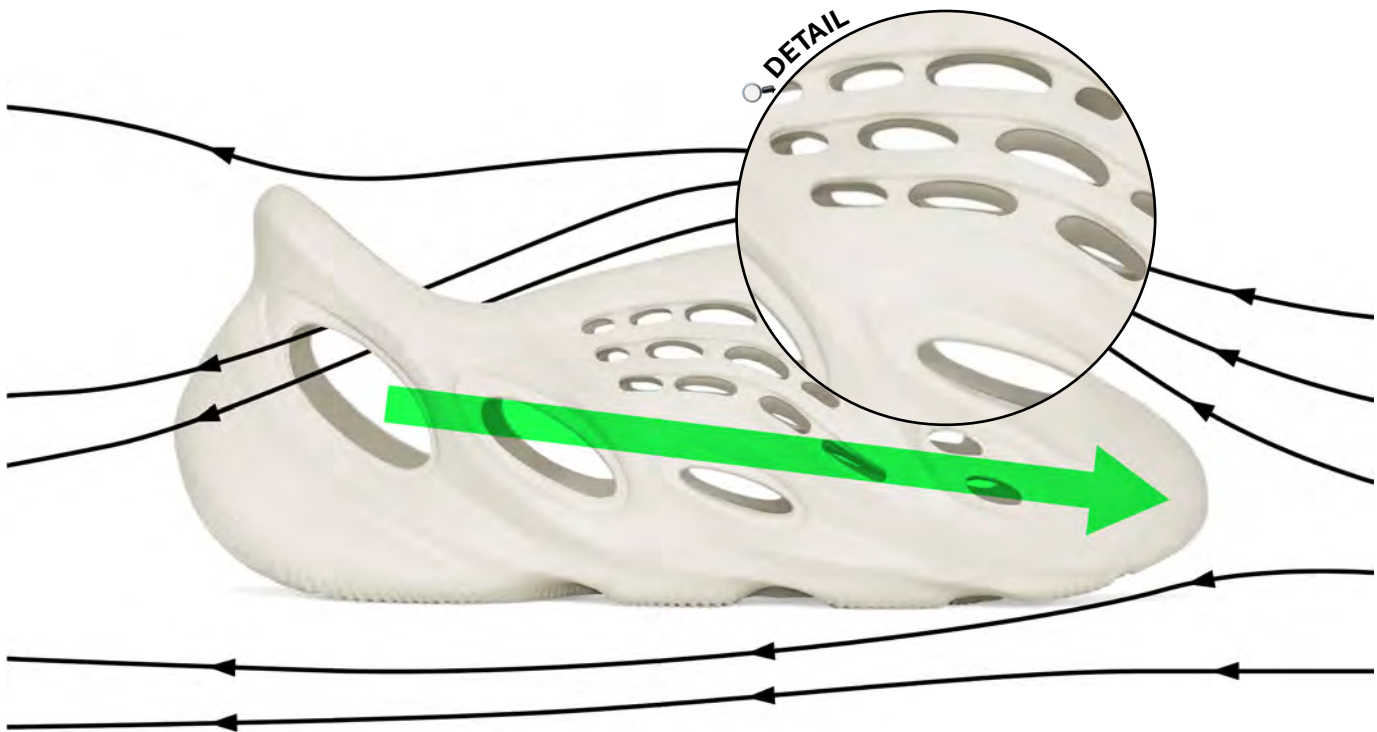


YEEZY FOAM RUNNER



OPTIMAL THROW PATTERN

- Throw like a dart, with no rotation, and the shoe's long axis aligned to the direction of flight
- Hold the shoe at your shoulder and propel forward using primarily an elbow extension while shifting your body weight forward
- Finish the motion with an in-line wrist flick for final alignment



The Yeezy Foam Runner is a triumph of EVA molding, for all that it looks like a Zaha Hadid hotel with a foot fetish. The question is, how does it fly?

The Foam Runner presents a peculiar aerodynamic challenge because of the pattern of holes that pierces through the upper side. MSCHF posits that the overall effect of this

structure is similar to the feathered fletching on the back of an arrow—it creates a stabilizing drag at the heel end of the shoe that lends itself to a linear, nonrotating flight path. Couple this with the fact that the shoe is molded entirely from a single material—and therefore has an extremely even weight distribution and balance—and the Yeezy Foam Runner is a standout dart-style thrown shoe.



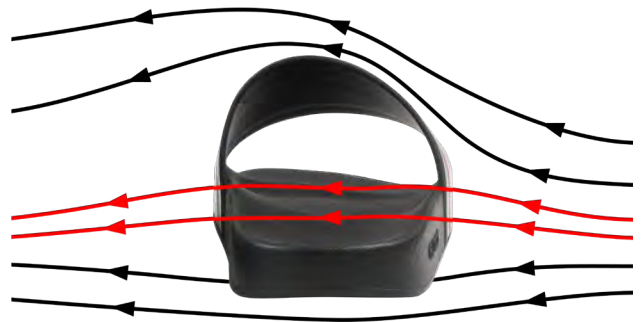
SLIDES & FLIP-FLOPS

(Gucci or otherwise)



OPTIMAL THROW PATTERN

- Throw like an ax, overhand, with a moderate-to-rapid rotation
- Hold the sandal by the heel over one shoulder and fling forward while rotating your shoulders to bring the throwing side forward
- Finish with your hand outstretched, fingers pointing in the direction of the throw



Slides and flip-flops are traditional thrown shoes, employed by playing toddlers and vengeful grandmothers alike. There is significant variance from model to model, of course, but we have elected to treat them as a group because all share enough formal characteristics to recommend the same throwing style.

A flip-flop or slide is typified by a mostly flat, thin body with straps for securing the front of the foot just behind the toes. In general,

the heavier the body and the lighter the strap construction, the more balanced the sandal will be, and consequently the straighter it will fly.

Because the body of the sandal is so flat and features minimal molding for arch support, it lends itself extremely well to an end-over-end rotation while in flight. Think the throw of an ax—the plane of the object lies in the direction of motion while rotating around its center of mass.

THE SHOE THROWN ROUND THE WORLD



To throw shoes at George W. Bush is heroic, yet a holistic look at Muntadher Alzaidi's politics may dismay and disillusion his international following.



ON DECEMBER 14th 2008, Iraqi journalist Muntadher Alzaidi* hurled both his shoes at George W. Bush during a press conference. In video of the event each shoe in turn makes a clean arc over the speaker's podium; Bush ducks twice beneath the throws. Bush is on his way out: Obama will take office in 5 weeks. "This is a farewell kiss from the Iraqi people, dog!" Mr. Alzaidi shouts as he throws.

of protest gestures. Shoeing represents a direct action that almost anyone is capable of undertaking, and is a manifest demonstration of the power of novel protest.

During the recent Black Lives Matter protests in the United States kicked off by the murder of George Floyd by Minnesota police, conversation around protest tactics has led to a spike in Mr. Alzaidi's popularity.



Mr. Alzaidi was imprisoned for 9 months following his protest, and was tortured during his imprisonment - consequences for which he was fully prepared prior to the act. He has become a modern-day folk hero to journalists and protestors worldwide, helped in part by his active (100K+ follower) Twitter personality.

This increased popularity has, however, led to increased scrutiny of Mr. Alzaidi. Many Twitter users who idolized Mr. Alzaidi have been dismayed to discover that he is openly homophobic and misogynistic.



Shoeing, the act of throwing one's shoes at a political figure, entered into the global lexicon

How do we reconcile these two facets of Mr. Alzaidi from our distant American vantage point - and does this change our view of Shoeing, an oft-repeated and iconic protest tactic?

*Many Western publications have interviewed Mr. Alzaidi over the years and have used many different spellings of his name. When we asked, he indicated this is his preferred anglicization and we have used it throughout the course of this article.

1

SHOEING AS A MEME OF PROTEST

2008: Baghdad, Iraq: Mr. Alzaidi throws his shoes at George W. Bush.

2008: Montreal & Toronto, Canada: Protestors throw shoes at posters of George W. Bush at the American consulate in each city in support of Mr. Alzaidi, and to demand his release.

2009: Stockholm, Sweden: A protester hurls a shoe at the Israeli ambassador to Sweden in protest of the 2009 Gaza War.

2013: Taipei, Taiwan: Upset with the current administration, multiple protesters threw shoes at President Ma Ying-jeou in front of the office of the president. Shoeing became a recurring protest tactic against Ying-jeou.

Taiwanese people coordinated shoe donations to give protesters a large supply of ammo. Shoeing became so prevalent that security personnel developed a dedicated anti-shoeing net.

2015: Brisbane, Australia: A man hurls his shoe at Australian Immigration Minister Peter Dutton in protest of the Australian government's immigration policy.

WHEN WE discuss Shoeing as a category of action (what we term a “meme of protest”) we mean shoes thrown at a single individual (usually a politician), typically during a public address or press conferences. Here we present just a small selection of shoeing incidents from around the world in the years following Muntadher’s throw in 2008.

Asked how he feels about inspiring protests worldwide, Mr. Alzaidi says he is “proud of all of them.”

Shoeing has become part of a global repertoire of protest tactics, one notable for its ability to tie a narrative thread between oppressed groups in diverse circumstances. It is both ignominious and non-violent. It is accessible: almost everyone has shoes, and almost every venue allows shoes to be brought inside.

A common, iconic tactic employed by protestors across the world makes for a powerful symbol. It builds connections between oppressed groups with diverse oppressors. In the constant ingenuity race between protest and anti-protest tactics, we cannot overstate the value of creative new actions. Shoeing can now trace a dozen-year history of use around the globe; the action has in many ways transcended Mr. Alzaidi.

As we will come to see, this may be a good thing.



The Taipei police forces deployed an anti-shoe net, while protestors donated piles of old shoes to throw.



2 YOUR FAVE...

WE'LL BEGIN by presenting the picture of Muntadher Alzaidi as he has been represented by virtually every piece of Western media coverage to date. It is an incredibly coherent resistance narrative: one man (a journalist, no less) takes action - and the world takes note!

In this narrative, Mr. Alzaidi is a uniquely brave man: an anti-imperialist icon who has used his platform to support anti-imperialist and anti-racist protests around the world. We are presenting this portrait of Mr. Alzaidi in its entirety first because it is **true**, and it is how most people know him.

What follows is from an interview MSCHF Mag conducted with Mr. Alzaidi via Whatsapp in June of 2020.

This interview has been edited

for clarity and length with Mr. Alzaidi's consent.

MM: What do you think of the current protests happening in the United States?

MAZ: I support your protests in the United States—and we do something where we have a day of protests, with the photos of George Floyd, and we stand with you and the other people

MM: What kind of shoe do you think is most aerodynamic? What type of shoe flies through the air the best?

MA: The shoes of poor people. The shoes of abused people. The shoes of injustice. George Floyd's shoes.

to protest against corruption in the White House.

I'm curious to know—do you think protesters should be taking bigger risks like yours?

When you seek or write for justice—you should be finding a new way to protest against corruption. We should be taking risks for justice on earth.

I advise everyone in the globe, in the United States and other countries to protest in new ways to find justice.

MM: What is your message to the youth, to the next generation?

My message is... Do not support racist regimes. Do not stand idly by injustice. Demand equality.



Muntadher Alzaidi in June 2020 with a group protesting in solidarity with BLM following the murder of George Floyd.



A close-up of Muntadher Alzaidi in June 2020 holding an image of George Floyd that reads "From revolutionaries in Iraq. We [are] with you against Imperialism."

...IS PROBLEMATIC

AS MSCHF MAG was preparing this story we learned that Mr. Alzaidi is significantly more complex than prior coverage of him suggests. Increasingly, fans of Mr. Alzaidi are investigating his politics beyond the Bush Shoeing Incident. Mr. Alzaidi has expressed deeply seated homophobic and misogynistic views. Two examples presented at right are characteristic of Mr. Alzaidi's sentiments.

Mr. Alzaidi rigorously restricts this content to his Arabic-language tweets, while in English he plays into his role as protest folk hero. This separation suggests that he is entirely aware of the way he is likely to be perceived, and is deliberately protecting his international reputation. Mr. Alzaidi is cognizant of his status as a public figure - even running, unsuccessfully, for an Iraqi parliamentary seat in 2018 - and knows what positions are palatable to his electorate, as well as his larger fanbase.

There's a lot going on here that's worth further discussion, though let's begin by saying that we can and should condemn the problematic views that Mr. Alzaidi espouses. Beyond this we will restrict ourselves to noting additional contextual elements.

Mr. Alzaidi is a citizen of a country in which homosexuality

is illegal, though there is also an Iraqi LGBTQ community. His views are not uncharacteristic of Muslim traditionalism, though traditionalism represents only a small subset of Islam at large. Iraqi culture may normalize certain misogynies, but swathes of America are also just as homophobic and misogynistic as Mr. Alzaidi. Mr. Alzaidi's contexts do not legitimize his problematic views, only underscore that there can be no easy 1:1 transposition of Mr. Alzaidi's politics onto American Twitter.

Mr. Alzaidi declined to engage with MSCHF Mag when we followed up on our original interview:

MM: A lot of your fans in the US have been dismayed to learn about your views on homosexuality. Do you care to comment?

MAZ: Can you delete this question? I will not be answering about it.

MM: When we asked you whose shoes fly best you said the shoes of the abused and oppressed. Will you welcome the shoes of Iraq's LGBTQ community when they are thrown at you?

MAZ: [Mr. Alzaidi was visibly typing for several minutes, but ultimately made no comment]



"Indeed, they are human beings, but they are not straight. They are homosexuals, even animals would be disgusted to do what they do."



"'Women need justice, not equality' This headline may arouse several senses and instincts within the soft-sex (women), and it starts by directing...."

WHAT DOES THIS MEAN FOR SHOEING?

MUNTADHER ALZAIDI'S shoeing was a heroic act; at the same time, Mr. Alzaidi himself ascribes to certain politics antithetical to the anti-oppression narrative that this heroic act placed him in. Both of these things are true. Ultimately, reconciling the opposing spectra of Mr. Alzaidi's politics - making of sense of the disconnect between his demonstrated championing of the voiceless and oppressed, and at the same time his complicity in the oppression of other voiceless groups - is far beyond our capacity here.

Mr. Alzaidi became famous for the act of throwing his shoes - not for his ideology. Because so many publications have, over the years, uncritically reinforced** Mr. Alzaidi - as opposed to the act of shoeing - the growing awareness of Mr. Alzaidi's failings now threatens the legacy of both.

Work cannot be divorced from its creator. Therefore, in the case of shoeing, let us choose to ascribe authorship of the worldwide meme of protest differently than we do that first act of shoe throwing. Muntadher's shoes are his own. But as a meme of protest shoeing belongs to the volume of people in different countries

around the world who have propagated it as an international protest phenomenon. Shoeing needs to, and can, transcend its originator.

Throw shoes at oppressors; at the police and military; at the rich; at the corrupt; at those who deny either your humanity or its rights. It is the act of shoeing, in full knowledge of the ramifications, that inspires.

A more holistic view of Muntadher Alzaidi himself significantly complicates our understanding of the man as a folk hero figure. This is better than simply uncritically parroting Western media's default storyline, if less convenient. Yet in a larger sense perhaps Mr. Zaidi himself should simply not be the focal point of our attention: it is only the act of shoeing that we want to preserve.

** A Note On Others' Coverage:

This information has been online and available for some time. We think it's worth noting how many prominent publications in the last 2 years have credibly run the same old story on Mr. Alzaidi without investigating his politics more any further.

The Iraqi man who threw his shoes at George W. Bush is a Twitter hero for today's protesters

Mashable, 2020

Remember the Iraqi man who threw his shoes at President Bush? He's running for office.

The Washington Post, 2018

The Guy Who Threw His Shoes At George W. Bush Is Running For Office In Iraq

Not sure about his platform, but he sure has sole.

Buzzfeed News, 2018

The guy who threw his shoes at George W. Bush is running for office in Iraq

The journalist bared his sole to President George W. Bush

Vice, 2018

Are these failings simply the result of negligence - failure to translate any of Mr. Alzaidi's Arabic posts on his public and high-profile Twitter - or deliberate choices made in the interest of denying Mr. Alzaidi's story its full complexity?

MSCHF Mag is particularly indebted to Twitter user @seamus_malek for their tweet calling attention to Mr. Alzaidi's homophobia, which first alerted us to these posts.

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THE APP!** 🖐️



STEAL THE LOOK

**“Fashion is the armor
to survive the reality of
everyday life.”**

–Bill Cunningham

Clothing is today's armor. If you disagree, just remember that without clothing you'd be butt naked.

The old adage “Dress for success” has always been applicable. If you walked into a medieval European battlefield without armor you'd probably die. The same can be said if you walked into a corporate boardroom with medieval armor on today. Knowing what to wear when is of the utmost importance if you want to be successful with whatever you do.

**In this case, success is
unlimited free Walmart for life.**

INSTRUCTIONS

- ✓ Purchase clothing
- ✓ Put on clothing
- ✓ Walk into Walmart
- ✓ Leave carrying goods

WALMART VEST



Proud Walmart Associate Blue
Uniform Zipper Vest Adult Unis...

\$18.00

Buy It Now

Free shipping

3 watchers

♥ Watch

WALMART BADGE



OFFICIAL WALMART 5 YEARS
SERVICE EMPLOYEE...

\$16.99

Buy It Now

+\$4.99 shipping

20 sold

♥ Watch

...THEN STEAL FROM THE STORE



Also works with
Banker
Construction worker
Doctor
Police

Dressed like this, this man can take any item off the shelf at Walmart and no one is going to stop him.



**GOLF SUCKS NOW AND
HAS ALWAYS SUCKED**



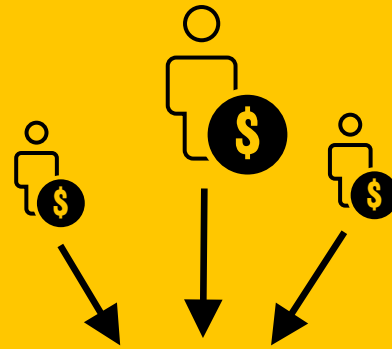
DONATE 2X

Donate2X ran from June 9 to June 12 and raised \$80.3K doubled to \$160.6K. MSCHF would like to thank everyone who contributed, and everyone who volunteered to help us take advantage of corporate matching programs.

ORGANIZATIONS DONATED TO

Black Lives Matter
Color of Change
Lucy Parsons Collective
The Loveland Foundation
The Advancement Project
The Bail Project
Southern Poverty Law Center
Immigrant Bail Fund
Equal Justice Initiative
ACLU
NAACP Legal Defense Fund
Campaign Zero
The National Police Accountability Project
The Marshall Project

HOW IT WORKS



BUNDLING DONATIONS

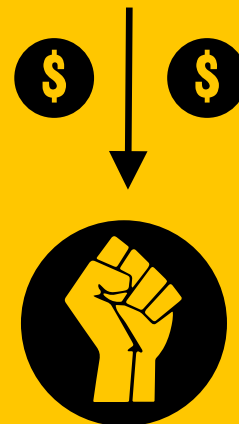
We bundled donations together on Venmo so that we could double them as a lump sum.

venmo



EXPLOIT CORPORATE MATCHING

We routed the money through big companies that match charitable donations to racial justice organizations made by their employees.



YOUR DONATION IS DOUBLED

2x the original dollar amount was raised for racial justice organizations.

\$80.3K

**RAISED,
DOUBLED TO**

\$160.6K

This does not mean the fight is over.

**ANYONE CAN
DO THIS**

THIS IS HOW CORPORATE DONATION MATCHING WORKS

Leveraging donation matching is an established and evergreen tactic for maximizing the effectiveness of money given to charitable organizations and social causes.

MSCHF did not invent this idea and takes no credit for it.

Many large companies offer donation-matching programs, and not just tech companies: From Johnson & Johnson, to GE, to various hedge funds, donation matching is a standard practice.

Generally, employees at these companies get charitable donations matched by their employers up to a certain threshold each year.

Google, for example, will match donations up to \$10,000 for each employee. This means that if a Google employee donates \$10,000 through the matching program, the organization they are donating to actually receives \$20,000. This is extremely powerful.

You and others within your network can do this at any time. Individuals who work at large companies can ask their friends to pool together donations they would have made individually so that they can all take advantage of this matching and stretch the reach of their collective donation. Because corporate matching thresholds are so large, it is unlikely that a single employee can ever max it out on their own.







KILL YOUR



DARLINGS

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MSCHF in the wild ♡



MSC HF
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BLUR

COMING SOON!



BY MSCHF!



DEAD STARTUPS

COMPANY NAME	INDUSTRY	YEARS OF OPERATION (2008–2020)		
8tracks	Music & Entertainment	2003	2008–2019	2020
Airware	Drones	2003	2011–2018	2020
Amazon Spark	Internet/ Social Media	2003	2017–2019	2020
Aria Insights	Drones	2003	2008–2019	2020
Arivale	Health & Wellness	2003	2014–2019	2020
Arrivo	Transportation	2003	2008–2019	2020
Beepi	Automotive, E-Commerce	2003	2013–2016	2020
Blin.gy	Media & Entertainment	2003	2016–2017	2020
Bluesmart	Luggage	2003	2013–2018	2020
Brandless	Consumer Goods	2003	2016–2020	2020
Buttercups	Internet/ Fashion	2003	2011–2019	2020
Call9	Medical	2003	2015–2019	2020
ChaCha	Software & Hardware	2003	2005–2016	2020
Chariot	Transportation	2003	2015–2019	2020

COMPANY NAME	INDUSTRY	YEARS OF OPERATION (2008–2020)		
Chatkit	Internet/ Messaging	2003	2017–2020	2020
Chef'd	Internet/ Food Delivery	2003	2014–2018	2020
Chorus	Apps, Fitness, Software	2003	2017–2018	2020
Circa	Productivity	2003	2011–2015	2020
Clinkle	Internet	2003	2011–2016	2020
COBINHOOD	Crypto-currency	2003	2017–2020	2020
Color	Internet/ Apps	2003	2011–2012	2020
Coolest Cooler	Consumer Electronics	2003	2015–2019	2020
Cuddli	Dating App	2003	2014–2019	2020
DAQRI	Technology/ AR	2003	2010–2019	2020
Dash	Fashion	2003	2006–2018	2020
DataTorrent	Productivity Software	2003	2012–2018	2020
Defy Media	Digital Media	2003	2008–2018	2020
Desti	Travel	2003	2011–2014	2020

COMPANY NAME	INDUSTRY	YEARS OF OPERATION (2008—2020)		
Dinner Lab	Food & Beverage	2003	2011–2016	2020
Doorman	Tech/Logistics	2003	2013–2017	2020
Doppler Labs	Technology	2003	2013–2017	2020
Doughbies	Food Delivery	2003	2013–2018	2020
DriverUp	Financial Services	2003	2012–2019	2020
Eleven James	Watch Club	2003	2013–2018	2020
Essential	Mobile Phone and Hardware	2003	2017–2020	2020
EZhome	Lawn Care	2003	2015–2018	2020
Fabric App	Life Insurance & Wills	2003	2017–2019	2020
Fieldbook	Software	2003	2013–2018	2020
Flowtab	Food & Beverage	2003	2011–2013	2020
GoNetwork	Blockchain	2003	2016–2018	2020
Gowalla	Social Media	2003	2007–2013	2020
Grooveshark	Music	2003	2006–2015	2020
Halo Smart Labs	Smoke Detector	2003	2015–2018	2020
Hello	Sleep Tracking Device	2003	2012–2017	2020

COMPANY NAME	INDUSTRY	YEARS OF OPERATION (2008—2020)		
HiGear	Transportation	2003	2011	2020
Hipmunk	Internet/Travel	2003	2010–2020	2020
Homepolish	Internet/Interior Design	2003	2012–2019	2020
HomeShare	Home Rental	2003	2016–2019	2020
Inboard Technology	Electric Skateboard	2003	2015–2019	2020
Innovari	Alternative Energy Equipment	2003	2011–2018	2020
Juicero	Consumer Product	2003	2013–2017	2020
Juno	Ride-Hailing App	2003	2012–2019	2020
Kettlebell Kitchen	Health & Wellness	2003	2013–2019	2020
Klout	Website & Mobile App	2003	2008–2018	2020
Kuvée	Wine	2003	2016–2018	2020
Laurel & Wolf	Internet/Interior Design	2003	2014–2019	2020
Layer	Internet, Messaging	2003	2013–2019	2020
Leflair	Internet/Fashion	2003	2015–2020	2020
Lighthouse AI	Home Security	2003	2017–2018	2020
Mailbox	Productivity	2003	2011–2015	2020

APPENDIX | DEAD STARTUP RESUME BUILDER

COMPANY NAME	INDUSTRY	YEARS OF OPERATION (2008–2020)		
MatterFab	Software & Hardware	2003	2013–2019	2020
Move Loot	e-Commerce	2003	2013–2016	2020
Moviepass	Entertainment	2003	2011–2019	2020
Munchery	Food Delivery	2003	2011–2018	2020
Navdy	Electronics (B2C)	2003	2012–2018	2020
Nomiku	Consumer Goods	2003	2012–2019	2020
Offpeak	Internet/Food & Beverage	2003	2013–2020	2020
Omni	Rental & Storage	2003	2014–2019	2020
Oryx Vision	Automotive	2003	2009–2019	2020
OSSIC	Headphones	2003	2016–2018	2020
OUYA	Home Video Game Console	2003	2013–2015	2020
Path	Social Network	2003	2010–2018	2020
Pearl Automation	Automotive	2003	2014–2017	2020
Pellion Technologies	Renewable Energy	2003	2018–2019	2020
Phytelligence	Ag tech	2003	2017–2019	2020
Rdio	Music	2003	2008–2015	2020

COMPANY NAME	INDUSTRY	YEARS OF OPERATION (2008–2020)		
Reach Robotics	Gaming Robot	2003	2013–2019	2020
RoomsTonight	Travel	2003	2014–2017	2020
Sansaire	Consumer Product	2003	2016–2018	2020
Senzari	Music & Entertainment	2003	2010–2018	2020
Service	Internet/Travel	2003	2015–2020	2020
Shyp	Shipping	2003	2013–2018	2020
Skully	Transportation	2003	2013–2016	2020
Smartly	Financial Services	2003	2015–2020	2020
Solyndra	Manufacturing	2003	2005–2011	2020
Spacious	Work Space Rental	2003	2016–2019	2020
Sprig	Food/Delivery	2003	2013–2017	2020
Springpad	Productivity	2003	2008–2014	2020
Starsky Robotics	Autonomous Robotics	2003	2016–2020	2020
Stratolaunch	Space Firm	2003	2011–2019	2020
Teforia	Consumer Product	2003	2014–2017	2020
The Modist	Internet/Fashion	2003	2017–2020	2020

COMPANY NAME	INDUSTRY	YEARS OF OPERATION (2008–2020)		
Theranos	Biotechnology	2003	2003–2018	2020
Tilt	Finances	2003	2012–2017	2020
Tink Labs	Software	2003	2012–2019	2020
TinMen	Internet/Food Delivery	2003	2015–2019	2020
Track	Internet	2003	2017–2020	2020
uBiome	Health Testing	2003	2012–2019	2020
vCash eWallent	Financial Service	2003	2017–2019	2020
Vessyl	Consumer Products	2003	2014–2018	2020
Vidme	Video Hosting	2003	2014–2017	2020
Vine	Social Media	2003	2012–2017	2020
Vreal	VR platform	2003	2015–2019	2020
WeFit	Internet/ Fitness	2003	2016–2020	2020
Winx	Therapeutic Devices	2003	2007–2018	2020
Wunderlist	Internet/Cloud Computing	2003	2010–2020	2020
Yik yak	Messaging App	2003	2013–2017	2020
Yogome	Internet	2003	2010–2018	2020



VENMO DM CONTACTS

PERSON	HANDLE
Abby Rao	@Abby-Rao
Alana Haim	@Babyhaim
Amber Portwood	@Amber-portwood
Ariana Grande	@arianagrande
Ashely Benson	@AVbenzo3
Bella Hadid	@Bella-poophead
Brody Jenner	@Brody-Jenner
Camila Cabello	@camila_cabello
Cara Delevingne	@CaraDelevingne
Carly Incontro	@carly-incontro
Cee Jay	@Chanteljeffries
Channing Tatum	@theRealChanning-Tatum
Charlotte DAlessio	@Charlotte-DAlessio
Cindy Kimberly	@Cindykimberly1

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Corinna Kopf	@Corinnakopf
Daisy Keech	@daisykeech
David Dobrik	@DavidDobrik
Erin Gilfoy	@eringilfoy
Faze Rug	@FaZe-Rug12345
Jake Paul	@Jake-Paul-29
Jenny Finch	@Jenny-finch
Jocelyn Chew	@Jocelyn-Chew
Kian Lawley	@KianLawley
Kristen Stewart	@KjstewartT
Kyle Massey	@Kyle-Massey-7
Lexy Panterra	@lexypanterra
Logan Paul	@Logan-Paul

PERSON	HANDLE
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Nicola Peltz	@NicolaPeltz
Nikita Dragun	@NikitaDragun
Richard Bengtson	@Richard-Bengtson-1
Sasha Pieterse	@Sashapieterse27
Scott Sire	@scottysire
Tyler Blackburn	@tblackburn
Wayne Brady	@Wayne-Brady-2
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Zoe Kravitz	@Zoe-Kravitz

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