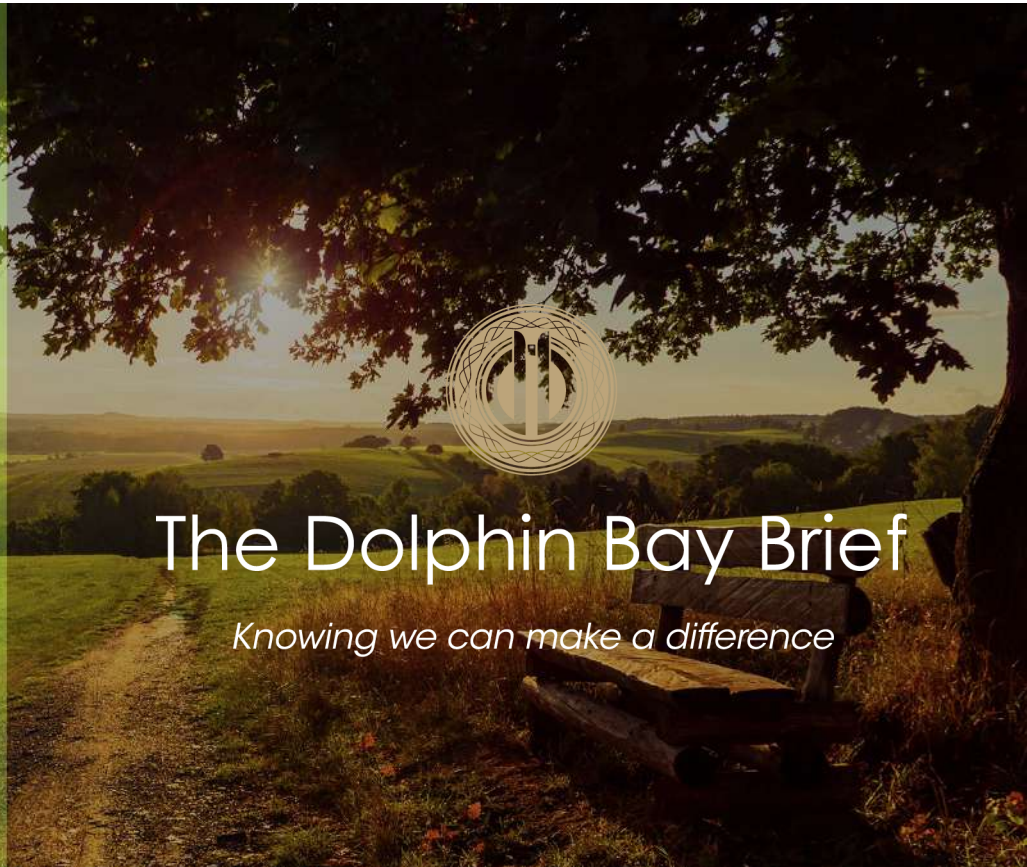




This newsletter brings you substantial industry news, an exploration of what Game Theory teaches us about business, and a deep dive into how MrBeast, YouTube's top celebrity, is influencing world culture.

Enjoy the read!

Sincerely,
Blaise



The Dolphin Bay Brief

Knowing we can make a difference



OCTOBER 2024 | IN THIS ISSUE

- Game Theory: lessons for business
- New plant sets Grand Timber on growth path
- Flexible deal benefits entrepreneurial DN Products
- Timber treatment plants require PCO certification
- Regulations finalised
- Cutting edge treatment book for customers
- Wrestling with MrBeast



GAME THEORY: LESSONS FOR BUSINESS

What is the best strategy for getting ahead in business? Does being a good guy really pay or is it better to be cunning, even sneaky, in one's own self-interest?

We were delighted to discover that Game Theory explores and provides mathematical evidence for the answers and reaffirms our approach to doing business. This is because Dolphin Bay has become tired of business-people trying to be clever by using strategies that manipulate or misuse others which, in our experience, breaks down trust.

The Game Theory experiment we shall refer to applies not only to business but to any human endeavour that involves relating to other humans, from personal relationships ("must I be the one to do the dishes yet again?") to the grand scale of world conflicts and everything in between.

Game theory is the branch of maths concerned with strategies for dealing with competitive situations where the outcome for one player depends on how others react.

A YouTube video optimistically called "What Game Theory teaches us about life, the universe and everything," addresses the most frequent problem in Game Theory: what is the best strategy for interacting with others?

It is a question "that pops up everywhere," and will even determine the difference between "flourishing, and destruction of the planet," says science communicator Derek Alexander Muller on the video on his YouTube channel Veritasium, which has over 16 million subscribers. "Figuring out the best strategy can mean the difference between life and death, between war and peace."

He starts with a story. At the start of the Cold War, America had discovered that the USSR, too, was developing nuclear bombs. Both superpowers were growing their arsenals, and the future of humanity was on a knife edge.

"Since both sides had nukes, neither could have used them... they would have been better off cooperating and agreeing not to develop the technology any further."

Something needed to be done, and fast, but what? Some thought America should become "an aggressor for peace" and launch an unprovoked nuclear strike against the USSR. Others felt this would be a disaster. Which side was right?

Mathematicians at a US-based thinktank called the Rand Corporation were exploring this question and turned to Game Theory as part of their research. Meanwhile, other mathematicians at Rand had invented a new game for two players called The Prisoners Dilemma. "Thousands of papers have been published on the Prisoners' Dilemma, which pops up everywhere," observed Muller.

The aim of this game is to get as many coins as possible. For each move, the players can choose to cooperate with each other (in which case they each get three coins) or "defect" in their own self-interest (in which case the defector gets a whopping five coins, scoring more than through cooperation, but the opponent gets nothing).

The most profitable option seems to be to defect. However, if both players defect, they get only one coin each.

It's a dilemma that the Cold War exemplified perfectly. "It was this approach (of defection or acting in their self-interest) that led US and USSR to develop tens of thousands of nuclear weapons each, more than enough to destroy each other many times over," said Muller. "But since both had nukes, neither could have used them... they would have been better off cooperating and agreeing not to develop the technology any further."

As we know, the two superpowers opted to cooperate, agreeing to gradually reduce their nuclear arsenals but inspecting each other's progress carefully before making each new move, to be sure that the cooperation was genuine.

How does the game play out?

Political scientist Robert Axelrod wanted to establish, unequivocally, the best strategy in the Prisoner's Dilemma. He invited the world's leading games theorists to submit strategies that would play against each other.

Fifteen strategies were loaded onto a single computer, cooperating and defecting in various degrees and combinations. Some always cooperated or defected; others defected after time and in different circumstances.

The whole tournament was repeated five times over, with 200 rounds each, in a bid to reveal reliable patterns.

The results surprised Axelrod. "I had imagined that like with computer chess, you'd need a pretty complicated programme to play a sophisticated game... but it wasn't like that at all," he said. "The crazy thing was that the simplest programme ended up winning, a programme called Tit for Tat."

This programme started with cooperating, then defected if its opponent did, but cooperated again as soon as its opponent started doing so.

Overall, when games against other players were considered, Tit for Tat gained more points than any other strategy – although when the players became locked in a pattern of defection, both did poorly in the end.

After Axelrod published his findings, he announced another tournament, which gained far more entries, with even

greater complexity. Again, the "nice" strategies did much better, and Tit for Tat was the most effective.

Four winning qualities

The best-performing strategies shared four qualities, Axelrod observed.

First, they were all "nice," in that they were not first to defect. The various "nice" strategies, of which Tit for Tat was one, made up 14 out of the 15 top strategies. The second most important quality was being forgiving – retaliating, but not holding a grudge in subsequent rounds. A "maximally unforgiving" strategy called Friedman, which would defect "without mercy," fared badly.

These solutions – that it pays to be nice and forgiving – came as a shock to the experts who submitted the strategies, as many of them had tried to be tricky and subtle. Interestingly, when Axelrod "ran the numbers" he found out that another strategy, which only defects after the opponent defects twice, would have won the tournament over Tit for Tat, if it had only been submitted.

The third quality was being retaliatory: if your opponent defects, strike back immediately; don't be a pushover. To always cooperate, would be to become a pushover. "Tit for Tat, on the other hand, is very hard to take advantage of," said Axelrod.

The fourth and last quality was being clear. Programmes that "you couldn't figure out, because they were too complicated – it was very hard to establish a pattern of trust with them (and the competitors thought they may as well defect)."

Nice, forgiving, provokable and clear – it's a lot like the morality that has developed in cultures around the world, notably the "eye for an eye" morality of the Old Testament, observed the mathematicians in the video.

"But over thousands of games, playing against a variety of strategies, Tit for Tat always won."

It depends on the context

This was no single best strategy for every

game; it always depended on the other strategies you're reacting to, observed Muller. For example, when Tit for Tat played against the bullies who only defected, it came last.

But over thousands of games, playing against a variety of strategies, Tit for Tat always won.

"What if the world you started off in was different? What if there was only a small cluster of Tit for Tat players in a very nasty world?" asked Muller. Over time, they would build up a lot of points, and start taking over the population. "A little island of cooperation can emerge and spread – and will eventually take over."

As long as one strategy performs better than others, it can take over a population. Axelrod's theories have been applied to areas from science to international conflicts.

Can misunderstandings ruin everything?

What about small errors of misperception? For example, in 1983, the Soviets confused sunlight reflecting off high-altitude clouds, for a ballistic missile from America.

"These are life and death decisions. They could mean the death of the whole planet. It's perhaps a misnomer calling it Game Theory," said Professor Steven Strogatz, Professor of Applied Mathematics at Cornell University, wryly in the video.

In fact, building in a little extra forgiveness helped to iron out potential misperceptions that a cooperative move was negative, he observed. "Instead of retaliating after every defection, you only do so nine out of every 10 times."

This is a stark contrast to the bullying strategy of always defecting: an approach that cannot lose, only draw or win, but which nevertheless performs poorly over time.

"When many people think about winning, they think about beating the other person," said Prof Strogatz. "In games like in chess or poker, this is true (because) these games are zero sum.

"But most of life is not zero sum. You don't get your reward from your opponent – you can get it from your banker, except that your banker is everything around you."



NEW PLANT SETS GRAND TIMBER ON GROWTH PATH

South African timber treatment operator Grand Timber (previously Grand Select) was poised for an upswing. They had an increased supply of raw materials, along with an increased demand for their treated timber.

However, they faced a constraint: the plant was too small to substantially increase its output.

In January 2024, they called Dolphin Bay to enquire about a new plant, and although the costs were too high for their budget at the time, our team produced an idea to solve the impasse.

But let's get back to the start of the story: Grand Timber's increased demand had arisen after a competitor closed its CCA timber treatment plant. At the same time, Grand Timber went into partnership with neighbouring farmers who had access to plantations, which substantially increased its timber supply.

"However, they had a small, containerised treatment plant which couldn't process all the materials that were available to them," said Dolphin Bay Sales Executive Wayne Driemeyer.

"We felt stuck in a rut with the machine size that we had," said Grand Timber owner Adam Hugo. "We couldn't grow or take on more customers. That's why we made the decision to get the bigger plant."

It was in 2020 that Dolphin Bay designed and installed a treatment plant for another customer, which was not used. This presented an opportunity. "We spoke to the company, then to Grand Timber, and facilitated the sale of that existing

plant," Wayne said. "Once the sale had taken place, in April, we facilitated the removal of the plant's leftover chemicals and relocated it up to Louis Trichardt."

In July 2024, Dolphin Bay assisted with installing and commissioning Grand Timber's new plant. "It's been a fantastic move for them, and a huge transformation from what they had previously," said Wayne.

Adam agrees. "I'm extremely happy with the service from Dolphin Bay, especially from Darren, who assisted us very well, and Wayne, who gave us the contact to get the plant. It was all very professionally done. The training was good, and the after-service has been really good."

Grand Timber has entered into a supply agreement with Dolphin Bay for us to be their exclusive supplier of CCA for the foreseeable future. "We place great value in the trust Adam has placed in our business, and we will not disappoint," said Bertus.

With greater production capacity comes greater opportunity, observed Adam.

"It's early days yet, but we're already looking to expand into more markets. It's been quite a shock from the volumes that we were doing to what we're doing now, so we're short on personnel. It's always a chicken-and-egg situation: first we had enough people, but the plant wasn't big enough; now the plant's big enough, but we're a bit short on personnel. But these are good problems to have.

"It's all about positive growth."





FLEXIBLE DEAL BENEFITS ENTREPRENEURIAL DN PRODUCTS

Our new customer DN Products has a business model that reflects the agile and entrepreneurial character that the growing Tanzanian timber treatment market has become known for.

This approach has led to changes in and growth of the business over time, with prospects for fresh growth brought by its recent CCA supply agreement with Dolphin Bay.

"In the early days we manufactured chemicals, including liquid soap, disinfectants, bleaches and the like," said DN Products owner Dr Richard Toba, who is also a retired Professor in Chemical Engineering at Dar Es Salaam University. "Around 2012, we shifted to wooden poles and treated timber. This is our core business for now."

That "for now" speaks volumes.

DN Products has what Dr Toba calls "an environmental conservation first philosophy," which has seen the company pursue initiatives in afforestation, charcoal briquettes as a clean cooking alternative, and turning pole harvest waste into furniture.

Rather than own their own plantations, DN Products "buys its forests" from small private farmers and government plantations, explained Dolphin Bay Business Development Manager Darren Marillier. "They'll buy a block of mature eucalyptus trees and send in a team to harvest them."

The company's key clients include Tanzanian power parastatal TANESCO and REA (the Rural Energy Agency). "However, we don't work with them directly, but through a pool of about

12 contractors who purchase wooden poles from our factory," Dr Toba explained.

The family business would typically have purchased CCA on a piecemeal basis from the local market in the past, said Darren. "But as their business has grown and their contracts have improved, they are now able to import container loads of chemicals from Dolphin Bay."

Dr Toba added that while the flexibility of the arrangement is beneficial to DN Products, what's even more important is the quality of the products they receive from Dolphin Bay. "To be honest, we used to struggle to get good CCA from local suppliers who are importing from India, Kenya, Malaysia and even South Africa," he said. "But since we settled with Dolphin Bay, we have been able to maintain the quality of our products – both our treated poles and our treated timber. We are happy."

Quality is of utmost importance in the treated timber industry. It's a particular focus for DN Products as they look to grow their business, and as they await confirmation of their certification from TANESCO.

"We find Dolphin Bay to be serious and reliable," Dr Toba concluded. "We see Dolphin Bay as a partner in our business, and we are happy with the business model that they came up with for us."

"It set us up to expand our business in a short while."

We are delighted to have welcomed DN Products as a Dolphin Bay customer. It is satisfying to us when we see a customer realising the value of what we offer and

seeing that it makes an immediate difference in their business. We often say, "Knowing we can make a difference." This is truly one of those moments.

TIMBER TREATMENT PLANTS REQUIRE PCO CERTIFICATION

We wish to bring our industry's attention to the need for all timber treatment operations to register as Pest Control Operators (PCOs) and obtain a PCO certificate from the Department of Agriculture. However, there is still uncertainty for our industry, as the process for registering a timber treatment plant has not yet been finalised, as we will discuss later in this story.

The need for PCO registration is outlined in regulations published by the Minister for Agriculture, Forestry and Fisheries in Government Gazette No 34020, which apply to timber treatment plants as well as businesses that work in crop spray, fumigation and other forms of pest control.

If you access that Government Gazette online, you'll notice that it was published in February 2011. "These regulations have been in the background for a long time. However, the Department has recently started clamping down on the requirements," said Bertus.

This is because the South African government has implemented the GHS (Globally Harmonised System of Classification and Labelling of Chemicals), which is outlined in the United Nations' GHS Purple Book on chemical classification.

Chemical manufacturers are now obliged to reclassify their products and submit the new classifications to the Department of Agriculture, Land Reform and Rural Development, as Dolphin Bay has done for all its products.

The structure of the application form for a PCO certificate makes no provision for treatment plants. This has created an administrative knot that needs to be untangled. Treatment plants need to be registered and certified as PCOs because their products such as CCA, creosote and most other wood preservatives have been classified as restricted products under the new GHS framework, explained Bertus.



Such wood preservatives require a "restricted use agricultural remedy" label and may only be sold to registered PCOs.

No provision for treatment plants – yet

The department has only issued certificates to individuals in the past, and the structure of the application form for a PCO certificate makes no provision for treatment plants. This has created an administrative knot that needs to be untangled.

"As things stands, it is only an individual who needs to comply with certain requirements to prove their competence," said Bertus. "This is different from the case of our industry, where the application of the chemical is controlled within the infrastructure of a timber treatment plant and a regulatory framework that is well established.

"Timber treaters have plant installations with fixed equipment, and our products are applied in a vacuum pressure treatment chamber according to SANS specifications – which also make provision for how treatment plants are governed.

"Within this structure, operators need to be trained to run the treatment plant competently. Dolphin Bay provides this training to our customers, issuing a certificate of competence to operators which must be reevaluated and reissued from time to time."

If an inspector visits your plant and asks for your PCO certificate, please contact us, as we are engaged with the department on ironing out this process.

An overregulated industry?

The timber preservative industry is already highly regulated. Timber treaters need to comply with a host of requirements, including certification from a SANS inspection body; certification from the National Regulator for Compulsory Specifications (NRCS); various other regulations including health and safety and environmental regulations, and the PCO registration.

The establish standards are regularly monitored for compliance by the authorities. We understand it might seem that the PCO brings in over-regulation of our industry, but we believe there is a place for it. "It creates another level of compliance, regardless of any overlapping areas, and shows our industry to be even more responsible, which will elevate its reputation even further and provide more assurance to the regulatory bodies," said Bertus.

How do we comply?

An official from the department approached the industry at a recent conference where we raised the issue of the administrative hurdle, and he acknowledged that it needs to be overcome. The official said a meeting needs to be convened soon with our industry to determine the way forward.

Meanwhile, there is not much that treatment operations can do. Any application now submitted will be rejected, as we were led to understand during our early engagements with the department.

We believe this will be resolved soon and there is still a little time, as our labels were only submitted recently to the department and are awaiting approval. "Nevertheless, we are keen to get this process resolved as soon as possible to

ensure our customers' and industry's full compliance," said Bertus.

Meanwhile, if an inspector visits your plant and asks for your PCO certificate, please contact us, as we are engaged with the department on ironing out this process.

REGULATIONS FINALISED

Draft laws containing errors that posed a threat to the timber treatment industry have now been corrected in a shift that creates more certainty for the future.

Industry has been waiting for two sets of legislation to be finalised: the PIC regulation governing the movement of hazardous chemicals in line with the Rotterdam Convention, and Regulation 3812 governing the fertiliser, farm, and agriculture industries.

Both sets of legislation have created enormous uncertainty within industry, due to their far-ranging impacts on a wide range of products. Initial drafts of the regulations, which we have written about extensively in the past, contained errors that created much confusion.

"We're also grateful that the departments were willing to listen and correct the errors and accommodate some of the concerns of industry."

We're very grateful that the draft PIC legislation has been sent to parliament, and the updated Regulation 5399, which replaces and repeals Regulation 3812, has also been finalised.

"This is a great relief to our industry. We believe the updated regulations contain good additions and give us a positive guide in moving forward," said Bertus. "We're also grateful that the departments were willing to listen and correct the errors and accommodate some of the concerns of industry."

"We shall keep you updated on any future developments."





CUTTING-EDGE TREATMENT BOOK FOR CUSTOMERS

Dolphin Bay is offering a state-of-the-art new digital treatment book to our customers. Called Pro-treat Books, it is unique in our industry in that it is not dependent on a single computer or device but is an application platform on cloud infrastructure, and its resources can be unlocked and used as needed.

Pro-treat Books is part of our automated CCA treatment plant offering but can stand alone. It is a completely new programme to Quadra, the digital treatment book that we developed some years ago to replace manual treatment books, but which has now become outdated.

"Should your computer or device be lost, stolen or broken, you will simply have to open up another computer, go to the Dolphin Bay website and continue where you left off," said Bertus. "It is a locationless treatment book, always available, which will be a real benefit."

Managers and operators will each have their own logins, enabling managers to track the work done by operators at their plant and evaluate it against the treatment requirements, if this is needed. "We think this will be especially helpful for night shifts, where we see most problems arising," said Bertus.

A dashboard will reveal your plants' recent treatment statistics, enabling you to identify trends and patterns so that you can finetune the treatment process and optimise quality.

"Adding operators, or even new plants, is effortless," said Bertus.

Operators using the system will not need to do any calculations or consult tables. They will only need to do the titration

(should they not have the Dolphin Bay Auto Strength Detector), insert the value, and the system will evaluate how much CCA is needed.

"It is a locationless treatment book, always available, which will be a real benefit to customers."

Customers using the system will be able to pull up statistics for the volumes of wood treated and the amount of product used compared to the benchmark, revealing any over- or under-treatment. If a charge did not meet the specifications, the system will also guide the operator in retreating the timber, adjusting the calculations accordingly.

Pro-treat Books also has a stock receipt and reconciliation function.

There will be a nominal monthly levy for use of the Pro-treat Books, which is necessary for us to make the system sustainable and to continue developing it.

"Compared to manual treatment books or even Quadra, this system is like a modern car compared to the first cars ever sold," said Bertus. "It has more features, which are scalable, and is much more reliable and better designed.

"Please contact us if you are curious."



WRESTLING WITH MRBEAST

We're wrestling with MrBeast, the world's most influential YouTube celebrity.

It's not a physical wrestle, although that's a stunt he's hinted at offering soon; rather, we're wrestling with his impact on our kids and our culture and what, if anything, to do about it.

If your children watch YouTube for even for a few minutes a day, the chances are they've encountered his videos – he has 320 million subscribers, after all – and, like millions of others, they probably think he's fabulous.

You might too. After all, who wouldn't want to be entertained by an affable personality providing extreme stunts and grand gestures of generosity, from giving away cars to rebuilding an entire village? (Yes, the celebrity and his helpers rebuilt an entire Zambian village after it had been badly damaged in a storm)

The Dolphin Bay Brief conducted online research and interviewed groups of children, teens, and young adults, for this story. The common answer from the children we interviewed was: "Of course, Mr Beast is good. He's very generous and he helps people."

"He even built 100 wells in Africa!" added a few of them, triumphantly. Surely adults could not argue with that?

The story is true; the wells in question reportedly brought clean drinking water to an estimated 500,000 people in countries including Kenya, Cameroon and Zimbabwe. Young children clearly are absorbing Mr Beast's philanthropy, along with his escapades, in large doses. How did this phenomena come to be?

The Rise of MrBeast

Jimmy Donaldson, known as MrBeast, started his own YouTube channel in secret, against the wishes of his mother, in 2012, when he was 13. His big breakthrough came in January 2017 with an almost day-long video of himself counting to 100,000.

He then rose to fame by forging his own brand of extreme entertainment, which blends outlandish challenges – such as being buried alive for 24 hours and building Willie Wonka's chocolate factory – with high-stakes competitions, where people can win prizes such as dream



houses and millions of dollars, along with acts of philanthropy.

It's not all fun and games; MrBeast worked for years to master YouTube's algorithms to become as popular as he is and has a strong business inclination. He is the founder of the MrBeast Burger business, food and snack brand Lunchly, and the snack range Feastables.

"There's no doubt that his aim is to alleviate pain and make people happy."

His charity Beast Philanthropy focuses on food donations and other charitable efforts; he is a co-founder of Team Trees, which has raised \$24 million for the campaigns of the Arbor Day Foundation, and he co-founded Team Seas, which has raised \$30 million for Ocean Conservancy and The Ocean Cleanup.

It's all high-octane stuff. So, what's the impact of all this on young, impressionable minds? Here's what some experts and others have to say.

The Good: Generosity and Inspiration

The common consensus, among children and the few researchers whose work we found on MrBeast, is that he may influence children positively. His generosity and philanthropy could serve as a role model for prosocial behaviour,

encouraging kids to help others and make a positive impact on the world around them.

In our own interviews with teens, they, like the children, saw MrBeast as a "real-life hero" who shows that helping people can be fun and rewarding.

One young adult we interviewed, 25-year-old Connor, said: "I work with young and impressionable children who are directly targeted by some of Mr Beast's YouTube portfolio, and I have seen a large change and consideration for people with needs and disabilities that I don't think the children would have without being exposed to Mr Beast."

The Bad: Materialism and Excess

However, experts also raise concerns – as did some of the children we chatted to. "Mr Beast is both a good influence and a bad influence, but in my opinion mostly bad because he is irresponsible in giving away money randomly to people who don't need it whereas he could be using that money for good and for people who really need it," said Calem, age 11. "He is a good influence by what he does for the environment, like planting trees etc."

Observed Aidan, 21: "I would not say he is a bad influence on children as he promotes community service and philanthropy. But some of his content with massive cash prizes as motivation can create an unhealthy image of

money and its worth." Several adults we talked to, like Aidan, are wary that the constant showcasing of lavish giveaways, whether it's money, cars, or houses, promotes materialism. Children might begin to associate success and happiness with an excess of material possessions.

Some researchers have pointed to Erikson's theory that ego identity is based on life experiences and social interactions; when children are gaining these through YouTubers and influencers telling them how to act, what to buy and what to wear, it can affect their ability to form their own distinct identities.

The High-Energy Hook

Then, there's the format itself. MrBeast's videos are designed to keep us hooked. With quick cuts, constant action, and bright visuals, they can be overstimulating, especially for young children. Doctors at the Arkansas Children's Hospitals Research Foundation have noted that fast-paced, high-energy content can reduce children's attention span, may disrupt normal brain development, and may discourage slower-paced educational activities such as drawing, physical activity or school homework, which foster good neurodevelopment.

The risk is not only what kids are watching, but also what they are *not* doing during this time – like reading, sport, engaging in creative



play, or simply daydreaming, which can foster their own unique creativity.

Voices of Young Fans

In our interviews with children and teens, most described MrBeast as "cool" and "generous." But not all are as easily swayed. One teenage girl, Riley, reflected: "I think it's cool what he does, but at the end of the day, he's a businessman. It's not all just for fun."

This brings us to the crux of the issue: MrBeast's content, while entertaining and often inspiring, is ultimately a business venture. His videos are designed to maximise views and engagement, and come with product placements and advertisements, whose influence younger audiences cannot evaluate for themselves.

Children may not realise that behind the feel-good moments is a highly calculated strategy. And even if they do, they might well be influenced by MrBeast's values, both good and bad.

We're writing this story because the sheer enormity of his following will inevitably have an impact on the psyche of a generation and the decisions it makes in the future. We appreciate the extent of MrBeast's influence.

Understanding Jimmy

There is no MrBeast without Jimmy Donaldson. In an interview, Jimmy disclosed how his sickness, Crohn's disease, kept him well-grounded. He realised that irrespective of how many possessions he had when he was affluent, the disease was still there. Possessions would not take away the illness, nor bring him happiness.

He had an abusive father and, after his parents' divorce, was raised by his single mother. It was a challenging upbringing.

He has not kept much of the money he has generated, building a huge studio for his shows but living frugally in a small apartment. "Jimmy is not getting high on his own product," observed Bertus. "He's a humble person, trying to fill an internal void by giving away so much to others."

"There are two sides to the MrBeast phenomenon, which we are struggling to reconcile."

In his first-ever sponsorship, a mobile phone company offered him \$5 000 to produce a video. He asked for double and then gave it all away to a homeless person who was clearly in need and was overcome by gratitude.

"I truly believe Jimmy's intentions are good and can see a deep sense of care for others in wanting to alleviate their pain," said Bertus. "He lives his own life in humility, remarkably disconnected from worldly possessions."

"There's no doubt that his aim is to alleviate pain and make people happy. Yet in a way, his giveaways are a Band-Aid. It's ironic that Jimmy, who gives away so much, knows that worldly possessions cannot really bring lasting happiness."

Irreconcilable contradictions

At the same time, his escapades are part of a bigger machine, carefully orchestrated to bring him optimal popularity. And some of the later videos have a darker side, where people allow themselves to suffer, for large

amounts of money. Contestants are placed in bunker underground for 100 days. People must stay within a circle for long periods of time to win a massive prize or deprive themselves of sleep and other necessities. Why? The receivers are clearly driven by material gain. It's concerning to us that in some instances, they sacrifice their dignity and well-being to receive the gifts. Clearly, something is amiss.

When kids lap up such videos, they tend to identify with and want to be the person – either the giver, or the recipient. Does this promote greed or the desperation for publicity, unmasking a void that the younger generation is experiencing?

We believe it does – that the very popularity of show reveals a younger generation that is experiencing a vacuum from abiding values and is seeking its identity outwards, instead of inwards.

There are two sides to the MrBeast phenomenon, which we are struggling to reconcile.



Contact us:

Cell: +27 (0) 82 789 5264
Tel: +27 (0) 44 695 1575
Fax: +27 (0) 44 695 0777
Email: info@dolphinbay.co.za

Physical Address

Voorbaai Crescent, Bayview Industria, Mossel Bay
P.O. Box 57, Mossel Bay, 6500, South Africa

www.dolphinbay.co.za

Testimonials

"Dolphin Bay bent over backwards to make sure we had the best possible system when we upgraded our treatment plant."

The Dolphin Bay representative is a fantastic guy. If we need anything, he comes up with it and fulfils it."

Miro's General Manager for Sierra Leone,
George Catterick

