

ADHD TL;DR

- 1. I am returning to work in Cybersecurity full time.**
- 2. I will still continue to create content for fun as a hobby.**
- 3. Penflash has been promoted to a position of complete creative freedom over all things relating to community engagement (Underpeel/Inhouses/Funday Fridays/Watch Parties). He will be treated as a 50/50 partner in the business when it comes to compensation.**
- 4. I will complete my current coaching series with DrTurnip/Kaiser/Opastrolchi/Levi as promised in private with them.**

When I first clicked that 'Start Streaming' button, I never had any plans to make it big. I'd stream TFT to an audience of 10-15 viewers (most of whom were personal friends of mine), and the concept of creating engaging content was always something I found appealing.

Sometime after I left TFT for Valorant, I found myself experimenting with streaming once more. I had a knack for coaching, and a desire for more students. I realized I could attract viewers by advertising myself with unreasonably low prices - free! I called it 'Radiant Office Hours', where I wanted to give off similar vibes to a college student attending their professor's office hours for extra assistance. A majority of these streams would consist of me simply playing Unrated and advertising myself, but occasionally I'd get a viewer who wanted some vod review. Little did I know, things were about to change very quickly.

My channel began to experience rapid attention. Suddenly I had more VODs to review than I had hours to stream. I quickly learned about the dopamine rush of a fast moving chat, and I looked forward to going live every single morning. However, my side hobby was becoming too big to handle on my own. On top of my fulltime job, I had to edit videos, create thumbnails, and manage a quickly growing community! I needed help.

I enlisted the help of some of my closest friends to assist me in managing my community, and I found a good editor who'd reached out to me via email. With their help, I was finally able to properly focus on my stream while balancing my full time job - and this is where I was faced with a decision I'd never dreamed of having the privilege to make: Should I do this full time?

Making this decision was not easy for me. I found fulfillment from my work in cybersecurity - and it presented me with a financial stability that was truly hard to turn away from. However, after much deliberation, in March 2023, I decided I'd give it a shot. Unbeknownst to my audience, I wrote down in a text file a list of goals I had for the next year - and if I achieved all of these goals, I would allow myself to pursue content creation for the rest of my working life.

For the next year, I worked extremely hard to achieve my goals. I had important personal restrictions as well, which I am proud to say I never wavered on during my journey. I reached my annual income target without taking a single penny from a brand deal. I reached my average viewer count target without a single social media post or short form video. I was well on track to blast past all of my goals and it was looking like I was going to do this forever.

Then, last week, I read my third and final goal back to myself. It read “**Look forward to going live for every stream.**”

When I read this back I felt an emptiness inside me. I realized in my pursuit of my goals, I’d sacrificed a lot more than I thought I’d have to. Streamers don’t have paid time off - I started seeing time off as wasted opportunity. Just the other day, I caught myself worrying about how many subscribers I’d lose when I go to my friend Brad’s wedding in September. When I traveled to LA/Madrid for VCT I lost subscribers and it made me decide not to book travel for Seoul. These sacrifices have slowly added up and created resentment for my choice of career.

After Funday Friday ended yesterday, I was immediately bombarded with requests for the next challenge. I don’t blame these individuals, but I have an unhealthy tendency to try and please as many people as I can. My girlfriend Lisa worded it best while we were talking it over: “Don’t light yourself on fire to keep others warm”.

Somewhere along the way, my dream job turned into a job that made me feel guilty to prioritize myself. I want to be able to take a day off to go to the farmer’s market with Lisa. I want to be able to spend a week visiting family without having to bring my work with me. I don’t want my job to become my life.

Looking at other streamers, I see so much sacrifice that I didn’t see before. With a few exceptions for creators who are truly financially free, I see content creation now as a highly demanding career that leads to a life unwelcoming of personal enjoyment.

I’m very fortunate to have met some truly great mentors in my life. I was in a dark place and when I reached out to them - they dropped everything to talk with me immediately. I told them my story and they shared their own experiences with similar situations in their lives. Ultimately, the answer was clear as day.

I will not continue to stream as a full-time content creator. I am returning to work in cybersecurity with people whom I treasure, in an environment that’s far more considerate of my own personal needs when it comes to work-life balance.

I will continue to stream and make youtube videos, but I will be doing so as a hobby for my own enjoyment. (Yes Street, that means more Noita streams in the short term).

With that said, there’s an elephant in the room. There’s a booming community here that is home to thousands of positive interactions every day without my involvement. There are inhouse queues, peer vod reviews, the underpeel, the list goes on. I don’t want to see these positive experiences you all love disappear just because I’m selfishly pursuing my own fulfillment.

That’s why I am very happy to share with you that Penflash will be stepping up as a direct owner of all things related to the community in the Club Banana Discord server. As seen on June

22nd's stream, Penflash also has been given permission to host watch parties on my twitch channel. Accordingly, Penflash will be compensated with a 50/50 direct revenue share of all Discord/Twitch revenue moving forwards.e

I will be participating in many of these community events as a player, instead of a host/coordinator. You will likely see me in the inhouse queues a lot more frequently in the future. I'll have my eye out for underrated players to recruit for my Underpeel team for season 5.

I'll be speedrunning Valorant ranked on Console starting June 25th with POLAND as one of my final series before I return to working full time in cybersecurity. Until then I am going to take a break. Penflash may be going live on my behalf before then - that's ultimately up to him!

If you are one of my students for the Solo/Duo/Low ELO coaching series, I will show up on time as expected at our normal timeslot and invite you to a private call to have our session. Once complete I will be ending my coaching obligations for the foreseeable future.

Thank you to everyone who's supported me up until this point. Ultimately there is no one to blame for this outcome - this just happens to be a bad career match for me.