

The Profile: Wall Street's king of crypto & the breakup boot camp

This week's edition of The Profile is sponsored by [Underdog.io](#), a talent marketplace that helps growing technology companies in NYC and SF hire software engineers, designers, product managers, and business professionals for a fraction of the cost of traditional staffing firms.

Good morning, friends.

I finally listened to Shane Parrish's [podcast episode](#) with Naval Ravikant. I cannot recommend it highly enough. It's about mental models, habits, happiness, and the meaning of life.

Naval explains that he broke his habit of drinking by implementing a strict morning workout regiment. He does not miss a day. His logic — if you work out in the morning, you can't stay up too late drinking at night. And when you break the night habit, your morning workout sucks. So exercise acts like a checkpoint. He adds:

"Whenever you throw a so-called good habit at somebody, they'll have an excuse for themselves. And usually the most common is: I don't have time. If something is your No. 1 priority, then you will get it. And I basically said that my No. 1 priority in life — above my happiness, above my family, above my work — is my own health. So I don't care if the world is imploding, it can wait another 30 minutes until I'm done working out."

Curious to hear about what habits you're trying to change, how you're holding yourself accountable, and the techniques you find helpful. Reply to this email & let me know.

LINKS

- [The women of steel](#) (**HIGHLY RECOMMEND**)
- [The nerd behind the NBA champions](#)
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PEOPLE TO KNOW:

[The women of steel](#): For years, the U.S. women's gymnastics team endured abuse at the hands of Larry Nassar. The respected physician turned out to be a sexual predator. Nassar violated the world's top gymnasts, who remained silent and obedient, for decades. This story sheds light on the moment those women found their voice and broke the silence of terror. [Tweet this.](#)

“Well, you know what, Larry, I have both power and voice, and I am only beginning to] use them.”

The nerd behind the NBA champions: Sammy Gelfand is the Golden State Warriors’ manager of analytics. Gelfand got prime TV time when Steph Curry insisted on sitting beside him during multiple first-round playoff games. But his claim to fame during Golden State’s last four seasons of success is his role in establishing “300 passes” as the nightly team goal. [Tweet this.](#)

“I needed a physics answer. So I had to go to Sammy.”

The world’s most beloved chef: In memory of Anthony Bourdain, I want to share this profile of him from last year. Through his show “Parts Unknown,” Bourdain traveled to nearly a hundred countries and filmed 248 episodes. As someone on Twitter put it, this profile shows a man aware of his good fortune and his demons, and trying to appreciate the former without being consumed by the latter. [Tweet this.](#)

“I travel around the world, eat a lot of shit, and basically do whatever the fuck I want.”

COMPANIES TO WATCH:

Wall Street’s king of crypto: While a number of large financial institutions have talked about trading Bitcoin, one firm is already doing it. Financial firm Susquehanna International Group has quietly built a trading desk that buys & sells millions of dollars worth of Bitcoin. Meet the firm leading Wall Street into the brave new world of crypto. [Tweet this.](#)

“We believe that this technology and this asset class is going to change some facet of financial services, and we think it is going to exist forever.”

The breakup boot camp: The business of breakups is booming. The founder of Renew Breakup Bootcamp charges between \$1,300 and \$2,500, for a weekend retreat that promises to mend your broken heart. Participants share horror stories of bad breakups, meet with a professional dominatrix, and perform “ecstatic breathing.” In other words, listening to Alanis Morissette and moping around in a snuggie for days is not the right way to cope. [Tweet this.](#)

“Our romantic partners aren’t here to make us happy. They’re here to make us conscious.”

The toy company that died a slow death: The demise of Toys ‘R’ Us was one of the most expensive and spectacular public failures in recent history. It all started in 2005 when a trio of private equity firms took over the company in a \$7.5B leveraged buyout. For the next 13 years,

Toys 'R' Us would wrestle to pay off mountains of debt amid a recession & a retail disruption. Here's the sad story of the world's happiest company. [Tweet this.](#)

"Many of those involved in the bankruptcy process live by & make decisions by spreadsheets and economics. I get that. It's how the world works. It's not how I work."