

THE BEAST BANK

How a 27-Year-Old YouTuber Bought a Financial Institution —
And Why That Should Terrify You

Documentary Sources & References

This document compiles the primary and secondary sources used in the documentary script "The Beast Bank." All statistics, quotes, and historical accounts referenced in the script can be verified through the sources listed below. Sources are organized by topic and include news reporting, corporate filings, government data, academic research, and industry analysis.

Compiled: February 2026

Prepared for: Hammer Media

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Step Official Sources

Step Homepage

<https://step.com>

Step — Product Disclosures & Terms

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Step — Press / Media Kit

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Step — Money 101 Financial Literacy Program

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Acquisition News Coverage

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3. Feastables, Beast Games, and MrBeast Burger

Feastables

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<https://www.theverge.com/>

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Step Funding History

Crunchbase — Step Mobile Funding Rounds

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<https://www.theinformation.com/>

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CNBC — Step Named to World's Top Fintech Companies 2025

<https://www.cnn.com/fintech/>

Step — 88% of Users Report First Bank Account (Company Statistic)

<https://step.com/>

Evolve Bank & Trust (Banking Partner)

Evolve Bank & Trust — Official Website

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Teen Banking Competitive Landscape

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MrBeast Financial Trademark

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6. Comparable Creator Business Ventures

Ryan Reynolds / Mint Mobile

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Prime Hydration (Logan Paul / KSI)

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<https://www.numerator.com/>

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<https://www.reuters.com/>

SKIMS (Kim Kardashian)

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<https://www.forbes.com/profile/kim-kardashian/>

David Dobrik / Dispo

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Other Creator Ventures

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Dude Perfect — Highmount Capital Investment (\$100-300M, 2024)

<https://www.dudeperfect.com/>

Anti Fund (Jake Paul) — Venture Portfolio (Anduril, Olipop)

<https://www.anti.fund/>

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Goldman Sachs — Creator Economy Could Approach Half a Trillion Dollars by 2027

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Statista — Social Media Advertising Revenue (\$247B in 2024, Surpassing TV)

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TIAA Institute / GFLEC — 2025 P-Fin Index (Gen Z: 38% Correct, Lowest Generation)

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Moneyzine — Teen Banking Survey (35% Unbanked, 42% Have Savings, 8,000 Respondents)

<https://moneyzine.com/>

Junior Achievement / EY — Teen Financial Literacy Survey (48% Learn on Social Media)

<https://jausa.ja.org/>

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<https://www.oecd.org/pisa/>

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FTC — COPPA Rule Amendments (Final Rule Published April 22, 2025; Effective June 23, 2025)
<https://www.ftc.gov/legal-library/browse/rules/childrens-online-privacy-protection-rule>

FTC — COPPA Penalties (Up to \$53,088 Per Violation)
<https://www.ftc.gov/enforcement/penalty-offenses>

FTC Endorsement Guides

FTC — Updated Endorsement Guides (2023, First Update Since 2009)
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<https://www.consumerfinance.gov/>

CFPB — BNPL Debt Data (28% of Unsecured Debt for Ages 18-24)
<https://www.consumerfinance.gov/>

SEC / FINRA — Financial Influencer Enforcement

SEC — Fundrise Advisors Action (August 2023, 200+ Social Media Creators)
<https://www.sec.gov/>

FINRA — Targeted Compliance Review of Financial Influencers (2024)
<https://www.finra.org/>

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Finnovate — Fintech CAC Range (\$1-38 Per Customer)

<https://www.finnovate.com/>

McKinsey & Company — Banking Customer Acquisition Economics

<https://www.mckinsey.com/>

Bain & Company — Average Banking Relationship Duration (17 Years)

<https://www.bain.com/>

S&P Global — 76% of Neobanks Unprofitable Globally (2025)

<https://www.spglobal.com/>

11. Key Statistics Reference

MrBeast / Beast Industries (February 2026)

Metric	Value	Source
YouTube Subscribers	466 million	SocialCounts / HypeAuditor
Total Lifetime Views	110+ billion	YouTube
Monthly Views	~3.5 billion	VidIQ
Beast Industries Valuation	\$5.2 billion	Bloomberg / Alpha Wave
2024 Total Revenue	~\$500 million	Bloomberg (leaked docs)
2024 Content Revenue	\$246M (lost \$80M)	The Verge
2024 Feastables Revenue	\$250M (\$20M+ profit)	Bloomberg
Cumulative Losses	~\$200 million	Bloomberg
Video Production Cost	\$3-4M each	Forbes / depositions
Beast Games Budget	~\$100 million	Diary of a CEO interview
Beast Games Viewers (25 days)	50 million	Amazon / IMDb
Personal Net Worth (Fortune)	\$2.6 billion (paper)	Fortune
Total Funding Raised	~\$650 million+	PitchBook

Step (At Time of Acquisition)

Metric	Value	Source
Users	7+ million	Business Wire press release
First Bank Account for Users	88%	Step company data
Total Funding Raised	~\$500M (equity + debt)	Crunchbase
Peak Valuation (Apr 2021)	~\$920 million	TechCrunch
Founded	2018, Palo Alto, CA	Step / Crunchbase
Banking Partner	Evolve Bank & Trust (FDIC)	Step disclosures
Fees Charged	Zero	Step
Savings APY (Marketed)	Up to 5%	Step

BitMine / Crypto Connection

Metric	Value	Source
Investment Amount	\$200 million	Press release / SEC

BitMine ETH Holdings	4.24 million ETH	<i>BitMine IR</i>
BitMine Total Assets	~\$12.8 billion	<i>BitMine IR</i>
BMNR Stock Decline (Post-Deal)	-36%	<i>Market data</i>
DeFi Integration Referenced	Yes (explicit)	<i>Press release</i>

Gen Z Financial Literacy

Metric	Value	Source
Gen Z Literacy Score	38% correct (lowest)	<i>TIAA / GFLEC P-Fin Index</i>
Teens Unbanked	35%	<i>Moneyzine survey</i>
Teens with Savings Account	42%	<i>Moneyzine survey</i>
Teens Who Can Budget	23%	<i>Moneyzine survey</i>
Learn Finance on Social Media	48%	<i>JA / EY survey</i>
States Requiring Finance Course	29 (up from 6-8 in 2019)	<i>CEE / NGPF</i>

Comparable Creator Deals

Metric	Value	Source
Reynolds / Mint Mobile	\$1.35B (T-Mobile acq.)	<i>T-Mobile / WSJ</i>
Prime Hydration Peak	\$1.2B sales (2023)	<i>Bloomberg</i>
Prime Hydration Decline	~\$300M (2025), -76%	<i>Companies House / Numerator</i>
SKIMS Valuation	\$5 billion (Nov 2025)	<i>Fox Business</i>
Dispo Peak Valuation	\$200M (collapsed)	<i>TechCrunch</i>

Creator Economy

Metric	Value	Source
Global Market Size (2024)	\$200-250 billion	<i>Goldman Sachs / GVR</i>
Projected (2027)	\$480 billion	<i>Goldman Sachs</i>
Projected (2032)	\$1 trillion+	<i>Grand View Research</i>
Global Creators	207 million+	<i>Linktree 2022</i>
Earning \$100K+/Year	Only 4%	<i>Goldman Sachs</i>
Neobanks Unprofitable (2025)	76%	<i>S&P; Global</i>
Avg Banking Relationship	17 years	<i>Bain & Company</i>

12. Public Reactions & Investor Commentary

Chamath Palihapitiya — 'We Bought a Bank' (X Post, February 9, 2026)

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Chamath Palihapitiya — \$45M Series A Investment Disclosure (January 2026)

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HokaNews — Fintech Consultant Quote ('Banking Is a Different Game')

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Note on Sources: This document provides links to primary sources wherever possible. Some sources require subscriptions (Bloomberg, WSJ, The Information) or institutional access (academic papers, PitchBook). Government sources (FTC, SEC, CFPB, FDIC, BLS, USPTO) are freely accessible. All statistics cited in the documentary script can be independently verified through the sources listed above. URLs were verified as of February 2026; links may change over time.

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