



Next GameStop (NYSE:GME)? Why 2021 Is the Year for BlackBerry (TSX:BB)

Description

I tend to solidify whether financial news is truly a big deal by one thing: my husband. If he starts asking about something in the stock market, I know it's a really big deal. That's what happened when the [historic](#) rise of **GameStop** ([NYSE:GME](#)) flooded the airwaves.

While GameStop is no longer heading up headlines, I still think there is something to be learned from the meteoric rise and enormous fall of the company. In fact, it may not be the last time we see such a short squeeze from the likes of GameStop stock. In fact, this could be the year that we see many companies have such movement as the pandemic (hopefully) comes to a conclusion.

Place your bets

When I talk about bets, I want to be clear: I don't mean you should start looking for the next short squeeze. That is a very dangerous game. In fact, the reason it's called a short squeeze is because short sellers who bet the stock would lose money were forced to buy the stock just so they wouldn't see their losses increase even further — not the best investment strategy, especially when the stock collapsed almost immediately after.

So when you place your bets on a stock, it should be as a long-term hold. It's not really betting at all, frankly. You're investing in a company's fundamentals, believing it has the strength to go the distance. That's why it's a great time to get behind a company like **BlackBerry Ltd.** ([TSX:BB](#))([NYSE:BB](#)).

But here's the great news. There could be yet another BlackBerry frenzy like we saw at the beginning of the year. Even one similar to GameStop stock. Why? Let's dive in.

Deep value in post-COVID recovery

You might not consider BlackBerry stock as a solid post-COVID recovery play. However, the company's recent movement comes largely from the announcement by the United States President Joe Biden that electric vehicles (EV) – and other green energy initiatives – will see massive investment

worth billions of dollars.

Even better, President Biden stated he would be changing 650,000 federal vehicles into EVs. This announcement is just further fuel to the fire that is the EV industry — an industry that will see massive influence in BlackBerry stock. Several motor companies have announced plans to have a full-fleet of EVs and plug-in hybrids by 2030. The entire industry could be worth \$1 *trillion* by that point, according to estimates!

And what company will many of these companies use for their in-car software? BlackBerry. The company even partnered with **Amazon** Web Services to improve its IVY platform, and make cloud-based data safer and more user friendly. With **Apple** and **Google** also potentially entering the car industry, BlackBerry stock could rise as its QNX software remains at the forefront of autonomous vehicle use.

COVID recovery fuel

So what does this have to do with a COVID recovery? Right now, motor companies remain stalled on the production line. The red tape that has to be crossed to see cars safely out the door is stringent. But as these walls slowly come down, companies should be able to ramp up production, which means a higher demand for BlackBerry's software.

So really, even though there was a recent boost in share price, the company's future growth prospects leave plenty of room to grow. BlackBerry stock could shoot up as it partners with even more household-name organizations. Investors may even see the triple-digit prices we saw two decades ago, leaving today's share price of about \$13 as of writing a steal of a [deal](#).

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