

Title: DRS - It's just getting warmed up

Author: BoilerBarbs

Created 2021-10-19 17:13:59 UTC

Permalink: /r/DDintoGME/comments/qbg32q/drs_its_just_getting_warmed_up/

Url: https://www.reddit.com/r/DDintoGME/comments/qbg32q/drs_its_just_getting_warmed_up/

(TL;DR - The amount of DRS-ing will not be linear and has a lot of apes left. Quit looking at that weekly chart and worrying! The pattern should follow Geoffrey Moore's adoption curve.)

There's a larger gap than you think between the younger apes/newer investors and the older apes.

While the young-uns were on Robb'in da hood, then frantically looking for a broker to transfer to, and now DRS-ing their shares, the older folks were looking on in shock and horror. We started in Vanguard, Schwab, or Fidelity, and remained chilling.

Transferring shares or opening up new accounts seems insane to us. Never done it before and never even thought about it! There will be some hesitancy to DRS and that is natural. We've been in the market for a minute and:

- * Never heard of DRS until a few months ago,
- * Need to trust a company we've never heard of to handle our biggest play, and
- * The UI on ComputerShare is from internet 2.0

The way to view DRS is Geoffrey Moore's adoption curve from "Crossing the Chasm". This is a framework to look at technological adoption and I believe it applies here.

<https://preview.redd.it/ppr4r464vfu71.png?width=770&format=png&auto=webp&s=f07cc844078461a42a20237566db0621ae72ad83>

The Innovator's are the YOLO crew, "I read one comment from u/ p0tat0nutz on DRS, I'm going for it!"

The Early Adopters are the recent DRSS, "I read some DD & have no worries about CS, I'm in."

I think we're crossing the chasm right now. If those percentages are a ballpark estimate, we're at about 16% (of people, NOT SHARES, but people). Let that sink in.

I would consider myself to be in the early majority and just initiated my first transfer. I read the DD, I believe this is the way, but... I was hoping the younger apes would get us to Vahalla without me doing anything. My line of thinking is, "Alright, CS is legit and I need to do the DRS for play to work. Let's roll!"

We are only at the tip of the iceberg for DRSing. For many apes, they have a large percentage of their net worth in this position. They also understand that this may be the only play in their lifetime for life changing money. When faced with the choice of "DRS or let this stalemate drag out forever", they will choose DRS. So again, sit tight, the DRS train is still accelerating.