

Chris Casey's Entrepreneurial Journey

# How A Financial Services Professional Designed A Distinctively Austrian Business.

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# Innovate via Combination:



Economics



Finance



# Identify Demand:

Chris was able to pinpoint a small but distinctive group of potential customers.



# Assess Supply:

Assessing his potential market, Chris calculated that supply was underdeveloped.



# Observe Trends:

Looking out for demand expansion, Chris recognized the 2008 Financial Crisis & Ron Paul Campaign as crucial inflection points.

# Value Proposition:

Chris proposed to prospective clients that an understanding of Austrian Economics is vitally important to designing portfolios.

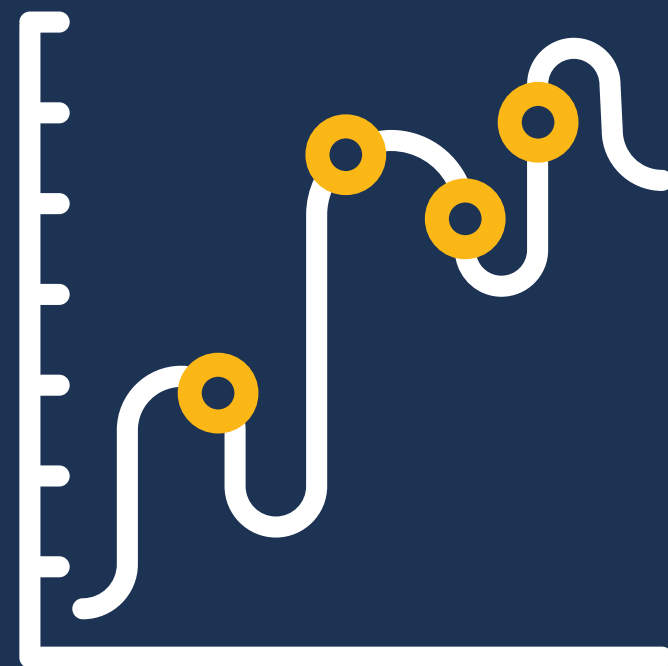


Business insights from specialized knowledge supported his value proposition.



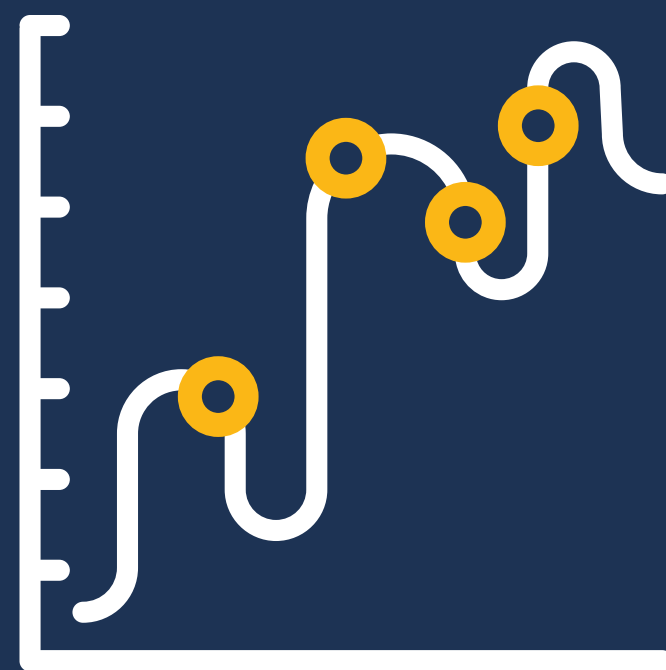
# Value Communication:

Chris was able to successfully explain business cycle theory and monetary theory to his clients, so they also understood how and why their portfolios are impacted.



# Entrepreneurial Implementation:

Chris implemented a 'Top-Down' approach by applying Austrian theory to his business practices, and a 'Bottom-Up' approach by customizing each portfolio to the individual client's needs.



# Subjective Value Logic:

How does the customer feel about their experience with Chris? Is it entirely dependent on portfolio performance? What additional **value feelings** might positively influence their experience?





# Competitive Frame of Reference:

Chris identified a sales-oriented culture at Large Wall Street Firms and realized that it's not always in the best interest of the client. He envisioned a process that focused more on his clients' experience than creating more sales.



# Entrepreneurial Self-Assessment

Given my resources, which field am I best equipped  
to enter and do business?



# Entrepreneurship As A Process

Identify opportunity by identifying customer  
dissatisfactions in that field.

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