

# AVOID THE ERRORS OF UN-TREPRENEURSHIP!

Follow the guidance of the Austrian Business Model.

Austrian Entrepreneurship	UN-trepreneurship
The Austrian entrepreneur's focus is serving consumers and customers.	The UN-trepreneur's focus is to exploit the market, a gap, an opportunity, whatever.
Consumer sovereignty – focus on most productive ways to facilitate consumer-determined value.	Focus on capital – returns to venture capital, shareholder value, private (external) equity-holders.
Subjective value – customer determines value.	Value creation – firm determines value.
Productivity – economizing – most efficient use of resources to produce benefits.	Scaling – more voracious use of resources to achieve volume and share.
Entrepreneurial ethic: profitably improve individual customer's life.	Social impact – change the distribution of resources in society.
Price discovery – customer determines price, entrepreneur chooses the costs to make a profit at that price.	Price leverage – use pricing to achieve market share irrespective of costs and profits.

## Utilize Principles of Austrian Economics To Grow Your Business.

Economics For Entrepreneurs is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

Start your Austrian entrepreneurial journey at [e4epod.com/journey](http://e4epod.com/journey)

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*Hunter Hastings*  
hunterhastings.com

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