

RICK RULE'S PATH TO ENTREPRENEURIAL LEADERSHIP

An entrepreneurial journey with Austrian Economics at the center.



Discover Your Passions Early

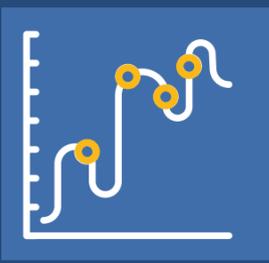
Rick is passionate about:

- ✓ The Outdoors
- ✓ Land Use Science
- ✓ Natural Resources
- ✓ Finance

Combine Knowledge In New Ways

Rick combined his knowledge about:

- ✓ Natural Resource Science.
- ✓ Debt and Equity Finance for Extractive Industries.



Learn By (Hard) Experience

Rick experienced:

- ✓ The volatility of a commodities cycle.

Develop A Deep Market and Customer Understanding

Rick learned that high-quality customers (for him):

- ✓ Were companies of a specific size.
- ✓ Had limited access to capital.
- ✓ Had information gaps that he could overcome.



Identify A Need You Can Fill For This Specific Audience

Rick created an opportunity for himself to:

- ✓ Become lender-of-last-resort for high-quality, capital-constrained companies.
- ✓ Benefit from his deep understanding of and experience with the timing of market cycles.

Rick's Journey Was Built On A Foundation of Austrian Economics.

Austrian Business Cycle Theory

Understanding Commodity Cycles

Austrian Capital Theory

Investment Portfolio

Austrian Knowledge Theory

Knowledge Is Not Well-Distributed

Austrian Time Preference Theory

Market Rewards A Time-Aligned Business Model

Let Austrian Economics Guide Your Entrepreneurial Journey.

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

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