

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.

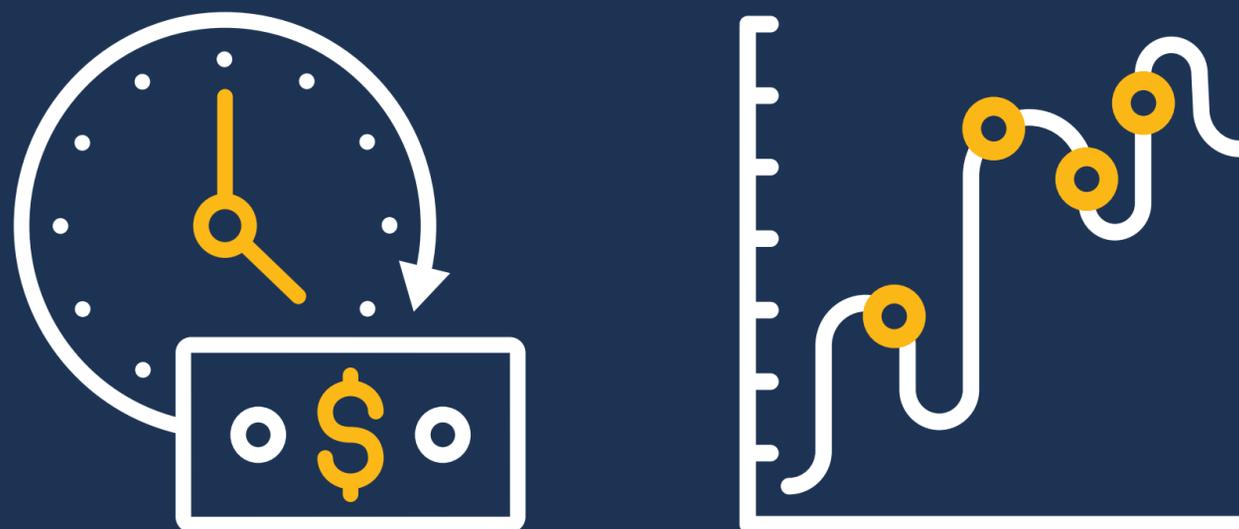


Business insights from specialized knowledge supported his value proposition.

Value

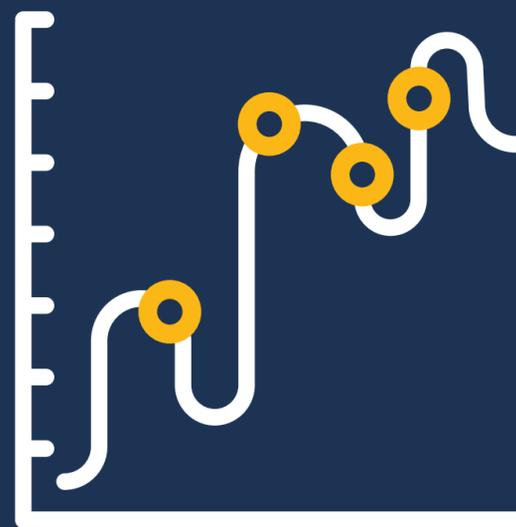
Communication:

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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