



# ALLAN BRANCH'S ENTREPRENEURIAL JOURNEY

*"Entrepreneurship is like sailing through changing weather, winds waves and tides." - Allan Branch*



**Odd Experiences**  
Working in family car wash business.

Related Skill Development



**Design School**

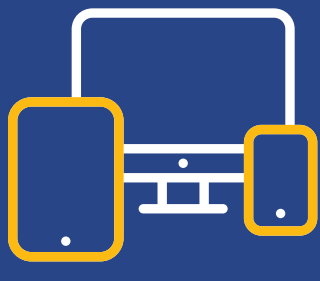


**Leaned In To Marketing**



**Penchant For Business**  
A discovered strength.

A Sense Of Opportunity



**Started A Web Design Firm**  
As internet businesses were expanding.

Solution Provider



**Software Development**

Generated revenue by developing client projects.



10 Years of Hard Work and Slow Growth (plus mistakes!)

**Launched Less Accounting**  
Software-as-a-service without the bulk of Quickbooks.

**Sold Less Accounting**



**Keep Launching New Ventures**

- ✓ Real Estate Investments.
- ✓ Open a brewery with a unique twist.
- ✓ Creates odd experiences for his own kids.

## 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.

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

