
The best time for a startup is during recession

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Inspired by Adam Lowry and Eric Ryan

In a recent issue of Inc. magazine, three companies — Method, RF Micro Devices, and Clif Bar — were profiled as three case studies exemplifying the benefits of starting up in a down economy. For Adam Lowry and Eric Ryan, who started Method during the dot-com bust, success meant keeping costs low. "Starting a business in a recession is like vacationing in the off-season," says Ryan. "It's a little less crowded, and everything starts going on sale." By 2006, Method had \$71 million in sales, and today the founders are pushing to reach \$100 million.

But even before Method, RF Micro, and Clif came along, other long-standing top-performing companies got their start during times of economic uncertainty. GE started during the panic of 1873, HP began during the Great Depression, Disney's start was during the recession of 1923-24, and Bill Gates and Paul Allen founded Microsoft during the recession of 1975.

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