

# Entrepreneurs Don't Care, Just Like the Honey Badger!

I kept hearing and seeing the slogan "The Honey Badger Don't Care" in email jokes, on television, and from various people. You may have seen it during the college [National Championship Game between Alabama and LSU](#). You may have seen the signs referring to LSU player #7 [Tyrann Mathieu](#) as the Honey Badger.