

Forward Thai Boxing Brings Muay Thai & Krav Maga to Rimrock Road

► SBDC SUCCESS STORY | FORWARD THAI BOXING



Founded by Abbe Braun and Brandon Shoemaker, Forward Thai Boxing is housed in a newly renovated facility on Rimrock Road, a corner location filled with natural light. Six contract instructors teach Thai boxing (Muay Thai) and Krav Maga.

In addition to ten years of experience competing in and teaching Thai boxing, Braun developed project management and budgeting skills during her career in grant management, which helped her develop a strong business plan and financial projections. Her accountant recommended the Wisconsin Small Business Development Center at the University of Wisconsin-Madison Wisconsin School of Business (SBDC), and she was paired with business consultant Amy Bruner Zimmerman in March 2022. During monthly meetings, Zimmerman worked with Braun to fine-tune her projections and determine the best approaches for financing.



How did Braun bring together competitive boxing and project management? Read more about Forward Thai Boxing and other SBDC Success Stories: go.wisc.edu/sbdcsuccess



Muay Thai:

- A Thai style of kickboxing also known as “the art of eight limbs”: two punches, two elbows, two knees, and two kicks.
- A competitive ring sport.
- Forward Thai Boxing instructs students and supports a competition team.



Krav Maga:

- An Israeli self-defense form of martial arts focused on self-defense in real-life situations.
- Students learn how to break a chokehold and strike people effectively.