What you expect to learn/experience from this class:

1. What not to do – pitfalls
2. Long lasting roadmap to successful bootstrapping – hardcopy
3. How far can bootstrapping take you (before thinking about finding external equity)
4. Learn best practices from experts
5. Credibility – how do you get respect from your industry
6. How to deal with the emotions of bootstrapping – addressing failure/perseverance
7. Formula for throwing in the towel
8. Exposure to other examples of bootstrapping
9. Explore debt side of business
10. Different tactics for product vs. service business
11. Learn about patent process
12. How to effectively acquire business partners
13. Meeting people who support entrepreneurs
14. Balance – How to validate your own strengths and weaknesses
15. Figure out balance between planning and action
16. How to whoop up on competitors with deep pockets
17. How to gain good intelligence with out money
18. How to balance your family life with your bootstrapping business
19. How to manage equity ownership when bootstrapping (with business partners)
20. How to get over the initial fear of start up
21. How do you manage risk moving forward
22. +/- of bootstrapping vs. traditional business building
23. How to transition leadership from bootstrap stage to growth stage
24. Uncovering resources available for bootstrapping – resources map
   a. list of free resources
25. Where to bootstrap and where to get help

Avenues of learning the above items:

1. Case studies – associated with a guest speaker
2. Open discussion around specific business
3. Mentors
4. Speakers – in different stages of development
5. Demonstrations
Course descriptors:

1. Inspiring
2. Encouraging
3. Engaging
4. Interactive
5. Keeps you on your toes
6. Truthful
7. Supportive
8. Enumerative
9. Provocative
10. Practical
11. Sacrifice – self discipline
12. Candid
13. Creative
14. Thorough
15. Enriching
16. Fun

What you expect of me:

1. Pass on experience
2. Guidance
3. Differentiate between fact and opinion
4. Bio of guest speakers
5. Available outside of class
6. Flexible
7. Be prepared
8. Be on time

What I expect of you:

1. Participation
   a. discussions
   b. completing tasks
   c. class attendance
   d. class
      i. thoughtful
      ii. creative
      iii. timely
      iv. risk taking
      v. be bold
2. Professionalism
3. Direct and honest feedback
4. Fun learning environment
5. Safe environment
6. Best effort
7. Commitment to the process

Success: the class’s definition

1. comfortable lifestyle
2. accomplishing a goal
3. dynamic and situational
   a. invest vs. risk vs. reward
4. gratifying
5. autonomy – living life on your own terms
6. independent
7. balanced – work and family
8. being in a role that is impactful
9. being happy at work
10. can’t wait to get out of bed
11. achieving life mission
12. passionate – work that’s passionate
13. not selling your soul
14. ability to retire – if you choose
15. great relationships
16. continuing to learning
17. respect from community, associates, employees, peers