

## 6.1: Module Objectives

---

### Module Objectives

By the end of this chapter, you should be able to:

Understand the concept of bootstrapping and its significance in starting and sustaining a new business with minimal external investment.

Explain the financial discipline and resourcefulness that bootstrapping instills in entrepreneurs, and how it prepares them for future financial decisions.

List and describe various cost-saving and resource-optimization strategies that can be employed to bootstrap a business effectively.

Utilize practical tips from experts, such as leveraging used equipment, sharing office spaces, and hiring interns, to run a startup efficiently.

Appreciate the importance of creativity and frugality in managing a startup on a shoestring budget.

Identify alternative funding options like barter exchanges, equity offers, and credit card utilization for maintaining operations without significant external investment.

Understand the importance of maintaining excellent customer relationships for early payments and ongoing support.

Analyze the benefits of short-term leases and commitments for maintaining flexibility and cost control in the early stages of business.

Develop a plan for sustainable business growth while maintaining a lean operation through effective bootstrapping practices.

---

### Attributions

*The final material was curated, edited, authored, and arranged through human creativity, originality, and subject expertise of Gabrielle Brixey, MBA MAC and is therefore under the [CC BY NC SA](#) license when applicable.*

---

This page titled [6.1: Module Objectives](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Gabrielle Brixey](#).