

Big Hole 2: We Thought Conventionally

- We thought we needed to raise money
 - We could not raise capital
 - We waste time, and money chasing capital
 - But we didn't need to raise capital!

Don't Think Conventional Thoughts In Academia

- BS Learn the rules
- MS Learn the exceptions
- PhD Think new thoughts

Don't Think Conventional Thoughts

In Business

There ain't no rules around here!

We're trying to accomplish something!

--Thomas Edison

- Small

Think new thoughts

Don't Act Conventionally

In Business

- Big Company Use existing norms, rules, size and organization
- Medium Profit from exceptions use specialized expertise
- Small **Customer service superiority**
Flexibility, product superiority

Don't Act Conventionally

- **Big Company** Use existing norms, rules, size and organization
- **Medium** Profit from exceptions, use specialized expertise
- **Small** (but scalable) Use speed to take advantage of new nascent opportunities

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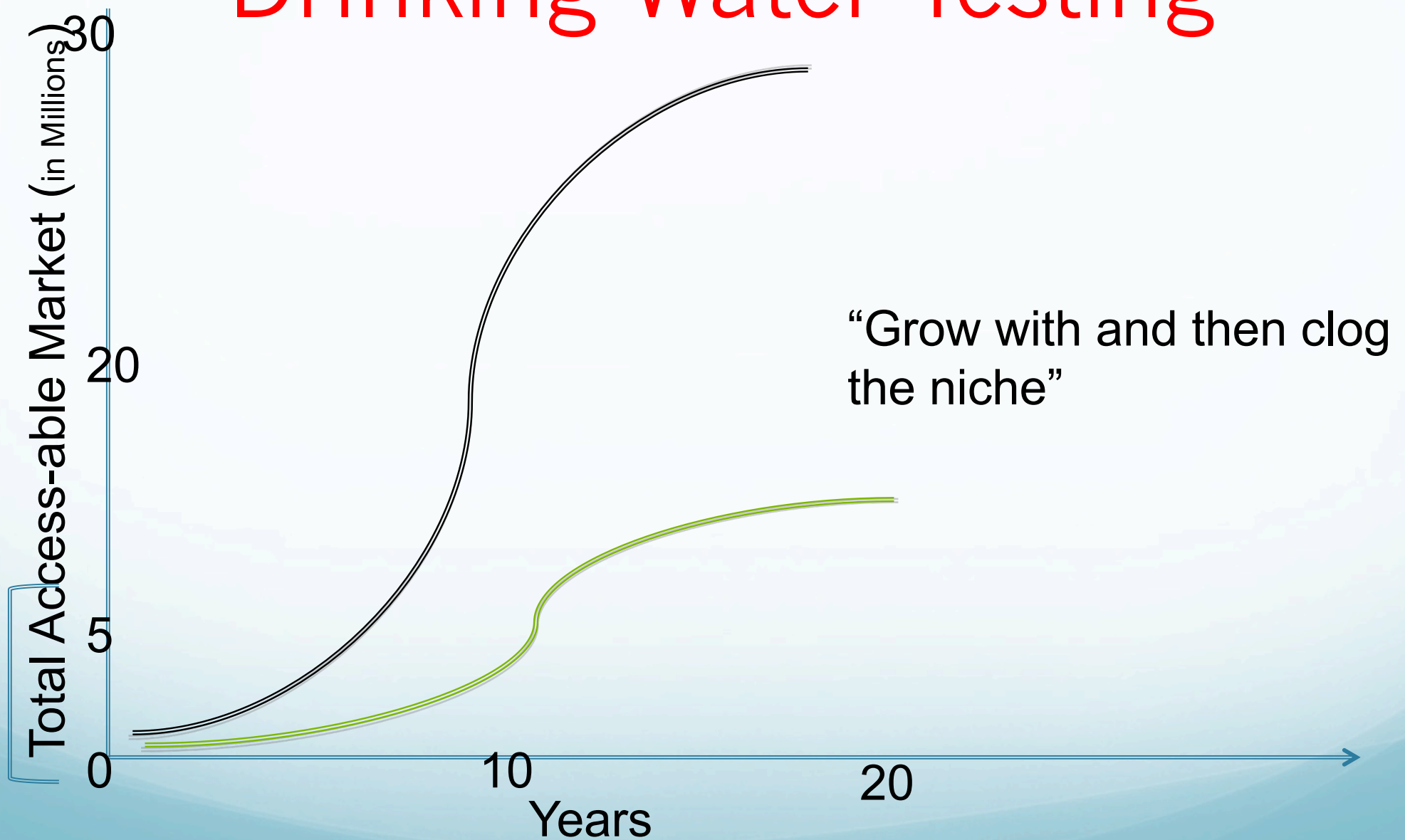
Can't be the category-killer?

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*Can't be the category-killer?
Create a new category*

Drinking Water Testing



EHL: “The Nation’s Drinking Water Laboratory”

Where can I find nascent opportunities ???



Where can I find nascent opportunities ???



Where do Bodacious Ideas for Bootstrappers come from

- NOT New Technology
- Apply existing technology to new markets
- Combine two or more pieces of existing technology
- Address an unmet need

Mistake 2: Thinking we needed Capital

Too much money can be a bad thing!

With money you spend it before the Universe speaks

Usually you waste it on what YOU think customers want.

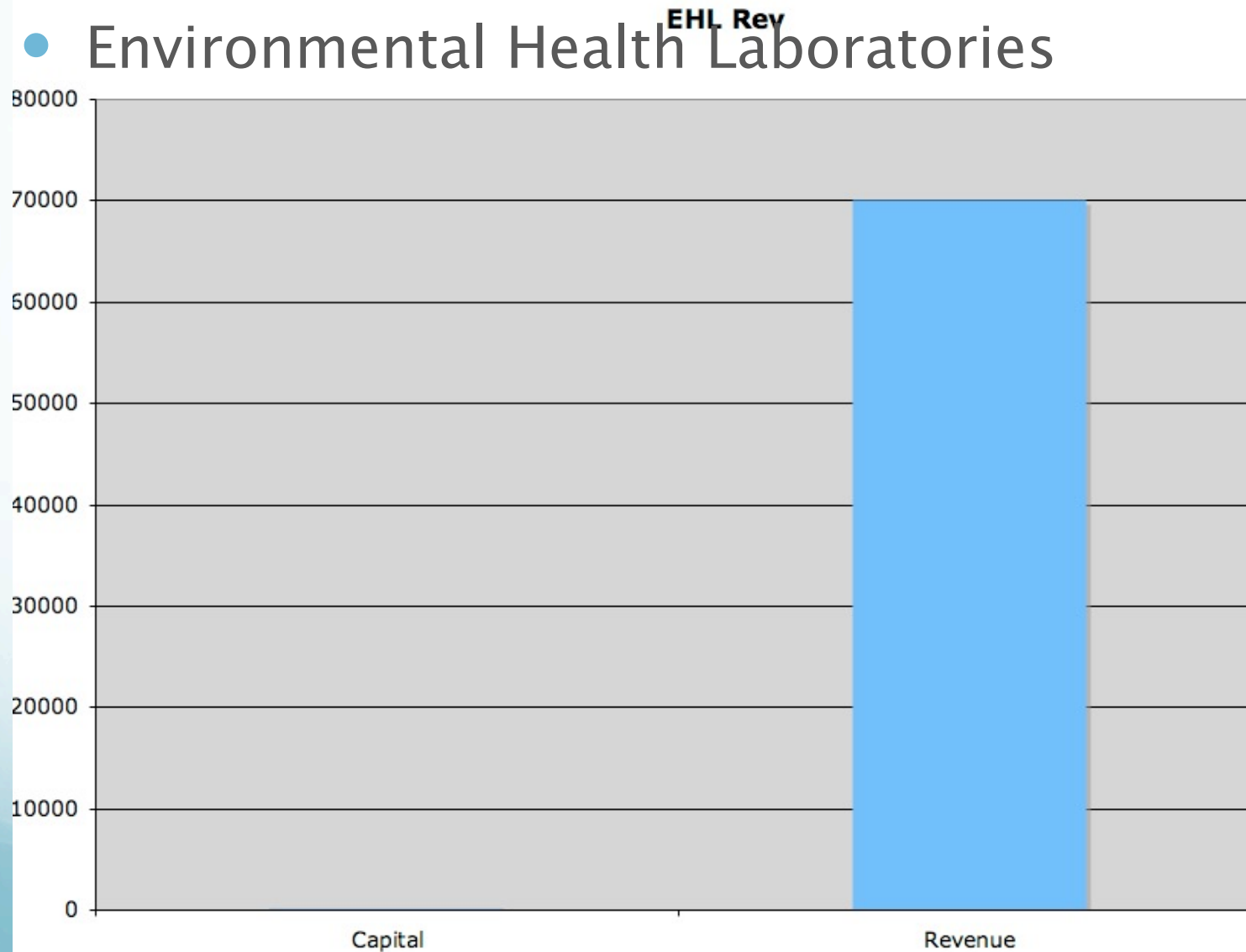
Mistake 2: Thinking we needed Capital

- NEVER fund your new venture
- ALWAYS fuel your new venture
 - Resources and energy

“Extraordinary claims require
extraordinary proof”
--John Glenn

Seek revenue, NOT funding

- Environmental Health Laboratories



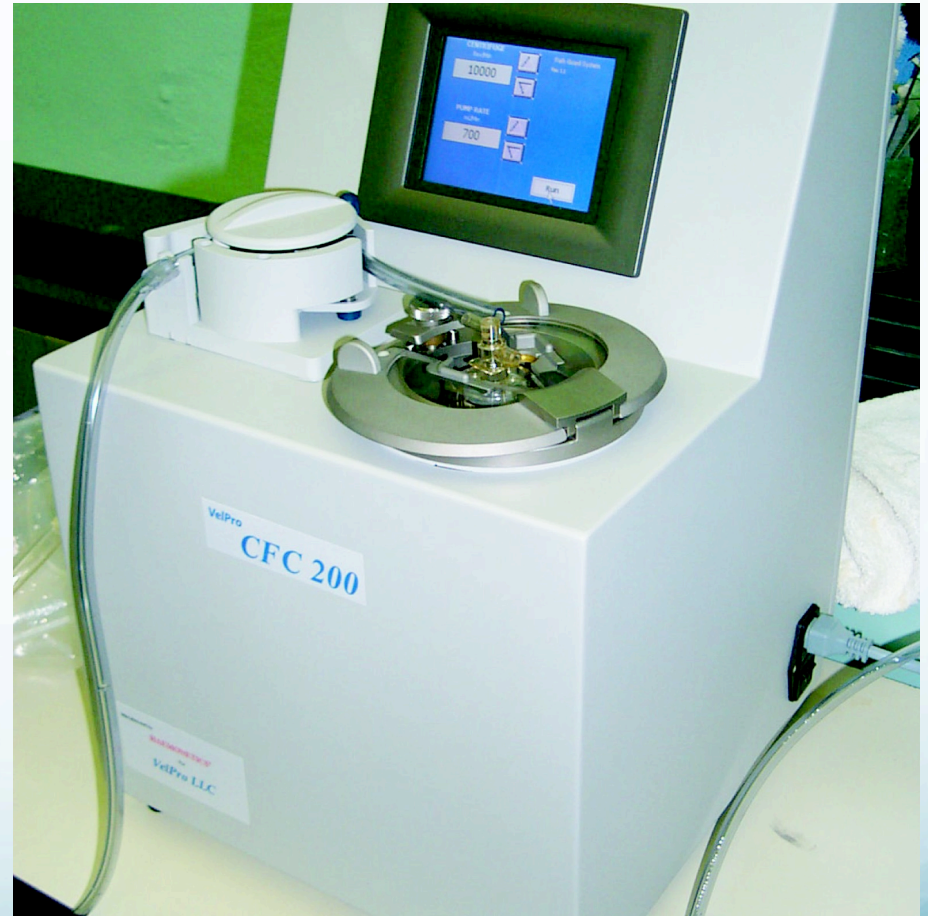
Proof 1

Proofs (that you don't need money)

- 2) As a start up got \$500k in reagents
- 3) Pay no rent --> Lab space for stock
- 4) --> Tattoo parlor example
- 5) New GC/MS laboratory equipment (\$200k)

Proof 6

- \$144k worth of free instruments



Work with the coin-of-the-realm!

What we got:

- \$500k in reagents
- Lab space for stock
- Tattoo Parlor Space
- New lab equipment
- \$144k of instruments

What they got:

- Nearly no cost
- Store was empty
- Free update and eliminate utility costs
- Nearly free but very valuable client feedback
- Relief of boredom