**Study Questions:**

1. Entrepreneurs have the ability most times to take a given set of resources (materials/products/people, etc) and use them in innovative ways that they have either not been utilized before, or makes a process more efficient. In addition entrepreneurs usually prefer control of a resource rather than ownership of the resource as part of a strategy.

2. Two creative bootstrapping methods are brain trusts – where the entrepreneur can see that specific individuals could be the key to success of a business, so he will bring these people in and work with them to add to the company in an intellectual or physical way.

4. The most important criteria for selecting advisors, a board, and consultants are value, know how, contacts, and experience in the field. This means for instance, when looking at hiring consultants, they are supposed to be able to solve problems that the management team is unable to solve themselves. The best consultant is someone with ample experience in the field, who can think out of the box to solve any of the problems he/she may be asked to resolve.

**Mind Benders:**

2. It is said that money is the least important part of the resource equation because too much money will prevent the entrepreneur from having to get the drive necessary for success in some cases. For example, if the entrepreneur has ample cash, he/she won’t have the incentive to push hard and get a product or service launched. On the other hand, if there is minimal cash resource, it would be necessary for them to really motivate and drive their employees and themselves to get the product/service released and moving so they can bring in revenue sooner. In addition, by having limited cash it forces the entrepreneur to think outside of the box and use their money and other resources in a more effective manner.