

O P E R A T O R G U I D E

How to Bootstrap a Business to an Exit

Bootstrapping means building the business with your own money and the revenue it generates. No investors. The business pays for its own growth. It can be sold.

01 How it works

You start with what you have. You sell. You reinvest the profit. You do not take outside money. You keep control. The business grows on its own cash flow.

02 What it takes

- ☐ A product or service people will pay for now.
- ☐ Enough cash to reach the first customers.
- ☐ The discipline to reinvest instead of pull money out.
- ☐ Systems so the work does not all run through you.
- ☐ Clean numbers so you know what the business is worth.

03 The exit

A bootstrapped business can be sold. Buyers pay for cash flow and for a business that runs without the owner. The cleaner the operations and the numbers, the easier the conversation. The exit is not the goal on day one. It is the result of building something that works.

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04 What to do next

If you are starting, get to the first customer. If you are running, get the work out of your head and into systems. If you are thinking about an exit, get the numbers and the operations clean. The order matters.