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By David E. Gumpert

# The Bootstrap Report

## Books: Finders vs. Minders in Emerging Companies

A new book differentiates between these two groups: the finders, or the entrepreneurs who make things happen and focus on the future, and the minders, who tend to administration and keep the company's internal affairs in order. The book, *The Danger Zone: Lost in the Growth Transition*, uses the distinction to warn entrepreneurs about the importance of creating a sound infrastructure as their companies grow.

Because the author, Jerry Mills, is a CPA, he tends to focus on such matters as making sure no one is fiddling with the books and treating the company's bankers as customers. There's nothing heavy-duty strategic here but plenty of sound advice on topics such as keeping your computer technology up to date, outsourcing payroll, and making sure to keep the finders and minders focused on what they each do best as your startup seeks to move from the dangers of insufficient cash to positive cash flow.

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**Gumpert** is author of *Burn Your Business Plan! What Investors Really Want from Entrepreneurs and How to Really Start Your Own Business*. His Web site is [www.davidgumpert.com](http://www.davidgumpert.com).

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