

**THE ULTRALIGHT STARTUP: LAUNCHING A BUSINESS  
WITHOUT CLOUT OR CAPITAL**

**Erin Fuller**

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Available in National Library (Singapore). Author: Baptiste, Jason L., Length: viii, p. ;, Identifier:

The Ultralight Startup: Launching a Business Without Clout or Capital by Jason L. Baptiste. Baptiste is the cofounder/CEO of OnSwipe. To be honest, I loath.

Related books: [Honor and Betray \(Honor Series Book 4\)](#), [The Quotable Edison](#), [Julius Rosenthal will make candy no more.](#), [The Continental \(You Kiss While Youre Dancing\)](#), [Psychosomatische Vorsorgemedizin: Seelische Balance durch polares Denken und altchinesische Phasenwandlungslehre \(German Edition\)](#), [Glory in the Glass](#), [Exporting American Dreams: Thurgood Marshalls African Journey](#).

Tell a Story First. It is now possible to quickly test an idea before investing in expensive marketing or customer acquisition.

ConclusionTheUltralightStartupisagreatbookforwould-beEntrepreneur  
There are many ways to organically grow your product and company without spending huge amounts on Marketing or Public Relations. I highly recommend it to early stage entrepreneurs. However, if have not already read these three books, the Ultralight Startup gives you an overview of what you need to know and would be a good primer to read before getting into the more in-depth material.

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checklists of content marketing, raising funding hiring, finding cofounders, ideating, building, hiring freelancers, a brief legal section.