

# THE 10% ENTREPRENEUR

## Live Your Startup Dream Without Quitting Your Day Job

**PATRICK J. MCGINNIS**

**PATRICK J. MCGINNIS** is a venture capitalist and private equity investor. He is the founder of Dirigo Advisors, a consulting company which provides strategic advice to fast growing businesses. He is also an early stage investor in ipso (an online beauty community), Bluesmart (inventor of the world's first smart carry-on suitcase) and Afiniti (a big data company reinventing the call center industry). Patrick McGinnis also writes articles for *Fortune*, *Business Insider*, *Huffington Post*, *Boston Magazine* and *Forbes*. He is a graduate of Harvard Business School and Georgetown University.

The author's Web site is at [www.PatrickMcGinnis.com](http://www.PatrickMcGinnis.com).

ISBN 978-1-77544-885-3

**MAIN IDEA**

Entrepreneurship is not necessarily an all-or-nothing proposition. In fact, one good way to get most of the benefits of being an entrepreneur without risking everything is to invest just 10% of your time and resources in startup projects. In this way, you can become an entrepreneur without losing a steady paycheck.



If you commit at least 10% of your time – and if possible 10% of your financial and other resources – to new investments and opportunities, you can have the best of both worlds. You can keep a job you really like which provides you with a steady income and lifestyle but at the same time enjoy the thrill of being part of something new and exciting. Being a 10% entrepreneur is the perfect way to live your startup dream without betting the farm.

*"By leveraging your base of experience and your network, you will choose opportunities that play to your strengths and that are complementary to your career and your interests. Most important, you will be the owner of everything you create. You may change your career at multiple points in a lifetime, changing functions, changing roles, and changing companies, but you'll always be creating value for the most important employer of all: you. Pursuing entrepreneurship on the side is a choice that is pragmatic rather than theoretical, so it's not just a cool idea that you'll never actually pull off in real life. You just need confidence in your own abilities, a willingness to look for help when necessary, and the tools to get started."*

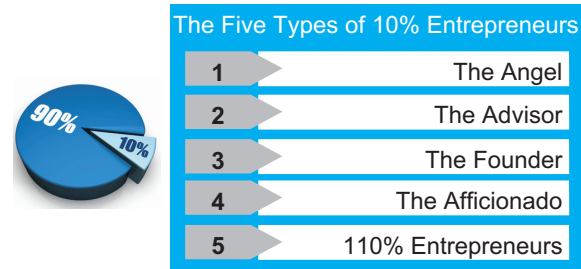
– Patrick McGinnis

**1. Why you should be a 10% entrepreneur . . . . . Page 2**

The simple fact is one job is not enough to give you all the thrills that chasing a dream can deliver. If you keep your steady job and become a part-time entrepreneur, you can get all the benefits with none of the pitfalls and few if any of the sacrifices entrepreneurs usually make. You can get all the upside benefits with limited if any downside risk.

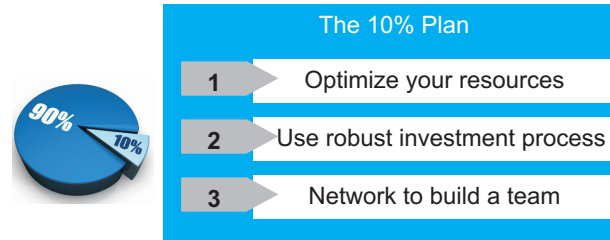
**2. The five types of 10% entrepreneurs . . . . . Pages 3 - 4**

There are in fact five different approaches you can take to become a 10% entrepreneur. Use the one that fits you best – or mix-and-match on different projects.

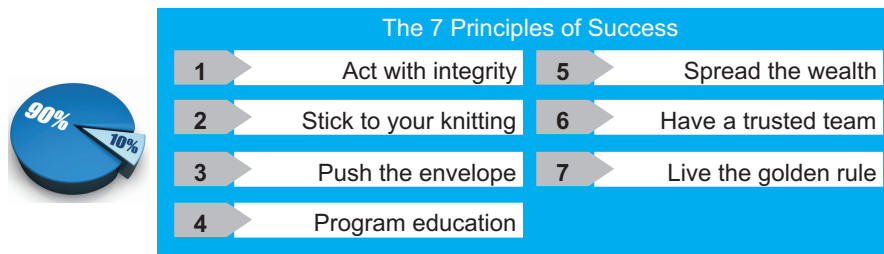


**3. The 10% Plan . . . . . Pages 5 - 7**

To succeed as a 10% entrepreneur, you need a sensible plan of attack. A workable plan will have these three elements:



**4. The 7 principles of success for 10% entrepreneurs . . . . . Page 8**



# Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

## Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

## 1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

