

ELITE ENTREPRENEURIAL MENTORS SOUGHT

If you're a seasoned entrepreneurial CEO, you are also an elite entrepreneurial mentor.

Contribute to SA's future by helping SA's elite young entrepreneurs succeed on the Path To Scale and job creation.

This brochure provides an introduction to the 10X Program and the 10X Mentor role. If interested, you can find detailed information here: [<About the 10X Program, and the 10X Mentors role>](#)



OUR PURPOSE

CREATE JOBS AT SCALE

We believe SA has no viable future for our children / families if these 3 problems are not solved:

- 1 Quality education** for the masses
- 2 Jobs** for most people
- 3 Racial equality** – empowerment of a large black middle class, with capital, prominent roles, business leadership, etc

10X-e's primary business purpose is to **create jobs** to address **poverty in SA** and **create a future for our families.**

THE MISSION

Launch high growth potential businesses onto a higher trajectory by addressing their primary growth constraints.

We create jobs by **helping fast-growing entrepreneurs to grow their businesses.**

Globally, the evidence tells us that ***the top 1-2% of entrepreneurs create almost all net new jobs.*** Jobs don't get created by more Start-ups, but by more successful Scale Ups: 'elite' entrepreneurs who become dominant in a niche and scale their businesses into successful small giants (employing anywhere from 20 to 1000 people). These are the engine room of job creation.

But evidence is also growing that ***most of these potential small giants stall or fail prematurely.*** In reality, ***'elite entrepreneurs' are split into 3- sub-groups:***

- 1 Super Elite entrepreneurs.** They are the top 1% of the top 1%. They need no help beyond the teams they build and advisors / investors they have. E.g. Adrian Gore
- 2 Elite entrepreneurs.** They are the top 10-20% of the top 1%. They will succeed without help. They will go further and faster with world class mentors, advisors, and funders.
- 3 Learning Elite entrepreneurs.** They are the bottom 80-90% WITHIN the top 1%. They are elite entrepreneurs, but don't yet have the experience and managerial toolkit to scale a valuable enterprise without help. Because they are high calibre leaders, they need help from elite mentors and advisors, and quite a lot of it, which they can't afford.

THE MISSION CONTINUED

SA's job creation potential is in the hands of these 3 groups of entrepreneurs.

The biggest group is the 3rd group of 'Learning Elite Entrepreneurs'. Even though they are 'elite', these entrepreneurs lack the type and depth of leadership skills needed to build and run a scaled business.

That's why most 'Learning Elite Entrepreneurs' get stuck in No Man's Land: they've not built a business before, and don't have the help they need.

As a result, 80%(-ish) of our job creation potential is unfulfilled due to this 'leadership gap'. Our mission is to address this gap.

THE METHOD

10X-e surrounds Learning Elite Entrepreneurs with an ecosystem of world class people & organisations helping them succeed by guiding, advising, mentoring, teaching, and supporting them through their biggest decisions.

In general, we help entrepreneurs implement the management systems and disciplines to perform at scale, and in the process teach them the mindset, disciplines and tools to lead an Enterprise at scale. We transform them **from strong entrepreneurial leaders into skilled leaders of scaled enterprises, and their businesses from exciting ventures into scaled companies.**

We use a 'learn-by-doing' process, backed up by world class coaching, training, and many powerful toolkits.

Our approach is adapted to the pressure-cooker reality growth entrepreneurs live in: working 70-90 hour/weeks, borderline burnt out, overwhelmed by a tsunami of urgent demands; time constrained, talent constrained, money constrained, etc...

THE METHOD CONTINUED

We help entrepreneurs through **a number of support mediums**. We won't bore you with too much detail here. [<This 10X Program Intro>](#) provides a more thorough introduction to the Program. Here we will give you a **brief summary**.

- 1 10X Mentor:** We match seasoned entrepreneurial CEO's to entrepreneurs as 'mentors' (we call them 10X Mentors, since they're 'elite')
- 2 10X Boot Camps:** high impact business building training, directed at Founders and their core team, scaling a business for the first time. For more information, see this VIDEO on our focus areas: [<12 Disciplines of 10X Entrepreneurs>](#)
- 3 Growth guides:** we provide practical, hands on support through battle-hardened domain experts
 - › Strategic planning
 - › Capital raising
 - › Marketing strategy
 - › Ops. Systemisation
 - › Sales strategy & organisation design
 - › Culture, Leadership, & Team Dynamics
 - › Etc
- 4 10X Reading curriculum':** a curated library of 100 books, recommended reading, summarised into 10-pg book summaries
- 5 10X Assessments:** Holistic Business X-Ray, plus assessments like Culture and Employee Engagement Assessment, etc.

THE 10X MENTOR **ROLE**

We match **seasoned entrepreneurial CEO's** to entrepreneurs as 'mentors' (we call them 10X Mentors) . The 10X Mentor brings to the table their personal experience of building businesses from the ground up, through multiple lifecycle stages.

Our 'wish list' for qualifying 10X Mentor candidates is as follows:

- 1 Seasoned entrepreneurial CEO** – has scaled a business of his / her own, from the ground up, to a meaningful scale (>50+ staff), and to >3X the scale of the entrepreneur being coached;
- 2** In the **same industry / market** or with a similar business model to one of the 6 companies in the attached brochure;
- 3** Has much **general leadership wisdom**;
- 4** **Enjoys** mentoring;
- 5** **Passionate** about contributing to SA / making a difference;
- 6** In the life phase where its **not really about the money** (they will be paid for their time, but not well);
- 7** Does not mind '**getting hands dirty**' (Not doing the work, but really going deep in discussing solutions to complex issues like complex founder disputes, etc);
- 8** Able to spend roughly **half a day per month** with a business / team, mostly at their premises.

For more information on the 10X Program, and the 10X Mentor role, please see this VIDEO Overview: [<10X Program & 10X Mentor INVITATION>](#)

COMMERCIALS

THE 10/30 PLEDGE

If you're a potential 10X Mentor, to some extent you have the privilege of being able to make a meaningful contribution to the future of our country. We hope that excites you.

The challenge with this pool of entrepreneurs is they have limited time and money. So we ask people like you to make **'the 10/30 pledge'**.

If you believe what we believe about the future of this country and your family and friends' future here, and you want to be part of the solution, here's our ask to you:

Will you pledge to offer up to 10% of your billable time each year to this pool of clientele, at roughly 30% of what you're worth? Our rate for 10X Mentors is R1000/ hr, even though you're worth much more.

THE 10X MENTOR

SIGN UP & ONBOARDING PROCESS

- 1** Review this **brochure** and linked video's. Decide if you're interested and fit the 10X Mentor profile;
- YES ? NO** *(do you fit the profile of candidate we're seeking, and are you interested?)*
- 2** Email me to state your interest and receive a 10X Mentor Profile form;
- 3** I'll email you our **10X Mentor Profile form** to complete
- YES ? NO** *(do you fit the profile of candidate we're seeking?)*
- 4** We will then schedule **time to meet** and work through mutual questions;
- 5** You and 10X-e both make a decision about **your fit** with this opportunity;
- YES ? NO** *(with further information, do both parties think you are a good fit for the 10X Mentor role?)*
- 6** We sign a **simple agreement** describing our mutual commitments to basic terms like confidentiality;
- 7** You **watch our 10X Mentor onboarding video series**, to align you to our methodology and provide you with the required background information;
- 8** We begin the **match-making process** with companies that enter our 10X Accelerator;
- 9** If no immediate match, we **await a future match**
- 10** Once matched: **Kick off 10X Mentoring;**

WHAT SHOULD I DO NEXT?

If you're interested in pursuing this opportunity...

- 1** Review the detailed overview of the 10X Program and 10X Mentor role here: [<About the 10X Program, and the 10X Mentors role>](#)
(it's a series of short videos and some information documents)
- 2** If interested, email me
(details below)
- 3** Complete the online application form
(I'll send it to you)
- 4** Lets take it from there...