Contents

Write what you know. That should leave you with a lot of free time.

-Howard Nemerov

Read Me First	1
Conception	· .
Chapter 1: The Art of Starting Up	5
Activation	
Chapter 2: The Art of Launching	31
Chapter 3: The Art of Leading	66
Chapter 4: The Art of Bootstrapping	85
Chapter 5: The Art of Fund-raising	102
Chapter 6: The Art of Pitching	139
Proliferation	
Chapter 7: The Art of Building a Team	173
Chapter 8: The Art of Evangelizing	190
Chapter 9: The Art of Socializing	214
Chapter 10: The Art of Rainmaking	242

CONTENTS

Chapter 11: The Art of Partnering	256
Chapter 12: The Art of Enduring	267
Obligation	
Chapter 13: The Art of Being a Mensch	287
Afterword	291
What Do Entrepreneurs Do?	295
After Afterword	311
Index	317