OUR NETWORK IS WORKING

-ENDEAVOR IMPACT REPORT 2013-2014

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At some point, all entrepreneurs face their "crazy moment"—the juncture at which they must choose between the safe and expected, and the unsafe and unknown.

In my new book *Crazy is a Compliment: The Power of Zigging When Everyone Else Zags*, I looked back at my own "crazy moment."

It occurred in the spring of 1998. Months earlier, I had broken the news to my (loving but risk-averse) parents that I wasn't going to use my law degree. Instead, my friend Peter Kellner and I had decided to pursue our dream of launching an organization that would find high-impact entrepreneurs and connect them with worldclass mentors and support services. High-impact means those with the biggest ideas, the likeliest potential to build businesses that matter, and the ability to inspire others. We were convinced that our new organization, Endeavor, would enable the dreamers, the job creators, and the role models to reach their goals even faster.

But first we needed funding.

After a few months and many "no's," we secured a 10-minute meeting for me with Eduardo Elsztain, one of Argentina's most celebrated entrepreneurs. I flew to Buenos Aires, walked into Eduardo's office, and gave him my most succinct Endeavor pitch, which ended with a request for Eduardo's time, passion, and \$200,000. He turned to his deputy and laughed, "Esta chica está loca!" (This girl is crazy!) I teasingly let him know that he was lucky I'd only asked for \$200,000.

A few minutes later, I emerged from Eduardo's office with his promise to serve as the Founding

Chairman of Endeavor Argentina and a check for \$200,000. La Chica Loca indeed! That's why I say that if you're *not* called crazy when you're starting something new, you're probably not thinking big enough!

Today Endeavor supports nearly 1,000 entrepreneurs leading more than 600 companies in 22 countries. Our mission is to ensure that our entrepreneurs' crazy moments result in tremendous success both for them and for their broader communities. We take their dreams, push them to think a little bigger and a little crazier, and help them lay out a roadmap to reach their goals. In 2013, Endeavor Entrepreneurs collectively had created 400,000 jobs and were generating close to \$7 billion annually.

We believe that every dreamer with a great idea and the dedication to bring it to life should have access to mentors who can help them succeed—regardless of where the entrepreneur was born. If you share this belief, I encourage you to join us in our growing Endeavor.

Together we can transform economies, one crazy moment at a time.

Linda Rottenberg Co-Founder & CEO Endeavor

THE NETWORK AT WORK

To build a world-class business, entrepreneurs need more than an idea. They need people to look up to—role models who achieved incredible success despite the odds. They need access to capital and mentors to help them think big and pivot through challenges. Endeavor has set out to create support systems for entrepreneurs around the world.

KEY Track the connections between members of Endeavor's network throughout this story.

- / Mentorship
- InspirationInvestment
- / Founder

On the morning of July 18, 2014, Martín Migoya, the co-founder & CEO of a Latin American software development firm, rang the opening bell of the New York Stock Exchange. In the 11 years since Martín and his three co-founders—all Endeavor Entrepreneurs—had pooled \$5,000 in savings to launch Globant, the company had grown into an employer of 3,300 people, with offices in seven countries and clients like Electronic Arts and Google.

The Initial Public Offering of any company is remarkable. But Martín will tell you that Globant is just the latest in a series of spectacular success stories to emerge from the tech network of Buenos Aires. When asked who inspired them to think *big*, Globant's founders name fellow Argentine and Endeavor Entrepreneur Marcos Galperin.

In the late 1990s — a few years before Globant came on the scene — Marcos Galperin wrote the business plan for his startup, MercadoLibre, while attending Stanford's Graduate School of Business. Having seen the meteoric rise of eBay, he believed that a similar but localized e-commerce site would do well in Argentina. After graduating, Marcos and his schoolmate Hernán Kazah returned to Buenos Aires with the business plan and a round of angel funding. Within a month of launching, MercadoLibre had expanded to Mexico and Brazil.

The pair soon met Linda Rottenberg, a spirited American who was spending a lot of time in Buenos Aires, evangelizing her theory of high-impact entrepreneurship. Linda and her friend Peter Kellner had recently co-founded a non-profit named Endeavor. The organization's mission was to find challenged markets' most promising entrepreneurs and help them scale their companies to create new jobs and spur economic growth. When these entrepreneurs became successful, Endeavor would show them how to mentor and reinvest in the next generation of founders—kick-starting a cycle of new business creation.

Marcos and Hernán became Endeavor Entrepreneurs and joined the organization's new but flourishing network of entrepreneurs and volunteer mentors in Buenos Aires. In 2001, when eBay purchased a 19.5% stake in MercadoLibre, Endeavor mentors helped Marcos and Hernán negotiate fair and favorable terms. Throughout the early 2000s, the company continued to scale, and, in 2005, MercadoLibre cemented its status as the market leader when it acquired its long-time rival DeRemate. Two years later, MercadoLibre went public on the NASDAQ in a \$400M IPO. > "Being chosen as Endeavor Entrepreneurs was a key milestone in our history, because it enabled us to learn from some of the most talented and experienced professionals in the world. These mentors helped us think big, challenge the status quo, and build a company that will continue to grow and create jobs for a very long time."

MARTÍN MIGOYA Co-Founder & CEO, Globant

> Even before the IPO, Marcos and Hernán started reinvesting in the network by mentoring and investing in up-andcoming Buenos Aires entrepreneurs. Marcos eventually joined Endeavor Argentina's Board of Directors and donated \$1M to

Endeavor Argentina. Hernán launched Kaszek Ventures, a venture capital fund, with MercadoLibre's former CFO, Nicolas Szekasy, that has invested in over 20 regional companies. Nicolas Szekasy also joined Endeavor Global's board.

In the years following the IPO, Endeavor often used MercadoLibre's story to demonstrate the impact that the organization and its entrepreneurs could have. They knew, anecdotally, that Marcos and Hernán were giving back, but they hadn't measured the entrepreneurs' impact against the broader ecosystem. Endeavor's Board of Directors challenged the organization's research arm, Endeavor Insight, to analyze the tech ecosystem of Buenos Aires. The ultimate goal of the project was to find a way to better understand and measure the effects of high-impact entrepreneurs like Marcos and Hernán on the overall development of entrepreneurial ecosystems. >

> Globant's co-founders and senior management celebrating the company's listing on the New York Stock Exchange.



GLOBANT

In 2003, Globant was just an idea. Today Globant employs 3,300 people and is listed on the New York Stock Exchange.

Since selection by Endeavor in 2005, the entrepreneurs have heard from global leaders like Michael Dell (Dell) and Marc Benioff (Salesforce.com) at Entrepreneur Summits. An EY Vantage Advisor helped Globant streamline processes. Endeavor Immersion Tours brought them to the

The success of

Martín Migoya,

MercadoLibre inspires

Guibert Englebienne.

Nestor Nocetti and

think about starting

Martín Umaran to

a business.

campuses of Google and Zynga (where Guibert met founder Mark Pincus). They have also devoted a tremendous amount of time to giving back, helping Endeavor launch in new cities and mentoring new entrepreneurs.

The founders launch Globant, a software product development company.



004

The entrepreneurs attend an Endeavor International Selection Panel and are advised to return if and when they improve their openness to feedback. 2005

Martín, Guibert, Nestor, and Martín return to an International Selection Panel and are selected as Endeavor Entrepreneurs.

endeavor

2006

Google becomes a client of Globant.

Google

Globant begins working with Electronic Arts.



2009

Martín Migoya joins Endeavor Argentina's Board of Directors.

Martín Migoya serves as a panelist at an International Selection Panel for the first time.

Guibert joins Endeavor Argentina's Board of Directors.

2011

Harvard Business School publishes a case study on Globant.



2012

Endeavor Catalyst, a passive co-investment fund that invests in Endeavor Entrepreneurs raising professional rounds of capital of \$5m or more, makes its first investment—in Globant.

Reid Hoffman, an Endeavor Global Board Member and the Co-Founder and Executive Chairman of LinkedIn, joins Globant's Board of Advisors.

2013

WPP purchases 20% of Globant.

WPP

Martín Migoya receives EY's Entrepreneur of the Year award in Argentina.



2014

Globant goes public on the New York Stock Exchange.

Guibert Englebienne becomes Chairman of Endeavor Argentina.





REVENUE 2013 (USD)





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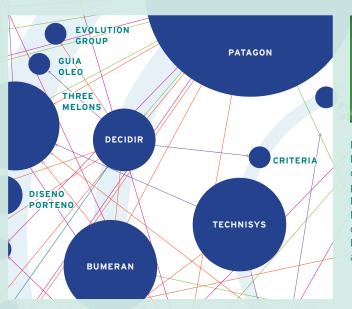
SPOTLIGHT ON BUENOS AIRES

Endeavor Insight's first ecosystem study examined the tech sector of Buenos Aires, the city in which Endeavor first launched in 1997.



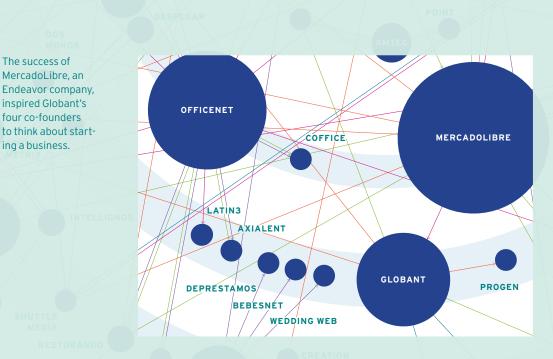
- / Mentorship
- / Inspiration
- / Investment
- / Founder

Circle size reflects the number of outgoing connections at each company.





Patagon was founded by Wences Casares, one of the very first entrepreneurs selected by Endeavor. Wences sold Patagon, the eTrade of Latin America, to Banco Santander for an estimated \$750m. Today he is the Founder & CEO of Xapo, serves on Endeavor Global's Board of Directors, and mentors countless entrepreneurs.



ENDEAVOR IMPACT REPORT 2013-14

Endeavor Insight contacted 200 of Buenos Aires' top tech entrepreneurs and asked them five questions aimed at uncovering their connections to other players in the ecosystem: "Who inspired you to become an entrepreneur? Where were you employed before becoming an entrepreneur? Who invested in your company? Who was your mentor during the growth and development of your company? Have you founded other tech companies?" The team then mapped these five different types of connections (inspiration, former employment, investment, mentorship, and serial entrepreneurship) between entrepreneurs and illustrated the relative influence of each founder by the size of his or her "bubble." The resulting map was anchored by three large firms with oversized "bubbles" (Digital Ventures, an interactive media agency; Patagon, an online brokerage founded by Endeavor Entrepreneur Wences Casares; and MercadoLibre), whose founders influenced more than 80% of the other entrepreneurs in the ecosystem, including, of course, the founders of Globant.

Eager to discover whether this phenomenon—in which just a few entrepreneurs spark and foster the development of an entire network—would emerge elsewhere, Endeavor Insight repeated the mapping exercise multiple times, studying cities like Amman, Istanbul, New York, Bogotá, and Mexico City. They found the same pattern around the world.

In Istanbul, for example, Yemeksepeti, an online food delivery company, influenced over 55 companies in the city's tech sector. Its CEO Nevzat Aydın and his co-founder Melih Ödemi were among the first Turkish entrepreneurs selected by Endeavor. In the years since selection, the influence of the entrepreneurs has multiplied. Both



Nevzat Aydın is the co-founder and CEO of Yemeksepeti.com, an online food delivery company headquartered in Istanbul.

entrepreneurs have invested in many Turkish startups. Nevzat, for example, invested in Lidyana, a fashion e-commerce website founded by Endeavor Entrepreneur Hakan Ba, Yemeksepeti's 2012 announcement that it had raised a \$44 million round of funding led by General Atlantic attracted coverage about both the company and Istanbul's burgeoning entrepreneurship scene.

To Endeavor Insight, the density of the ecosystems in cities like Buenos Aires and Istanbul signified that Linda and Peter's original hypothesis was correct. Highimpact entrepreneurs have an outsized impact on the markets where they live and work. Because they create more jobs and generate more revenue than the average entrepreneur, they inspire up-and-coming founders to think *big*. They create a culture of innovation within their companies so that employees begin thinking about starting businesses of their own. They are eager to serve as role models. Despite limited time, they mentor the next cycle > Alex Torrenegra and Tania Zapata—the Colombian founders of Bunny Inc., a company that provides services to connect voice actors with jobs—present their business to panelists at the Palo Alto International Selection Panel in October 2013.





Endeavor Entrepreneur Diego Saez-Gil (right) founded WeHostels, a budget travel platform that was supported by Torrenegra Labs. In 2014, WeHostels was acquired by StudentUniverse.

of entrepreneurs. And they invest their own profits in those entrepreneurs' ventures.

By reinvesting in the network, successful entrepreneurs multiply their impact, building entrepreneurial ecosystems that give new founders access to the mentorship, talent, and capital necessary to succeed. Just a few entrepreneurial pioneers drive the creation of huge ecosystems like Silicon Valley. It is Endeavor's mission to find those entrepreneurial pioneers and to help them through each stage of the cycle: from startup, to success, to reinvestment, and beyond. In 2013, Endeavor Insight studied the tech ecosystem of Bogotá, Colombia. They found that the network has grown exponentially over the past two decades. From 1992– 2002, just 37 tech companies were based in Bogotá, and interactions between founders were limited. By 2013, there were roughly 230 Bogotá-based tech companies, and their founders were connected via a dense and thriving network. *Who — or what — helped catalyze this growth*? Throughout Endeavor Insight's interviews with Bogotá tech entrepreneurs, one familiar name was frequently cited: that of Endeavor Entrepreneur Alex Torrenegra. Alex founded or co-founded ten different tech firms, inspired the founders of eight companies, mentored five entrepreneurs, invested in 10 ventures, and employed 10 people who went on to start their own companies.

Alex's entrepreneurial ambitions started early: When he was 14, he launched a data entry business so that he could save up to buy a computer. Five years later, he dropped out of college in Bogotá and moved to Miami with dreams of starting his next company. He got a job at a McDonald's and worked on improving his English. In his free time he experimented with opportunities in online marketplaces.

In 2002, Alex met his future wife, Tania Zapata, a voice actor and radio host. In the early 2000s, recruiting for voice acting still depended wholly on talent agents who represented voice actors and helped them to land and negotiate jobs. The process was rife with inefficiencies, and Tania frequently struggled to find work. Her frustration inspired the couple to think about how the industry could be improved. They decided that an online marketplace for voice actors could help solve her challenge one that was shared by thousands of other actors around the world.

Alex and Tania began building a team of highly-skilled web developers in Bogotá. Together with the team, they developed a tool called Voice123 that eased the process for both voice actors and casting agents: Voice actors pay a subscription fee to record auditions, while casting agents sift through the auditions and select the best talent for the job. The technology reduced the time needed to cast a 60-second video from 4–5 weeks to as few as 10 minutes. Within six months the company was profitable and had 10,000 registered users.

In 2005, Alex and Tania decided to hire a CEO to lead Voice123 so that they could focus on other projects. For the next few years, Tania concentrated on voice acting while Alex split his time amongst several other companies he had founded or co-founded, including Torrenegra Labs, an incubator for Bogotá tech startups. In 2011, the explosion of crowdsourcing convinced Alex to return to the company full-time.

That same year, Alex and Diego Saez-Gil, the founder of a Torrenegra Labs portfolio company, met Endeavor Global's President Fernando Fabre. Alex was impressed by Endeavor's range of support services, and suspected that access to a network of seasoned mentors could help him take Voice123 to the next level. He soon connected with Endeavor's team in Bogotá and joined the multi-step screening process to become an Endeavor Entrepreneur.

> "You cannot hope to lift economies without promoting entrepreneurship. Endeavor has proven itself the most effective organization at building entrepreneurial ecosystems where none had existed before."

JAMES WOLFENSOHN Chairman, Wolfensohn & Company LLC Former President, World Bank

Over the following months, 14 Endeavor mentors interviewed Alex, reviewing every aspect of Voice 123's business model as well as his presentation style. > "Endeavor and Bain have partnered together to better understand how entrepreneurial ecosystems are built—resulting in key actionable lessons that we are both applying to our work as we scale and advise companies around the world."

CHRIS BIERLY Partner, Bain & Company

> Endeavor mentors helped Alex develop a strategic plan for the launch of a new, commission-based product called VoiceBunny. VoiceBunny clients submit a project and the platform sets a rate and finds the best talent for the project at the lowest price. In as few as 10 minutes, clients receive the completed voiceover in the file format of their choice.

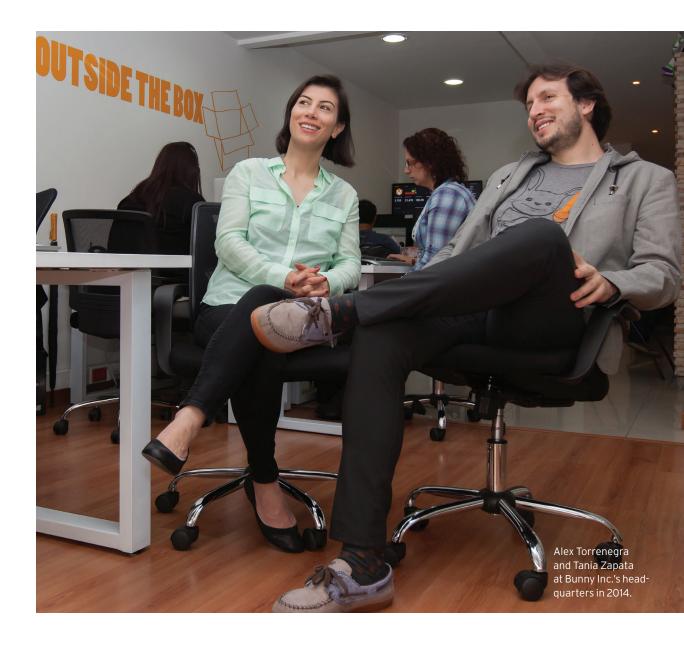
> By May 2012, Endeavor Colombia board members and mentors approved Alex's request to present his business at an International Selection Panel-the final stage of Endeavor's selection process. He boarded a plane to Cartagena, where a panel of six global business leaders interviewed him about Voice123's accomplishments to date and his expansion plans for the business. Panelists look for several key factors: potential for the business to scale and create jobs, potential for the company to positively impact the economy, and potential for the entrepreneur to inspire future generations. Alex's interviewers believed Voice123's business model was disruptive and that Alex was a natural and inspirational entrepreneur, but they worried that his focus was still too divided amongst his various businesses. He did not receive the unanimous support

necessary to become an Endeavor Entrepreneur. The panelists recommended that Alex return to Endeavor if and when he had demonstrated complete commitment to Voice123 and proved its potential for growth.

Alex took the panelists' feedback to heart. He focused on refining the VoiceBunny product, expanded his headcount by 50%, rebranded the company "Bunny Inc.," and persuaded Tania to return to the company in an operational capacity.

A year and a half later, Alex felt ready to re-present his business at an International Selection Panel. This time Tania joined him as a candidate. At an ISP in Palo Alto, California, they were interviewed by a new set of panelists, including Nevzat Aydın. Nevzat and his fellow panelists were impressed by Bunny Inc.'s traction since the previous ISP. They believed that the company had reached an inflection point, and that Endeavor could help its founders take advantage of the opportunities ahead. Alex and Tania were selected as Endeavor Entrepreneurs.

Soon thereafter. Alex and Tania received a "roadmap" — or an overview of the services Endeavor would provide them in their first two years as Endeavor Entrepreneurs. They have strategized with Endeavor mentors on how to best leverage their network and improve Bunny's customer service structure. In August 2014, Alex attended a Stanford Graduate School of Business Leadership Program that was designed specifically for Endeavor Entrepreneurs—an experience he said helped him "learn many things that are being strategically implemented in different areas within Bunny Inc." Meanwhile, Bunny Inc. more than doubled its revenues from year-end 2012 to year-end 2013 and has built out their team by 25%. In the coming months, through the Endeavor-EY



Vantage program, an EY Advisor will spend six weeks in Bunny's Bogotá office, helping the entrepreneurs analyze inefficiencies and crafting a plan to close any gaps.

Alex and Tania aspire to build Bunny Inc. into the world's leading platform for crowdsourcing creative talent, and Endeavor will support them throughout their journey towards that goal, helping them think through a range of issues like refining their growth strategy, identifying potential new markets, and optimizing business processes. Alex and Tania already serve as advocates for Bogotá's entrepreneurial ecosystem. In 2014, *The Wall Street Journal* published an opinion-editorial that Alex authored about Bogotá's entrepreneurship scene, in which he argued that, instead of trying to emulate Silicon Valley, emerging markets should localize their policies. Endeavor believes that Alex and Tania have become key role models for the next generation of founders in Bogotá by generating high-quality jobs and helping the city's entrepreneurship ecosystem thrive. >

THE ENDEAVOR INVESTOR NETWORK

The Endeavor Investor Network extends the reach of leading venture capital and private equity firms by providing access to high-growth companies, local investment partners, and business leaders across all of Endeavor's growing markets.





Launched in 2011, the Endeavor Investor Network is an invitation-only program designed specifically for leading global equity firms.

In 2013–2014, the Investor Network hosted nine events in eight different countries (above). Over the past 24 months, Endeavor has helped 75+ companies raise 350m+ in global equity capital. In September 2014, Endeavor Colombia hosted an Investor Network event that was attended by Investor Network members and high-growth Endeavor companies from across the region.





A 2013 Investor Network event in San Francisco featured an interactive cooking session for entrepreneurs and investors.



The Investor Network has coordinated 50+ customized roadshows for Endeavor Entrepreneurs and Investor Network members. Hassan Hamdan, the founder of OTS, a Saudi company that sells digital communications solutions to businesses, met with Tim Draper, the founder of Silicon Valley-based venture capital firm, Draper Fisher Jurvetson.



Beyond creating ecosystems at a city level, Endeavor is working to build regional and even global networks. This goal is particularly critical in the Middle East and Europe, where the small population size of some of the markets in which Endeavor operates, including Greece, Jordan and Lebanon, means that high-impact entrepreneurs must quickly expand internationally in order to achieve scale and sustainability.

Ramzi Halaby and Zafer Younis are the Jordanian co-founders of both Modern Media, an independent radio broadcasting company, and The Online Project, a social media agency. Endeavor Insight's analysis of Amman's tech sector showed that Ramzi and Zafer have mentored or inspired the founders of 16 different Amman tech companies. But Zafer and Ramzi don't just have clients and connections in Amman — they are connected to Zafer Younis (left) and Ramzi Halaby are the founders of The Online Project, an agency that focuses on building social media strategies for companies in the Middle East with offices in Amman, Dubai, and Riyadh.

entrepreneurs and influencers across the Middle East. For example, they landed The Online Project's first clients at ArabNet, a Beirut-based Middle East technology summit founded by an Endeavor Lebanon Entrepreneur, Omar Christidis.

Since selection by Endeavor in 2010, Zafer and Ramzi have received services locally, regionally, and globally, working with Endeavor teams from Amman to Dubai and from New York to San Francisco. Zafer has attended three Endeavor South by Southwest tours, one of which featured an intimate breakfast roundtable with Scott McNealy, the co-founder of Sun Microsystems. Endeavor's UAE affiliate is helping Zafer and Ramzi build out The Online Project's business in Dubai, an important regional hub. And Endeavor mentors-including Endeavor CEO Linda Rottenberg-counseled the entrepreneurs to let go of Modern Media in order to focus 100% on The Online Project.

The entrepreneurs have paid forward the support they've received from Endeavor. Zafer has twice served as a panelist at Endeavor International Selection Panels, interviewing candidates from EMEA, Latin America and Southeast Asia. When the entrepreneurs succeeding in selling Modern Media in 2014, they donated a portion of their profit to Endeavor Jordan.

Many other Endeavor Entrepreneurs have benefited from the impressive range of cross-border services that the organization offers via its nine affiliates in the Middle East and Europe. Nada Debs, a leading designer and an Endeavor Entrepreneur from Lebanon, was recently mentored by an Endeavor UAE board member in the fashion and retail space. She also connected with Loai Naseem, the founder of Lomar, a Saudi apparel manufacturer. >



Lomar, a Saudi fashion company, is best known for its sleek and modern thobes, traditional robes worn by men. In 2014, Lomar launched a women's line.

Nada Debs designs and manufactures high-end furniture that is sold around the world. In 2013, *The Wall Street Journal* featured Nada Debs' company, personal history, and Beirut apartment.





Similarly, when HotelBrain, a Greek hotel management company founded by Panos Paleologos, decided to launch an office in Istanbul, the Endeavor Turkey team set up a three-day roadshow for the founder.

Increasingly, Endeavor Entrepreneurs are seeking out introductions to peers based in different geographic markets but operating in the same industry. Abdulmohsin Al-Rabiah, for example, is the founder of Shawarmer, a Saudi chain of 39 fast-casual restaurants that specializes in the popular Arabic sandwich shawarma. When Abdulmohsin asked Endeavor for help refining his growth and operations strategies, his account manager connected him to Carlo Gonzaga, an Endeavor Entrepreneur based in South Africa. Carlo's company, Taste Holdings, began as a Scooter's Pizza. Today Taste Holdings is the holding company for nine brands in South Africa, including Domino's, and is one of the largest employers in the Endeavor network.

In March 2014, Abdulmohsin traveled to Johannesburg to meet with Carlo and other Taste Holding executives in person. He visited some of the company's restaurants and checked out its production and distribution centers. The experience helped Abdulmohsin enhance his understanding of how to balance corporate ownership with franchisees, maintain operations standards, improve employee culture, and make technical improvements to his supply chain. >



Carlo Gonzaga, the Founder & CEO of Taste Holdings, prepares a pizza at one of the company's 544 owned and franchised restaurants in South Africa.

Chefs prepare a meal at one of Shawarmer's 39 fast-casual restaurants in Saudi Arabia.



EDUCATION-YOUTH IMPACT ADVISORY SESSION

In 2014, Endeavor held a Youth Impact Advisory Session for Endeavor Entrepreneurs working in the education sector.



The event convened representatives from five Endeavor Entrepreneur companies, including ASK for Human Capacity Building (Jordan), Campoalto (Colombia), Enova (Mexico), IPETH (Mexico), and Lumni (Colombia). Together, these companies provide training and educational services to nearly 200,000 individuals, with a focus on youth and underprivileged communities.

Each Endeavor company was paired with a team of 4–6 senior executives from Barclays who provided strategic advice and guidance tailored to each company's specific challenges.

The Barclays session was followed by an afternoon of networking and discussions at Endeavor's headquarters. Guest speakers Jeremy Johnson, Co-Founder and Chief Strategy Officer at 2U, an educational technology company that works with universities to offer online degree programs, and Carlos Dominguez, SVP at Cisco Systems, offered insight into how web-based technologies are changing the education space and methods for adapting to these rapid changes. A team from the Concordia Summit co-hosted a live Twitter conversation with Dominguez, engaging Endeavor Entrepreneurs and Twitter users to address key issues facing the education sector.





Endeavor Entrepreneurs with Barclays Managing Directors at the 2014 Education-Youth Impact Advisory Tour.



Participants

ASK FOR HUMAN CAPACITY

Founded by Amin Amin, the Jordan-based ASK (Attitude, Skills and Knowledge) for Human Capacity Building develops innovative programming and offers consulting services with a special focus on education to bridge the education-employment gap.

CAMPOALTO

Colombia's Campoalto, founded by Hugo Fernando Novoa, Alvaro Hoffmann, and Andrés Angulo, provides vocational training to lowincome students, particularly disadvantaged women, by offering flexible schedules and an affordable pay-as-you-go model.

ENOVA

Enova is a social enterprise in Mexico that designs innovative educational models and spaces, with the mission of bringing accessible technology to lowincome communities in order to close the digital divide. Enova provides populations in marginalized neighborhoods with access to community spaces where they can take courses, use computers and more.

IPETH

IPETH, founded by Arturo Macip and Alejandro Cuervo Guevara, is a university based in Puebla, Mexico that offers bachelors degrees in physical therapy and primarily targets low-income students who would not normally be able to enroll in four-year degree programs.

LUMNI

A venture capital fund that invests directly in human capital, Lumni finances education for students in exchange for a small fixed percentage of their future income over a pre-set time period. Founded by Colombian entrepreneur Felipe Vergara, the firm currently operates in Colombia, Chile, Mexico, Peru and the U.S.



Endeavor Chairman Edgar Bronfman, Jr. and Virgin Group Founder Sir Richard Branson on stage at Endeavor's 2013 Gala in New York City.

Abdulmohsin wasn't the only entrepreneur hosted by Endeavor South Africa this year; when Amr Shady, an entrepreneur from Egypt, traveled to Johannesburg to plan the expansion of T.A. Telecom to South Africa, the local Endeavor team arranged a series of meetings for him. Moving forward, these peer-to-peer connections will be a key component of the organization's service strategy. Endeavor has already hosted an Education-Youth Impact Advisory tour that convened entrepreneurs from three countries working in the education space for a day of individualized meetings with Barclays Managing Directors, as well as roundtables with NYC-based education entrepreneurs and executives.

Whether on a city or country level, across a region, or peer-to-peer, Endeavor's work is transforming ecosystems — and the economies in which these ecosystems operate. In 2013, Endeavor's nearly 1,000 entrepreneurs had created 400,000 jobs and generated \$6.8b in revenue. Roughly 90% of them act as angel investors, mentors, or actively promote entrepreneurship by giving speeches and appearing in media. Endeavor's impressive track record has propelled it in new and unexpected directions — often at the urging of board members and entrepreneurs who are eager to devote significant time to helping Endeavor extend its global footprint. The expansion of Endeavor in Miami, for example, was spearheaded by an Endeavor board member who believed that the organization could be relevant to struggling American cities. Endeavor Entrepreneurs from Argentina, Colombia, and Turkey have traveled to Italy, Peru, and Bulgaria, respectively, to help Endeavor build networks in these target countries.

The last 17 years have seen Endeavor expand from a single office in Argentina to 22 countries around the world, and the network continues to grow. The years ahead will see Endeavor forging more cross-border connections between entrepreneurs, investors and business leaders, generating tens of thousands of much-needed jobs, and leading a truly global movement for sustainable, entrepreneur-driven economic growth.

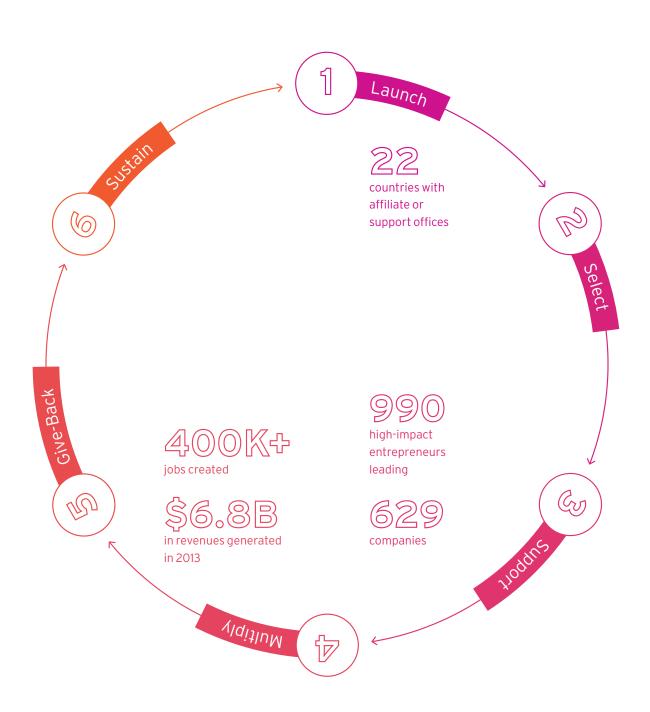
"Endeavor's global movement is transforming economies, one entrepreneur at a time."

EDGAR BRONFMAN, JR. General Partner, Accretive LLC Chairman, Endeavor

THE ENDEAVOR MODEL

OUR MISSION

Endeavor is leading the high-impact entrepreneurship movement around the world.



23

1 LAUNCH

As demand for the economic and social value generated by high-impact entrepreneurship increases, entrepreneurs and executives are urging Endeavor—the global leader in scaling businesses and developing entrepreneurial ecosystems to launch in their communities. Once focused exclusively on emerging markets, today Endeavor believes that its model is relevant in a broader range of countries and cities around the world.

What We Look for in New Markets

- Ambitious entrepreneurs running high-potential companies
- Business leaders committed to unleashing Endeavor's model in their community
- Growing enthusiasm for entrepreneurship, demonstrated by the presence of accelerators and incubators



* Singapore is also being scoped as a potential affiliate.



Six times a year, Endeavor selects the next class of entrepreneurs at International Selection Panels, where business leaders interview candidates before deciding whether these candidates become Endeavor Entrepreneurs.

January 2013 - June 2014:

Initial Reviews

3,258 candidates received an initial review by Endeavor staff.

- Recommended by Endeavor network
- Nominated through website
- Discovered through pro-active research by Endeavor staff

First Opinion Reviews

Endeavor staff interviewed 1,585 candidates to assess their fit with Endeavor.

Second Opinion Reviews

Senior-level Endeavor mentors and business leaders conducted 2,079 interviews of 652 companies, probing the founders' business strategy, innovation, and growth potential.

International Selection Panels

Global business leaders interviewed 204 candidates representing 130 companies at seven "ISPs." Candidates must receive unanimous support to be selected at an ISP.

Local Selection Panels

Local mentors and board members interviewed candidates leading 180 companies and selected the most promising to present at an International Selection Panel.







Post-selection, Endeavor helps entrepreneurs grow their businesses by delivering services through four key channels: mentoring, smart capital, partnerships, and events.

Mentoring

Endeavor's network donates significant time to mentoring Endeavor Entrepreneurs. In 2013/2014:



hours of counsel were provided by Endeavor mentors.



Global Mentoring sessions were coordinated between Endeavor Entrepreneurs and Endeavor mentors.

1025 Endeavor Entrepreneur advisory board meetings occurred.

"An effective mentorship can save the entrepreneurs a few mistakes and help them take bold decisions they may not have taken on their own."

DIEGO PIACENTINI Senior Vice President, International Consumer Business, Amazon.com Senior Advisor, Endeavor

Partnerships

Through Endeavor's local and global partnerships, Endeavor Entrepreneurs have access to support services including market research, industry expertise, and pro-bono consulting/talent. In 2013/2014, global partners and

sponsors included:



BARCLAYS



D¢LL



BAIN & COMPANY (4)



Gerson Lehrman Group, Inc.

MOST ADVISORY MEETINGS EVER (



J.P.Morgan

🗲 Knight Foundation

() N OMIDYAR NETWORK





ZENNSTIÖM



Events

Bringing together Endeavor Entrepreneurs, mentors, and global business leaders, events are a cornerstone of the Endeavor model and range from intimate networking lunches to 1,000+ person conferences. In 2013/2014:



Endeavor Entrepreneurs attended weeklong executive education programs at Harvard Business School and the Stanford Graduate School of Business.

12,900

people attended "Experiencias" educational outreach events throughout Latin America.

An Endeavor mentoring session at a 2013 event.





Jack Dorsey and Biz Stone, the founders of Twitter, speak to attendees at Endeavor's 2013 Summit in San Francisco.

Smart Capital

Endeavor helps its entrepreneurs access smart capital and structure fair deals with investors through the Endeavor Investor Network, which connects leading venture capital and private equity firms with Endeavor Entrepreneurs. In 2013/2014:



leading investment firms served as formal members of the Investor Network.

918

investors, Endeavor Entrepreneurs, and Endeavor candidates attended 9 Investor Network Treks in 8 countries.



connections between Endeavor Entrepreneurs and investors were coordinated.



When successful entrepreneurs reinvest in their local networks, their impact multiplies.

Endeavor prepares its entrepreneurs to take on a wider role within their ecosystems—in fact, 90% of Endeavor Entrepreneurs serve as angel investors, mentor other entrepreneurs, or actively promote high-impact entrepreneurship by giving speeches and appearing in media coverage.

In 2011, Endeavor Insight began measuring the strength of entrepreneurship communities around the world by analyzing the connections between local entrepreneurs.

When Endeavor Insight studied the technology sector in Bogotá, Colombia—interviewing more than 200 local tech entrepreneurs, they found a dense network of connections among companies. In total, 319 instances of mentorship, inspiration, and investment among entrepreneurs helped to drive the growth of approximately 150 new companies between 2007 and 2013. Companies in this sector generated 6,000 jobs for the city's economy.

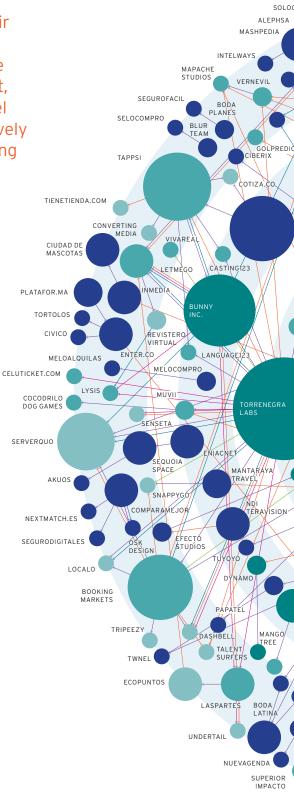
Mapping Bogotá's Tech Sector

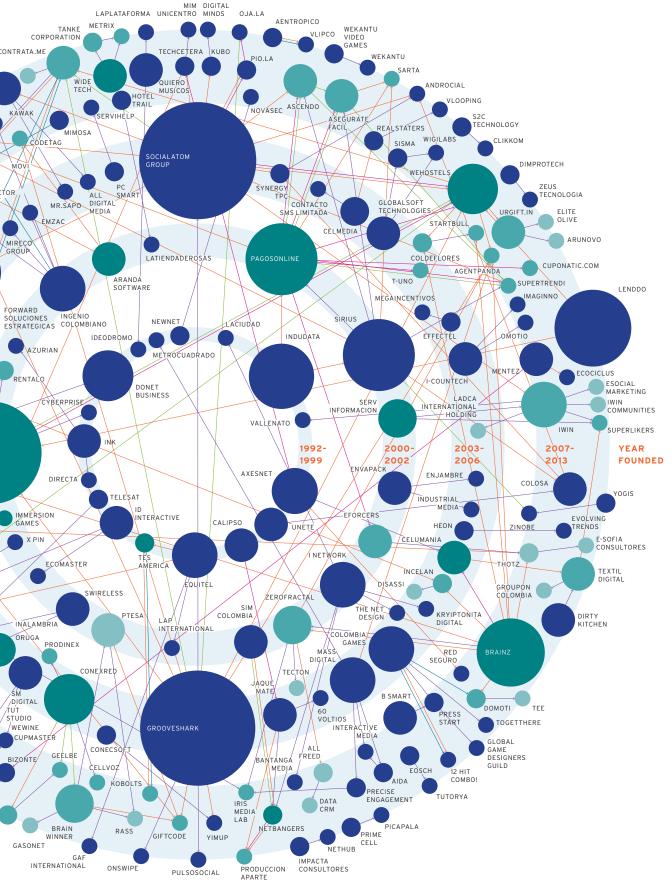
This network map of Bogotá's tech sector illustrates how the number of companies, their influence, and the ecosystem as a whole have grown. Circles represent companies and their founders. Connections can exist between founders (mentorship, inspiration), a founder and a company (investment), or can represent a founder moving to a new company (former employee, founder). As companies and their founders become more connected,

more arrows flow outwards and the circle grows.

- Endeavor company
- Endeavor-connected
- Mentorship
- Inspiration
- Investment
- / Founder

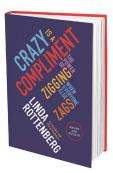
Circle size reflects the number of outgoing connections at each company.





MULTIPLY: Media Highlights, 2013-2014

Through participation in global media, events, and prestigious awards programs, Endeavor and its entrepreneurs help to spread the word about high-impact entrepreneurship and its power to transform economies.



IN OCTOBER 2014, Endeavor Co-Founder & CEO Linda Rottenberg released *Crazy is a Compliment*, her first book. *The New York Times* bestseller was featured in *USA Today*, CNBC's SquawkBox, MSNBC's Your Business, and Bloomberg's TV Surveillance.



IN AN ECONOMIST report on the three largest internet companies in 50 countries, six Endeavor companies were included:

- Bunny Inc. no. 2 in Colombia
- ClanDescuento no. 3 in Chile
- MercadoLibre no. 1 in Argentina
- Pagosonline no. 3 in Colombia
- Yemeksepeti no. 3 in Turkey
- Yola
 no. 2 in South Africa



A WORLD ECONOMIC FORUM report on highimpact entrepreneurs highlights Endeavor's role in scaling companies as well as Endeavor research.



BOTH CNBC AND BBC profiled Marcos Galperin, the co-founder and CEO of MercadoLibre.



IN 2014, Endeavor Insight research was featured by major publications including *TechCrunch*, *Inc., Atlantic Cities and Harvard Business Review*. Research from Endeavor Greece on the country's entrepreneurship and investment opportunities was also mentioned in *The New York Times*.



HARVARD BUSINESS SCHOOL published its third case study on Endeavor. The case focused on the launch of Endeavor Miami, the organization's first affiliate in the United States.



Endeavor is an organization of, by, and for entrepreneurs. Endeavor Entrepreneurs pay the organization an annual service fee and, in the event of an acquisition, are asked to donate 2% of their personal equity back to the organization. In 2014, Endeavor Entrepreneurs donated \$4m to Endeavor.

Other Ways to Give

Seasoned Endeavor Entrepreneurs are also expected to give back by mentoring their fellow Endeavor Entrepreneurs, speaking at entrepreneurship events, or angel investing in new ventures.



 Guibert Englebienne, an Endeavor Entrepreneur and the Co-Founder & CTO of Globant, became Chairman of Endeavor Argentina. (See p. 5 to learn more.) Two other Endeavor Entrepreneurs, Norberto Loizeau (Promored) and Rodolfo Montes de Oca (Zott Producciones), also joined Argentina's board.

> When Amr Shady, the founder of Egypt's T.A. Telecom, traveled to Johannesburg to facilitate his company's expansion to South Africa, Endeavor ZA arranged a series of meetings for him with Endeavor Entrepreneurs and mentors. Following

this trip, Amr decided to formally participate in Endeavor South Africa's give-back program in addition to serving as a board member of the organization in Egypt. Endeavor South Africa is in the process of building a ZA-based advisory board for T.A. Telecom.



To reach Endeavor's goal of long-term sustainability, the organization created Endeavor Catalyst, Inc., a 501(c)(3) charitable organization ("Endeavor Catalyst"), an innovative co-investment vehicle that invests alongside qualified, lead investors in Endeavor Entrepreneurs through a rules-based process.

Investment Criteria

Endeavor Catalyst invests in Endeavor Entrepreneurs who have gone through the rigorous selection process (<3% pass rate) and follows rules-based investment criteria:

- Raising \$5m or more in a single round of equity financing
- Led by a "qualified equity investor"
- Endeavor Catalyst's participation is up to 10% of the financing round

Financing



round led by a "qualified equity investor" with participation from Endeavor Catalyst

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ENDEAVOR ENTREPRENEUR COMPANY

Distributions

Over time, returns are achieved on invested capital in an individual Endeavor Entrepreneur Company, while simultaneously driving Endeavor Global's sustainability efforts.

Investments in Endeavor Entrepreneurs fuel the growth of high-impact companies, creating new jobs, revenues, and economic growth in the places that need them the most.

Investments to Date:



01.2012 Software development (Argentina) > Globant has since gone public. See p. 5.



12.2012 Tuna processing company (Mexico)



03.2012 The "WebMD" of Brazil

Online gaming (Turkey)

among the top six gaming

> Peak Games is now

companies globally.

- ସା AirTies

05.2012 Home wireless solutions and networks (Turkey)



07. 2013 Online and mobile restaurant reservations (Argentina)



09.2012 Online food delivery (Turkey) > Read more about Yemeksepeti's outsized impact on p. 7.

LIDYANA.COM

08.2013 Online fashion and accessories e-commerce (Turkey) > Learn more on p. 7.

comparaonline.com

08.2013 Online insurance and financial products brokerage (Chile)



01.2013

01.2014 Advertising and marketing (Argentina) >GOIntegro recently expanded. See p. 40.



01.2014 Healthcare (Brazil)



06.2014 IT and software (Argentina)



07.2014 E-commerce (Brazil) > Bebê Store recently acquired its rival. Read about it on p. 41.



08.2014 Bitcoin company (United States)



09.2014 Software company (Uruguay)



10.2014 Software company (Argentina)

AND RESULTS

What are Scale-Ups?

WHY SUPPORT SCALE-UPS?

Scale-ups address the challenge of unemployment by driving innovation, strengthening value chains, and paving the way for long-term expansion. Endeavor believes that by providing a blend of support services to Endeavor Entrepreneurs, it can help to further accelerate scale-ups and transform economies through high-impact entrepreneurship. Scale-ups are companies that are more than three years old and have a minimum of 20% average annual employment growth.

Scale-Ups' Outsized Impact on Jobs:

Brazil 20% 47% Colombia 8% 45% Jordan 9% 53% Lebanon 12% 51% Mexico 6% 30% Peru 13% 32% Philippines 5% 75% Turkey 10% 41% Uruguay 6% 55%

Endeavor Insight looked at nine countries in which Endeavor operates and found that scale-ups represent 5–20% of companies yet create 30–75% of new jobs.

% of companies that are scale-ups % of new jobs that are created by scale-ups

GLOBAL IMPACT METRICS

Endeavor and its high-impact entrepreneurs enable significant and lasting impact by building five types of capital.

Financial Capital

Human Capital \$6.8B

in revenues generated by Endeavor Entrepreneurs in 2013

40K+

entrepreneurs have received professional feedback since 1997



compounded average growth rate in first two years post-engagement with Endeavor

9	9	\bigcirc
		\sim

high-impact entrepreneurs selected from 629 companies

Social Capital

Intellectual Capital

Cultural Capital



hours of counsel provided by Endeavor mentors in 2013–2014

261

Endeavor companies invested in R&D in 2013



followers of Endeavor Twitter feeds



Global Mentoring sessions between Endeavor Entrepreneurs and Endeavor mentors in 2013–2014



of Endeavor Entrepreneurs promote entrepreneurship as speakers, mentors, or investors



attendees of Endeavor events in 2013–2014



in debt & equity capital raised by Endeavor Entrepreneurs in 2013

400K+

jobs created by Endeavor companies



Endeavor Entrepreneur advisory board meetings in 2013–2014



entrepreneurs and experts interviewed for Endeavor Insight research in 2013



entrepreneurship and business awards received by Endeavor Entrepreneurs since 1997



Endeavor Entrepreneur companies would have qualified for the Inc. 500 list of fastest-growing US companies since 1997



Endeavor Entrepreneurs have started another company post-selection



Endeavor companies have been acquired since 1997



people employed, on average, by Endeavor companies

2,600+

connections between entrepreneurs and investors coordinated by the Investor Network in 2013–2014



patents or patents pending filed by Endeavor companies since 1997



media mentions of Endeavor in 2013–2014



business leaders mentor Endeavor Entrepreneurs



projects for Endeavor Entrepreneur companies completed by MBA students and EY Vantage Advisors in 2013–2014



partnerships with universities across Endeavor offices

NETWORK IMPACT

Endeavor brings together a network of entrepreneurs, mentors, and business leaders united in their commitment to entrepreneurdriven economic growth.

GLOBAL San Frar







NETWORK

NEW AFFILIATE OFFICES





MANILA



MADRID

LIMA

PERU

ENDEAVOR ANNOUNCED the launch of an office in Lima, Peru—its seventh affiliate in Latin America—in April 2014. The organization's arrival comes at an opportune time for the country's economy: According to World Bank data, in the past decade, Peru has tripled its GDP, with 6% average annual growth, and has dramatically reduced the poverty rate (from 59% to 24%).

With the support of Endeavor, highimpact entrepreneurs can take advantage of these lucrative conditions boosted by government-led reforms and a rise in market-friendly policies—to build companies and create jobs for a workforce that is expected to grow by 2.5 million by 2020. Endeavor's launch in Peru was led by some of the country's most prominent entrepreneurs and business executives.

PHILIPPINES

THE LAUNCH of Endeavor Philippines marks the organization's third affiliate in Southeast Asia. The Filipino economy is booming-GDP growth has been 7% in each of the past two years, and the Philippine stock exchange was the world's third best performing stock exchange in 2012. The population's high rate of English literacy has also made the country a regional leader in business process outsourcing and call center operations. However, of the Philippines' 830,000 business enterprises, 99.6% are classified as micro-businesses or SMEs yet account for less than a third of the country's GDP. Endeavor will identify high-impact entrepreneurs among these SMEs and help them to grow their companies into large firms (each employing over 250 people). If successful, Endeavor believes the economic and employment impact of these scaleups will be profound.

SPAIN

IN 2014, Endeavor launched its second European affiliate in Madrid, Spain. Though recent reports suggest moderate improvement in the economy, Spain continues to suffer from the aftereffects of the 2008 global financial crisis, which resulted in unemployment climbing from 8% (2007) to 25% (2012) and minimal to negative GDP growth year over year from 2008-2013. As an increasing number of young people enters the workforce with few traditional job prospects, the rate of entrepreneurship has slightly risen; an estimated half of Spain's entrepreneurs are between the ages of 18 and 34. Endeavor will provide the most promising of these Spanish entrepreneurs with the world-class support they need to scale their businesses within Spain, regionally, and globally.

notos from Wikimedia Commons. Peru: Quado678; Philippine S: Mike Gonzalez (TheCoffee); Madrid: Jean-Pierre Dalbéra - Flickr.



ARGENTINA

Endeavor Argentina supports 57 entrepreneurs from 37 companies.



THANKS TO AN Endeavor Brazil contact, Aivo established a joint venture with a Brazilian company and is also expanding to the United States, Mexico, and Colombia.

GOINTEGRO, a corporate loyalty solutions company, expanded to Mexico and Uruguay (see more news on GOIntegro on p. 33)

OASIS COLLECTIONS, which manages short and long-term rentals for luxury properties, began listing homes in Miami.

IN ADDITION to raising \$10m in a new funding round, the cyber security solutions provider Onapsis launched in Germany. LENOR, a product testing, inspection, and certification business, not only launched in Ecuador and Peru, but also partnered with an Endeavor Chile mentor to open an office in Antofagasta.

BELATRIX SOFTWARE.

a custom software developer, acquired a Peruvian company. VENTAS PRIVADAS, a leader in online "flash" sales, acquired a Brazilian firm.

PAEZ INCREASED its

ing new storefronts

and Brazil.

global presence by open-

to sell its trendy, colorful

Argentine sandal in Spain

rebranding of a classic

RESELLERS in Brazil began selling Vanesa Duran jewelry.

NOA (2012)

 CÓRDOBA (2007)

ROSARIO • (2008)

> ENDEAVOR MAIN OFFICE Buenos Aires (1998)

Focus Mau<u>ro Bono</u>

COMPANY SAVANT

INDUSTRY Pharmaceuticals

YEAR SELECTED

EMPLOYEES AT SELECTION 350+

REVENUE 2013 \$48.6m

GIVEN THE LIMITED innovation in Argentina's pharmaceutical industry, Mauro Bono has the perfect prescription for his country—SAVANT.

SAVANT manufactures and distributes a variety of pharmaceuticals, using innovative manufacturing processes that result in higher margins for pharmacists and more affordable drugs for end consumers. From its remote factory in the 2,500-person town of El Tío in central Argentina, SAVANT produces over 120 million drug tablets annually for 3,730 pharmacies in Argentina and exports to 16 countries, including Vietnam, Lebanon, and Mozambique.

Endeavor is working with Mauro to meet his aggressive expansion goals. Demonstrating his commitment to building the ecosystem, Mauro has founded three local charities that sponsor entrepreneurial, business skill-building and innovation-focused events in Córdoba.



BRAZIL

Endeavor Brazil currently supports 128 entrepreneurs leading 72 companies.

ENDEAVOR BRAZIL'S

online presence hit high marks, with two million unique visitors to its website, 150,000+ downloads of its 10+ free e-books, and 300,000+ followers on social networks.

AFTER SELLING his business to Agrecco, Wilson Poit was nominated as the business secretary for São Paulo. His goal is to simplify the bureaucracy for doing business in the city.

ANDRÉ AND LUIS

REZENDE of Prática, a leading domestic foodproduction equipment manufacturer, won EY's "Entrepreneurs of the Year" award in the "Emerging" category. BEBESTORE, a leading online baby goods retailer in Brazil, acquired its rival, Baby, and successfully raised a \$12.3m round of financing led by venture capital firms Atomico and W7, with participation from Endeavor Catalyst. *The New York Times'* Dealbook profiled the fundraise.

ENDEAVOR BRAZIL

mentors and entrepreneurs donated more than 2,000 hours, giving back to the ecosystem through mentoring, media interviews, and speaking engagements.

BELO HORIZONTE (2010)

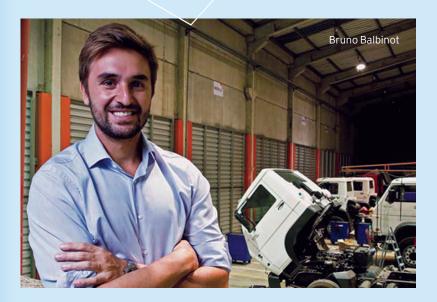
FORTALEZA (2014)

RECIFE (2011)

ENDEAVOR MAIN OFFICE

São Paulo (2000) **RIO DE JANEIRO** (2005) CURITIBA (2010)

PORTO ALEGRE (2011)



Focus Bruno Balbinot

COMPANY AMBAR

INDUSTRY Industrials

YEAR SELECTED

EMPLOYEES AT SELECTION

EMPLOYEES 2014 80

IN BRAZIL'S construction industry, the process of electrical installation is rife with waste and inefficiencies. While running an electrical wire and cable manufacturer, Bruno saw an opportunity to create a standardized electrical solution that could cut costs and save time during housing construction. Following the advice of an Endeavor mentor, he sold the manufacturing business to start AMBAR, drawing inspiration from the automobile industry to create reliable electrical systems designed, produced and installed by one company.

AMBAR can complete a 12-house project with two low-skilled workers in one week; a construction company would require five highly-skilled workers for the same project. These efficiency gains have led AMBAR to secure major construction contracts, servicing nearly 7,000 houses over two years with another 20,000 under development. With Brazil's national need for low-income housing estimated at 15 million over the next decade, AMBAR's innovative model offers a critical opportunity to the industry. The company is currently looking to apply its innovative model to the design of home water systems as well.



CHILE

Endeavor Chile supports 126 entrepreneurs from 77 companies.

IN 2014, Endeavor Chile held its first-ever Experiencia Endeavor at the Museum of Fine Arts in Santiago, Chile. Attended by over 1,000 people, the Experiencia consisted of a series of workshops, roundtable conversations and keynote talks that highlighted the importance of high-impact entrepreneurship and promoted interest in investment and growth in Chile.

FOR THE FIRST TIME,

the Endeavor Chile network elected two entrepreneurs, Karina von Baer and Jorge Nazer, to serve as Board Members of the organization. TO SUPPORT ITS expansion throughout Latin America, ComparaOnline.com raised \$11m in a Series B investment round. Ribbit capital led the round. Endeavor Catalyst, Rise Capital, and Kaszek Ventures also participated. FROM JANUARY 2013– JUNE 2014, almost 275 articles about Endeavor Chile were published in high-profile publications such as *El Mercurio*.

THREE ENDEAVOR

COMPANIES — ForexChile, Woodtech, and Atakama Labs — were included on Best Place to Work's 2013 ranking. Alto, founded by Endeavor Entrepreneur and new Endeavor Chile Board Member Jorge Nazer, was included in the 2014 list. **Focus** Karina <u>von Baer</u>

COMPANY

Agrotop

INDUSTRY Industrials

YEAR SELECTED 2006

EMPLOYEES AT SELECTION

EMPLOYEES 2014 180

REVENUE AT SELECTION \$3.7m

REVENUE 2013 \$99m

HAILING FROM a traditional farming family in southern Chile, Karina demonstrates a rare success story of high-impact entrepreneurship outside of the capital city of Santiago. Her company, Agrotop, processes and markets canola oil.

Karina has demonstrated her commitment to building the ecosystem in one of Chile's less developed regions by basing her operations there, stimulating a revival of the area's depressed agricultural sector.

Most recently, Agrotop was named a World Economic Forum Global Growth Company in Latin America and Karina joined Endeavor Chile's Board of Directors for a two-year term.





COLOMBIA

Endeavor Colombia supports 41 entrepreneurs leading 23 companies.

ALEX TORRENEGRA

REFINANCIA, which purchase loans and offers customer service to consumers in Colombia and Peru, was acquired by Encore Capital Group (NASDAQ, ECPG).

IN 2014, Endeavor Colombia held its first fundraising Gala and honored legendary Argentine football player Jorge Valdano.

ANDRÉS ANGULO, Alvaro Hoffmann and Hugo Fernando Nova of CampoAlto, a leading provider of vocational programs for health care and technical professionals, opened an office in Miami that has already launched two programs.

of Bunny Inc. was featured in the *Financial*

Times special report, "Understanding Entrepreneurs." Alex also wrote an op-ed on Endeavor and Bogotá's tech sector that was published in The Wall Street Journal.

IN 2013, Endeavor Insight released a report entitled "Building An Entrepreneurship Ecosystem in Bogotá's Tech Sector" which examined the evolution of the tech sector in Bogotá. The report was featured in one of Colombia's biggest newspapers, El Espectador, and was mentioned in The Wall Street Journal's Accelerators blog.

ENDEAVOR MAIN OFFICE Bogotá (2006)

FOCUS

Nicolás Loaiza Galeano & Gigliola Aycardi Batista

COMPANY

Bodytech

INDUSTRY Consumer

YEAR SELECTED

EMPLOYEES AT SELECTION

EMPLOYEES 2014 3,700

REVENUE GROWTH SINCE SELECTION 337%

WHAT BEGAN as a business plan written for an MBA thesis has become the largest fitness chain in Latin America with 70 locations in Colombia, 48 in Chile, and 15 in Peru, and plans to enter Ecuador, Costa Rica, and Panama. From the start, Gigliola and Nicolás positioned Bodytech as a Medical Sports Center rather than merely a gym. Bodytech's medical team offers personalized health services, educating members on and helping them develop and achieve personal health goals.

Bodytech is the second largest firm in Endeavor Colombia's portfolio. The company employs 3,700 people and boasts 216,000 members across its locations. Founders Nicolás and Gigliola are active members of the Endeavor community, serving as mentors and participating in initiatives including an Entrepreneur Summit, the eMBA program, and MIT Sloan G-Lab. Nicolás ran a workshop at last year's Endeavor Colombia conference. Gigliola served as a panelist at the Dell Women's Conference alongside Endeavor Co-Founder & CEO Linda Rottenberg in June 2014. Both entrepreneurs shared their success stories during Endeavor Peru's first-ever board meeting.

43

ENDEAVOR MAIN OFFICE Cairo (2008)

EGYPT

Endeavor Egypt currently supports 30 entrepreneurs leading 17 companies.

FROM JANUARY-JUNE 2014, Endeavor Egypt established 13 new EE to EE and EE to global mentor connections.

THE BAKERY SHOP,

founded by Tarek El Nazer, Sameh El Sadat, and Basel Mashhour, in conjunction with HM Partners Ltd., successfully completed the management buyout of Delicious Bakery and Rihanna for Advanced Food Industries. The newly-merged company will be known as Native Markets Ltd. and is the leading retail bakery business in Egypt. T.A. TELECOM received support from Endeavor South Africa in preparation for its launch there; as a result, founder Amr Shady pledged to participate in their give-back program. Focus Ahmed Farouk



сомрану Imtenan

INDUSTRY Health & Nutrition

YEAR SELECTED 2012

EMPLOYEES AT SELECTION 120

EMPLOYEES 2014 500

REVENUE AT SELECTION \$2.5m

REVENUE 2013 \$18m

IMTENAN MANUFACTURES over 100 natural health products—including nutritious foods, honey-based health products and all-natural dietary supplements, which it sells at its 25 retail outlets throughout Egypt.

Ahmed first attended an International Selection Panel in 2009 and was turned down; panelists advised the entrepreneur to reduce the business' dependence on honey products and revamp its branding. Ahmed implemented the feedback, helping him double average revenue per store from 2009–2011. When he returned to an "ISP" in 2012, Ahmed was selected as an Endeavor Entrepreneur.

Since that time, Ahmed has attended both the Stanford Graduate School of Business Leadership and Harvard Business School's Endeavor: Scaling Entrepreneurial Ventures courses. In 2014, Imtenan Health Shop and Imtenan Honey merged to create an international brand: Imtenan Group.

GREECE

Endeavor Greece supports 14 entrepreneurs from 9 companies.

ENDEAVOR GREECE'S infographic, "The Greek Startup Scene at a Glance," was mentioned or featured in *The Wall Street Journal, The New York Times,* Bloomberg.com, and AI Jazeera News. It also generated 70+ mentions in Greek media. KERSTIN TRIKALITIS, the Co-Founder of Out There Media, was selected to serve on the jury of the Mobile category of Cannes Lion Festival, a premiere awards event for the creative communications industry.

SEVEN ENDEAVOR GREECE ENTREPRENEURS were included in Fortune Greece's "40 under 40" list.

ENDEAVOR MAIN OFFICE Athens (2012)

FOCUS

Panos Paleologos

COMPANY

HotelBrain

INDUSTRY Tourism

YEAR SELECTED 2013

REVENUE GROWTH SINCE SELECTION 20%

MOST OF GREECE'S hotels are still managed by family owners who lack professional industry experience. Panos Paleologos founded HotelBrain, a management firm that provides consulting services to luxury and boutique hotels, to help challenged owners close operational gaps, improve guests' experiences, and increase overall revenues.

In the first six months after selection by Endeavor, HotelBrain significantly increased the number of properties under management and now manages almost 100 hotels. Endeavor Greece is working with Panos to refine his ambitious strategy for expanding throughout Europe, the Middle East, and Latin America. In fact, to facilitate HotelBrain's entry into the Turkish market, Endeavor Turkey arranged meetings in Istanbul between Panos and key stakeholders in the local hospitality sector.

45

INDONESIA

Endeavor Indonesia supports 10 entrepreneurs from 10 companies.

IN FEBRUARY 2014,

Endeavor Indonesia held four events in three days: the Scale-Up 101 Conference, the 52nd Jakarta International Selection Panel, an Endeavor Investor Network Tour, and the Endeavor Indonesia Gala.

100% OF ENDEAVOR INDONESIA Entrepreneurs participate in the Give-Back program. BUILDING ON Kebab Turki Baba Rafi's international presence in Malaysia and the Philippines, Hendy Setiono opened storefronts in China and Sri Lanka, followed by Brunei, Singapore and the Netherlands towards the end of 2014. With approximately 1,300 outlets, Kebab Turki Baba Rafi is now the world's largest kebab chain.

ELANG GUMILANG

launched seven additional affordable housing estates this year and has 16 more projects in the pipeline for 2014. The company acquired one of the land ownings in Bogor from Sedco Holding Capital, a leading private wealth management organization based in Jeddah.

ENDEAVOR MAIN OFFICE Jakarta (2012)

<mark>Focus</mark> Aldi Haryopratomo

COMPANY

RUMA

INDUSTRY Consumer

YEAR SELECTED

EMPLOYMENT GROWTH SINCE SELECTION 11.461%

REVENUE GROWTH SINCE SELECTION 919%

THOUGH INDONESIA boasts mobile penetration of roughly 75%, the country's rural communities face higher per minute costs for mobile usage due to unreliable distribution infrastructure. Setting out to address this problem, Aldi Haryopratomo founded Ruma in 2009. The company's 20,000 agents buy and sell prepaid minutes for mobile phones, deliver and collect bills and loans, and distribute useful information such as job vacancies in the country's underserved communities.

Aldi founded his first venture as a child, when he refurbished and resold rejected sneakers from his hometown's Nike factory. He used the profits to apply to American universities, ultimately attending Purdue and Harvard Business School and working for EY, Kiva, and Boston Consulting Group before founding Ruma.

Since selection by Endeavor, Aldi has served as an enthusiastic spokesperson for the organization. He has leveraged Endeavor Indonesia's network and research capabilities to sell information services to consumer goods companies like Danone and Nestlé.



JORDAN

Endeavor Jordan supports 20 entrepreneurs leading 14 companies.

FORBES NAMED

Ala' Alsallal, founder of the online bookstore Jamalon, one of the "Three Entrepreneurs Capitalizing on the World's Fastest-Growing e-Commerce Market."

ENDEAVOR JORDAN

hosted a Mentor Exchange event for its network in summer 2014. The event's primary objective was to explain Endeavor's "highimpact" model to its mentor network, and to demonstrate the multiple ways mentors can further Endeavor Jordan's mission.

ENDEAVOR JORDAN

hosted the second annual 'DealMakers' Weekend,' previously known as 'Invest in ICT.' Over 100 entrepreneurs and investors from Jordan and around the world participated in the twoday event, which brought together investors and companies operating in the ICT & ICT-enabled services sectors to explore MENA investment opportunities in a networking, capacity building, and collaborative setting.

Focus Omar Tabbaa

COMPANY EAT Restaurant Group

INDUSTRY Consumer

YEAR SELECTED

EMPLOYEES 2014 370

REVENUE 2103 \$8.5m

EAT RESTAURANT GROUP runs four distinctly-themed restaurant brands in 12 locations across Jordan, Bahrain and Palestine. The familyfocused EAT restaurants serve Italian and modern Arab cuisine in thoughtfully decorated environments.

EAT was founded by Omar Tabba's two brothers and their partners while Omar was pursuing a degree at the University of Arizona, and, later, the French Culinary Institute of New York. When Omar returned to Jordan in 2004, he became CEO and has driven the company's aggressive expansion ever since.

In the context of MENA's lucrative restaurant market, which is expected to grow 500% by 2020, Omar plans to open 26 new restaurants in eight countries over the next three years. Omar was named a finalist for the EY Entrepreneur of the Year Award in 2013.

ENDEAVOR MAIN OFFICE Amman (2008)

LEBANON

Endeavor Lebanon currently supports 19 highimpact entrepreneurs from 15 companies.

IN THE LARGEST digital media exit in the region to date, French publishing company Webedia acquired a majority share in Diwanee, a web platform that publishes women's lifestyle content.

ENDEAVOR LEBANON

held its first Gala in Beirut. Showcasing the success of Endeavor's network, the event gathered over 450 business leaders, entrepreneurs, and decision makers.

NADA DEBS' Beirut apartment—decorated with furniture from her award-winning line was profiled in *The Wall Street Journal*.

IN PREPARATION for her expansion to the United States, Taline Assi (Mosaic Marble) spoke with Endeavor Mexico Entrepreneur Ezequiel Farca about penetrating the US market. Mosaic Marble was also recently honored by the Preservation League of New York for the company's work in restoring the landmark Williamsburg Savings Bank in Brooklyn, NY.

GREEN STUDIOS, a company that designs and builds green walls and roofs, recently opened a sister company in Egypt, won a largescale project in Kuwait, and is planning to soon launch in the United Arab Emirates.

ENDEAVOR MAIN OFFICE Beirut (2011)

Focus Elie Habib & Eddy Maroun

сомрану Anghami

INDUSTRY Technology

YEAR SELECTED 2013

EMPLOYMENT GROWTH, 2013-2014 172%

REVENUE GROWTH SINCE ENGAGEMENT 340%

ENTREPRENEURS ELIE HABIB AND EDDY MAROUN were inspired by the buzz around Spotify at the 2011 Mobile World Congress. Soon thereafter they began developing a prototype that would become Anghami, a music streaming mobile application that offers consumers the opportunity to listen to a wide variety of Arabic and English tracks from the convenience of a mobile phone. Anghami's music library features licensed content from leading Arabic labels, as well as from major international labels including Sony, Warner, and Universal.

Since being selected by Endeavor at a 2013 International Selection Panel in Palo Alto, the entrepreneurs have made significant strides: The company raised almost \$2m from a regional strategic investor, signed an agreement with a music aggregator that will increase the number of tracks available from 4m to 10m, and launched an industry-disrupting "bundle" combining music and 3G data at a minimal monthly fee of \$1. Elie and Eddy were selected among Lebanon's Top 20 Entrepreneurs by Executive magazine for the second consecutive year.

ENDEAVOR MAIN OFFICE Kuala Lumpur (2013)

MALAYSIA

Endeavor Malaysia currently supports four entrepreneurs leading two companies.

ENDEAVOR MALAYSIA

co-hosted a networking event with MaGIC, an innovation lab recently launched by the Malaysian government. E-commerce entrepreneurs and venture

capitalists discussed the role networks have played in advancing their businesses.

JURIS TECHNOLOGIES, the second company selected by Endeavor Malaysia, produces Origination, Collection and Scoring software that is used by 55% of commercial banks in Malaysia.



FOCUS Hakim Karim

COMPANY GridMarkets

INDUSTRY Technology

YEAR SELECTED 2014

LAUNCHED 2013

EMPLOYMENT GROWTH, JULY 2013-JULY 2014 100%

GRIDMARKETS' GROUNDBREAKING

business model matches enterprises that maintain in-house data centers-most of which use less than 5% of their server capacity-with firms that have variable or projectbased processing needs; the former is able to recoup costs associated with operating idle servers, while the latter can purchase server capacity on a pay-per-use base.

Though new to the Malaysian tech scene, GridMarkets is quickly accruing clients and earning praise for its founder, Hakim Karim, a former banker and consultant who left the corporate world in 2011 after 20 years at Accenture, Goldman Sachs, and Thomson Reuters. In 2013, GridMarkets was listed as one of the top 10 most promising startups at Echelon, Asia Pacific's leading start-up conference, and, in 2014, Digital News Asia named Hakim one of the top 50 people helping to shape Malaysia's digital economy.

Hakim's selection by Endeavor was covered by The Edge, a major Malaysian business publication. Endeavor has helped Hakim navigate fundraising challenges, as well as refine his sales strategy for enterprises.

> FIRST ENDEAVOR COMPANY IN MALAYSIA



MEXICO

Endeavor Mexico supports 103 entrepreneurs leading 62 companies.

JAVIER LOZANO,

co-founder of Clinicas

del Azucar, and Patrick

Fairtrasa, were named

Social Entrepreneurs

Schwab Foundation.

ENDEAVOR MEXICO and

companies were listed

on Best Place to Work's

panies in Mexico, from

50-500 employees.

partnered with NXTP Labs to form a new Latin America-focused seed fund.

ranking of the best com-

MEXICO'S NARANYA LABS

six Endeavor Entrepreneur

of the Year by the

Struebi, founder of

TATIANA BILBAO, founder of her eponymous design firm, was profiled in *T Magazine, The New York Times'* style publication.

THE WORLD ECONOMIC

FORUM named Intellego a 2014 Latin American Global Growth Company. This list highlights the region's most innovative and high-impact companies, with growth rates above industry averages.

ENDEAVOR MEXICO kicked

off its Endeavor Tech Track program, which searches for and detects early-stage tech companies and encourages their founders to prepare for the Endeavor selection process. Focus Andrés Rodríguez, Silvanna

Valencia & Juan Vera

COMPANY

BlueMessaging

INDUSTRY Technology

YEAR SELECTED

EMPLOYEES AT SELECTION

EMPLOYEES 2014 49

REVENUE AT SELECTION \$760k

REVENUE 2013

\$3.2m

CHILDHOOD FRIENDS Andrés and Juan's first venture was a Customer Relationship Management company that ultimately failed. Andrés and Juan applied the lessons they learned from failure and launched a second company, BlueMessaging. They brought on Silvanna, an operations expert with finance experience, to round out the management team.

BlueMessaging's mission is to connect brands with consumers in a friendly, easy way through its intelligent engagement platform based on artificial intelligence technologies. Its patented product, AdChat, takes advantage of web, social media, and mobile platforms as chat channels, allowing one-on-one dialogues with consumers.

Endeavor has connected Andrés, Juan & Silvanna to Y&R's Spark Plug Program, which helped facilitate their expansion to the US and open a new distribution channel. In addition, the entrepreneurs have attended several C-level and tech retreats and have completed over 20 mentorship meetings arranged by Endeavor.



MIAMI

Endeavor Miami supports seven entrepreneurs from four companies.

IN ITS FIRST YEAR

of operation, Endeavor Miami screened over 120 companies and sent four to International Selection Panels, where all four were selected as Endeavor Entrepreneurs.

THE WALL STREET JOURNAL profiled

Endeavor Miami's work with local entrepreneurs in an article exploring the city's rapidly growing entrepreneurship ecosystem, paying particular attention to the work of Endeavor Miami Board Member and mentor, Andres Moreno, and Endeavor Entrepreneur Jesus Rodriguez, founder of KidoZen.

JESUS RODRIGUEZ,

co-founder and CEO of KidoZen, an enterprise mobile-first platform as a service redefining the future of enterprise mobile solutions, has been recognized as an innovator in the areas of enterprise software and solutions, achieving important awards like the Inc 500 and the Stevie Awards for American and International Business.

THE MIAMI HERALD

featured a profile of Leapfactor in which L'Oreal, one of the company's clients, highlighted the benefits of using its business applications. IN 2014, Endeavor Miami formed an Advisory Board for one portfolio company and initiated fundraising preparations for another. The team also facilitated one-on-one mentor sessions and coordinated entrepreneur-to-entrepreneur connections for Endeavor network members from other markets. Additionally, an Endeavor Global mentor joined the Advisory Board of an Endeavor Miami company. Overall, mentors donated more than 350 hours in the

first year of operations.

ENDEAVOR MAIN OFFICE Miami (2013)



Focus Roger Duarte & Sam Gorenstein

COMPANY

My Ceviche

INDUSTRY Consumer

YEAR SELECTED

EMPLOYEES AT SELECTION 42

EMPLOYEES 2014 80

SAM AND ROGER, natives of Colombia and Mexico respectively, saw the potential for a high-quality seafood restaurant that embraces the affordability of a fast-casual concept. Sam's culinary background found its complement in business-savvy Roger and—after "dating" each other to assess their compatibility as business partners—the duo opened their first South Beach location in 2012.

The company has been profitable since day one and the first location repaid the entrepreneurs' initial investment within nine weeks. Three months later, demand began outpacing the restaurant's capacity and Sam and Roger opened a third location. The entrepreneurs plan to open two more locations including a coveted spot at Miami International Airport. Endeavor is helping the restaurateurs pursue their aggressive growth ambitions. Both entrepreneurs were recognized on Forbes' "30 Under 30" list, proving they have become role models for Miami's burgeoning entrepreneurship ecosystem.



MOROCCO

Endeavor Morocco currently supports two entrepreneurs leading two companies.

YOUSSEF CHAQOR

was nominated as one of the most promising leaders of Morocco by the awards program "Espoir Tizi 2014."

IN ITS FIRST YEAR

in operation, Endeavor Morocco built strong partnerships with key actors in the country's entrepreneurial ecosystem, raised awareness around high-impact entrepreneurship and built an extensive pipeline of high-potential companies.

SERVING AROUND

two million consumers per month, M2T enables people without bank accounts to transfer money, pay bills, and purchase mobile minutes and transportation tickets all from one convenient location. The platform is accessible from POS, phone, or computer through 2,600 points of service. M2T leads Morocco's bill payment market and has already expanded operations to Senegal and France.

THE LAUNCH OF Endeavor Morocco and the selection of its first two highimpact entrepreneurs received wide coverage in the press, with 24 articles published in 17 different publications. IN THE PAST YEAR, Mr. Mohamed Elmandjra, Vice-Chairman of Endeavor Morocco, has donated over 70 hours to Endeavor Morocco to meet, select and mentor candidates, offer guidance to the team and advocate for the organization in Morocco.

> ENDEAVOR MAIN OFFICE Casablanca (2013)

Focus Youssef Chaqor

COMPANY Kilimanjaro Environnement

INDUSTRY Renewable Energy

YEAR SELECTED

EMPLOYEES AT SELECTION 48

EMPLOYEES 2014 67

REVENUE 3013 \$5.3m

WHEN YOUSSEF CHAQOR reached the summit of Kilimanjaro with his wife, he realized that he wanted to have a lasting and positive impact on the environment and society.

Yousef developed a process for collecting used cooking oils (UCOs) and fatty acids from restaurants and hotels, and reselling them to biodiesel manufacturers. He quickly turned the process into a lucrative and sustainable business that promotes waste disposal, reduces pressure on food production, and abates CO2 emissions by up to 78%.

Nominated to All World Arabia's "500 fastest-growing companies in the MENA region" in both 2012 and 2013, Kilimanjaro has expanded its collection network to 2,000+ establishments, including Burger King, Accor Hotels, KFC, and McDonald's. In 2014, the company started producing biodiesel in-house.

Since his selection by Endeavor, Youssef has received an EY Advisor through the EY Vantage program and worked with a Bain & Company extern for three months. Youssef also attended the Endeavor-Harvard Business School Scaling Entrepreneurial Ventures program. He is currently working with Endeavor on building both a capital-raising strategy and an advisory board.



SAUDI ARABIA

Endeavor KSA currently supports 11 entrepreneurs from 8 companies.

THE FOUNDERS

of four Endeavor KSA companies—Lomar, TalentS, Shawarmer, and LSS—were included in *Forbes Middle East* ranking, "Leaders Inspiring a Kingdom in the Middle East."

DAVE MCCLURE, the

founder of 500 Startups, joined the board of OTS. Dave met Ahmed and Hassan Hamdan, the company's founders, at an Endeavor International Selection Panel in Johannesburg.

ENDEAVOR KSA

selected 11 high-impact entrepreneurs out of 28 screened and provided 140+ mentoring hours to candidates and selected entrepreneurs.

NAIF ALQAHTANI

of LSS signed a US\$20 million contract with Schlumberger, the world's largest oilfield services company. LOAI NASEEM, the founder of Lomar, launched a new line for women with support from Endeavor and an EY Vantage Advisor. He also published his first book. Focus Amr Al-Madani &

Saeed Saeed

сомрану TalentS

INDUSTRY Professional Services / Education & Management

YEAR SELECTED

EMPLOYEES AT SELECTION

EMPLOYEES 2014 142

REVENUE GROWTH SINCE SELECTION 48%

AFTER AMR AL-MADANI and Saeed Saeed grew frustrated with handson education in Saudi Arabia, where only 3% of students perform to international math standards, they founded TalentS to improve the quality of STEM (science, engineering, and math education) throughout the country. In conjunction with premier global educational institutions, TalentS develops and provides hands-on, creative and engaging methods for teaching science, engineering, and math. These methods include robotics competitions, traveling exhibits, and science fairs. Building on their success, the entrepreneurs have begun applying their expertise to managing STEM museums, designing exhibits, organizing corporate social responsibility programs for large multinational companies.

TalentS has received the backing of large corporations, publicfoundations, and private schools. Co-Founder Amr Al-Madani was a panelist at the 2014 Global Competitive Forum, where he discussed Endeavor's role in supporting his company's growth.



SOUTH AFRICA

Endeavor South Africa supports 23 entrepreneurs leading 16 companies.

CARLO GONZAGA,

the founder of the restaurant conglomerate Taste Holdings, hosted Abdulmohsin Al-Rabiah, the founder of Shawarmer, a Saudi restaurant chain.

PAYMENT GIANT First

Data, acquired Gyft, the virtual gift card provider launched by serial entrepreneur Vinny Lingham. The news was covered by *The New York Times'* DealBook. Vinny was also selected to be a "Dragon" on South Africa's installment of "Dragon's Den."

ENDEAVOR ARRANGED for

five MBA students from Georgetown University's McDonough School of Business to work with Rob Dennison and members of his team at Trainiac. The students analyzed the merits of extending Trainiac's offering from bespoke to "off the shelf" solutions.

AS PART OF a competition celebrating youth entrepreneurial excellence and innovation, Bevan Ducasse, the founder of WiGroup Proprietary, received the Maverick of the Year award. Focus Wilter du Toit



COMPANY Virtual Mobile Technologies

INDUSTRY

YEAR SELECTED

REVENUE GROWTH, 2013-2014 300%

WILTER JOINED Endeavor with his first venture, Yeigo Communications, an innovative mobile Voice over Internet Protocol (VoIP) provider. In 2008, after a majority stake of Yeigo was acquired, he left the company to launch his second venture.

Virtual Mobile Technologies (VMT) is a platform technology company that allows large enterprises to rapidly create and deliver any mobile application to both internal staff as well as external customers across all the various mobile technologies, specifically native applications (e.g. iOS, Android, BlackBerry, Windows Phone 7, Java etc.)

In August 2013, Wilter participated in an Endeavor Global Acceleration Panel. Six panelists reviewed his business's performance since selection by Endeavor and offered suggestions on how to structure BlastCast, VMT's latest product.

BlastCast is a simple-to-use business communications tool that allows companies to send thousands of instant messages to their customers and employees and immediately get insight into delivery, views and responses. ENDEAVOR MAIN OFFICE Istanbul(2007)

TURKEY

Endeavor Turkey currently supports 47 entrepreneurs from 28 companies.

POZITRON, a mobile software developer focused on business solutions, was acquired by Monitise, one of the world's leading Mobile Money specialists.

FERIDUN TUNÇER

and Levent YIImaz of Baydöner, a chain of highquality Iskender döner restaurants, were named EY Entrepreneurs of the Year in Turkey.

FIVE ENDEAVOR ENTREPRENEURS-

Emre Aydın (Çiçeksepeti), Fatih becer (Pozitron), Hakan Ba (Lidyana), Sidar ahin (Peak Games), and Nevzat Aydın (Yemeksepeti.com) were listed in Fortune Turkey's "40 under 40" list. Focus Ömer Paksoy & Onur Tekinturhan

COMPANY Hesapkurdu

INDUSTRY Business/Professional Services

YEAR SELECTED

REVENUE GROWTH, 2012-2013 220%

FOUNDED IN 2010 by Onur Tekinturhan and Ömer Paksoy, Hesapkurdu (previously Konutkredisi.com.tr) is a Turkish personal finance advisory platform that provides information on unsecured personal loans, mortgages, and auto loans. Hesapkurdu works with 19 banks and covers approximately 70% of the Turkish retail lending market, generating approximately 200,000 loan applications per month. By comparing rates and helping customers throughout the process both online and offline, Hesapkurdu seeks to fill the gap between banks and Turkish consumers. To date, Hesapkurdu.com has helped over one million customers and plans to increase this number as the nascent Turkish loan market matures. Ömer and Onur have become strong role models and mentors for entrepreneurs in Turkey's financial services and tech sectors.



UNITED ARAB EMIRATES

Endeavor UAE supports seven entrepreneurs from four companies.

SINCE ITS LAUNCH

in December 2013, the Endeavor UAE office has successfully brought four companies to International Selection Panels. Post-selection, all four companies received advisory boards.

RAVI BHUSARI,

co-founder of Duplays, shared his thoughts on failure at an entrepreneurship event jointly held by Endeavor UAE, Young Arab Leaders, and The Impact Hub Dubai.

PROPERTYFINDER was named Arabian Business Start-Up's "SME of the Year."

ENDÉAVOR MAIN OFFICE Dubai (2013) Focus Michael Lahyani

COMPANY PropertyFinder.ae

INDUSTRY Consumer

YEAR SELECTED

EMPLOYEES 2014

REVENUE GROWTH, 2013-2014 100%

PROPERTYFINDER is the UAE's first digitized real estate catalog. Its free interface allows visitors to browse over 110,000 residential and commercial properties, posted by over 500 real estate agents in UAE, Morocco, Bahrain, Qatar and Egypt. The website boasts a 95% client membership renewal rate, bringing one million monthly visitors and generating over 120,000 leads for real estate agencies and developers.

PF won the Arabia Fast Growth 500 award in 2012 and took the Online Business of the Year title in the 2013 Gulf Capital SMEinfo Awards. To expand into Lebanon, PF acquired its competitor, realestate.com.lb.

Endeavor assembled Michael's advisory board, put together a two-year roadmap for services, and connected him with an EY Vantage Advisor. Michael was a featured speaker at Impact Hub's "Disruptive CEOs" event.

URUGUAY

Endeavor Uruguay supports 39 entrepreneurs leading 23 companies.

CAROLINA BAÑALES AND AGUSTINA SARTORI were selected as Endeavor Entrepreneurs after participating in "Más Emprendedoras," a three-year Endeavor and MIF/IADB project that aims to increase the competitiveness of women-owned businesses in Uruquay. Carolina and Agustina founded GlamST, an online community that allows women to try on makeup virtually and share their "looks" with friends and bloggers.

MARÍA NOEL ACHE (AIVA)

and Silvina Leibenberg (Lolita) were featured on CNN en Español for their work as successful female entrepreneurs.

PEDIDOSYA, an online food delivery platform, was acquired by DeliveryHero, a Germany-based company with a similar business model.

ENDEAVOR MAIN OFFICE Montevideo (2000)

COMPANY

Lolita — Lu by Lolita

INDUSTRY Retail

YEAR SELECTED

EMPLOYEES AT SELECTION
170

EMPLOYEES 2014 570

LOLITA DESIGNS AND SELLS ladies' fashion collections. Michel and Silvina have transformed this small family business into a global company. In 2001, Lolita started its original expansion under a franchise system. Today, Lolita has 85 stores in 16 countries. Michel and Silvina recently signed a Master Franchise Agreement with one of the leading retailers in the GCC, launching the company's Middle East expansion with a storefront in Dubai. Lolita will also open stores in Costa Rica and the Dominican Republic this year, and has signed agreements to run franchises of four European fashion retailers in Uruguay.

Endeavor has accompanied Lolita throughout its international expansion process. Endeavor connected Michel and Silvina with MBA students from MIT who helped the company define and implement a professional franchise system. They also attended ECLA — a program created by Columbia Business School for entrepreneurs from Latin America. In 2014, Michel and Silvina were selected to participate in EY's program "Ready, Set, Grow," which provides entrepreneurs with strategic guidance from top EY advisors.

FINANCIALS, DONORS, AND BOARD MEMBERS

ENDEAVOR GLOBAL EXECUTIVE STAFF

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Fernando Fabre President

Lawrence Brooks SVP, Finance & Administration

Walt Mayo SVP, Expansion

David Wachtel SVP, Marketing, Communications & Partnerships

Joanna Harries VP, U.S. & Canada

Cindy Ko VP, Asia

Bianca Martinelli VP, Latin America & Southern Europe

Allen Taylor VP, Investor Network & Endeavor Catalyst

Daniela Terminel VP, EMEA

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Argentina: Gabriela Macagni Brazil: Juliano Seabra Chile: María de los Angeles Romo Colombia: Adriana Suárez Egypt: Heba Gamal Greece: Haris Makryniotis Indonesia: Sati Rasuanto Jordan: Rasha Manna Lebanon: Tarek Sadi Malaysia: Zaman Ahmad Mexico: Pilar María Aguilar Miami: Laura Maydón Morocco: Amine Hazzaz Peru: Ana Sofia Valdivia Philippines: Manuel Ayala Saudi Arabia: Rakan Al Eidi South Africa: Catherine Townshend Spain: Adrian Garcia Aranyos Turkey: Didem Altop United Arab Emirates: Noor Shawwa Uruguay: Joaquin Morixe

STATEMENT OF FINANCIAL POSITION

December 31, 2013 in U.S. \$

Total Liabilities and Net Assets	25,609,593
Total Liabilities	24,374,794
Noncontrolling interest in Catalyst ILP	253,371
Permanently restricted	25,000
Temporarily restricted	4,685,351
NET ASSETS Unrestricted	19.411.072
Total Liabilities	1,238,799
Deferred rent and capital lease obligations	282,531
Due to affiliated entities	526,938
LIABILITIES AND NET ASSETS Accounts payable and other accrued liabilities	425,330
Total Assets	25,609,593
Property and equipment (net)	1,139,428
Due from affiliated entities	276,336
Prepaid expenses and other assets	278,015
Investments	7,464,452
Grants receivable	1.051.020
Cash and cash equivalents Contributions receivable	10,207,024 5.193,318
ASSETS	10.007.004
December 51, 2015 III 0.5. 5	Total

CONSOLIDATED STATEMENT OF ACTIVITIES

December 31, 2013 in U.S. \$

	unrestricted	temporarily restricted	permanently restricted	Total
SUPPORT AND REVENUE				
Contributions	1,190,065	3,280,000		4,470,065
Grants	3,650,900	348,763		3,999,663
Gala & other fund-raising events	2,400,644			2,400,644
Program service fees	1,000,000			1,000,000
Net realized & unrealized gains				
(losses) on investments	(152,093)			(152,093)
Interest & other income	263,831			263,831
In-kind services & goods	4,177,633			4,177,633
Net assets released from restriction	2,475,315	(2,475,315)		
Total Revenues	15,006,295	1,153,448		16,159,743
EXPENSES				
Entrepreneur selection & growth	4,213,786			4,213,786
eMBA	336,548			336,548
Endeavor Net	363,071			363,071
Organizational development	1,553,835			1,553,835
Insight	1,127,883			1,127,883
New country expansion	2,401,217			2,401,217
Partnerships & networks	1,426,716			1,426,716
Philanthropic networks	563,419			563,419
Total Program Expenses	11,986,475			11,986,475
Cost of direct benefits to donor	305,709			305,709
Fundraising and development	1,840,253			1,840,253
Management and General	674,210			674,210
Total Expenses	14,806,647			14,806,647
Change in net assets	199,648	1,153,448		1,353,096
Partners' capital contributions	940,000			940,000
Net assets, beginning of year	18,524,795	3,531,903	25,000	22,081,698
Net Assets, end of year	19,664,443	4,685,351	25,000	24,374,794

A complete set of the audited financial statements by McGladrey & Pullen for the fiscal year ending December 31, 2013 can be obtained by sending a written request to Endeavor Global, Inc. at 900 Broadway suite 301, New York, New York 10003, USA.

These financials are for Endeavor Global and its wholly-owned subsidiaries and do not include information about Endeavor's affiliate offices.

HIGH-IMPACT DONORS 1997-2013

\$10,000,000+

Omidyar Network

\$5,000,000+

The Abraaj Group

Bain & Company (combination of cash and in-kind donation) EY

\$1,000,000+

Gayle & Michael Ahearn **AVINA** Banco de Chile Banco Santander Barclays Clarissa & Edgar Bronfman, Jr. Citi Foundation Pamela & J. Michael Cline CORFO Eduardo Elsztain Fundação Brava Inc Marcos Galperín Adrian Gore Reid Hoffman & Michelle Yee Inter American Development Bank (BID) International Finance Corporation (IFC) John & James Knight Foundation George & Bicky Kellner Peter B. Kellner

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Multilateral Investment Fund (MIF/FOMIN) of the Inter American Development Bank (IADB)

Fayeeza & Arif Naqvi

Pam & Pierre Omidyar

Wilson Poit

SAP SEBRAE

\$500,000+

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\$250,000+

3M William A. Ackman, Pershing Square Foundation

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Peter Graber

Zennström Philanthropies Ltd

DONORS 2013

\$1,000,000+

Barclays EY Omidyar Network SAP

\$500,000+

EY Brasil John & James Knight Foundation

\$250,000+

Banco Santander HSBC México

Inter American Development Bank/BID

JPMorgan Chase Co.

Emilio Odebrecht

PwC México

SEBRAE

USAID – Morocco Economic Competitiveness (MEC)

\$100,000+

Yousef Al Majdouie, Al Majdouie Group

Musaab S Al Muhaidib, Al Muhaidib Group

Abdulaziz A. Al Omran, Khalid & Abdulaziz Al Omran Company

Rami K Alturki, Alturki Group

Abdulla M. Al Zamil, Zamil Industrial Investment Company

Ernest Bachrach

Banco de Chile

BHP

BID / FOMIN

Bradesco

Clarissa & Edgar Bronfman, Jr. Casa de Gestão Citi Foundation CORFO Dell México Diagnostika Adrian Gore, Discovery Moulay Hafid Elalamy, SAHAM Group Mohammed Hafiz, Al Sawani Group Reid Hoffman & Michelle Yee INADEM Instituto Rede Itaú BBA Itaú Unibanco Proteus Hossam Y. Radwan, Abraaj Group Faisal Tamer, Tamer Group Mostafa Terrab, OCP Group Elliot Weissbluth Zennström Philanthropies Ltd \$75,000+

Matthew Brown

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Patrick Chalhoub Alberto Chang Rajii

Dr. (h.c) Ir. Ciputra & Harun Hajadi, Ciputra Adriana Cisneros DMGT Daniel Echavarría

Paul Fribourg

GBM

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Hendrick Kolonas, Celebes Artha Ventura

Jimmy Masrin, Caturkarsa Megatunggall

Manuel D. Medina

Andrés Moreno

Arif Naqvi

George Tahija, Austindo Nusantara Jaya

Sean Wolfington

\$50,000+

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Gayle & Michael Ahearn

Muna Al Gurg, Easa Saleh Al Gurg Group

Mohamed Alami Lazraq, Alliances

Svida Alisjahbana, Femina Group

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Banco Galicia

Banco Modal

Hicham Berrada, Palmeraie Holding

Avi Bhojani, International Management Ventures

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Vuslat Do an Sabancı, Hürriyet

Albert Douer

Andrés Echavarría

Fares Fares

Karim Farra

Anthony Fernandes, AirAsia

First National Bank

Marily Frangista

David Frankel

General Electric Company

Fadi Ghandour

Selim Ghorayeb

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Badr Jafar, Crescent Enterprises

Habib Kairouz

l ık Keçeci A ur, Aragon Capital

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Locaweb

Anne & Vincent Mai

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Azmi Mikati

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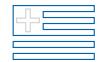
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* In Memoriam Endeavor will remember Bernardo Minkow with esteem and recognition; he was a devoted board member for Endeavor México and an enthusiastic mentor to its entrepreneurs. We will miss his sage advice and unforgettable presence.



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REID HOFFMAN

Co-Founder & Executive Chairman, LinkedIn

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"Endeavor was formed for the purpose of promoting entrepreneurs in emerging markets. Its basic model is to link up small and midsize businesses with seasoned entrepreneurs so that the little guys and gals can get the advice and contacts they need to grow their companies into bigger businesses that can employ more people—the best anti-poverty program of all."

THOMAS L. FRIEDMAN

Best-selling author & Pulitzer Prize-winning columnist The World is Flat: A Brief History of the Twenty-First Century Version 3.0