ECONOMIES

TURN

DOWN

ENTREPRENEURS

TURN

UP

• • • •

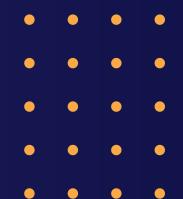
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ENDEAVOR IMPACT REPORT 2019-2020

FOR THE DIGITAL EXPERIENCE OF THIS REPORT, VISIT ENDEAVOR.ORG/IMPACTREPORT

FNDEAVOR BELIEVES THAT JOB CREATION, INNOVATION, AND OVERALL PROSPERITY FLOURISH WHERE THERE IS ROBUST SUPPORT FOR HIGH-IMPACT ENTREPRENEURS. TODAY, ENDEAVOR OPERATES IN 40 MARKETS, AND HAS HELPED 2,000 ENTREPRENEURS IN THEIR JOURNEYS TO SCALE. THIS IMPACT REPORT CELEBRATES THE POWER OF ENDEAVOR'S GLOBAL NETWORK AND SHARES THE MOMENTS THAT DEFINED US IN THIS CHALLENGING YEAR.

LETTER FROM LINDA



For more than two decades, Endeavor's network has gathered multiple times a year, in rotating countries, for our International Selection Panels (ISPs). The final step of our selection process, the ISP convenes a rigorously vetted group of high-impact entrepreneurs from across the world for three intense days of interviews and feedback. On the final day, panelists — drawn from our expert network of mentors and board members — vote unanimously to select the newest class of Endeavor Entrepreneurs (EEs).

In February 2020, I'd just returned from our first ISP of the year in Riyadh — we'd held interviews in Saudi Arabia's first co-ed movie theater — when I received an email from our Italian team. Subject line: *Coronavirus Situation*. As organizations everywhere began postponing and canceling events, it became clear we would need a new game plan for the next ISP in Brooklyn, just weeks away. Endeavor Founding Board Member Jason Green, an investor in Zoom, suggested we learn the new "breakout rooms" feature Zoom's executive team had been testing.

A Zoom ISP? In our 23-year history, we'd never canceled, or altered, a single in-person event — not for MERS, SARS, swine flu, currency devaluations, political upheaval,

the Arab Spring, or even 9/11. ISPs are the heart and soul of Endeavor's model, where the "Magic of Endeavor" comes to life. I was terrified: What if we lost that magic?

We decided to beta test a *Virtual ISP*. And here's what happened:

On the night of the original Brooklyn ISP in March, we hosted a virtual cocktail party. We asked participants from 15 countries — and nearly as many time zones — to bring a local drink and share a story about it to break the ice. A Mexican entrepreneur brought home-distilled tequila; an Italian panelist brought wine from a neighboring vineyard; while Vietnamese cofounders sipped local coffee (it was 7 AM in Saigon).

Twelve hours later, our team watched in awe as deeply intense, intimate, focused conversations took place among all-star panelists and candidates. Later that day, I moderated one of the most thoughtful and passionate panel deliberations in Endeavor's history. *Over Zoom!* From March to December, we held 10 VIRTUAL ISPS and selected 82 INSPIRING NEW ENDEAVOR

ENTREPRENEURS, FOR A TOTAL OF 105 NEW EES

IN 2020 including those selected in Riyadh (You'll meet some of them in the following pages!).

We also increased panelist diversity: 20% of vISP panelists were our own Endeavor Entrepreneurs paying it forward, 23% were women, and 44% were non-white.

So, what have we learned in this tumultuous year? We learned that Endeavor's mission to lead the global high-impact entrepreneurship movement has never been more urgent.





I've always said, "When economies turn down, entrepreneurs turn up." Indeed, Endeavor Entrepreneurs pivoted their businesses to contribute novel solutions to the pandemic, kept much-needed jobs intact, developed new products that will continue to shape our lives for years to come, and continued to scale despite the odds — some even became unicorns!

Now we can also say, "When economies turn down, ENDEAVOR turns up!" In 2020, our network united to support our entrepreneurs so they could lead through the crisis, adding a multitude of virtual coaching and peer-to-peer engagement opportunities to the mix.

Most important, we learned that the "Magic of Endeavor" transcends in-person connections. (Though nothing can replace in-person HUGS!)

Our 2020 Impact Report offers a deeper look into the moments that defined us in this challenging, unforgettable year. I'm incredibly proud to share the stories of how our global community stepped forward to lead, and immensely hopeful for what the future holds. We hope you'll read on, get inspired, and experience a little of the "Magic of Endeavor" for yourself.

Onward, and yes, Upward!

LINDA ROTTENBERG

Co-founder & CEO, Endeavor



LEADING THROUGH CRISIS



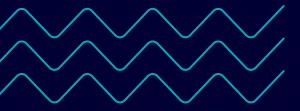


At Endeavor, we like to say, "When economies turn down, entrepreneurs turn up." From our initial launch in emerging markets amidst the Thai baht collapse, to our expansion into Europe in the middle of a financial crisis, Endeavor has led by example to prove our belief that wherever chaos and crisis erupt, high-impact entrepreneurs can find and lead a path forward.

This year, Endeavor Entrepreneurs met crisis with action, and Endeavor was ready to support them. Today, our work has never felt more urgent.



PUTTING OUR VALUES TO THE TEST



Endeavor's network spans nearly 40 countries, united by a shared mission: to identify the entrepreneurs with the biggest ideas and support them with a **Network of Trust,** enabling them to take big ideas to scale, create jobs, and mentor, invest in, and inspire others, moving economies and society forward in the process. We call it **#OneEndeavor**.

Since our founding in 1997 by Linda Rottenberg and Peter Kellner, Endeavor's core values have guided our growth. In 2020, they steered our way forward. As the world pulled back, we doubled down on our commitment to be **Entrepreneur First**. More than ever, this year pushed us to be nimble and creative in adapting to better provide that support.

KEEPING THE MAGIC ALIVE

In 2020, we held ten Virtual International Selection Panels (vISPs), the last step of our selection process, where we welcomed more than 80 new Endeavor Entrepreneurs into the network. Meet some of the Endeavor Entrepreneurs selected at this year's vISPs:



MELISSA BUTLER
THE LIP BAR (DETROIT)

The Lip Bar is a makeup company using technology to drive complexion-based recommendations to ensure customers get the right color every time.

"ISPs are really where you can see the magic of Endeavor come alive. We knew it would be challenging to try to recreate the event virtually, but we saw it as a real opportunity to raise the bar and continue to bring people together as remote work becomes the new reality for many."

LINDA ROTTENBERG
CO-FOUNDER & CFO. ENDEAVOR



VU VAN

ELSA (VIETNAM)

ELSA (English Language Speech Assistant) is a mobile application for English pronunciation training and accent reduction using speech recognition, powered by the company's proprietary AI and speech recognition technology.



SONGE LARON AND DAVE SALVANTSQUIRE (WESTERN NY)

Squire is a provider of barbershop management software designed to help barbers and shop owners operate their businesses with cashless and contactless pay transactions.

EDWARD TIRTANATA

KOPI KENANGAN (INDONESIA)

The world's fourth largest coffee exporter, Indonesia is also Southeast Asia's lowest per capita coffee consumer.

Kopi Kenangan is a locally-focused retail coffee chain that is quickly filling that unmet need for Indonesians, serving up millions of affordable coffee beverages across hundreds of locations.



BENJI MELTZER AND JAMES PATERSON

AEROBOTICS (SOUTH AFRICA)

Aerobotics uses drones to help farmers protect their crops and manage yields, collecting data at scale and utilizing machine learning to analyze and identify potential deficiencies in the field, reduce insecticide and fertilizer use, and increase profits.



ABASI ENE-OBONG

54GENE (NIGERIA)

Today, African genomic data only comprises about 3% of data available. 54gene enables the study of African genetics to learn the underlying genetic drivers of disease affecting everyone globally.





THE NETWORK COMES TOGETHER

Our teams and network around the world swiftly pivoted to reorient our services to our entrepreneurs' acute needs, launching and contributing to an open-source Entrepreneur Crisis Resource Center and intimate Leading Through Crisis strategy sessions, which hosted top business leaders, investors, and mentors for discussions on key challenges, from fundraising to team management. For Endeavor Entrepreneurs continuing to fundraise, we also held virtual 1:1 "speed networking" sessions and workshops with top VCs and partners like Silicon Valley Bank and Gunderson Dettmer.













CLOSER THAN EVER

We reinvented gatherings, bringing together more than 90 of the fastest-growing Endeavor Entrepreneurs for a two-day virtual **Endeavor Outliers** (top left) that included intimate gatherings with today's top CEOs and coaches, and guided peer-to-peer conversations curated around company stage, industry outlook, leadership, and functional challenge; while providing Endeavor Entrepreneurs with platforms to inspire the next generation through virtual talks (bottom left) that drew thousands of aspiring entrepreneurs.

HIGH-IMPACT ENTREPRENEURS LEAD A PATH FORWARD

High-impact entrepreneurs are those that play a critical role in revitalizing our economies, reimagining the ways we live and work, and inspiring innovation in generations to come, through creating and leading companies that reach significant scale, or *scale-ups*.

Recent data suggests that scale-ups matter more for local GDP than any other metric. Scale-ups are also likeliest to survive a hit on the economy, as they are uniquely positioned to pivot to invest in solutions when a crisis hits. A 2019 study of the Istanbul tech sector by Endeavor Insight, Endeavor's research arm, found that scale-ups that were based in Turkey but generating sales in foreign countries were more resilient during times of economic and political crisis. This year, Endeavor Entrepreneurs across the world continued to reach new heights.



PUTTING THE GREEK TECH ECOSYSTEM ON THE MAP

NOVA CREDIT, a fintech company led by Nicky Goulimis *(left)* that allows immigrants to bring their financial histories from one country to another, raised \$50M from backers such as Ashton Kutcher, Alex Rodriguez, and U2's The Edge.

In September, task automation software company **SOFTOMOTIVE** was acquired by Microsoft in a milestone deal, putting Greece's tech ecosystem on the map.

LAUNCHING HOMEGROWN TECHNOLOGY INTO OUTER SPACE

Argentina's **SATELLOGIC** successfully launched ten satellites to provide cutting edge high-resolution earth observation data, while Italian company **D-ORBIT** (*right*) successfully delivered 12 earth-imaging "cubesats" to their intended orbits — including several bearing the Endeavor logo!

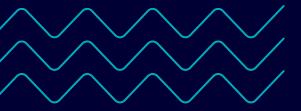




BECOMING THE FIRST UNICORNS IN URUGUAY AND MEXICO

DLOCAL, a leading cross-border payment platform connecting global merchants to emerging markets, secured a \$200 million investment from General Atlantic, becoming the first unicorn company in Uruguay, while used car platform **KAVAK** (*left*) raised a new funding round in September to become the first unicorn in Mexico.





When Endeavor surveyed 200 entrepreneurs to identify their strengths and weaknesses, the most commonly selected strength was, "I see opportunities where others see obstacles."

In a year that exposed shortcomings of global supply chains, overstretched public healthcare, and broken public education systems, Endeavor Entrepreneurs have kept cities, communities, and countries going. In 2020 Endeavor Entrepreneurs continued to test and scale solutions to gaps in infrastructure around the world.



Founded by surgeon Dr. Nadine Hachach-Haram (above left), PROXIMIE'S AR technology connects surgeons from anywhere in the world to consult on cases and instruct their peers in real time, saving lives in the tragic aftermath of the Beirut explosion. Jordanian digital health platform ALTIBBI (above right) also stepped up to provide free telehealth consultations for Lebanon's citizens. In the height of the pandemic, Altibbi partnered with the Jordanian Ministry of Health to launch a hotline, fielding more than 250,000 calls to 116 different doctors. Meanwhile in the U.S., Northwest Arkansas' NOWDIAGNOSTICS is working to develop a \$10 at-home COVID test, and Tunisia's INSTADEEP is using AI and machine learning to develop treatments for infectious diseases, including COVID.





TAKING PUBLIC EDUCATION ONLINE

When Jordan went under lockdown this past spring, more than 2 million children lost access to public education. In just one week, MAWDOO3 founders Rami Al Qawasmi and Mohammad Jaber (above) developed an advanced online platform for remote learning to take public education online at no cost to students or the government. In Brazil, DESCOMPLICA (left) is a leading ed-tech platform, leveraging video-based learning and courses to reach millions of students remotely and democratize access to education.

FINDING SOLUTIONS FOR ECONOMIES UNDER LOCKDOWN

With SMEs comprising an estimated 90% of businesses in Sub-Saharan Africa, COVID-19 hit merchants in the region hard. **FLUTTERWAVE**, a Nigerian fintech company led by Endeavor Entrepreneurs Gbenga Agboola (*right*) & Ife Orioke, developed a new product to enable small businesses to create an online store at zero cost to them. Meanwhile, in Brazil, digital bank **NEON** (*below*) accelerated the development of solutions such as deposits, investments, and online purchases, targeted toward the country's unbanked population. And in Vietnam, **TRUSTING SOCIAL** is enabling financial institutions to accurately assess the creditworthiness of overlooked individuals, democratizing access to loans and more.









INVESTING IN THE FUTURE OF FOOD

As the world faces a rapidly changing climate, **NOTCO** (*left*), a Chilean food tech company that manufactures plant-based milk and meat replacements, is working to tackle one of the biggest polluters: animal agriculture. In the U.S., **APPHARVEST** (*center*) is bringing sustainable agriculture — and jobs — back to Kentucky with the largest greenhouse in Appalachia; while in Kenya, **TWIGA FOODS** (*right*) is using technology to connect farmers with vendors, allowing for food to be sourced and delivered across the country.

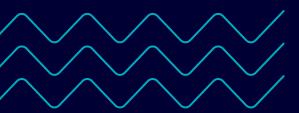




"ENDEAVOR HAS CONSISTENTLY EXCEEDED MY EXPECTATIONS, AND FOR THAT I AM INCREDIBLY THANKFUL TO THE ORGANIZATION. I TRULY BELIEVE IN THE MISSION, AND WILL ALWAYS TRY MY BEST WHERE POSSIBLE." **GUILLAUME POUSAZ** CO-FOUNDER & CEO, CHECKOUT.COM

ENDEAVOR ENTREPRENEUR AND BOARD MEMBER (UAE)

THE ENDEAVOR MODEL



One thing never changes: Everything we do begins with our entrepreneurs.

At Endeavor, we **SEARCH** for, **SELECT**, and **SCALE-UP** entrepreneurs with the greatest potential for large-scale success, then **SPREAD** their stories and resources to **SUSTAIN** lasting economic and social transformation in their home markets and beyond. Here's how we did it in a year that was anything but typical.

1 SEARCH

40

MARKETS with offices supporting entrepreneurs.



Seasoned entrepreneurs reinvest in Endeavor and other entrepreneurs in a myriad of ways — **SUSTAINING** the cycle.

Ninety percent of Endeavor Entrepreneurs **SPREAD** their impact by going on to serve as angel investors, mentors, and active promoters of highimpact entrepreneurship. To date, Endeavor has selected

2,121

HIGH-IMPACT ENTREPRENEURS leading

1,326

COMPANIES.

4.1M+

JOBS CREATED

In 2019, Endeavor Entrepreneurs generated

\$26.8B+

IN REVENUE.



*All metrics as of December 31st, 2020

OUR GLOBAL FOOTPRINT

Endeavor supports over 2,000 high-impact entrepreneurs today across 40 markets — and counting. This year, even as global travel ceased, we continued our active expansion, searching the world to identify markets with a growing pipeline of high-impact entrepreneurs and a vibrant startup scene lacking in scale-up support.



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ENDEAVOR HAS OFFICES IN:

MARKETS

CITIES

Endeavor launches in markets with:

- ► A pipeline of potential high-impact entrepreneurs
- ► A vibrant start-up scene still lacking in scale-up support
- ► Local "pull" from top business leaders



THE FULL LIST OF ENDEAVOR OFFICES... AND WHERE WE'RE GOING NEXT.

GLOBAL SUPPORT OFFICES

New York San Francisco

ARGENTINA

Buenos Aires Córdoba Rosario Noa Cuyo Patagonia

ATLANTA

BRAZIL

São Paulo Rio de Janeiro Belo Horizonte Curitiba Florianópolis Porto Alegre Recife Fortaleza

BULGARIA

Sofia

CHILE

Santiago

Patagonia: Puerto Varas Atacama: Antofagasta

COLOMBIA

Bogotá Barranquilla Medellín

COLORADO

DETROIT

ECUADOR

Quito

EGYPT

Cairo

GREECE

Athens

INDONESIA

Jakarta **IRELAND**

Dublin

ITALY

Milan

JAPAN

Tokyo

JORDAN

Amman

KENYA

Nairobi

Beirut

LOUISVILLE

MALAYSIA

Kuala Lumpur

MEXICO

Mexico City Puebla Querétaro Mérida Guadalajara Monterrey

MIAMI

MOROCCO

Casablanca

NIGERIA

Lagos

NW ARKANSAS

PERU

Lima

PHILIPPINES

Manila

PUERTO RICO

SAUDI ARABIA

Riyadh

SOUTH AFRICA

Johannesburg Cape Town

SPAIN

Madrid

TUNISIA

Tunis

TURKEY Istanbul

UNITED ARAB EMIRATES

Dubai

URUGUAY

Montevideo

VIETNAM

Ho Chi Minh City

WESTERN NY

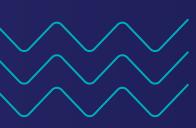
LAUNCHING NOW

Canada, Romania, Singapore

HIGH-POTENTIAL

Ethiopia, India, Poland, Portugal

1 SEARCH



Endeavor's 500+ team members and worldwide network painstakingly probe all our markets to identify qualified entrepreneurs leading innovative companies that are solving real problems at significant scale.

We meet some founders early and follow them through local scale-up programs to build our search & selection pipeline. We encounter others who have raised capital, and still others who are already "unicorns" — tech companies valued at \$1B — yet still have room to grow. This year, some of our newest entrepreneurs came through our pipeline entirely virtually!

ENDEAVOR CANDIDATES OPERATE IN MANY INDUSTRIES:



AGRICULTURE





EDUCATION



ENTERPRISE SOFTWARE & SERVICES



FINTECH



FOOD & BEVERAGE



HEALTHCARE



RETAIL & CONSUMER TECH



SMART CITIES





BREX, a provider of a corporate credit card designed to enable entrepreneurs to protect their personal credit without restricting their capital, was selected at a Virtual Endeavor ISP in December. The company is valued at over \$3B.

In evaluating candidates for Endeavor, we are guided by the following questions:

- 1 Can these entrepreneurs scale their companies at least 10x beyond where they are today?
- 2 Do they possess the growth mindset and values of Endeavor's global community?
- Will they multiply their impact by learning how to be thought leaders and role models, and by using our platform to pay their success forward?



GLINTS, an Indonesian tech-enabled recruitment platform co-founded by Oswald Yeo *(above)* and Seah Ying Cong, began Endeavor's selection process in June, meeting with mentors and team members virtually over the course of three months to pitch their company and gain feedback, culminating in their selection into the network at Endeavor's eighth Virtual International Selection Panel in September.



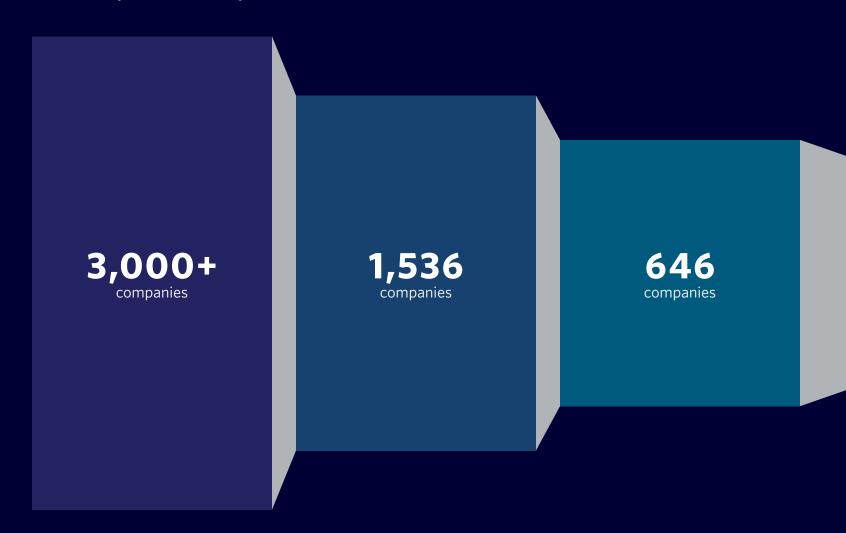
Argentina's Virtual ScaleUp event gave the newly selected scaleup program entrepreneurs the opportunity to connect with the previous cohort, and hear from current Endeavor Entrepreneur Mike Santos on how Endeavor had helped him scale.

2 SELECT

Our selection process begins in each local market and culminates in our **International Selection Panels (ISPs)**, typically held throughout the year in different cities around the world. This year we took our ISPs virtual, bringing together entrepreneurs, dedicated

business leaders, and staff from their respective kitchens, living rooms, or home offices spread across various time zones. In 2020, we held one ISP and ten vISPs, selecting 105 new Endeavor Entrepreneurs from 28 markets.

Here's a snapshot of how the process unfolded from Jan. 2020 - Dec. 2020.



INITIAL REVIEW

In 2020, **THOUSANDS OF CANDIDATES** received an initial review by Endeavor staff based on recommendations, nominations, and proactive research.

FIRST OPINION REVIEWS

Endeavor staff conducted one-hour interviews with **1,536** companies to assess candidates' viability.

SECOND OPINION REVIEWS

Endeavor mentors conducted multiple interviews with **646** companies, probing their business strategy, innovation, growth potential, and entrepreneurs' personal qualities.

APPLICANTS ACCEPTED:

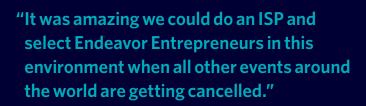




11.5%

Harvard Business School Class of 2020 2.9% Endeavor

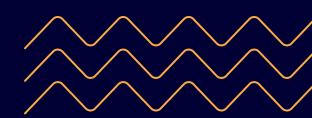
Jan. 2020-Dec. 2020



NICOLAS SZEKASY

CO-FOUNDER & MANAGING PARTNER, KASZEK VENTURES ENDEAVOR GLOBAL AND ENDEAVOR ARGENTINA BOARD MEMBER ALUMNI ENDEAVOR ENTREPRENEUR (MERCADOLIBRE)

NICO SERVED AS A PANELIST AT A VIRTUAL ISP



214 companies

81 companies

68 companies

LOCAL SELECTION PANELS

Local mentors and board members interviewed and deliberated on **214** companies at an LSP.

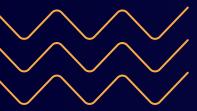
INTERNATIONAL SELECTION PANELS

International business leaders, investors, and high-scale Endeavor entrepreneurs served as panelists to interview candidates leading **81** companies.

IT'S UNANIMOUS!

Only those final candidates gaining unanimous approval from panelists become Endeavor Entrepreneurs. The Endeavor **seal of approval** carries significant weight with investors, partners, and other industry leaders.

3 SCALE-UP



From the selection process on, Endeavor delivers demand-driven services locally, regionally, and globally, specifically developed from years of research and feedback to target the key areas of support high-impact entrepreneurs need to take their businesses to scale — from Executive Education Programs at top business schools to investor and peer networking events.





Above: Endeavor Entrepreneurs from 11 countries attended a fintech tour in China in September 2019. Below: Entrepreneurs from 30 companies and 19 markets connected at the Endeavor Outliers gathering in May 2019.

PEER NETWORK

Endeavor Verticals unite the global portfolio of Endeavor Entrepreneurs under sector-specific communities, and connect them with a curated network of peers.

This June, entrepreneurs leading more than 90 companies from 22 markets gathered virtually over Zoom for Endeavor Outliers, a program tailored to highest-growth companies in the network. Highlights included intimate roundtable discussions led by top business entrepreneurs and coaches, such as Reid Hoffman, Brad Feld, Punit Aggarwal, Jerry Colonna, Javi Olivan, and Bill Veghte, and guided peer-to-peer conversations curated around company stage, industry outlook, leadership, and functional challenges — all designed to inspire, connect, and provide a platform for getting support from both peers and experts.

"The journey of entrepreneurship is long and lonely. I feel lucky to be connected to all the amazing founders in this group. It's humbling to be part of a community where you have such incredible talent from around the globe."

BRIAN REQUARTH

CO-FOUNDER, VIVA REAL; CO-FOUNDER, LATITUDE 4
ENDEAVOR ENTREPRENEUR (BRAZIL)



MENTORSHIP & EXPERTISE

A global network of functional/industry experts provide advice through one-on-one mentoring, industry tours, webinars, and intimate roundtable discussions.

Endeavor Advisory Boards provide expert mentorship to founders on strategy and execution.

Endeavor Market Access supports our entrepreneurs' geographic expansion by leveraging Endeavor's network worldwide to deliver mentorship, deep-dive country visits, and in-market industry tours.

Talent partnerships with university and corporate partners, such as HBS, MIT Sloan, Bain & Company, and EY give entrepreneurs access to top talent for short-term engagements to tackle strategic business challenges.

PAY IT FORWARD

- Opportunity to give-back by mentoring other promising entrepreneurs, investing
- in Endeavor Catalyst, and serving as a role model to existing and aspiring entrepreneurs
- in local and regional markets.

LEADERSHIP DEVELOPMENT

Endeavor Executive Education offers Endeavor Entrepreneurs and their senior managers uniquely designed programs focused on leadership, innovation, and techniques for scaling companies at the world's top business schools, including Harvard, Stanford, and INSEAD.

Recruiting partners like Pedersen & Partners help Endeavor Entrepreneurs hire key roles.



CAPITAL

Endeavor Investor Network facilitates access to capital for our entrepreneurs through road show preparation, "speed dating" sessions, and curated introductions to best-in-class investors, both locally and globally.

Endeavor Catalyst, our rules-based fund, co-invests in Endeavor Entrepreneurs raising rounds of minimum \$5M in equity capital led by qualified institutional investors. Our fund invests up to 10% of each qualifying round, currently capped at \$2M per company. Read more about Endeavor Catalyst on pages 32–37.

4 SPREAD

Successful entrepreneurs reinvest in their communities and networks, multiplying their impact. Ninety percent of Endeavor Entrepreneurs go on to serve as angel investors, mentors, and active promoters of high-impact entrepreneurship.





ENDEAVOR ENTREPRENEURS DREAM CRAZY, SCALE-UP, AND PAY IT FORWARD

Each year, we present The Lindas, an award honoring Endeavor Entrepreneurs who not only have achieved extraordinary scale, but who also exemplify the values of our global network: integrity, trust, high-impact ambition, a borderless mindset, and a commitment to paying it forward by spreading the transformative qualities of entrepreneurship through role modeling, mentorship, and reinvestment.

MEET OUR 2020 WINNERS:



HANDE ÇILINGIR

CO-FOUNDER & CEO, INSIDER (TURKEY)

Hande was recently ranked as one of the top-three women CEOs outside of the U.S. by Crunchbase, and is a frequent inspirational speaker and mentor.



JUAN DE ANTONIO

FOUNDER & CEO, CABIFY (SPAIN)

In 2018, Cabify became the first unicorn in Spain's history. Today, Juan reinvests his success as an Endeavor Spain Board Member, and by helping select and mentor new Endeavor Entrepreneurs.



ADOLFO BABATZ

CO-FOUNDER & CEO, CLIP (MEXICO)

Responsible for the introduction of the first chip card readers to Mexico, Clip changed the face of payments in the country and was a first-mover in a now robust fintech ecosystem. Adolfo is an Endeavor Mexico Board Member and a prominent thought leader in Mexico's entrepreneurship ecosystem.

LEADING BY EXAMPLE WITH THE DATA TO **BACK IT ALL UP**

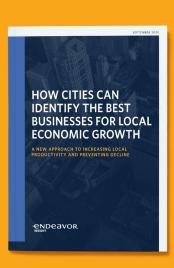
Endeavor Insight, our research division, partners with leading foundations and corporate sponsors to investigate the impact of entrepreneurs and provide data-driven insights into what makes entrepreneurial ecosystems thrive. Endeavor Insight's latest projects shed light on some of the key roles entrepreneurs can play in rebuilding economies, and how local institutions can accelerate their success.

- ► HOW CITIES CAN IDENTIFY THE BEST BUSINESSES FOR LOCAL ECONOMIC GROWTH identified evidence-based recommendations to help drive job creation and productivity in cities: endeavor.org/best-businesses
- ► WOMEN IN ENTREPRENEURSHIP, research conducted in partnership with Google for Startups, offered insight into how women-led companies drive economic growth in the United States: endeavor.org/women-in-entrepreneurship
- ► **NETWORK MAPPING** projects demonstrated how local decision makers can support communities of scaling tech companies in Istanbul, Turkey, and Buffalo, New York.

istanbultechmap.com endeavor.org/mappingbuffalo

To learn more about working with Endeavor Insight, contact: leah.barto@endeavor.org









SUSTAIN

ENDEAVOR IS "OF, BY, AND FOR ENTREPRENEURS"

Endeavor Entrepreneurs use our platform to give back and ensure that future generations have access to opportunities for self-fulfillment and community advancement, by becoming Endeavor board members and mentors, investors, and role models in their countries.



Endeavor Entrepreneur in 2014 with his Miami-based facial recognition company, Kairos. This year, together with his wife Candice, he launched Lightship Capital, a groundbreaking VC firm, to invest in underrepresented founders in the Midwest. Once he relocated, he joined the Endeavor Louisville board.



Whatever Endeavor gives Creditas CEO **SERGIO FURIO**, he puts right back into the network. In 2018, Creditas received investment from Endeavor Catalyst; today, Sergio has become one of the Fund's LPs. Sergio is also one of the network's top mentors — this year he spent 34 hours mentoring! — and recently joined the Endeavor Brazil board.





VERONICA PASCUAL BOE is the CEO of ASTI, a mobile robotics company headquartered in Burgos, Spain. Veronica is dedicated to fostering job experience and training in STEM, and has trained over 100 students — many of whom ASTI hired afterward. A winner of The Lindas in 2019, this year Veronica joined the Endeavor Spain board.

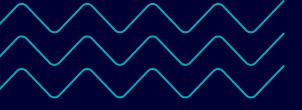
into a global payments leader and unicorn valued at over \$15B. Guillaume is a frequent mentor and ISP panelist, an Endeavor Catalyst LP, and as of this year, an Endeavor UAE Board Member.

"THE BEAUTY OF THE ENDEAVOR SYSTEM AND CULTURE IS HOW SUPER SMART AND SUCCESSFUL PEOPLE COME TOGETHER TO HELP OTHERS PRO BONO. I'M 100% PRO BONO, BUT 110% PRO THE ENDEAVOR GLOBAL NETWORK AND COMMUNITY. THIS ENDEAVOR THING REALLY WORKS."

THE EDGE

ENDEAVOR IRELAND BOARD CHAIR

ENDEAVOR CATALYST



Endeavor Catalyst is Endeavor's rules-based, co-investment fund that invests in the companies of Endeavor Entrepreneurs. Launched in 2012, Endeavor Catalyst has \$250M in Assets Under Management (AUM) across three funds.

Endeavor Catalyst has made 160+ investments across 31 markets to date. Investments in Endeavor Entrepreneur-led companies fuel their growth, creating new jobs, driving revenues, and fostering economic growth globally.

Endeavor Catalyst's pioneering, profit-sharing model offers investors a unique opportunity to generate strong returns while helping Endeavor become a financially self-sustaining organization.

ENDEAVOR CATALYST INVESTS IN:

- 1 The companies of Endeavor Entrepreneurs
- Raising a minimum of \$5M of equity capital in a single round of financing
- 3 Led by a qualified, institutional investor

PROCEEDS FROM ENDEAVOR CATALYST:

- Aim to generate strong returns for investors
- Financially support Endeavor's global and local operations
- Reinvest into future Endeavor Catalyst funds





Reid Hoffman with Endeavor Entrepreneurs at the 2019 Endeavor Catalyst Investor Meeting.

"This year, especially, Endeavor and Endeavor Catalyst have played a critical role in helping entrepreneurs globally navigate unforeseen challenges and setbacks."

REID HOFFMAN

CO-FOUNDER, LINKEDIN; PARTNER, GREYLOCK ENDEAVOR GLOBAL BOARD MEMBER FNDFAVOR CATALYST CHAIRMAN



INVESTING ALONGSIDE THE LEADING FUNDS OF THE WORLD

The Endeavor Catalyst model of co-investment relies on great co-investors from all of Endeavor's markets across the globe.

While Endeavor is proud to work with many different funds, the 30 funds featured on this page have become our most trusted and active partners at each stage of investment. All funds listed here have at least two co-investments with Endeavor Catalyst. Those whose logos are displayed below have four or more.

















REGIONAL VC FUNDS

(SERIES A)

212

ALLVP

Earlybird

STV

Wamda Capital

GLOBAL VC FUNDS

(SERIES A/B)

Accel

Andreessen Horowitz

Gobi Partners

Omidyar Network

Ribbit Capital

Rise Capital

Tiger Global

Vostok

GLOBAL GROWTH EQUITY FUNDS

(SERIES B/C/D+)

FTV Capital

IFC

Insight Partners

Naspers

Softbank

Tencent

TPG





THE ENDEAVOR CATALYST COMMUNITY

In June 2019, we hosted our fourth annual Endeavor Catalyst Investor Meeting in San Francisco. This in-person gathering convened 200+ Endeavor Catalyst investors, entrepreneurs, and mentors from around the world.

Among our keynote speakers was Eric Yuan, Founder and CEO of Zoom (top left), who had taken his company public just weeks prior. Little did we know that we would be hosting our Endeavor Catalyst Investor Meeting the following year... on Zoom! In June 2020, we virtually convened over 200 members of the Endeavor Catalyst Community. Amid growing macroeconomic concerns, Eric Lander, President and Founding Director, Broad Institute of MIT and Harvard, joined Reid Hoffman, Co-Founder, LinkedIn & Partner, Greylock Partners for a fireside chat on COVID-19.

A MILESTONE EXIT FOR THE TURKISH ECOSYSTEM

Peak Games, a mobile gaming company led by Endeavor Entrepreneur Sidar Şahin (right), was acquired in June 2020 by Zynga for \$1.8B, marking the first billion dollar-plus exit of a Turkish startup, and the largest exit for Endeavor Catalyst to date.

Through Endeavor Catalyst, investors gain access to a world-class, diversified pipeline of companies while also participating in meaningful profit-sharing with Endeavor. Today, we proudly count dozens of Endeavor Entrepreneurs among our investors in Endeavor Catalyst. Returns from Endeavor Catalyst, combined with other market-driven revenues, will enable Endeavor to become a financially self-sustaining organization by 2030.



A TRULY GLOBAL FUND

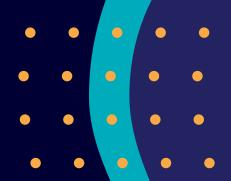
Endeavor Catalyst has made 160+ investments across 31 different markets to date, and has been recognized as one of the most active investors in Latin America, the Middle East, and parts of Europe. As Endeavor continues to expand to new markets, Endeavor Catalyst's reach grows. Increasingly, we are seeing that the very best entrepreneurs globally can attract top-tier investment capital, and we have a robust pipeline going forward.



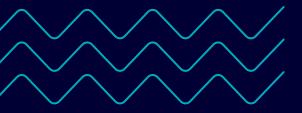


Up-to-date as of December 2020

Note: Map does not include seven investments that have been written off: Avenida, AWOK, Bebestore, Bluesmart, Fetchr, IguanaFix, Keeward, Restorando, Tecnoidea, and Yogome.



BOARD MEMBERS



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

EDGAR BRONFMAN, JR. ENDEAVOR GLOBAL BOARD CHAIRMAN

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Veronica Allende Serra

Founding Partner, Pacific Investments & Innova Capital

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CEO, General Atlantic

Peter Kellner

Founder & Managing Partner, Richmond Global; Co-founder, Endeavor *Emeritus*



Global Ambassadors

The Global Ambassadors program, launched in 2020, is an annual cohort of leading entrepreneurs and executives who recognize the importance of supporting the next generation of successful entrepreneurs and want to pay it forward by promoting Endeavor's mission. The inaugural Endeavor Global Ambassadors include:

Anderson Thees

Managing Partner & Co-founder, Redpoint e.ventures

Bill Lautman

CEO, Nexus Health Capital

Chris Misner

Advisor and Former President of International, Roblox

Diego Piacentini

Board member and advisor; Former Commissioner for Digital Transformation Italian Government; and Former SVP of International Consumer Business, Amazon

Francisco Alvarez-Demalde

Co-founder and Managing Partner, Riverwood Capital Partners

Geoff "Chester" Woolley

Partner, Patamar Capital

Jeff Brody

Partner and Co-founder, Redpoint Ventures

Joanna Rees

Managing Partner, West Ventures

Josh Silverman

CEO, Etsy

Kevin Ryan

Founder and CEO, AlleyCorp

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Co-President, Managing Director and Head of Latin America, General Atlantic

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Managing Director, Everstone Capital Advisors

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 Board Vice Chair

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President, Grupo <u>Los Grobo</u>

Julián Groisman CEO, Palmares (Grupo Presidente)

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Martín Migoya Co-founder & CEO, Globant

Nelson DuboscqCo-founder & CEO,Digital House Coding School

Nicolás Sanchez CEO, Grupo Prima (Patagonian Fruits - Moño Azul)

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Roberto Souviron Founder, Despegar.com

Vanesa Duran Founder & President, VANESA



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CFO. Cox Enterprises

Dave Gray
Founder & CEO,
BISO Collective

David Cummings Founder & CEO, Atlanta Ventures

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Quarter Moore

Rodney Bullard Executive Director, Chick-fil-A Foundation; VP of Community Affairs, Chick-fil-A

Sanjay GuptaChief Medical Correspondent,
CNN



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RD Station

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Former President & Board Member, Dudalina



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Co-founder & Managing
Director, Rosslyn Capital
Partners

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Kiril BoshovCo-founder & Chairman,
Eurohold Group

Lyubomir Minchev Founder & CEO, Telelink

Nedelcho Spasov Co-founder, Management Financial Group

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Enrique CuetoCEO, LATAM Airlines

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O Jorge Nazer
President, Grupo ALTO

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Salvador Said President, Said Group

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Kenneth Mendiwelson Founder, Refinancia

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CEO, Italy and Global Digital Services, BIP

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CEO, Edinburgh Enterprise

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Chairman, Jordan Ahli Bank

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Managing Director, Daher Capital

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General Manager, ZRE

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Tarek Sadi

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Managing Director, Endeavor Louisville

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Founder & CEO, Texas Roadhouse

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Founding Partner, L3 Capital

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Chern Yuan Lim

Group CEO, Yinson Holdings



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Chairman, Televisa

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CEO, Gulf Méxic



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Chairman, Equity Invest

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Bottling Company

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Jaideep Gulab

CEO, Rosemonde

Mitchell Elegbe

Founder & GMD. Interswitch Group

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Yemi Lalude

Managing Partner, TPG Growth



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Clete Brewer

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Carlos Manuel Leon Velarde Chairman.

Multifranquicias S.A.C.

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Federico Cúneo Partner & Director, Amrop Peru

Juan Carlos Verme Chairman, Centenario Group

Euis Arbulú VP & Founder, Xertica

Luis Felipe Castellanos

Oswaldo Sandoval Aguirre

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Erramon "Montxu" I. Aboitiz

Chairman, Aboitiz Power Corporation

Jaime Augusto M. Zobel de Ayala

Chairman & CEO, Ayala Corporation

Roberto "Bobbit" L. Panlilio

Chairman, JP Morgan Chase Bank Philippines Wilfred Steven "Fred" B.



Uytengsu, Jr.

Chairman, Alaska

Milk Corporation

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Banco Popular de Puerto Rico

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Jose Stella

Founder, QMC Telecom Juan Sabater President & Partner, Valor

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President & CEO, Evertec



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Vice President, Khalid & Abdulaziz Al Omran Co.

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Co-founder & Managing Director, The Local Agency

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Managing Partner, Tamer Group

Fares Bugshan

CEO, Saudi Bugshan

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CFO Alamar foods

Rami Al Turki

President & CEO, Alturki Holding

Ziad Al Rugaib

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Ajen Sita

CEO, EY Africa

Andreas Cambitsis

CEO, Business Science Corporation (BSC)

Barry Swartzberg

CEO, Discovery Partner Markets

David Frankel

Co-founder, Internet Solutions; MD, Founder Collective

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Founder, Catch-Up **Community Projects**

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CEO, Adcorp Holdings

Michael Vacy-Lyle

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Paul Harris (Patron)

Non-Executive Director, RMB Holdings

Vukani Mngxati

CEO, Accenture

Willem Roos

CEO, Rain

© Zakhe Khuzwayo

Group COO/CFO & Executive Director, InnoVent Rental and Asset Management



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Executive Chairman, Corporacion Gestamp Board Chair

Andoni Goicoechea

Founder & CEO, Goiko Grill

Beatriz González

Managing Partner, Seaya Ventures

Carlos Fernández González

President, Finaccess

Carlos Torres Vila Chairman, BBVA

Federico Linares

President, EY Spain

Gloria Fluxá Thienemann

Vice-Chairman & Executive Board Member, Grupo Iberostar

Javier Monzón

Founding Partner, Wabisabi Inversiones

José María Álvarez-Pallete

Chairman & CEO, Telefonica

Juan de Antonio

Founder & CEO, Cabify

Leandro Sigman

Chairman. Insud Pharma

Marc Puig Guasch Chairman & CEO, Puig

Miguel Arrufat

Founder, UNIR

Verónica Pascual CEO, ASTI Robotics



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Chairman, BIAT **Board Chair**

Mehdi Houas

Founder & Président, Talan Group

Mehdi Tamarziste

CEO, Meninx Holding

Mohamed Elyes Ben Rayana

Head of Strategy & Corporate & Investment Banking, BIAT

Nabil Triki

Managing Partner & CEO, SPE Capital Partners

Rym Baouendi

Founder & Managing Director, Medina Works

Sami Ben Romdhane

Vice President, eBay Inc.

Sofiene Haj Taieb

Founder & CEO, La Française -Global Investment Solutions



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Ali Koç

Vice Chairman of the Board, KOÇ Holding

Alp Saul

CEO, Pronet

🖲 Barbaros Özbugutu

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Bülent Akgerman

Vice Chairman of the Board, AKG Investment

Cansen Başaran-Symes

Ebru Dorman

Founder, Dorman Capital

Ebru Özdemir Kışlalı

Chairwoman, Limak Investment

Emre Zorlu

Board Member, Zorlu Holding

Fady Jameel

Deputy President & Vice Chairman, ALJ International

Fırat İşbecer

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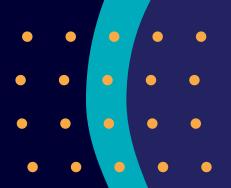
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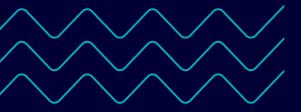
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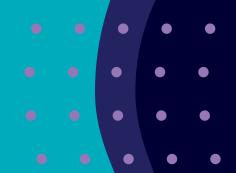
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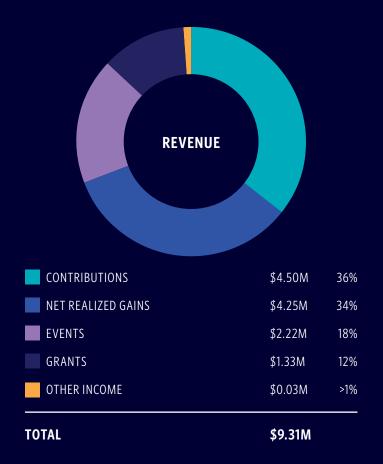


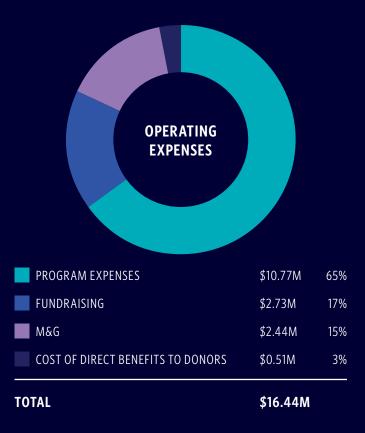
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\$85.27M \$112.97M
START OF YEAR END OF YEAR





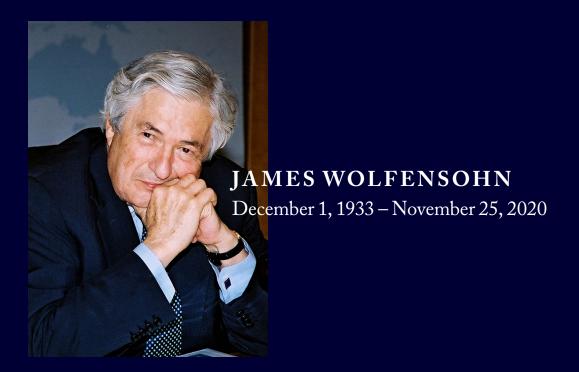


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The Endeavor family mourns the losses of two legendary investors, global thinkers, and community leaders. Peter Brooke and James Wolfensohn were two of Endeavor's earliest supporters who enabled us to dream bigger and bolder, and shaped the global organization we are today.





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