

***LEADING THE HIGH-IMPACT
ENTREPRENEURSHIP MOVEMENT
AROUND THE WORLD***

-endeavor

ENDEAVOR'S MISSION & MODEL



WHO WE ARE

Endeavor is a mission-driven, global organization leading the high-impact entrepreneurship movement.

Endeavor was founded on the belief that job creation, innovation, and overall prosperity flourish where there is robust support for high-impact entrepreneurs.

HIGH-IMPACT ENTREPRENEURS

ARE THOSE WHO

1 // POSSESS

the biggest, most innovative ideas and the capacity to realize them.

2 // SCALE

their businesses, creating significantly more wealth and high-quality jobs

3 // REINVEST

their knowledge, credibility and financial gains in the next generation of entrepreneurs, thus multiplying their influence.



"No matter what social issues you care about, a healthy economy is the basis for progress, and high-growth, high-impact entrepreneurs are the building blocks for a healthy economy."

REID HOFFMAN

Co-founder, LinkedIn; Partner, Greylock

ENDEAVOR VALUES

GUIDE OUR BRAND AND MISSION — THE WAY WE REPRESENT OUR ORGANIZATION AND NETWORK, AND THE CHOICES WE MAKE



ENTREPRENEUR FIRST

We are an organization of, by, and for entrepreneurs



NETWORK OF TRUST

Our community is built on mutual trust and respect



GOING BIG

We see crazy as a compliment and aim toward aspirational goals



PAYING IT FORWARD

We strive to multiply our impact



ONE ENDEAVOR

We are borderless, unified by a passion for high-impact entrepreneurship

ENDEAVOR HAS DELIVERED

POWERFUL RESULTS SINCE 1997

1,880

high-impact entrepreneurs selected
out of 60,000+ screened

\$20B+

in revenues generated by Endeavor
Entrepreneurs in 2018

3M+

jobs created by Endeavor companies

\$1.4B+

in debt and equity capital raised by
Endeavor Entrepreneurs in 2018

ENDEAVOR NOW OPERATES

IN 35+ MARKETS

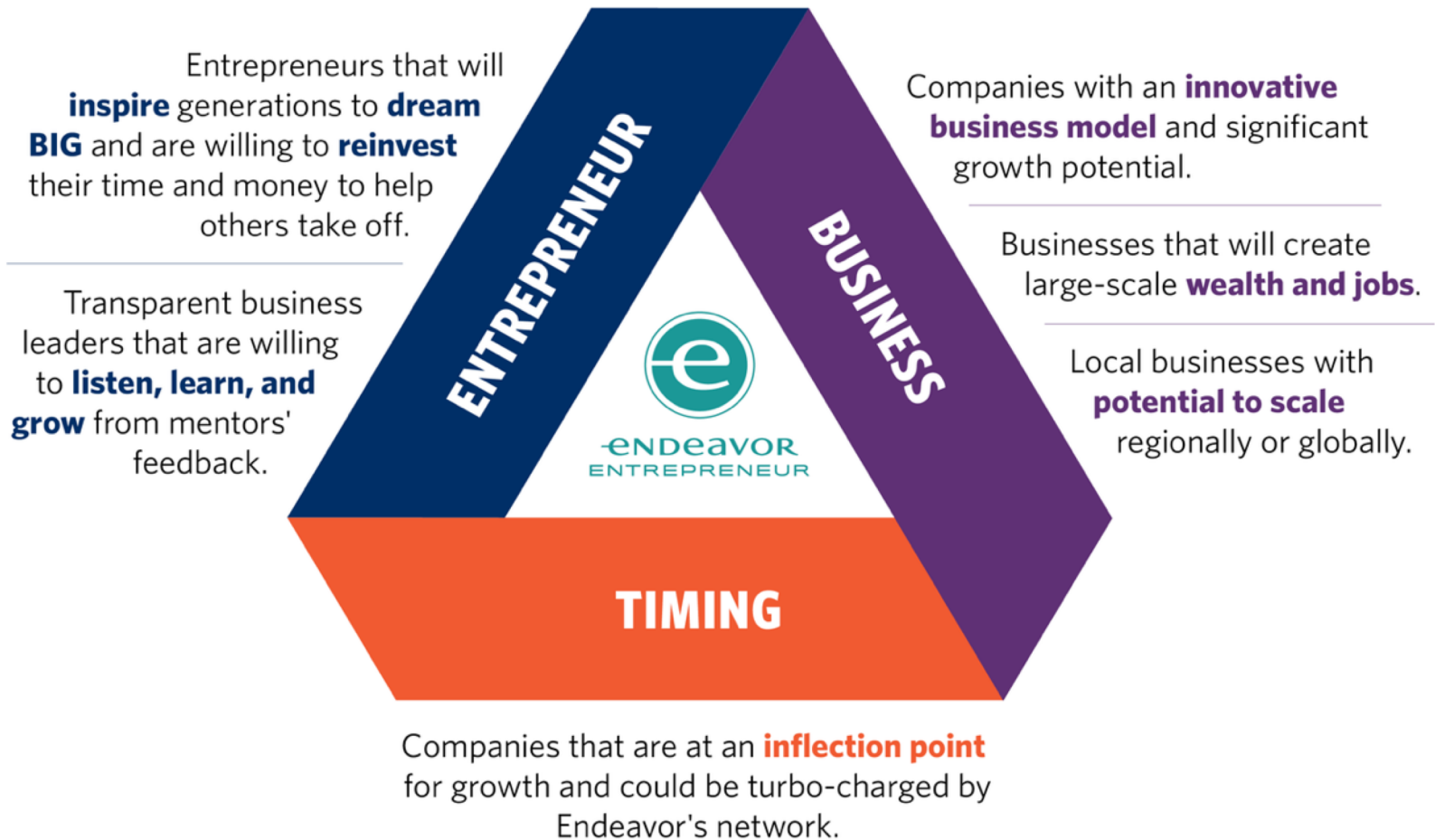


Endeavor launches in markets with:

- A growing pipeline of high-impact entrepreneurs
- A vibrant startup scene lacking in scaleup support
- Local “pull” from private sector leaders

WE SELECT HIGH-IMPACT ENTREPRENEURS

WHO WILL FURTHER ENDEAVOR'S MISSION



THE ENDEAVOR EFFECT

Our network of 3,000+ mentors challenge Endeavor Entrepreneurs to...



GROW COMPANY

Access programmatic support on scaling operations, including accessing quality talent, raising capital, entering new markets



GROW NETWORK

Join an unparalleled global community of like-minded peers to learn from and with



GROW MINDSET

Learn to think bigger through exposure to world-class thought leaders & industry experts



GROW INFLUENCE

Multiply impact and give back by mentoring, inspiring & investing in others

Endeavor provides

Access to Mentorship

Custom Advisory Board
Endeavor Open Platform
Vertical Communities

Access to Talent

Executive Ed Programs at
Harvard & Stanford
eMBA, Bain & EY Fellows
Talent Board

Access to Capital

Mentor Capital Program
Investor Network
Endeavor Catalyst

Access to Markets

New Market Exploration
Market Entry Support
Educational Resources

THE LIFECYCLE OF AN ENDEAVOR ENTREPRENEUR

Endeavor seeks to support entrepreneurs who can complete this scale-up journey with us.



SCALE
SUCCEED
REINVEST
MULTIPLY

TESTING OUR HYPOTHESIS

ENDEAVOR INSIGHT UNDERTOOK A DEEP DIVE INVESTIGATION TO PROVE THAT ENTREPRENEUR CONNECTIONS DRIVE ECOSYSTEM DEVELOPMENT

Starting with the tech sector in Buenos Aires Endeavor Insight surveyed 200+ entrepreneurs who were part of local entrepreneurship organizations, incubators, accelerators or who had received VC investment.

ENDEAVOR INSIGHT ASKED FIVE QUESTIONS:

- 1 Who **INSPIRED** you to become an entrepreneur?
- 2 Where were you **EMPLOYED** before becoming an entrepreneur?
- 3 Who **INVESTED** in your company?
- 4 Who **MENTORED** you as you built your company?
- 5 Have you **FOUNDED** any additional companies?

IN 1999, THE BUENOS AIRES TECH SECTOR WAS VERY SMALL

VIEW VIDEO

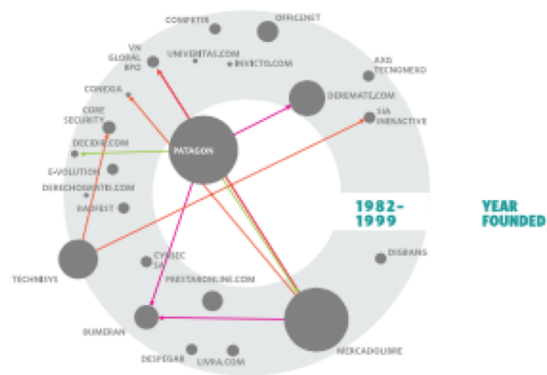
Companies:

Size of circle reflects the number of outgoing connections of entrepreneurs at each company

Types of Connections:

- MENTORSHIP
- INSPIRATION
- INVESTMENT
- FORMER EMPLOYEE
- FOUNDER

Note: Entrepreneurs are represented by their most prominent companies.



THE "POWER OF THE FEW" IN CATALYZING A MULTIPLIER EFFECT

ILLUSTRATED IN THE ENDEAVOR INSIGHT RESEARCH AND NETWORK MAPS

From the entrepreneur desert back in 1997, 15 years later **6 high-impact entrepreneurs in Buenos Aires** had influenced **+80%** of all tech entrepreneurs in the city. **5 of them are Endeavor Entrepreneurs**

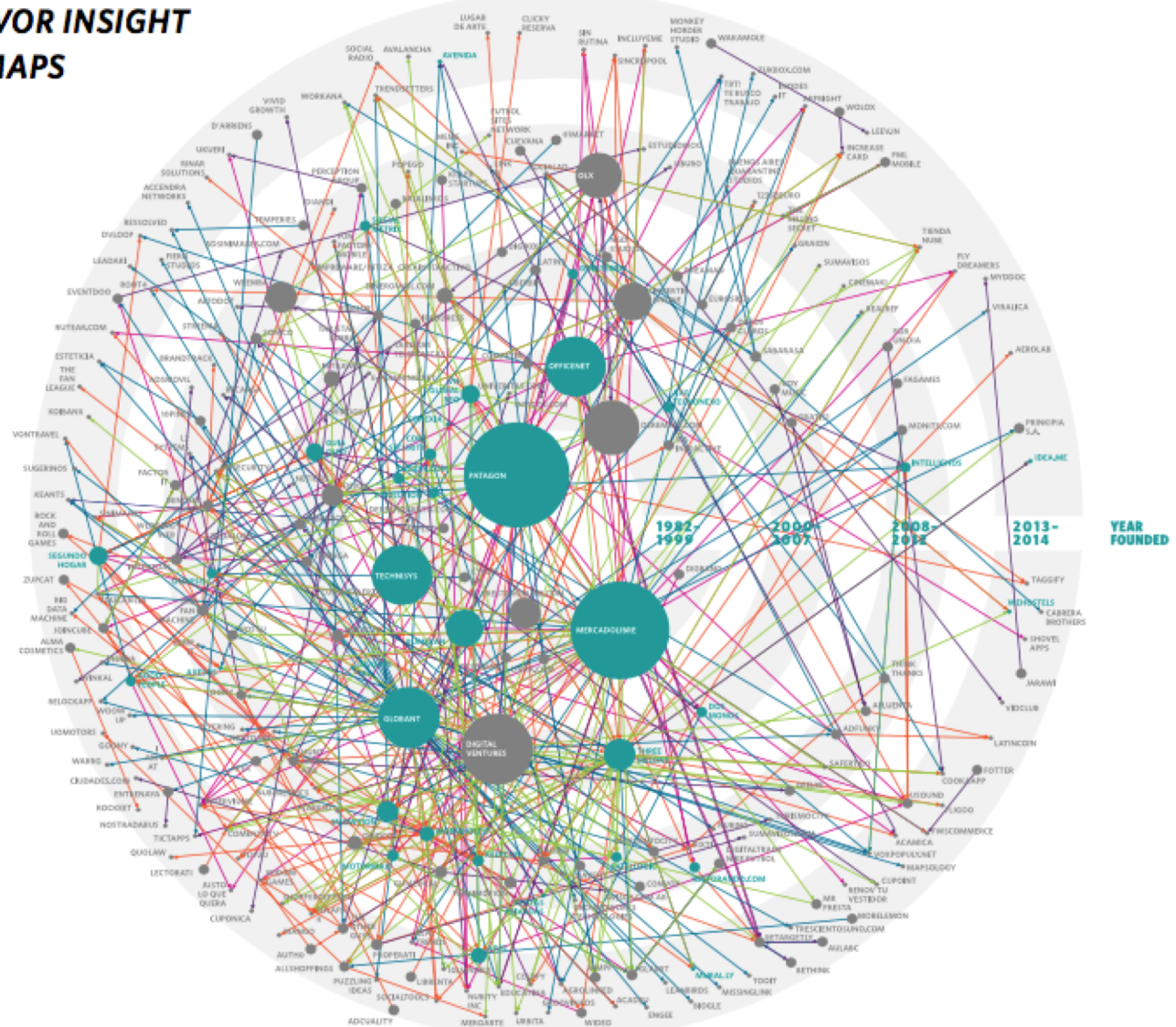
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THE ECOSYSTEM WITHOUT THOSE TOP ENTREPRENEURS

(AND WITHOUT ENDEAVOR)



WITH 50 MAPS NOW CREATED, WE'VE LEARNED VALUABLE LESSONS

FOR BUILDING ENTREPRENEURSHIP ECOSYSTEMS

1

Entrepreneur led ecosystem development works best.

2

A small number of high-impact entrepreneurs turn out to be especially critical.

3

It takes more than just start-ups. Scaleups drive most wealth and job creation.

4

Entrepreneurs who have successful exits should be encouraged to become active angel investors and/or VCs.

ENDEAVOR INSIGHT HAS BEEN FEATURED IN PUBLICATION BY:

The Atlantic

BUSINESS
INSIDER

CRAIN'S
NEW YORK BUSINESS

EY
Building a better
working world

Forbes

Harvard
Business
Review

THE
HUFFINGTON
POST

IFC
International
Finance Corporation
WORLD BANK GROUP

Ewing Marion
KAUFFMAN
Foundation

K@W












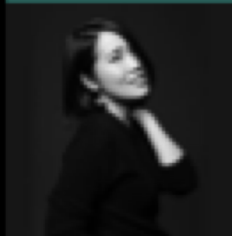
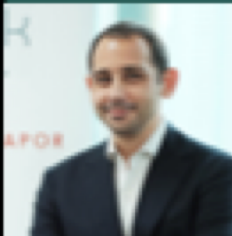

ON
OMIDYAR NETWORK

TC
TechCrunch

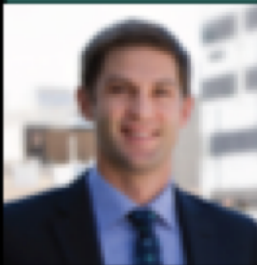



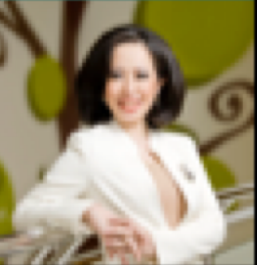




THE WALL STREET
JOURNAL

WORLD
ECONOMIC
FORUM

ENDEAVOR ENTREPRENEURS FROM INDONESIA

<p>Aldi Haryoprato EJAA/Mager/InovCOM</p> 	<p>Achmad Zaky IndoPak</p> 	<p>Adrian Gunadi InovPak</p> 		<p>Azrian Agus Pura Desserts</p> 
<p>Aaron Fishman East Ball Cakes</p> 	<p>Anne Sekita Widjaja Indonesia Star Works</p> 	<p>Anton Wirjono The Goodly Dept</p> 	<p>Antonius Taufan TKDA</p> 	<p>Arief Widhiyasa Agale International</p> 
<p>Bede Meese Pinnacle (Company Inactive)</p> 	<p>43 Endeavor Entrepreneurs Selected</p>	<p>Carlina Derjanto Culturix</p> 	<p>Charles Guinat OmniPak</p> 	<p>Christian Irianti Fabeo</p> 

ENDEAVOR ENTREPRENEURS FROM INDONESIA

<p>Cowan Finch Synergy Efficiency Solutions</p> 	<p>Diang Gumilang Peadable.com</p> 	<p>Teddy Sahab ZahOnc</p> 	<p>Gilran Hussainah efinity</p> 	<p>Grace Judio-Kahri Lighthouse Indonesia</p> 
<p>Gustem Segarra Happyfresh</p> 	<p>Ranifa Ambadar Female Daily Network</p> 	<p>Nellanti Hilman Jewels</p> 	<p>Hendy Setiono Kebab Turki Baba Rafi</p> 	<p>From</p> <p>35</p> <p>Companies</p>

ENDEAVOR ENTREPRENEURS FROM INDONESIA

4

Big Cities in Indonesia

Irfan Raditya
Katali



Krishnan Menon
Pevola



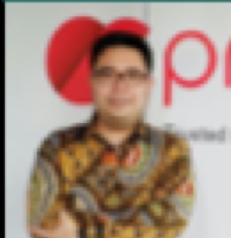
Lingga Madu
Sorbati



Markus Ehler
HappyFresh, Crowdfunder, Builders Union



Marshall Prihadi
PlayID



M. Fajrin Raayid
BukuPak



Niki Luhur
Kartika (now) Indonesia FinTech Association



4

Homeruns

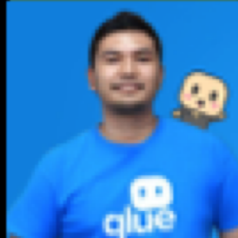
Nirmal Rajaram
Cita Rasa Prima Group



Odi Amindito
Coffee Villa Indonesia



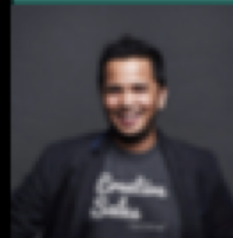
Rama Raditya
Clue



Regi Wahyu
Databot / HIMA





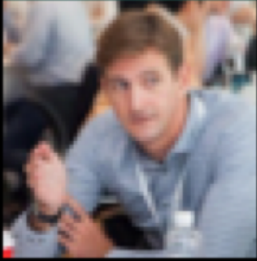



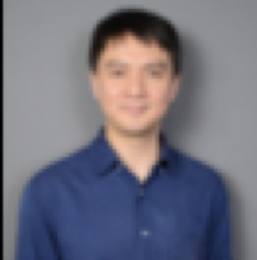


Rex Marindo
Cita Rasa Prima Group



Reynoldan Royono
Sesport



ENDEAVOR ENTREPRENEURS FROM INDONESIA

<p>Ria Sarwono Co-founder</p> 	<p>Stefanie Karnedi CEO Kasa Prima Group</p> 	<p>Steve Piro Synergy Efficiency Solutions</p> 	<p>Steven Kim Driver</p> 	<p>Bugianto Tandio Tira Media</p> 
<p>23 Big Bubbles</p>	<p>Susan Sugden Partner (Company Inactive)</p> 	<p>Vincent Iwanantoso Indonesia / DANIA (now) / Allway Indonesia</p> 	<p>Yukka Harlanda Prodi Forward</p> 	 <p>ENDEAVOR ENTREPRENEUR</p>

IMPACT NUMBERS IN INDONESIA

Financial Capital

(~USD2.2B*)
of revenues
generated
by Endeavor
Indonesia
Entrepreneurs

**USD
163,7M**

(~IDR2.34T*)
raised in debt and
equity capital by
Endeavor Indonesia
Entrepreneurs

(Only capturing publicly available information)

Human Capital

Our highly-curated
process has brought in

43

High-Impact
Entrepreneurs

leading

35

companies

Social Capital

250+

Business leaders &
experts

3,169

Business leaders
worldwide

2,020+

Hours of mentoring
sessions

SCALE UP FOR INDONESIA!

-endeavor