



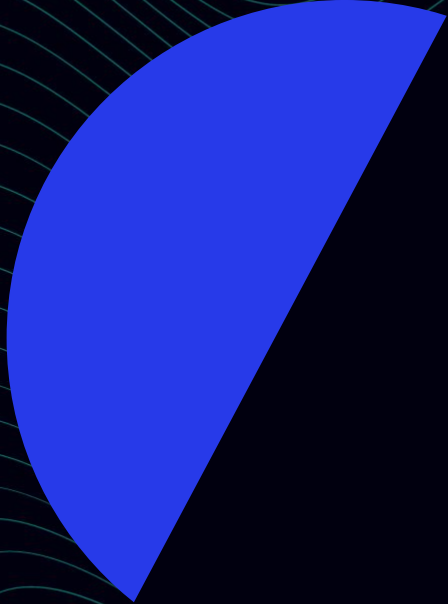
endeavor

Endeavor Overview



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PART I

ENDEAVOR GLOBAL

WHO WE ARE



Endeavor is the leading global community of, by, and for High-Impact Entrepreneurs — those who dream bigger, scale faster, and pay it forward.

1

OUR CORE BELIEF

High-Impact Entrepreneurs
transform economies.

2

WHAT WE DO

We create a Multiplier Effect –
inspiring high-growth entrepreneurs to
dream bigger, supporting and investing
in them to scale faster, and providing
a platform to pay it forward.

3

WHY WE DO IT

To build thriving entrepreneurial
ecosystems around the world.

ENDEAVOR BY THE NUMBERS

ENDEAVOR:



27
Years of
operation



40+
Countries

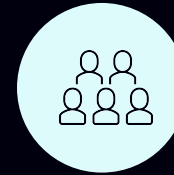


600+
Employees

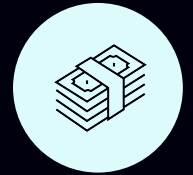
OUR IMPACT:



2,500+
Endeavor
Entrepreneurs
selected



4.1M
Jobs created
by Endeavor
companies

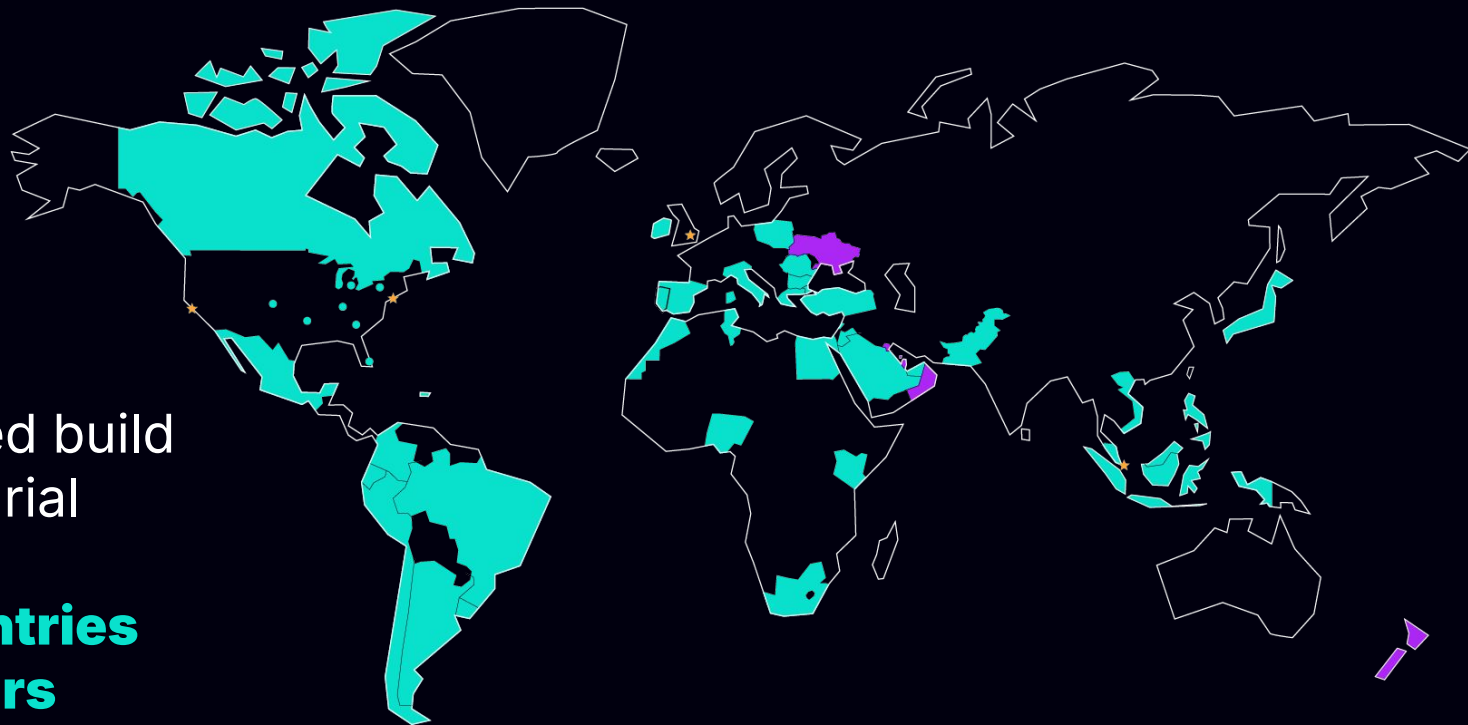


\$50B
Revenues
generated
by Endeavor
companies
annually



Offices across Latin America, Europe, Asia, the Middle East, and Africa as well as in underserved markets in the U.S. and Canada.

We've helped build
entrepreneurial
ecosystems
**in 40+ countries
over 27 years**



1 IN 6 COMPANIES IN OUR PORTFOLIO HAS REACHED A \$1B+ VALUATION



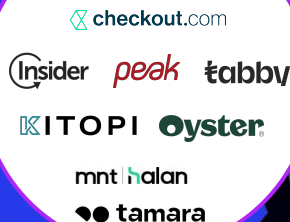
USA



Europe



MENAT



LATAM



SSA



ASIA



OUR GLOBAL BOARD



Edgar Bronfman Jr.
Accretive LLC
Board Chair



Guillaume Pousaz
Checkout.com
Endeavor Entrepreneur



Javier Olivan
Facebook



Joanna Rees
West



Linda Rottenberg
Endeavor CEO



Martin Escobari
General Atlantic



Matt Harris
Bain Capital Ventures



Nicholas Beim
Venrock



Nicolas Szekasy
Kaszek Ventures
Endeavor Entrepreneur



Reid Hoffman
LinkedIn; Greylock
Chair, Endeavor Catalyst Fund



Shu Nyatta
Softbank



Veronica Serra
Pacific Investments
& Innova Capital



When the role model founders of today support the role model founders of tomorrow, they multiply their impact, creating what we call:

The Multiplier Effect



**DOUBLE CLICK
FOR ARTICLE**



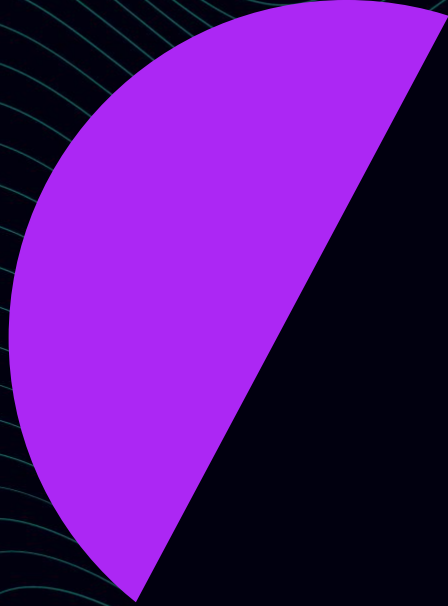
The Multiplier Effect shows how a single founder can have a significant impact on generations of companies, by virtue of mentoring and investing in other founders and inspiring their employees to start their own companies.

CAREEM



MERCADOLIBRE





PART II

WHAT WE DO & HOW WE DO IT

WHAT WE DO & HOW WE DO IT

After selecting high-growth founders, we help them **scale faster** and **invest in their growth**, while giving them a platform to **pay their success forward** to the next generation

How Endeavor Entrepreneurs SCALE FASTER

We connect our entrepreneurs to founders and C-suite hyperscalers who've walked in their shoes, saving them years of mistakes

How Endeavor Entrepreneurs PAY IT FORWARD

Our entrepreneurs commit to training, mentoring, and investing in the the next generation of high-growth founders, thus creating a Multiplier Effect



OUR OPERATIONAL MODEL

We select

Endeavor Entrepreneurs by searching the globe, identifying founders with the greatest growth potential, and inviting them to participate in our international selection process.

We support

Endeavor Entrepreneurs with our expansive global network, unrivaled peer-to-peer community, and highly-curated services.

We elevate

Endeavor Entrepreneurs as aspirational role models and provide avenues for them to mentor and inspire others to reimagine what is possible.

We invest

in Endeavor Entrepreneurs through our rules-based fund, Endeavor Catalyst.

We advance

the conversation around global entrepreneurship and innovation through original content, leveraging Endeavor's proprietary data set and insights.

SELECTION CRITERIA

Very capable founder, surrounded by a strong executive team, who (potentially also) has a **track record of prior success** and a **high level of ambition**

Transparent business leaders that are willing to learn, grow and **Pay it Forward**

Contributes to our **diversity goals** around gender, geography, industry, and ethnicity

Entrepreneur



Business

If successful, the business has potential to be **nationally and perhaps globally** significant both in size and impact. Projected to achieve Unicorn and beyond status

The business is typically **technology** or **tech-enabled**, innovative, would grow to **1,000's of employees**, and would be a **leader** in their space

Timing

Typically achieved or on cusp of achieving > \$100M valuation

Well past the startup phase, approaching the **middle of the hockey stick of growth**. Expected to continue to grow substantially for the next **5** years



SELECTION PROCESS

The Endeavor seal of approval carries significant weight with investors, partners, and industry leaders.



CANDIDATES



**ENDEAVOR
ENTREPRENEU
R**

1

First Opinion Reviews

Endeavor staff conducts a one-hour interview to assess the candidate's viability.

2

Second Opinion Reviews

Endeavor mentors conduct multiple interviews with each candidate, probing the business's strategy, innovation, growth potential, and entrepreneurs' personal qualities.

3

Local Selection Panel

Local mentors and Board Members interview, deliberate, and select candidates for an International Selection Panel.

4

International Selection Panel

International business leaders serve as panelists to interview candidates, deliberate, and select a new class of Endeavor Entrepreneurs by unanimous vote.



PART III

ENDEAVOR CATALYST

Endeavor Catalyst is our rules-based co-investment fund — set up to invest in Endeavor Entrepreneur-led companies and sustain our long-term operations in a mission-aligned way.



We invest in Endeavor Entrepreneur companies
up to 10% of the round, max \$2M



Raising equity rounds of \$5M+



Led by a qualified, institutional investor



10+
Years of Operation



300+
Investments



37
Markets



\$500M+
Assets Under Management



24
Exits



57
Unicorns

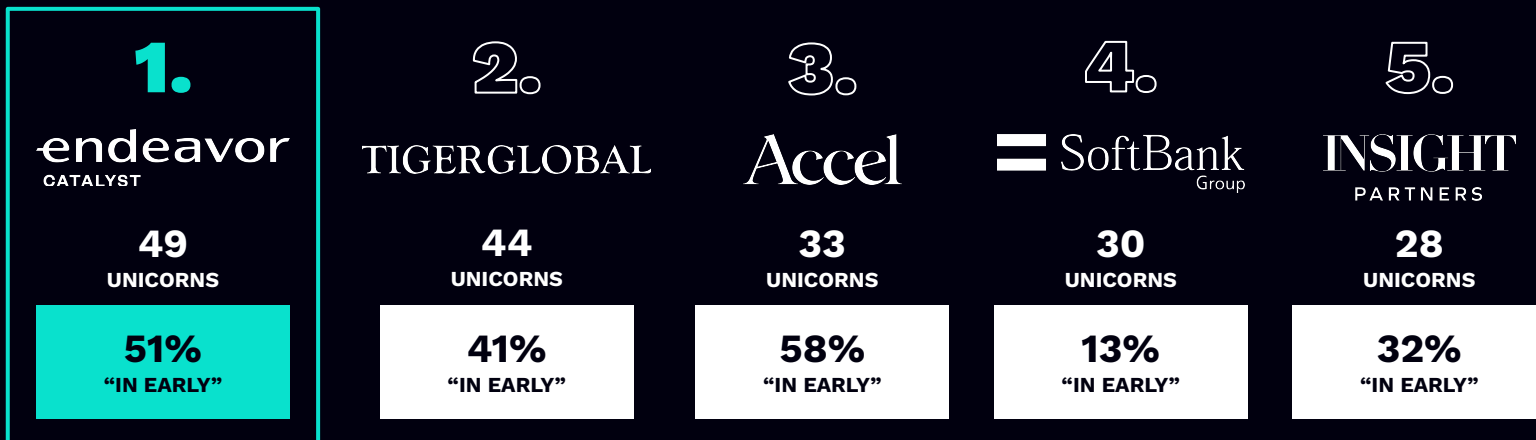


12
Publicly-Listed Companies



300+
Co-Investment Partners

With 49 Active Unicorns outside of the US, China, and India (“Rest of World”) as of Q4 2023 — Endeavor Catalyst is the most prolific Unicorn investor in the Rest of World.



With 51% of our Unicorns invested in at Series A or earlier, **Endeavor Catalyst is the most successful investor at the early stage in unicorns outside of the US, China, and India.**

1 in 6 Companies in the Endeavor Catalyst portfolio has reached a \$1B+ valuation.



USA

- SalesLoft onetrust
- everside HEALTH
- Quantum Metric sondermind
- JumpCloud FIGS
- Altruist



Europe

- satispay payhawk
- jobandtalent Factorial
- Glovo wayflyer
- BENDING SPOONS cobify
- blueground



MENAT

- checkout.com
- Insider peak tabby
- ITOPI oyster
- mnt halan
- tamara



LATAM

- KAVAK nowports d.local
- technisys credits betterfly NetCo
- EBANX Rappi loft VTEX neon
- Brex Bitso maderemadeira hotmart
- Globant Cornershop MERCADO BITCOIN
- olist clip MURAL QITECH
- habi ualá

SSA

- Flutterwave
- go1



ASIA

- bukalapak
- CARSOME kredo (Buy now, Pay later)
- eFishery
- CARRO



OUR PORTFOLIO

B2B Software, Fintech and Commerce make up roughly **2/3 of our portfolio**, with B2B Software increasing significantly in recent years.

AI continues to attract significant attention in our markets. While, AI is not specific to a particular industry, we see the technology being applied across a variety of companies.

Note: Percentages shown reflect capital deployed across each sector.



B2B Software
24%



Fintech
23%



Commerce
15%



Smart City & Climate
10%



Marketplaces
10%



Healthcare
8%



Food & Beverage
4%



Education
6%



PART IV

Endeavor Colorado

Endeavor Entrepreneurs



Mark Frank
[SonderMind](#)
Endeavor Outlier
Unicorn



Lee Mayer
[Havenly](#)
Endeavor Outlier



Liz Giorgi
[soona](#)



Dan Holt
[BillGO](#)



Mario Ciabarra
[Quantum Metric](#)
Endeavor Outlier
Unicorn



Dr. Matthew Wetschler
[Plume Health](#)



Dr. Jerrica Kirkley
[Plume Health](#)



Greg Keller
[JumpCloud](#)
Endeavor Outlier
Unicorn



Mark Lundstrom
[Radia](#)



Rachel Kelley
[Radia](#)



Rajat Bhargava
[JumpCloud](#)
Endeavor Outlier
Unicorn



Tyler Moebius
Smart Media
ISP Candidate

COLORADO ENDEAVOR ENTREPRENEUR ALUMNI

[Workit Health](#)
Robin McIntosh
Lisa McLaughlin

[Friday Health Plans](#)
Sal Gentile
David Pinkert

[BillGO](#)
Kelly Seidl

[CyberGRX](#)
Fred Kneip

[Everside Health](#)
Chris Miller

ENDEAVOR COLORADO BOARD



Courtnee Chun



Dan Caruso
Caruso Ventures
Zayo Group
Board Chair



David Cohen
Techstars



Danielle Lloyd
Caruso Ventures
Secretary of the Board



John Street
Pax8



Kent Thiry
DaVita



Mike Fries
Liberty Global
On Sabbatical



Stephanie Copeland
Four Points Funding



Sandi Lewis
Zayo Group



Valeria Alberola
ZOMALAB
Board Vice Chair



Vinay Nair
TIFIN



Yancey Spruill
Vista Equity Partners



Robin Thurston
Outside, Inc.
Joining 2025

Endeavor Partners



J.P. Morgan



BDT & MSD



Morgan Stanley



Liberty Global



Gary Community Ventures



Brad Feld
Ambassador



Ryan Heckman
Ambassador



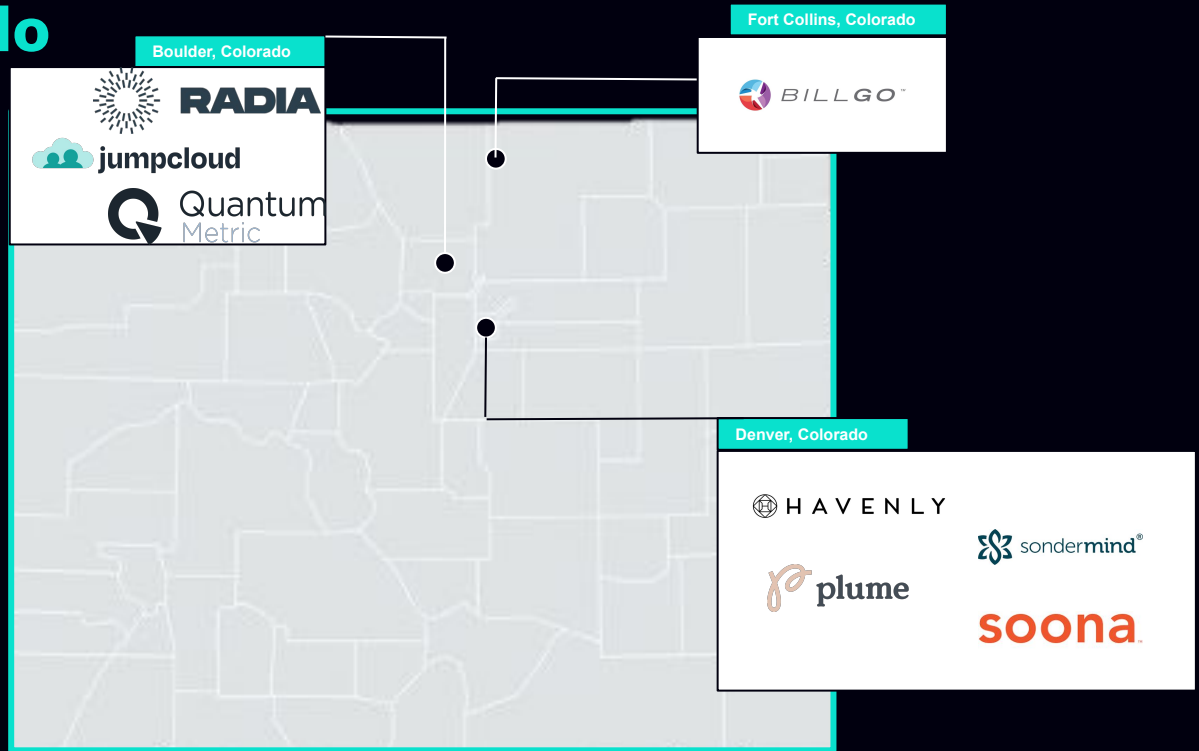
Eric Remer
Mentor



Eric Roza
Mentor

Endeavor Colorado

Launched in 2019



**11 Entrepreneurs building
9 Companies across the state**

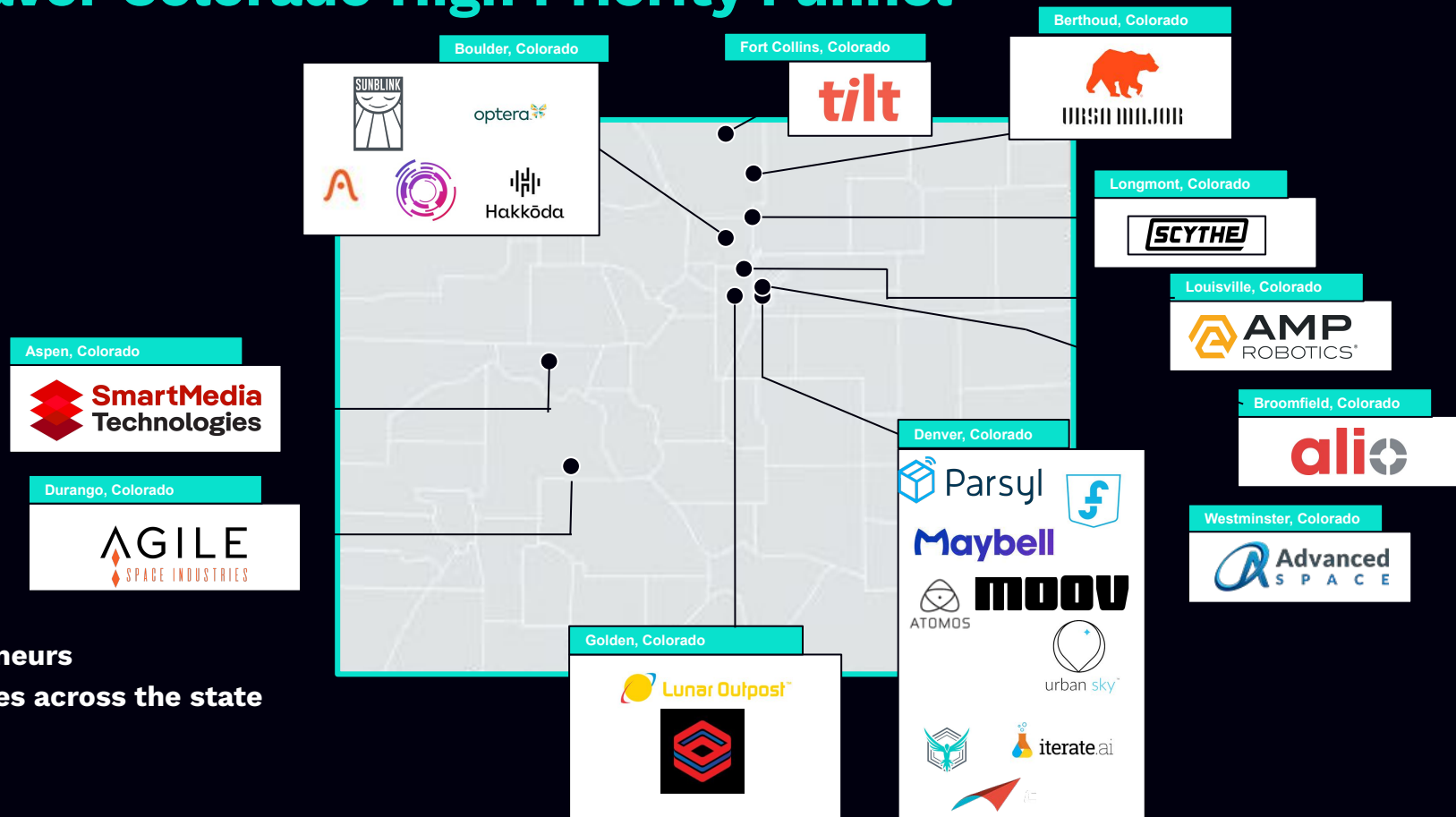


*Acquired by ProcessUnity in 7/2023



*Acquired by Marathon Health in 2/2024

Endeavor Colorado High Priority Funnel



18 Entrepreneurs

18 Companies across the state

9 Cities