Tori Rinker ’16
Endeavor Egypt/Morocco
Summer 2015
The Organization
Mission

*Endeavor* is leading the high-impact entrepreneurship movement around the world. With the support of an unrivaled network of seasoned business leaders, *Endeavor* works to catalyze long-term economic growth by selecting, mentoring, and accelerating the best high-impact entrepreneurs worldwide.
The Model

In new cities, regions, and countries, our model is led by local private sector leaders who pledge their time and money to open new offices.

A portfolio of high-impact entrepreneurs to help to drive innovation, produce role models, and maximize wealth and job creation by showcasing Endeavor Entrepreneurs as role models who influence education and policy reform, spur local investment, and inspire others to take risks.

Our entrepreneurs' companies growth by developing and providing a comprehensive array of demand-driven services and programs.

to the entrepreneurial ecosystem with investments, leadership, mentorship, and inspiration.

Launch
Select
Support
Multiply
Give-Back
## Selection Process

<table>
<thead>
<tr>
<th>Initial Review</th>
<th>Second Opinion Review</th>
<th>Local Selection Panel</th>
<th>International Selection Panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Endeavor staff member conducts a 1-hour interview with the entrepreneur to understand the company, the business model, and the entrepreneur’s motivations and challenges</td>
<td>Endeavor mentors conduct six 1-hour interviews with the entrepreneur, probing the company’s business strategy, innovation, growth potential, and the entrepreneur’s personal qualities</td>
<td>A panel of 10-15 local Endeavor mentors and business leaders interview entrepreneurs, deliberate, and select candidates for an international panel</td>
<td>A panel of international Endeavor mentors and business leaders interview entrepreneurs, deliberate, and select a new class of Endeavor entrepreneurs</td>
</tr>
</tbody>
</table>
The Work
Institution Building

• Projects such as…
  ▫ Helping to advise in selection process
  ▫ Designing graphics and reformatting of presentations
  ▫ Recording of formal procedures
  ▫ Organizing the production of promotional videos

• 5 weeks in Egypt, 3 weeks in Morocco
1. THE ENTREPRENEUR AND THE IDEA
   
   Summarize the main points that tell you about the entrepreneur(s) and their business. This section should be made up of one paragraph that follows the outline below.
   
   1. What is the problem that this company solves? How does the company solve the problem? (conclude, one-sentence)
   2. What is the size of the market/opportunity?
   3. How did the entrepreneur start the business? [ex. Did he have partners? Where did he get funding? What did he use for office space? How did he start developing the product?]
   4. Is there something particularly innovative about the company's products or services?
   5. What are the company's main competitive advantages?
   6. How has this company capitalized on this opportunity so far? In other words, what are the most compelling milestones that it has achieved to date? (e.g. current market share, recent revenue growth, jobs created, major clients, major projects, international presence)
   7. What are the company's projections for the future? (e.g. future revenue projections, future strategy, future vision)

   Length Guideline: This section, including the header, must not exceed a 1/2 page

2. THE VALUE PROPOSITION

   Company Name (year founded) – Entrepreneur’s Name

   City: | Country: | Industry:
   --- | --- | ---
   Team: | Financing:
   Revenue Growth (CAGR): | XX% *(11–14) | XX% *(15%–18)

   Mission: One sentence summarizing the mission of the company.

   Website: www.thewholeinternet.com | Email: bill@thewholeinternet.com

---

LOCAL SELECTION PANEL OVERVIEW

<table>
<thead>
<tr>
<th>Entrepreneur Interviews</th>
<th>Lunch &amp; Networking</th>
<th>Deliberations</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-10:45</td>
<td>11-11:45</td>
<td>14-00-16:30</td>
</tr>
<tr>
<td>12-12:45</td>
<td>13:00-14:00</td>
<td></td>
</tr>
<tr>
<td>45 min - Pitch and Q&amp;A</td>
<td>Catered by [insert]</td>
<td></td>
</tr>
<tr>
<td>5 min - Feedback</td>
<td>in lobby</td>
<td></td>
</tr>
<tr>
<td>10 min - Scoring</td>
<td>Discussions and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>voting</td>
<td></td>
</tr>
</tbody>
</table>
The Impact
Professional and Personal Impact

- Formalizing certain processes to make day to day work more efficient
  - Email templates, recruiting processes, managing interns
- With our knowledge, helped Morocco - a newer office - set up similar processes
- Great work experience
  - Learning what goes into running a business, how to work within a brand, working between time zones and languages
- Hoping to find a place in Endeavor after graduation and form a thesis topic on entrepreneurship in Egypt/Morocco with what I learned