

# -eNDeavor

Tori Rinker '16

Endeavor Egypt/Morocco

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# 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



# Selection Process

## Initial Review

*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*

## Second Opinion Review

*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*

## Local Selection Panel

*A panel of 10-15 local Endeavor mentors and business leaders interview entrepreneurs, deliberate, and select candidates for an international panel*

## International Selection Panel

*A panel of international Endeavor mentors and business leaders interview entrepreneurs, deliberate, and select a new class of Endeavor entrepreneurs*

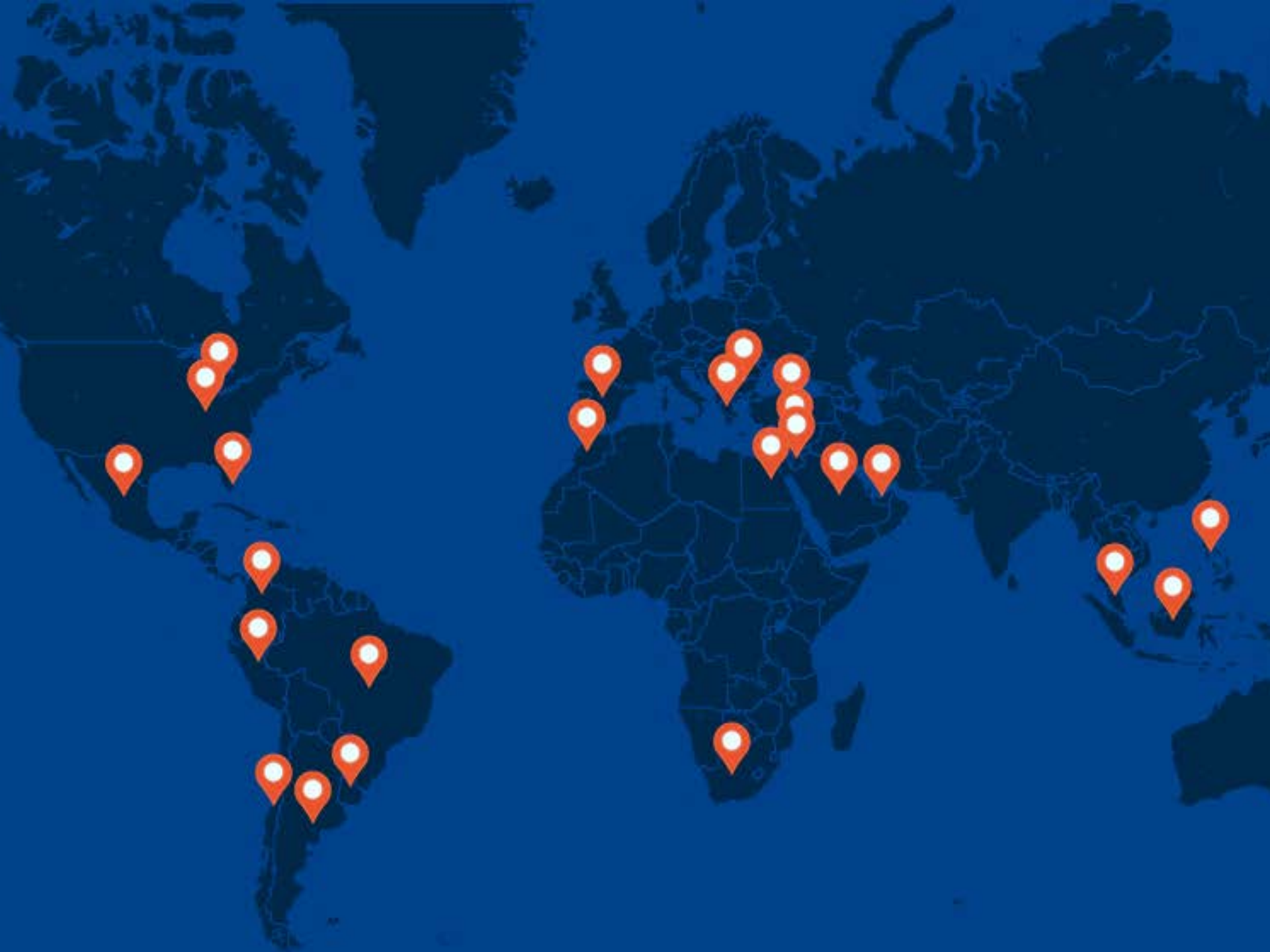


**Endeavor  
Entrepreneur**

# 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







**North America:**  
Mexico  
Louisville  
Detroit  
Miami

**South America:**  
Colombia  
Peru  
Brazil  
Chile  
Uruguay  
Argentina


**Europe:**  
Spain  
Bulgaria  
Greece

**Africa:**  
Morocco  
Egypt  
South Africa

**Middle East:**  
Turkey  
Lebanon  
Jordan  
Saudi Arabia  
UAE

**Asia:**  
Philippines  
Malaysia  
Indonesia



Company Name (year founded) – Entrepreneur's Name ★🐦⚡💎			
	City:	Country:	Industry:
	Team:	Financing:	
	Revenue:	US\$XXX (2014)	US\$XXX (2015e) US\$XXX (2016e)
	EBITDA:	US\$XXX (2014)	US\$XXX (2015e) US\$XXX (2016e)
	Revenue Growth (CAGR):	XX% ('11–'14)	XX% ('15e–'18e)
Mission: <b>One sentence summarizing the mission of the company.</b>			
Website: <a href="http://www.thewholeinternet.com">www.thewholeinternet.com</a>   Email: <a href="mailto:bill@thewholeinternet.com">bill@thewholeinternet.com</a>			

## 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? (concise, 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



## LOCAL SELECTION PANEL OVERVIEW

Entrepreneur Interviews			Lunch & Networking	Deliberations
10-10:45	11-11:45	12-12:45	13:00-14:00	14:00-16:30
45 min - Pitch and Q&A 5 min - Feedback 10 min - Scoring			Catered by [insert] in lobby	Discussions and voting

# 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





# -eNDeavor

[www.endeavor.org](http://www.endeavor.org)

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