
Endeavor Entrepreneur Handbook

Based on Endeavor's business verticals; this MENA EE Handbook aims to create a stimulus in the region to develop and enhance EE2EE connections, community engagement, collaborations, and OPEN outreach.

2019
MENA



Agriculture



Charif Mzayek
FloraNow

florano**w**.com

Founded in 2016, Floranow is a curated B2B online marketplace for flower and plant trading. It connects flower growers, consolidators and exporters directly to flower retailers, weddings and events planners, hotels and supermarkets. Riddled with an inefficient and highly intermediated supply chain, Floranow aims to solve a market pain by eliminating intermediaries, shorten lead times and create an advantage for both the farmers and the retailers at both ends.

Areas of Operation

Marketplace
Logistics
Delivery

Market Reach

Middle East
Africa

Endeavor Office

Jordan



Hussein Aboubakr
Plantform

PLAN FORM
CONTROL YOUR VALUE CHAIN

PlantForm, an Egyptian agro-processing company, with three main product lines; canned foods, pickled-peppers and dehydrated veggies. Little Caesar's, America's third-largest pizza chain, sources its jalapeno peppers, from PlantForm too, as does Papa John's Pizza and Burger King. PlantForm works closely with its farmers, helping hundreds of young rural Egyptians through its technical assistance program. By extending credit for seeds as well as providing high-quality seeds, advice on cultivation methods, proper fertilizer and more, PlantForm ensures unprecedented yield and returns for these small scale farmers.

Areas of Operation

Food processing
Agriculture

Market Reach

Egypt
USA

Endeavor Office

Egypt





Commerce: Retail & Consumer Tech



Mohamed Abdel Moneem
Mostafa Al Sagheer
Al Sagheer Group



Founded in 1980, Al Sagheer Group is Egypt's top beauty company providing an expansive offering of services, including hair, beauty and spa treatments for men, women and children of all ages. Through its high-end in-salon boutiques, Al Sagheer sells international and premium brands in perfumes and beauty products such as Chanel, Dior and Guaraní. In 2003, Al Sagheer launched The Academy, an institute that provides professional training to salon employees, independent beauty technicians and private individuals.

Areas of Operation

Hair & beauty
Retail

Market Reach

Egypt
UAE

Endeavor Office

Egypt



Alissar & Ghassan
Mzayek
Alissar



Starting off as a single retail outlet in 1979 selling floral arrangements and indoor plants to the local market, Alissar Flowers grew to become market leader in Jordan and a significant regional player in the floral industry. With its online stores and retail presence, Alissar is a trendsetter and innovator in floral design and decoration for luxury hotels, weddings, and events.

Areas of Operation

Retail: Online & offline
Weddings & events
Hotels & corporates
Agribusiness
Wholesale

Market Reach

Jordan
UAE
Qatar
Kuwait

Endeavor Office

Jordan



Eddy Maroun
Elie Habib
Anghami



Anghami offers music enthusiasts the opportunity to listen to millions of Arabic and international tracks from the convenience of their mobile phones or desktops. To date, Anghami boasts over 55 million users, a library of 25 million Arabic and international tracks, and an average streaming of 650 million tracks per month. Headquartered in Lebanon, Anghami is rapidly expanding in the region, with offices now open in the KSA, Egypt, and the UAE.

Areas of Operation

Digital Media

Market Reach

Middle East

Endeavor Office

Lebanon





Commerce: Retail & Consumer Tech



Erol Değim Başak Taşpınar Değim Armut



Armut is the biggest local services marketplace in Turkey and operating in 5 other countries with the brand name HomeRun. Their mission is to make it easy to find trusted service providers. They are the 2nd fastest growing technology company in Turkey and 40th in EMEA region according to Deloitte Fast 50 research with the growth rate of 2800% over the past 4 years. Their monthly traffic is over 2 million and they have over 300.000 service provider on the platform. They will continue to grow globally and help people to find best service providers for their projects.

Areas of Operation

Service marketplace

Market Reach

Turkey
UK
USA
Romania
KSA
Egypt

Endeavor Office

Turkey



Ulugbek Yuldashev AWOK



AWOK is one of the leading online shopping destinations for the mass market in the UAE, attracting approximately 15M visitors per month. At the outset, AWOK began selling electronics. Today the website offers approximately 70,000 products across 30+ categories including: fashion accessories, home appliances, kitchenware, cameras, and health and beauty products.

Areas of Operation

E-commerce
Logistics
Delivery
Marketplace

Market Reach

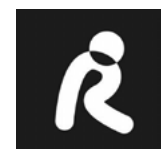
UAE
KSA
China (warehouses)
Global deliveries

Endeavor Office

UAE



Bassam Jalgha Hassane Slaibi Band Industries



Band Industries is a music technology company dedicated to building the 21st century musician's toolkit. In 2014, it launched its first automatic guitar tuner, Roadie Tuner, that garnered worldwide attention and accolades, including the TechCrunch Disrupt Audience Choice Award. In 2017, the company launched two new products on Kickstarter: Roadie 2, an updated version of Roadie Tuner, and Roadie Bass. The campaign raised more than half a million dollars making it the most funded music accessory in crowdfunding history. Roadie 2 is endorsed by rockstar guitarists from Queen, Drowning Pool, Grand Funk Railroad and Tim McGraw band among many others.

Areas of Operation

B2C & B2B
Technology & music

Market Reach

Global

Endeavor Office

Lebanon





Commerce: Retail & Consumer Tech



Areas of Operation

Retail

Market Reach

Egypt
UAE
KSA
Kenya

Ahmed Ragab Baraka Group

Baraka Group is an award-winning wholesale distributor of luxury goods. Beginning as Egypt's first optical store 'Baraka Optics' in 1982, the company expanded its line of work to fashion, jewelery, furniture, and construction industries. Baraka Group currently franchises and operates 15 brands in over 100 stores across Egypt, GCC, and East Africa.

BARAKA GROUP

Endeavor Office

Egypt



Areas of Operation

Health & beauty

Market Reach

Middle East
GCC

Maha Arayssi Rifai Mohammad Arayssi Beesline

Beesline offers natural and effective personal care products rich in unique ingredients produced by the honeybee. Free of harsh chemicals, Beesline products are sold in thousands of retail outlets, such as pharmacies and supermarkets, across the region.

Beesline®

Endeavor Office

Lebanon



Areas of Operation

Sports & fitness

Market Reach

Egypt

Aly Mazhar BeFit

With five arenas in East and West Cairo, BeFit offers premium health and fitness services to the city's dwellers with more than 21 programs and over 110 sessions a month. BeFit classes integrate functional training to maximize strength, endurance, power, speed and agility, and customers can also benefit from customized nutrition plans, online health and fitness advice, co-branded meals and co-branded physiotherapy for a more holistic approach to wellness.

BEFIT 30

Endeavor Office

Egypt





Commerce: Retail & Consumer Tech



Delphine Eddé
Hervé Cuviliez
Diwanee



Diwanee is a leading player in the Middle East specializing in digital content creation and distribution for its brand partners' native advertising, branded content, distribution solutions, marketing services, social media, and brand publishing. Targeting mostly women, its platforms include yasmina.com, 3a2ilati.com, atyabtabkha.com, and mazyun.com. The online platforms attract over 12 million unique visitors and 120 million video views each month. Diwanee has over 24 million collective fans across social media.

Areas of Operation

Digital Media

Market Reach

Middle East
GCC

Endeavor Office

Lebanon



Emek Kirbiyik
Dugun.com



Zafaf.net is a leading online wedding portal, marketplace operating in Saudi Arabia. Perador Bilisim ve Yazilim Hizmetleri A.S. is a joint venture in Turkey, undertaking the same services, providing online services to couples and vendors in the wedding sector and the project is to establish a legal entity in Riyadh which will own "www.zafaf.net" domain. This entity will match couples and vendors of the wedding sector and the entity will monetize from the vendors via many models as such listing, lead based pricing, commissions, advertisement and etc depending on the contracts done between the legal entity and the customer/vendor.

Areas of Operation

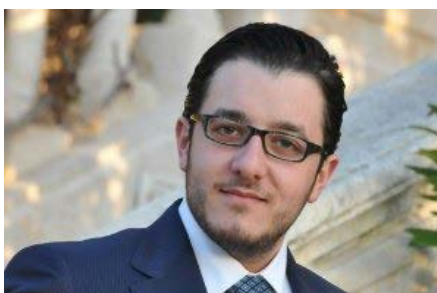
Event Planning
Beauty
Marketplace

Market Reach

Lebanon	Qatar
Egypt	Kuwait
UAE	KSA
Oman	Morocco
Bahrain	Tunisia

Endeavor Office

Turkey



Mohamad El Yaman
El Yaman Group



Founded in 1987, El Yaman Group is a one-stop shop for complete package and label printing solutions, from design to post-press services. From humble beginnings, El Yaman Group has grown into one of the leading printing houses in Lebanon and the region by consistently adopting the latest technology to provide customized services at affordable prices, faster than its competition.

Areas of Operation

Printing & labeling

Market Reach

Middle East
Africa

Endeavor Office

Lebanon





Commerce: Retail & Consumer Tech



Mai Medhat
Nihal Fares
Eventtus



Aiming to ease the process of event management, Eventtus offers an online interactive platform and app to facilitate event planning, networking, and ticketing for event organizers. Eventtus is based in Cairo and Dubai and has powered over 8,500 events, teaming with region's top conferences and exhibitions such as DMG Events, Dubai Expo 2020, and ArabNet.

Areas of Operation

Apps
Event management

Market Reach

Egypt
UAE

Endeavor Office

Egypt



Anass Boumediene
Mehdi Oudghiri
eyewa



eyewa is an online eyewear retailer selling colored and clear contacts lenses, sunglasses, eyeglasses to the fashion-forward millennial consumers in UAE and KSA. As an online-only retailer, eyewa can offer its customers 4-5x more SKUs than traditional retailers with nearly 100% availability and 10-15% cheaper prices. eyewa customers can shop anywhere from any device, receive their orders at home in 2-4 days, and have the options to pay with credit card or cash-on-delivery. The company recently raised a \$7.5M Series A to fuel its international expansion in the GCC and to launch its own line of products.

Areas of Operation

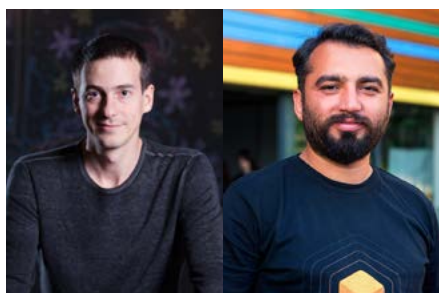
E-commerce & eyewear
manufacturing

Market Reach

KSA
UAE

Endeavor Office

UAE



Mehmet Ecevit
Kaan Karamanci
Gram Games



Gram Games produces original, free-to-play, mobile games that are deceptively simple and immediately engaging. Its three active titles—1010!, Merged!, and 1010! World—are available for free download on the Apple, Google Play, Windows Phone, and Amazon stores. 1010! has attracted over 60 million downloads and 4 million daily active users, reaching the App Store's "Top Free Downloads" in over 55 countries and the #1 download in the US. Perfect for puzzleophiles and casual gamers of all types, Gram Games' titles are intuitive and simple to learn while incorporating deeper strategic elements that keep players engaged.

Areas of Operation

Mobile gaming

Market Reach

USA
Western Europe
Turkey

Endeavor Office

Turkey





Commerce: Retail & Consumer Tech



Aly Rahimtoola Harmony Cosmetics

Inspired by Himalayan purity, born in Dubai and manufactured in Europe, Herbal Essentials is a beauty brand that believes in using and adapting Ancient Beauty Wisdoms from all over the world to create highly effective skin care products for the modern consumer.

HERBAL
ESSENTIALS

Areas of Operation

Skincare products

Market Reach

UAE

Endeavor Office

UAE



Hind Hobeika Instabeat

Unlike any market competitor, Instabeat is the first wearable that allows professional swimmers to monitor their performance while training. In 2015, Instabeat raised US \$4M from the Berytech Fund to globally expand its operations. The company is now working on its 2nd version of Instabeat.

INSTABEAT

Areas of Operation

B2C - Apparel & accessories

Market Reach

Lebanon
China
USA

Endeavor Office

Lebanon



Ala' Al Sallal Jamalon

Jamalon is the MENA region's largest online Arabic book retailer and web-based electronic publishing house, offering more than 12 million Arabic and English titles with home delivery, localized payment methods, and print-on-demand services.

jamalon

Areas of Operation

E-commerce
Print-on-demand

Market Reach

Global

Endeavor Office

Jordan





Commerce: Retail & Consumer Tech



jobedu



Tamer AlMasri
Jobedu

Jobedu creates high quality, affordable "Arabized" products featuring beloved international characters, movies, TV shows, sports teams, and more, allowing fans in the MENA region to enjoy international pop culture in a culturally relevant way. In addition to selling merchandize by global media companies like Disney, Warner Brothers, Universal Studios, and Marvel, Jobedu partners with local artists to produce its own designs inspired by Arab pop culture.

Areas of Operation

Apparel & accessories

Market Reach

Global

Endeavor Office

Jordan



Firas Al-Otaibi
Mohammed Asfour
Wael Attili
Kharabeesh

On a mission to "inspire the young creative minds of the Arab world," Kharabeesh is the digital entertainment destination for Arab youth communities.



Areas of Operation

Content creation
Talent management

Market Reach

MENA

Endeavor Office

Jordan



Civan Orhan
Ahmet Onur
Kolektif House

KOLEKTIF HOUSE

Kolektif House is creating a smarter way of working, learning, and connecting by offering its members access to work spaces as well as a wide range of events and educational programs. Kolektif House's three co-working spaces in Istanbul are situated in central, easily accessible locations and are distinguished by their modern design. With three flexible memberships, Kolektif House has attracted a wide range of renters, from freelancers to corporate companies, creating a strong and diverse network of inspirational people available to each other at arm's length.

Areas of Operation

Co-working space

Market Reach

Turkey

Endeavor Office

Turkey





Commerce: Retail & Consumer Tech



Hakan Baş
Lidiana



Founded by Hakan Baş, Lidiana.com is a celebrity endorsed vertical e-commerce site, offering the world's most exclusive brands and custom designed jewelry and accessories. With its strong management team, reputable shareholders, and smoothly executed unique business model, Lidiana.com stands out as a successful startup company. Lidiana.com was selected as one of the hottest 100 Start-ups in Europe (#1 in Turkey) in the September 2012 issue of Wired Magazine. All advertising is done via blogging and social networks.

Areas of Operation

Fashion marketplace

Market Reach

Turkey

Endeavor Office

Turkey



Loai Naseem
Mona Alhaddad
Lomar



Lomar, a Saudi fashion house led by Loai Naseem, took traditional Arab attire and made it into something modern and fashionable. The goal was to give the thobe a trendy image for any occasion and what once was a limited, basic piece of garment is now more versatile, tailored to multiple occasions. Lomar focuses on comfort, utility, and modern designs. To engage clients, Lomar innovates with new designs every two months.

Areas of Operation

Fashion
E-commerce
Retail

Market Reach

KSA

Endeavor Office

KSA



Rania George
LUNA PAC



With over 50 years of experience, LUNA offers customers high-quality Personal Care and Makeup products that are sourced from premium European raw materials and fully manufactured in Egypt in their 12,000 square meter factory, where all the manufacturing procedures are in accordance with COLIPA and FDA specifications. LUNA's portfolio consists of 12 personal care product lines including skin, hair, oral, and disinfectant ranges and 3 cosmetic lines that are widely distributed across Egypt. LUNA maintains strong investment in its R&D, enabling the company to agilely react to market trends and continually improve upon their product offering.

Areas of Operation

Retail
Beauty

Market Reach

Egypt

Endeavor Office

Egypt





Commerce: Retail & Consumer Tech



Dana Baki
Mohammad Al Zaben
Lunch:ON



Lunch:ON uses customer satisfaction data and maps to curate a limited daily menu for office workers from local restaurants that maximizes delivery efficiency. Whether it's employees ordering for themselves from the daily hand-picked menu or companies ordering food for a meeting, training event, or larger corporate event, the platform takes the usual hassle and cost out of food at the office. Customers love the low prices, convenience and variety of their daily lunches, and restaurants enjoy the opportunity to optimize their kitchens and reach new audiences.

Areas of Operation

Consumer tech: meal delivery

Market Reach

UAE
KSA

Endeavor Office

UAE



Rami Al Qawasmi
Mohammad Jaber
Mawdoo3.com



Mawdoo3.com, the largest Arabic website worldwide, is the closest thing the Arab World has got to a comprehensive, online Arabic encyclopedia. By writing and publishing credible, informative Arabic language articles on every topic imaginable, Mawdoo3 is the Arabic speaking world's destination for trustworthy digital. Mawdoo3 has used its large data bank to launch Salma, the Arab world's Siri like personal voice assistant.

Areas of Operation

Content creation & distribution
Training development programs
Arabic NLP
AI development

Market Reach

MENA

Endeavor Office

Jordan



Kamal Reggad
Menaclick



Menaclick, is a leading e-commerce company in Morocco recognized through the three e-commerce websites; www.hmizate.ma, go.hmizate.ma, and mall.hmizate.ma. hmizate.ma is a portal for daily deals focusing on travel and leisure. The platform offers deals for local merchants in Morocco's five biggest cities and sells thousands of coupons per week. Mall.hmizate.ma is an online B2C drop-shipping marketplace featuring more than 700 vendors selling 35,000 products in verticals ranging from fashion to electronics. Go.hmizate.ma is a global hotel booking engine enabling travelers to compare prices and make reservations at more than 100,000 hotels worldwide.

Areas of Operation

E-commerce marketplace
Deals website
Travel website

Market Reach

Morocco

Endeavor Office

Morocco





Commerce: Retail & Consumer Tech

**MODA
CRUZ**



Melis Güçtaş
Modacruz

Modacruz's user-friendly marketplace for pre-loved fashion items, accessible on web and mobile, provides a seamless experience for Turkish sellers and buyers. Users can sell clothes they no longer wear and buy brand name clothing at an affordable price. Modacruz offers additional features including a blog, advanced search, and recommendation which lets buyers filter by brand and size, and a social component through follow and commenting mechanisms. The company also has an equivalent offering for baby products through its second hand marketplace, Bebecruz, where users can buy and sell used items such as clothing, toys, and strollers.

Areas of Operation

Second hand fashion marketplace

Market Reach

Turkey

Endeavor Office

Turkey



Mona Ataya
Mumzworld

mumzworld
mumz community

Founded in October 2011, Mumzworld.com® is the first and leading bilingual e-commerce site in the Middle East dedicated to everything mother, baby, and child, which enables shoppers to search, compare, and buy from the convenience of their own home. Working with over 1,500 retailers, distributors, manufacturers, and brands in the region and internationally, Mumzworld.com® prides itself on carrying the single largest quality range of mother preferred products, with over 120,000 products to choose from of which 20,000 are sold exclusively on the site.

Areas of Operation

Mother, baby & child products

Market Reach

KSA
UAE
Qatar
Kuwait
Bahrain
Oman
Jordan
Lebanon

Endeavor Office

UAE



Abdulrahman Alolayan
Omar Alolayan
Nice One



NICE ONE

Nice One is the first and largest Saudi e-commerce platform for cosmetics that has more than 300K app download. The orders are placed through the app or website and delivered in <24 hours inside Riyadh, and <48 hours all across KSA and that's what differentiates it. Nice One partners with various local logistics companies to meet the same-day delivery demand in Riyadh, while also partnering with SMSA (Saudi Post Office) to deliver its products in less than 48 hours around Saudi. It's currently testing the UAE market and if it's a viable expansion strategy.

Areas of Operation

e-commerce
cosmetics
retail

Market Reach

KSA

Endeavor Office

KSA





Commerce: Retail & Consumer Tech



Hakan Baş
Sidar Şahin
Peak Games



Peak Games is a leading mobile technology company with a team of 50 people who value progress. Founded in October 2010 by one of Turkey's top internet entrepreneurs, Sidar Sahin, and former Endeavor intern, Hakan Bas. Today Peak has two business lines: translating games and adding local elements to change their culture ("Publishing"), and developing games ("In-house development"). They believe that the best products are created when talented people form autonomous teams striving for impact. Peak Games currently has two top-10 grossing mobile games in the U.S. in Toon Blast and Toy Blast, which together are enjoyed by more than 200 million people globally.

Areas of Operation

Mobile gaming

Market Reach

Global

Endeavor Office

Turkey



Adam McEwan
Platinum Heritage



Platinum Heritage is one of Dubai's leading tourism companies, providing luxury tours, hot air balloon rides, and authentic desert experiences that offer unique safari experiences to guests with rides in a private collection of 1950s Land Rovers. Also, Adam's entrepreneurial success has enabled him to win an exclusive contract for his new reinventions; Hero OdySea -the first tourist-driven boats- to dock at the base of Burj Al Arab, franchising agreements for Hero OdySea global expansion, and interest from global aircraft providers for another upcoming exciting project; Halo.

Areas of Operation

Luxury safari tours
Hot air balloon tours

Market Reach

UAE

Endeavor Office

UAE



Michael Lahyani
Propertyfinder



In 2007, Propertyfinder became the UAE's first online real estate catalog. The interface allows visitors to browse for free over 80,000 residential and commercial properties, posted by over 500 real estate agents in UAE, Bahrain, Qatar, and Egypt. Users can filter their searches for price, location, and size. Real estate agencies and developers profit from Propertyfinder's one million monthly views, which generate over 120,000 leads for their businesses. More than an online catalogue, Propertyfinder also publishes its own real estate tips and quarterly industry reports, as well as 'Prestige,' its luxury real estate magazine.

Areas of Operation

Real estate

Market Reach

UAE	Egypt	Lebanon
Bahrain	KSA	
Qatar	Morocco	

Endeavor Office

UAE





Commerce: Retail & Consumer Tech



Alaa & Tarek Sryo SASCO

SASCO Group is an internationally acclaimed manufacturer and exporter of high quality stationery, paper converting and plastic stationery products, and precision ball point pens, plastic gel pens, highlighters, markers and refills. Since its founding in 1975, SASCO has become one of the biggest manufacturer of stationery and writing instruments in the Middle East and Africa, exporting to more than 10 countries and producing more than 200 stationery items. In 2014, SASCO Group launched Smart Office Solutions, a procurement enabling B2B e-commerce platform that offers stationery, breakroom and all in work consumable products.

Areas of Operation

Household & Office
Manufacturing
Distribution

Market Reach

Egypt	Turkey	Mauritius
Morocco	Sudan	Côte d'Ivoire
UAE	Libya	
KSA	Madagascar	

Endeavor Office

Egypt



Rifat Oğuz Sinemia

A movie ticket for less than the cost of popcorn? That's what Sinemia offers its customers. Sinemia is a private movie club that enables its members to see any movie in theaters at a fraction of the normal price by using geolocation and artificial intelligence technology. Aiming to tackle the problem of empty seats in movie theaters, Sinemia's mobile app serves 80K active subscribers and its industry-leading media website receives 20M monthly visitors across the US, UK, Canada, Australia, and Turkey, with a combined \$13.6B market opportunity.



Areas of Operation

Entertainment
Movies

Market Reach

USA	Australia
Canada	Turkey
UK	

Endeavor Office

Turkey



Hussam Hammo Tamatem Games

Tamatem is the leading mobile games publisher for the Arabic-speaking market. Tamatem takes successful games from around the world, localizes them, makes them culturally relevant and promotes them in the region by partnering with other international game developers.



Areas of Operation

Publishing localized games
Development of high quality games

Market Reach

MENA

Endeavor Office

Jordan





Commerce: Retail & Consumer Tech



Kaswara & Soraqa Al-Khatib **UTURN**



UTURN is a multi-channel network that produces and features local Saudi content, creating an online viewership community spreading across several social media channels. Both their original content and selected content fill a void in a country where the traditional broadcasters have failed to engage a young audience. Its award-winning content includes two of the longest running online shows in Saudi. UTURN has successfully created edgy, relatable content for the youth and gained over 2 million subscribers and followers.

Areas of Operation

- Content design
- Graphic design
- Media production
- Influencer management
- Online video strategy

Market Reach

- KSA
- UAE
- Kuwait
- Bahrain

Endeavor Office

KSA



Turki Alyahya **Whites**

Whites is a Saudi Arabian brick-and-mortar retail store that sells pharmaceutical products and cosmetics. Whites is considered one of the top beauty retailers in KSA with more than 20K products, 3K of which are exclusively sold in 100+ Whites stores. Whites was founded in 2008 by Turki Alyahya, and today it has over 100 stores across 20 cities in Saudi Arabia with over 1,000 employees. Whites is working to redefine the beauty and lifestyle shopping experience for every guest by blending high-quality, premium products with daily requirements, all in one store.

Areas of Operation

- Retail
- cosmetics

Market Reach

KSA

Endeavor Office

KSA





Education



Amin Amin **ASK for Human Capacity Building**

ASK aims to provide innovative human capacity building solutions in the MENA region, with special focus on basic education, youth, and women.

Areas of Operation

Professional development programs
Monitoring & evaluation systems
Educational consulting services

Market Reach

Jordan
UAE
Qatar
KSA

Endeavor Office

Jordan



Mohammed AlAshmawi Mohammed AlMadani **Classera**



Classera is Saudi Arabia's leading e-learning platform that combines gamification and artificial intelligence to help schools digitize their education. Due to the traction it's generated, Classera was chosen by KSA's Ministry of Education as the e-learning solution of choice in all public schools. Accessed via web or app, the platform also integrates assessment tools, performance tracking systems, and messaging. Classera implements loyalty programs that reward students and teachers based on their performance with discounts at hotels, parks, gyms, restaurants, and local stores.

Areas of Operation

E-learning
Education
Technology
Performance management

Market Reach

KSA
Jordan
Egypt
Kuwait
UAE

Endeavor Office

KSA



Michel Khoury **Eastwood Schools**



Eastwood Schools is a collection of K-12 private IB World schools that utilize tech-enabled learning methodologies to modernize education and improve engagement amongst students in the GCC. As the first school in Lebanon and in the GCC with a fully integrated Apple iPad Program, a Mindfulness program and Coding program, Eastwood's dedicated Harvard-certified teachers ensure a true holistic approach to education. With its flipped-classroom model, students learn the material at home and engage in personalized learning through collaborative projects and discussion-based classes. Eastwood is in the process of expanding regionally and always looking to partner up with schools and educational institutions.

Areas of Operation

Education

Market Reach

Lebanon

Endeavor Office

Lebanon





Education



Hanan Khader HelloWorldKids



HelloWorldKids (HWK) provides schools with the training and curriculum to effectively teach students ages 4 – 12 coding skills. By packaging its books, training and curriculum, HWK enables public and private schools to provide a full coding class alongside other subjects throughout the academic year. In addition to learning the basics of coding, computer skills and logic, students go through six levels of the HWK curriculum to learn web, mobile and gaming development, and become proficient programmers in Java, python, HTML5, Javascript.

Areas of Operation

Coding curriculum development
Product development & creation

Market Reach

Jordan
Lebanon

Endeavor Office

Jordan



Rama Kayyali Lamia Tabbaa Salwa Katkhuda Little Thinking Minds



Little Thinking Minds (LTM) creates engaging, self-paced, and digitized content for schools and at-home users aimed to improve Arabic literacy. On its portals, students receive a unique username to access teacher-assigned reading material, comprehension tests, virtual grammar tutorials, and educational games all tailored to each user's proficiency level.

Areas of Operation

Digital educational content for children
to improve Arabic literacy

Market Reach

MENA
USA
Canada
Australia

Endeavor Office

Jordan



Ibrahim Safadi Luminus Education



Luminus Education aims to resolve the mismatch between Arab graduates' skills and the regional labor market needs by offering vocational and technical training; "Education for Employment", to Arab youth aged 16 and above.

Areas of Operation

Language solution & skills development
Technical & vocational education
Creative media education
Start-up accelerator

Market Reach

Jordan
Iraq

Endeavor Office

Jordan





Education



Abdulaziz Alsaeed Mohammed Aldhalaan **Noon Academy**



Noon Academy is a social learning platform that aims to make studying and test preparation fun and interactive for students by connecting students with quality tutors on-demand and creating engaging online classrooms to supplement the regular curricula. Currently, Noon Academy operates in Saudi Arabia and Egypt with plans to expand to India, and has 2M registered users, 35% of whom are high school students. The company provides ~1,500 teachers and tutors across their markets

Areas of Operation

E-learning platform

Market Reach

KSA
Egypt

Endeavor Office

KSA



Saeed Saeed **TalentS**

TalentS improves the quality of science, technology, engineering, and math (STEM) education throughout Saudi Arabia through creative, hands-on, and engaging methods for teaching STEM at robotics competitions and science fairs. Additionally, TalentS is introducing other STEM-related learning opportunities, including managing STEM museums, designing exhibits, organizing corporate social responsibility events, and training teachers and students. The founders Amr and Saeed have developed in-house techniques in conjunction with premier global educational institutions.

Areas of Operation

Content design
Program design
Logistics and planning
Recruitment
Project management
Social media management

Market Reach

KSA

Endeavor Office

KSA



Maged Fawzy **WellSpring**



WellSpring offers unique experiential learning experiences for Egypt's youth through education and training as well as family building and character development activities for all ages through customized camps: day, overnight, school, abroad, and several types of family camps. It now operates in 13 locations serving close to 200,000 children. WellSpring has also partnered with various multinational corporations and entities including Vodafone, Microsoft, National Bank of Egypt, Orange Telecom, UN Women in implementing education cooperation protocols with various Ministries in Egypt such as the Ministry of Education and the Ministry of Immigration to serve 500,000 children at public schools over two years.

Areas of Operation

Education

Market Reach

Egypt
UAE
Lebanon
Morocco
US
Italy
Poland
Germany
Ukraine

Endeavor Office

Egypt





Enterprise Software & Services

Hammad Benjelloun Adlive

Adlive is an ad campaign planning and management platform that unites buyers and sellers in an all-in-one unified workplace to simplify campaign execution and optimize performance. Adlive brought disruptiveness to the digital media industry through the Header Bidding server and the automated guaranteed technology. The developed unique solution connects supply and demand of media inventory at scale into a single all-in-one platform. This innovative technology allows digital media players to automate, streamline, and manage effectively and efficiently the campaign execution process.

Areas of Operation

Ad tech
Ad serving
Saas for Ad tech community

Market Reach

Morocco
France

Endeavor Office

Morocco



Cenk Soyak Alo Tech



Founded in 2012 by Cenk Soyak and Idris Avci, AloTech is the first cloud-based calling solution in Turkey and the first contact center solution running on Google's AppEngine. AppEngine is a Platform-as-a-Service (PaaS) that permits businesses to build and run applications on Google's infrastructure, eliminating hardware, software, database, licensing, hosting, maintenance, and data storage costs and providing enhanced accessibility for customers. AloTech's pay-as-you-go model helps its customers save money on features and products that they do not necessarily need.

Areas of Operation

Call Center SaaS

Market Reach

Turkey

Endeavor Office

Turkey



Mohammed Al-Shaker Ehab Alshurafa ArabiaWeather



ArabiaWeather is the leading provider of weather forecasting and decision support products and services in the MENA region. In addition to keeping its 70M daily users informed, the company offers weather decision-support solutions to businesses in media, air travel, insurance, oil and gas, agriculture, retail, and other sectors that are affected by weather. These sophisticated decision-support solutions help businesses reduce costs, enhance safety, and drive efficiencies in their operations. Enterprise clients include Al Jazeera, Abu Dhabi Airports Company, Air Arabia, Abu Dhabi TV, Qatar Airways, Uber, Samsung MENA, and Riyadh Municipality, amongst others.

Areas of Operation

Consumer
Enterprise
Media
Aviation
Agriculture

Market Reach

MENA

Endeavor Office

Jordan





Enterprise Software & Services



Omar Christidis
ArabNet



ArabNet is a leading events, media and research company focused on the digital business and innovation in MENA. ArabNet organizes major annual conferences in Beirut, Riyadh, Dubai, and Kuwait; publishes news and analysis of the digital sector on its online news portal and prints 'ArabNet Quarterly' magazine; and creates original research reports about the digital industry in MENA.

Areas of Operation

Digital Media

Market Reach

Middle East

Endeavor Office

Lebanon



Ameer Sherif
Bashar Soft (Wuzzuf)



BasharSoft connects Egyptian job-seekers with career opportunities through two platforms, Wuzzuf and Forasna, which cater to both the white collar and blue collar labor markets. BasharSoft works with over 27,000 employers and over 2 million job seekers and has facilitated 250,000 job placements to date.

Areas of Operation

Recruitment
HR technology

Market Reach

Egypt

Endeavor Office

Egypt



**Tarek &
Talal Bayaa**
Bayzat



Bayzat offers a free, one-stop shop HR platform that lowers HR management costs and reduces tedious and manual processes for SME employers. This platform ultimately serves as a customer acquisition and data collection tool, through which the company offers and cross-sells health insurance, car insurance, and other financial products based off of data points they call "life changing moments," collected from employers and employees who use the platform. The platform offers employers the ability to compare and buy insurance while employees can easily access their insurance plans, search benefits, and claim reimbursements.

Areas of Operation

HR software
Insurance

Market Reach

UAE

Endeavor Office

UAE





Enterprise Software & Services



Hatem Sellami
Bahadir Ustaoglu
Cognira



Cognira helps retailers make better decisions in merchandizing and supply chain. Its cognitive analytic approach leads to improved forecast accuracy, better product selection, and effective promotion strategies. Cognira's solutions leverage structured and unstructured data sources and utilize cognitive analytics to learn, predict, and make recommendations.

Areas of Operation

Cognitive retail analytics solutions
Managed forecast services
Software implementation

Market Reach

USA
Tunisia

Endeavor Office

Tunisia
Atlanta



Moustafa Mahmoud
Cognitev



Cognitev is an artificial intelligence company that is focused on semantic technologies and their applications in the digital marketing world. One of Cognitev's products, AdRelated, is the world's first semantic marketing platform focused purely on performance. It allows advertisers to show their ads to internet users engaging with content relevant to their business and helps publishers monetize their content with beautiful, native ads. Another Cognitev product is InstaScaler, an automated advertising platform for startups and small businesses.

Areas of Operation

Adtech products

Market Reach

UAE
Egypt
USA

Endeavor Office

UAE



Firat &
Fatih İşbecer
Commencis



As a digital transformation company, Commencis (formerly Pozitron) helps leading brands grow and scale in digital, powered by its Big Data, Analytics and Cloud products. With their 15+ years of experience, they help their clients transform their business by bringing design and technology together. They are a company of 200+ amazing people paving the way for a thriving digital society. Their team of inspiring leaders, strategists, designers and engineers relentlessly discovers new ways to engage with customers using new technologies.

Areas of Operation

Tech
B2B
Apps

Market Reach

Turkey
UK

Endeavor Office

Turkey





Enterprise Software & Services



Ramez Kalis
Zeena Majali
Crystel

CRYSTEL

Crystel, previously known as CrystelCall, was launched as the first independent and leading contact center and business process outsourcing provider in Jordan. With the aim of improving customer service across the MENA region, Crystel provides a full range of outsourcing solutions to its global clients; allowing them to decrease operating costs, increase profits, attain measurable business results, and enhance customer relationships.

Areas of Operation

Customer support
Sales & marketing
Intelligence services
Training
Research & data management
Back office

Market Reach

Global

Endeavor Office

Jordan



Ayman Essawy
Marwan Kenawy
Momtaz Moussa
Dsquares

dsquares

With consumer preference in the Middle East shifting towards cost efficiency and away from brand allegiance, advertisers seek solutions to cultivate customer loyalty. Dsquares offers end-to-end, white-label customer loyalty programs that enable brands to reward customers through loyalty points and promotions.

Areas of Operation

Loyalty programs
Technology

Market Reach

Egypt
UAE
KSA
Tanzania
Jordan
Tunisia

Endeavor Office

Egypt



Marc Dfouni
Nemr Nicolas Badine
Eastline Digital

EASTLINE
digital

Eastline Digital builds on over 18 years of experience in the digital world to develop digital marketing and advertising solutions for top local, regional and international companies. The company constantly introduces new digital ideas and concepts to help clients increase their brand equity and return on investment. Eastline recently restructured itself into three inter-dependent divisions; The Digital Agency, The Content Production House and The Advertising Technology Platform. This allowed it to better service larger accounts while maintaining quality and performance.

Areas of Operation

B2B - Marketing

Market Reach

Lebanon
UAE

Endeavor Office

Lebanon





Enterprise Software & Services



Bader Assery
Esraa Assery
eTree



At eTree, the team believes that semantics are everything. It is a fully integrated digital agency that provides curated, high-quality, localized content that brushes away mistranslated phrases or slogans done by international competitors. eTree has already worked with a handful of local governments and globally renowned companies such as GE, Shell, and Cisco. The company is poised to scale within the GCC digital advertising market at 50% the cost of international agencies.

Areas of Operation

SEO
SEM
Online brand monitoring
Online reputation management
Online PR
Digital media

Market Reach

KSA
UAE

Endeavor Office

KSA



Can Alhas,
Doruk Mutlu
Evam Streaming Analytics



EVAM is a platform to run your business in real-time. EVAM enables businesses to process all data and events in real time and take action to increase sales, reduce risks and reduce costs. Enterprises use EVAM to listen to the events generated by their customers, connected devices and systems in order to act at the right moment. The main use cases for the EVAM platform are real time customer experience, real time marketing, fraud detection, IoT as well Industrial IoT applications.

Areas of Operation

Data analytics

Market Reach

USA,
Netherlands
Russia
Turkey

Endeavor Office

Turkey



Karim Jouini
Expensya



Expensya is an expense management solution that's disrupting the way businesses process receipts. Its mobile oriented solution is based on next generation character recognition technology (OCR+) and machine learning, saving employees over 4 hours of manual logging a month and increasing accuracy.

Areas of Operation

Expense management

Market Reach

Tunisia
France

Endeavor Office

Tunisia





Enterprise Software & Services



Ahmad AlZaini Foodics

Foodics offers a cloud-based all-in-one restaurant management system on an iPad that provides services ranging from electronic menus to inventory management to data analytics on restaurant and kitchen performance. Since its inception in 2014, Foodics has grown to provide solutions to restaurants in Saudi Arabia, Philippines, Turkey, Hong Kong, Morocco, and Sudan.

Areas of Operation

Point of sale
AI
Data analytics
Performance management
Inventory management

Technology
Software Integration

Market Reach

KSA
Sudan
Turkey
Egypt

Morocco
Jordan
GCC

Endeavor Office

KSA



Khalid Al-Khudair Glowork

Glowork is dedicated to creating equal opportunities for women by bridging the gap between employers and female job seekers. The company connects employers with female candidates in Saudi Arabia, with the ultimate goal of shifting mindsets around gender in the Kingdom. It was awarded the "Best Global Innovation" award for job creation by the UN and World Bank in recognition of this platform. As the first women's recruitment agency in the Middle East, Glowork has established a brand through its relationships with employers and governments.



Areas of Operation

Professional services
Training
Recruiting

Market Reach

KSA

Endeavor Office

KSA



Hamza Laraichi Martin Tronquit Infomineo

Infomineo is a research service provider with a global team of data collection and analysis experts dedicated to helping you solve your data challenges, by operating as an extension to its clients' research team, while giving them access to its expertise, databases, and methodologies. Infomineo provides businesses with customized data analysis, thus allowing better decisions for business progression and development. It performs research on countries, markets, companies, professionals, and consumers, with a global coverage and a unique expertise on the Middle East and Africa.



Areas of Operation

Business research
Market research
Expert network

Market Reach

Morocco
Egypt
UAE
Iran

Nigeria
Kenya
South Africa
London

Endeavor Office

Morocco





Enterprise Software & Services



Charbel Litany
Inmobiles

inmobiles

As a leading ICT company, InMobiles empowers new generations with revolutionized technologies, while partnering with worldwide Telcos and Governments in shaping their innovations with its competitive edge solutions, as well as assist them in generating hidden and untouched revenues. It shapes the Future Of Technology, by delivering the best integrated communication solutions, in order to be the first company of choice for quality clients. Both InMobiles, and its employees, foster unique innovative ideas across the organization, while valuing integrity, morality, honesty, personal excellence, and respect.

Areas of Operation

Telecom

Market Reach

Global

Endeavor Office

Lebanon



Arda Koterin
Sinan Toktay
Serhat Soyuerel
Hande Çilingir
Insider

Insider

Insider offers e-commerce sites cloud-based tools to increase conversion rates and boost sales. By designing powerful and easy-to-use software suites, Insider is poised to grow in the region's US\$15B e-commerce market. Insider simplifies the life of digital marketers and helps them drive growth for their brands, with zero marketing waste. Insider is a technology company with offices in London, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Dubai, Moscow, Warsaw, Kuala Lumpur, Jakarta, Istanbul, Kiev, Ho Chi Minh City, Bangkok, and Taipei. Insider was listed as one of the 100 Hottest Startups by WIRED Magazine and won Red Herring Top 100 Europe in 2017.

Areas of Operation

Growth Management Platform

Market Reach

UK, Australia
Singapore, Spain
Finland, Russia
Turkey, UAE
Japan, Korea

Poland, Indonesia
Malaysia, Thailand
Taiwan, Hong Kong
Vietnam

Endeavor Office

Turkey



Karim Beguir
InstaDeep

InstaDeep delivers Artificial Intelligence enterprise solutions, tackling the most challenging mobility, optimization and automation problems through its end-to-end products. With a team of world-class AI experts, InstaDeep is leveraging partnerships with leading international universities and technology organizations to pioneer AI solutions from the African continent to the rest of the world.

Areas of Operation

Artificial intelligence
enterprise solutions
Mobility & logistics

Market Reach

Tunisia
UK
France

Kenya
Nigeria

Endeavor Office

Tunisia





Data, Marketing & Media



Mohamed Fahmy
IST Networks



With more than 15 years of experience and expertise in the contact center industry, IST Networks offers integrated enterprise solutions to government, retail, health, engineering, and energy industries to deliver top quality customer experience systems. Operating in the GCC and Turkey regions, IST Networks has over 80 contact center engineers across the Middle East and is a Cisco Advanced Technology Partner.

Areas of Operation

Tech
Customer support
Software

Market Reach

Egypt
KSA
UAE
Bahrain
UK
Turkey

Endeavor Office

Egypt



Ramla Jarra
Firas Jabloun
MASS Analytics



MASS Analytics offers state-of-the-art Marketing Analytics & Software Solutions showing customers the optimal way to spend their marketing budgets, achieve maximum ROI and predict future performance. It's flagship product, "MassTer", helps clients across 12 countries to increase marketing ROI by at least 15% while saving in excess of 50% of the delivery time on marketing effectiveness projects.

Areas of Operation

Marketing mix modeling
Marketing effectiveness

Market Reach

Tunisia
UK

Endeavor Office

Tunisia



Dina Aly
Majd El Sherif
Mohamed Abbas
Matter



Matter is a leading branding agency in the Middle East specialized in creating brands with a strong story and personality. Adopting a unique methodology in branding, Matter takes a scientific approach to delve deep into a brand's story and execute with their passion for the arts.

Areas of Operation

Branding

Market Reach

Egypt

Endeavor Office

Egypt





Data, Marketing & Media



Labib Shalak
Mobinets

Mobinets enables mobile phone operators to make better-informed business decisions by providing them with a dynamic, end-to-end view of their networks/asset configuration and pave the way for digitalization. The company raised \$6M from the Berytech Fund and Middle East Venture Partners (MEVP) to grow internationally. Endeavor Catalyst, Endeavor's global co-investment fund, has also invested \$500,000 in Mobinets.

Areas of Operation

B2B - Telecom software

Market Reach

Africa
Lebanon
France
India

Endeavor Office

Lebanon



Yousef Wadi
Nestrom

Nestrom is an Integrated Field Service Management Platform. Nestrom offers a unified operations platform that connects field teams, machines/sensors, and enterprise software to enable agile service delivery, cut on operational costs and increase customer satisfaction.

Areas of Operation

Workforce management

Market Reach

Jordan

Endeavor Office

Jordan



Zafer Şen
OBSS

Founded in 2015, OBSS helps enterprises strengthen their IT infrastructure by providing them with software development and consulting services. OBSS works closely with corporate clients to develop technologies that simplify their system infrastructure, save development time and costs, and drive technological efficiencies. With eight of Turkey's prominent financial institutions as clients, OBSS is an established player in the burgeoning Turkish IT and software market. They are the only Atlassian Platinum Partner in Turkey and they account for approximately 50% of the market share in their home market.

Areas of Operation

Enterprise software
development

Market Reach

Turkey

Endeavor Office

Turkey





Data, Marketing & Media



Oğuz Küçükbarak ODC Business Solutions



Marketing teams that want to orchestrate effective marketing campaigns across multiple channels must pay for an ever-growing collection of software platforms. ODC Business Solutions' digital marketing software lets businesses manage omnichannel marketing campaigns and directly compare the effectiveness of each different channel from a single centralized platform. Today, more than 2,000 clients manage their digital marketing efforts on ODC's SmartMessage platform. Having already landed clients such as Allianz, Citibank, and Government of Sharjah, ODC is now taking aim at the \$29B global marketing software industry.

Areas of Operation

Digital marketing solutions

Market Reach

Nigeria
KSA
UAE

Endeavor Office

Turkey



Ali Bensouda Omniup



Omniup is an innovative advertising solution of free Wi-Fi service on public places against video ads & web interaction. Omniup launched its flagship software, Omniup Ads, which monetizes free Wi-Fi in public spaces by pushing video advertisements to all connected devices. It powers more than 1000 internet hubs across 12 Moroccan cities and southern Spain. Omniup's software works with any router, and is a powerful digital advertising and data mining tool for brands that can selectively target audiences for more effective marketing. The technology can also be used to drive Wi-Fi audiences to nearby stores using geolocation.

Areas of Operation

Mobile advertising
Wi-Fi networks

Market Reach

Morocco

Endeavor Office

Morocco



Volkan Ertürk Hamdi Alper Memiş Picus Security



Picus Security has developed a sophisticated platform to continually test, mitigate, and report on the response readiness of a client's entire security suite. Operating in the background, the platform simulates ongoing attacks to identify vulnerabilities in the system, and then provides both actionable recommendations to minimize risk exposure as well as detailed reports to maximize decision-making on future security investments. After growing to serve over 90% of top banks in Turkey, Picus is now seeking to fast-track its international expansion to the U.S. and Europe to help clients around the globe ensure they're prepared for cyber threats today.

Areas of Operation

Cyber security

Market Reach

Turkey
Italy
Mexico

Endeavor Office

Turkey



Hamdi Alper Memiş



Data, Marketing & Media

Abdulmajeed AlYemni salasa

Salasa is a leading Third Party Logistics Company providing e-commerce fulfillment service in the Middle East. We offer total solutions for your e-commerce needs and manage your complete logistics value chain. Our fulfillment services offer a cost-effective way to store your products without adding to overhead costs. Salasa provides superior pick-up and pack services with multiple shipping options that keep your products moving fast while reducing operational expenses. Salasa provides you with the peace of mind to focus on the task ahead: taking your e-commerce to the next level.

Areas of Operation

Logistics
inventory management
fulfillment

Market Reach

KSA

Endeavor Office

KSA



Amr Shady Sherif Radi TA Telecom



TA Telecom is an award-winning company that provides services benefiting more than 36 millions users in the MEA mobile market. The company kicked off with mobile advertising, expanded over 18 years to provide value added services, mobile content platforms, mobile donations, mobile applications, and analytic tools to mobile operators, businesses, NGOs, and end-users. Generating more than 1.5 billion push alerts annually and processing more than 1.4 billion charging transactions on its mobile content platforms, TA Telecom is recognized as one of the fastest-growing companies in Europe, Middle East, and Africa (EMEA), earning several prestigious awards.

Areas of Operation

Data analytics
Mobile solutions

Market Reach

Egypt
Morocco
Rwanda
Nigeria

Afghanistan
UAE

Endeavor Office

Egypt



Nour Al-Hassan Tarjama



Tarjama combines machine-learning technology and highly educated translators to provide reliable, efficient, and accurate translation services for businesses of all sizes. To date, the company has translated 200M+ words from 30+ languages into Arabic for 800+ clients worldwide. Tarjama recently launched its "Ureed" platform, an editorial marketplace that pairs freelance translators with clients. Ureed has successfully connected 1000+ employers with 15,000+ freelancers.

Areas of Operation

Linguistic services

Market Reach

Global

Endeavor Office

Jordan





Data, Marketing & Media



Ramzi Halaby Zafer Younis **The Online Project**



The Online Project is a digital agency that develops and executes social media strategies and comprehensive integrated marketing solutions for Fortune 500 companies and high-profile organizations operating in the region.

Areas of Operation

Digital strategy
Social media management
Creative content
Customer relationship management
Influencer marketing
Digital media buying

Market Reach

Jordan
UAE
KSA
Oman

Endeavor Office

Jordan



Ayman Fakoussa Dipesh Depala **The Qode**



The Qode is a public relations, digital marketing, and events company servicing the Middle East and emerging markets. Established in 2010, The Qode has worked with brands within some of the world's leading luxury groups such as LVMH, L'Oreal, Starwood, Richemont and Estee Lauder. They have also worked with the region's leading luxury retail groups including Chalhoub, Emaar, and Al Tayer. The Qode always delves deep into the ethos of every brand; understanding its DNA and devising a bespoke strategy to maximize its market potential and achieve its goals, while always maintaining a cost-effective yet creatively charged approach.

Areas of Operation

Events
PR
Digital marketing
Content creation

Market Reach

UAE
KSA
Egypt
Kuwait
Qatar

Endeavor Office

UAE



Ahmed & Hassan Hamdan **Unifonic**



Unifonic makes cloud communications more accessible, cost-efficient, and simpler to implement with solutions that scale. Its most popular service is a bulk SMS platform to send millions of messages in an instant, and it also offers digital and mobile advertising, social media management, and web & mobile app development. Unifonic has expertise in effectively reaching consumer audiences throughout MENA, with offices in Saudi Arabia and six other countries in the region, and clients in 20 countries.

Areas of Operation

Telecommunications
Cloud communications
SMS marketing

Market Reach

KSA
Egypt
Sudan
Jordan
SE Asia

Endeavor Office

KSA





Data, Marketing & Media



Aytül Erçil
Vispera

Vispera is an image processing/machine learning company addressing the problem of retail execution measurement for retailers and FMCGs, specifically, out-of-stock, planogram non-compliance, and damaged shopper experience, which collectively result in significant loss of sales opportunity. Conventional monitoring schemes are slow and not accurate enough, Vispera brings in its tailored image recognition and data analytics solutions to address these shortcomings. They enable acquisition of accurate product facings and display equipment information in real-time; they provide actionable stock availability and planogram compliance KPIs to our clients so that they can track and replenish the selling floor proactively.

Areas of Operation

Image recognition solutions
Retail

Market Reach

USA	Kazakhstan	Poland
Germany	Jordan	Pakistan
Iraq	Israel	Brazil

Endeavor Office

Turkey



Ahmad Fraz
Tobias Bessone
Wavetec



Wavetec provides queuing management system hardware and software. This technology includes mobile ticketing apps, ticket dispenser kiosks, digital signage, voice announcement systems, and more.

Areas of Operation

Customer experience solutions
Queue management products
LED financial information displays
Self service kiosks

Market Reach

Spain	KSA
UAE	Peru
Pakistan	Kenya
UK	Chile

Endeavor Office

UAE



Mohamad Haj Hasan
Yousef Shamoun
ZenHR Solutions



ZenHR Solutions (www.zenhrsolutions.com) is a human resources software solutions group that is committed to providing a variety of cloud-based products that aim to simplify and streamline our customers' Human Resources processes across the value chain from "Acquire" to "Retire".

Areas of Operation

Recruitment management software
Applicant tracking system
Testing provider with assessment tools
HR management systems
Online recruitment platform

Market Reach

MENA

Endeavor Office

Jordan





Fintech



Guillaume Pousaz Checkout



Checkout.com is a leading international provider of online payment solutions. Checkout.com is built on 100% proprietary technology and handles every part of the payment process, providing complete transparency across the entire payment value chain. Checkout.com currently processes 150+ currencies and offers access to all international cards and popular local payment methods to merchants through one integration. Customers include international businesses like Samsung, Transferwise, EasyGroup, Virgin, and Adidas. Checkout has 275 employees and operates from seven offices across Europe, Middle East, US and Asia.

Areas of Operation

Payment services

Market Reach

UAE
USA
UK
Mauritius
Berlin
Hong Kong
China

Endeavor Office

UAE



Roger Zaccar Commercial Insurance



Commercial Insurance seizes alternative opportunities outside the traditional insurance market. Its bold new approach offers clients personalized, digital-first products designed to insure businesses and individuals against various types of risks. The company's efforts to date have placed Commercial Insurance at the forefront of technological shifts and as a first mover with a talent for product innovation and tailored support.

Areas of Operation

Insurance

Market Reach

Lebanon
Iraq
KSA
Africa

Endeavor Office

Lebanon



Elie Nasr Ghady Rayess FOO

With a 65% mobile penetration rate and 86% of adults categorized as unbanked, the Middle East market is ripe for FinTech innovation. FOO is a B2B FinTech provider, enabling banks and startups to process their end customers' peer-to-peer payments, overseas remittance payments, bill payments, and loan applications. It also provides an online digital banking platform for any financial institution seeking digitization.

Areas of Operation

Finance technology
B2B

Market Reach

Lebanon
Bahrain
Kuwait
UAE

Endeavor Office

Lebanon





Fintech



Ahmet Koray Gültekin Bahar FIT Solutions (Foriba)



Foriba (formerly FIT Solutions), the leading e-Transformation company, which moves invoice and ledger procedures from paper to digital, allowing companies to manage their B2B transactions online, was established in 1999 and now has the highest number of electronic documents in the process. Its platforms enhance business productivity by increasing labor efficiency, decreasing transportation costs, and facilitating time management; allowing companies to become more agile and flexible. Foriba has now closed second round investment of \$5 million with the leadership of the world's largest private sector-focused development agency, World Bank - IFC and Revolver Capital, and Endeavor Catalyst.

Areas of Operation

e-Invoicing SAP

Market Reach

Turkey
Italy
Spain

Endeavor Office

Turkey



Bülent Tekmen Omer Suner Ininal



Founded in 2012 by Bülent Tekmen and Çelik Ören, Ininal is the fastest growing reloadable prepaid card provider in Turkey, offering customers convenient access to a wide distribution network and merchant partners. Ininal payment system focuses on e-commerce merchant ecosystem and retail distribution model through MasterCard prepaid cards. It is the first player to develop nationwide sales program for general-purpose reloadable prepaid cards at retail stores (Migros, Tansas, Petrol Ofisi, PTT). Ininal aims to be the bank for the under, banked, unbanked and "security concerned" population of Turkey. Samsung, Arçelik, Trendyol, ciceksepeti.com, Joygame, PeakGames, and tatil.com are some of the companies within the Ininal Cobrand ecosystem.

Areas of Operation

Prepaid card

Market Reach

Turkey

Endeavor Office

Turkey



Imad Malhas IrisGuard



Iris Guard is an iris-recognition technology solutions company founded in 2001. Iris Guard is the world's leading supplier of iris biometric technology platforms for large-scale humanitarian deployments, focused on managing trusted human authentication requirements for large populations. IrisGuard manufactures its hardware in the UK and has long spearheaded the iris biometric sphere being the first iris recognition platforms in border control, the first iris-enabled ATM, the first iris-enabled supermarket POS and the first to secure blockchain authentication by replacing the cryptic key with an iris.

Areas of Operation

Financial inclusion
Microfinance
Remittances
Mobile payments
Migrant salary assurance
Cash assistance

Market Reach

Global

Endeavor Office

Jordan





Fintech



Barbaros Özbugutu Tahsin Işın **iyzico**



Founded in 2013, iyzico is the brainchild of German-born Turks, Barbaros Özbugutu and Tahsin Işın, who moved from Germany to Turkey to set up the business. iyzico is now Turkey's fastest growing fintech company composed of more than 130 people providing secure payment solutions to online sellers of different sizes as well as online shoppers. iyzico offers a premium product in terms of its quality service. They offer payment solutions to over 29,000 merchants in Turkey and offers buyer protection service to over 10,000 online e-commerce customers.

Areas of Operation

Digital POS
Payment services

Market Reach

Turkey

Endeavor Office

Turkey



Nasser Saleh **MadfooatCom**



MadfooatCom is the first online payment platform in Jordan making its product, eFawateercom, the country's platform for government and private online payments that is governed by the Central Bank of Jordan (CBJ). By linking banks with billers, MadfooatCom makes the payment of bills efficient, convenient, and secure for both customers and billers via electronic channels 24/7.

Areas of Operation

Electronic bills presentment
& payments

Market Reach

Jordan

Endeavor Office

Jordan



Omar Onsi **Nymgo**



Nymgo targets global migrant populations through two verticals. Nymgo's Voice over Internet Protocol (VoIP) solution, offers a low-cost, high-quality solution for calling regions with poor internet and broadband infrastructure. Nymcard, launched in 2016, is the first global virtual credit card targeting migrant populations, enabling payments for the next billion smart phones.

Areas of Operation

Software

Market Reach

Global

Endeavor Office

Lebanon





Fintech



Abdulaziz Aljoug Paytabs



PayTabs is an innovative new economy payment solution made to simplify online payment processes for both buyer and seller. Paytabs Services offers a hassle-free, safe, and secure online payment system catered strongly for small-and-medium-sized enterprises. This allows them to implement credit and debit payments for their goods and services at reasonable rates to further grow their business. PayTabs also caters to businesses such as telecommunication and airline companies. It has a PCI-DSS compliant built-in third-party fraud prevention system.

Areas of Operation

E-commerce
Fraud prevention system
Mobile payments

Market Reach

MENA
India
Malaysia
Singapore

Indonesia
Philippines
Hong Kong

Endeavor Office

KSA



Zeid Husban POSRocket



POSRocket is an intuitive, reliable, cloud-based, point-of-sale (POS) platform with a customizable interface. The userfriendly platform empowers merchants and allows them to run smarter businesses by seamlessly monitoring and optimizing operations – from staffing to inventory regulation to sales reporting – in real time from any device.

Areas of Operation

CRM, reports & analytics
Cloud-based POS enterprise solution
Inventory management
Hardware sales & installation

Market Reach

Jordan
Egypt
Kuwait

Endeavor Office

Jordan



Ambareen Musa Souqalmal.com



Souqalmal.com (Souq al Mal is Arabic for 'money market') is the number one comparison website in the Middle East that lets customers compare financial and insurance products before purchasing. Their vision is to create a highly transparent marketplace, empowering MENA consumers to make the right choice by bringing them all the latest details to compare in one place on more than 3,200 retail banking, telecoms, insurance, and education products offered by various providers in the UAE and Saudi Arabia.

Areas of Operation

Financial comparison
Insurance comparison

Market Reach

UAE
KSA

Endeavor Office

UAE





Food & Beverage



Adel Daher Basel Daher **Al-Ameed Coffee**



Al-Ameed Coffee has specialized in roasting traditional coffee since 1973. Their Turkish coffee has driven their local market leadership (70%+ of the Jordanian coffee market) and is consistently touted by locals to be the best cup of Turkish coffee they've ever had. Brothers Adel & Basel took over company operations from their father beginning in 2004 and have since pushed geographic expansion, most recently with a Walmart US contract.

Areas of Operation

Coffee importing
Coffee processing & production
B2B, B2C, & retail

Market Reach

Global

Endeavor Office

Jordan



Rami J. Saheb **Al Hadaf Intl Company for Importing & Industry "RZ"**



From serving hospitals and restaurants to hypermarkets and households, Jordan-based RZ is a leading manufacturer and supplier of food packaging, disposables, and catering supplies in the region; with SKUs exceeding 2000, over 50% market share in Jordan and exports to 17 countries including globally.

Areas of Operation

Manufacturing disposable products

Market Reach

MENA
Europe

Endeavor Office

Jordan



Riath Hamed **Balqees Honey**



Balqees specializes in sourcing the purest, rarest raw honey from Yemen and other countries around the world. They work closely with beekeepers and farms in Yemen who supply to Balqees exclusively. They are dedicated to everything raw honey - from exquisite single-origin, mono-floral honey, to potent honey fusions, to combinations of raw honey, and the finest chocolate. Their flagship product is Hadrami Sidr, the mono-floral honey which comes from the bees that feed exclusively on the nectar of the Sidr tree. In 2017, Balqees launched 'Raw', an affordable honey line that is being sold at supermarkets across the UAE.

Areas of Operation

B2B B2C - retail

Market Reach

UAE

Endeavor Office

UAE





Food & Beverage



Rana Koteish Najjar Rima Koteish El-Husseini **Blessing**

BLESSING

Blessing is not just about great chocolate, but is also a unique luxury gift concept for seasonal and celebratory events. Headquartered in Lebanon, the company's operations span the Arab region with stores in Beirut, Tripoli, Riyadh, Khobar, Manama, and Muscat. In 2014, Amal Alamuddin and George Clooney joined the long list of Blessing's celebrities and royal customers. The company plans to expand in 2018 with more partnerships in the GCC.

Areas of Operation

Food retailers

Market Reach

Middle East

Endeavor Office

Lebanon



Bilal Ballout Mohamad Khachab **BMB Group**



BMB Group, is a confectionery manufacturing company - focusing on chocolates and Arabic sweets (baklava). Through trading and private labeling, BMB Group cuts costs for superstores, hospitality companies and confection manufacturers in the GCC by providing affordable raw ingredients, manufacturing services, packaging and accessories. Most recently, they expanded their own line of baklava - Simply BKLVA - which is being sold across stores in the US, UK & Europe.

Areas of Operation

Trading
Production
Retail
White labeling

Market Reach

UAE	Iraq	Germany
KSA	Jordan	Canada
Qatar	Palestine	Kenya
Spain	Lebanon	Tanzania
USA	Azerbaijan	
UK	Pakistan	

Endeavor Office

UAE



Nadhem Boudoukhane **Carthage**

CARTHAGETM

Carthage is the premier Tunisian food and beverage exporter to North America. From olive oil to harissa to couscous, Carthage brings the best of Mediterranean cuisine to the North American consumer, both through white label products and through La Megara, a branded line of products. Beyond curating local delicacies, the company has also patented an innovative method of mass-producing beeswax wraps, sustainable alternatives to plastic food wraps.

Areas of Operation

Food products
Home goods
Beeswax wraps

Market Reach

Tunisia
USA

Endeavor Office

Tunisia





Food & Beverage



Burak Hücuptan Rüya Hücuptan Chef Seasons



Chef Seasons creates gourmet seasonings, sauces and spices that enhance meals with flavor without smothering them in additives. Its wide variety of 2,000+ all-natural products—from salts to herbs to marinades—add instant flavor and nutrition through the infusion of antioxidants, vitamins, and minerals. The company is an exclusive global supplier to some of the world's most recognizable fast food chains, such as Domino's, Pizza Hut, Little Caesars, Subway, and Starbucks. To date, Chef Seasons' award-winning products found their way into over 50 million households across 18 countries, proving their salt in the \$13 billion global spice and seasonings market.

Areas of Operation

Spice manufacturer

Market Reach

Iraq
Kuwait
Qatar
Iran
Finland
Japan
Turkey

Endeavor Office

Turkey



Omar Tabbaa EAT Restaurant Group



Founded in 1998, The EAT Restaurant Group is one of the largest and fastest growing restaurant groups in the Middle East. The Group owns and operates over 27 outlets under 7 distinct popular brands, with locations in Amman, Irbid, Dubai, Abu Dhabi, Manama, Riyadh, Erbil, Baghdad, Ramallah, and Toronto.

Areas of Operation

Own restaurant management
Franchising
Catering services

Market Reach

Iraq
Bahrain
UAE
Palestine
Jordan
KSA

Endeavor Office

Jordan



Amgad Sultan Jalal Abu Ghazaleh Gourmet Investment Group



Gourmet Investment Group (GIG) helps food lovers rediscover their gastronomic pleasures by manufacturing, trading, and retailing premium quality food and ingredients. Gourmet's production facilities comprise seven unique, state-of-the-art kitchens that are equipped with the finest machinery and ingredients: a butchery, bakery, pastry kitchen, ice cream laboratory, pasta kitchen, hot chicken, and cold chicken. The company meticulously sources from over 20 countries in accordance with strict sustainable and ethical standards along the entire supply chain. Operating eight retail stores in Egypt and supplying to over 200+ food outlet.

Areas of Operation

Retail
Manufacturing

Market Reach

Egypt

Endeavor Office

Egypt





Food & Beverage



Nehman Hachem Samer El-Hachem Hintrag



Hintrag produces high-quality powdered drinks, powdered desserts, and baking/cooking essentials. Its leading brand ARUBA® has become a main player in the Lebanese market and can be found in 25 countries across the GCC, Europe, North & Latin America, Australia, and Africa. Hintrag operates according to strict food safety systems: FSSC22000, ISO22000 and ISO22005. It is recognized by the "Global Food Safety Initiative" (GFSI) as certified and accredited by these three operational and managerial standards. Beside producing its own brand ARUBA®, Hintrag manufactures a private label for local and multinational brands.

Areas of Operation

B2B & B2C
Food supplies

Market Reach

Global

Endeavor Office

Lebanon



Ebrahim Al-Jassim HungerStation



Hungerstation is a convenient food delivery website and app that transformed the food and beverage industry in Saudi Arabia. Its platforms allow placing orders, tracking, and delivery. Hungerstation began by collaborating with restaurants which didn't have delivery services available, changing the game for all parties involved. Restaurant partnerships have grown to over 1,000 restaurants ranging from fast-food chains to high-end restaurants in Saudi Arabia and Bahrain. To ensure speedy delivery, Hungerstation integrates all chain branches into their system.

Areas of Operation

Logistics
Food delivery
E-commerce

Market Reach

KSA
Bahrain

Endeavor Office

KSA



Ahmed Farou Imtenan

Imtenan aims to offer products to improve the health of Egyptians – the natural way. Based in Cairo, Imtenan imports, manufactures and sells over 400 natural health products, including health foods, honey-based health products and all-natural dietary supplements. With proprietary retail outlets in Cairo, Alexandria and Assiut, Imtenan is the first Egyptian retail chain to offer health foods and dietary supplements under one roof. Imtenan seeks to make natural foods and dietary supplements part of the Egyptian lifestyle, with its one-stop natural health shop leading the way.

Areas of Operation

Retail
Manufacturing

Market Reach

Egypt
KSA

Endeavor Office

Egypt





Food & Beverage



Saman Darkan
Mohamad Ballout
Andres Arenas
Kitopi



Kitopi, "Kitchen Operation Innovations," is a network of interconnected optimized smart cloud kitchens that cook and deliver on behalf of food brands. The company provides the managed infrastructure and technology that enables food brands to open delivery-only locations with minimum capital expenditure and time. Kitopi handles all of the brands' delivery orders through its network of kitchens so its clients can focus on running their dine-in restaurants and internal business operations.

Areas of Operation

F&B production & delivery

Market Reach

UAE
London

Endeavor Office

UAE



Donald Batal
Ministry of Food



Ministry of Food is the parent company of two restaurant concepts; Classic Burger Joint and Tomatomic that provide diversified American-style menus with a fast-casual experience for Middle East consumers through locally-sourced ingredients.

Areas of Operation

Restaurants

Market Reach

Lebanon Cyprus
UAE Iraq
Kuwait

Endeavor Office

Lebanon



Amr Elmenawy
Natura Agro



Natura Agro helps Egypt's microclimates grow and process fresh, canned, roasted, and ready-to-eat fruits and vegetables that are white labeled and exported for clients or sold to large grocery chains under the Natura Agro brand. With a growing European demand for exotic fruits, Natura's main export markets include Netherlands, Czech Republic, and Germany.

Areas of Operation

Food processing
Agriculture

Market Reach

Egypt Netherlands Czech Republic
GCC Sweden Italy
China Spain Poland
Bangladesh Ukraine US
Russia Germany

Endeavor Office

Egypt





Food & Beverage



Adel & Leila Sedky **NOLA Bakery**



NOLA offers customers trendy affordable luxuries through its wide variety of freshly-baked delicious desserts that are new to the Egyptian market. NOLA focuses on the customer experience, providing a sophisticated yet cheerful setting with top customer service. Currently, NOLA's main product lines revolve around cupcakes in a range of flavors although it recently expanded its offering into other dessert categories like the cronut, cheesecakes, and NOLA cakes.

Areas of Operation

Restaurants

Market Reach

Egypt

Endeavor Office

Egypt



Vishaal Shah **Panache International**



Panache International provides disposable containers that suit any client's requirements and budget, from basic goods such paper cups to high-end products like heavy-duty packaging materials.

Areas of Operation

Manufacturing of disposable products

Market Reach

MENA
Africa
Canada

UK
Seychelles

Endeavor Office

UAE



Didem Altınbaşak Tulgan **Rafinera**



Rafinera is the leading home delivery diet meal plan service in Turkey. Didem was surprised to find that daily meal plans were non-existent in the Turkish market. So, in April 2008, she quit her pharmaceutical job and founded Rafinera, which caters to clients with special dietary needs and goals. Rafinera prepares customized packages that include three healthy meals and two snacks that are pre-cooked in its central kitchen and delivered daily to its rapidly growing list of clients. Rafinera's well-established brand name, proven and globally applicable business model, extensive know-how and sound expansion plan offer a strong growth potential.

Areas of Operation

Subscription meal delivery

Market Reach

Turkey

Endeavor Office

Turkey





Food & Beverage



Kim Thompson
Matt Toogood
Raw Coffee Company



Raw Coffee Company is the UAE's first roastery to offer 100% organic and fair-trade. Raw is trailblazing the "Third Wave" specialty coffee movement in the Middle East.

Areas of Operation

Coffee roastery

Market Reach

UAE

Endeavor Office

UAE



Nathalie Haddad
Right Bite



The Right Bite Nutrition & Catering Services LLC. is a specialized center for nutritional consultation and bespoke gourmet healthy meal delivery service. A pioneer in advocating a healthier diet and lifestyle, Right Bite is dedicated to helping customers achieve and maintain a healthy lifestyle through educated food choices, and by providing customized meal packages that are results-oriented, convenient, and flavorful.

Areas of Operation

Healthy restaurant
Nutrition center
Personalized meal packages

Market Reach

UAE

Endeavor Office

UAE



Karim Arakji
Royal Gourmet



Royal Gourmet supplies over 100 varieties of premium quality fish, meat, and poultry. With a strong foothold in Lebanon, Royal Gourmet is currently exporting its line of smoked fish to Africa and the GCC. Meat the Fish is a fresh home delivery service, complemented by a meat & fish shop, and has three new concepts: Backburner, a specialty coffee shop serving artisanal coffee and good eats; Skirt, a meat place offering a distinct selection of Grass Fed, Dry Aged, Long Horn steak cuts exclusive to the restaurant; Maryool, a Lebanese eatery serving authentic homemade recipes with regional influences from Iraq, Iran, Syria, Palestine, and more.

Areas of Operation

B2B
B2C

Market Reach

Lebanon

Endeavor Office

Lebanon





Food & Beverage



Abdulmohsin Al-Rabiah Shawarmer



Shawarmer has transformed the way Saudis think about and eat shawarma; the most popular Arabic cuisine sandwich. This chain of fast-casual restaurants, with 70+ locations throughout Saudi Arabia, is devoted to serving shawarma and other Arab foods, freshly prepared with high-quality ingredients and served with Arab hospitality. Shawarmer aims to maintain the authenticity of the food but with an innovative approach. With 19 years of experience in the Saudi market, Shawarmer is viewed as a leader in the food industry.

Areas of Operation

Fast-food
Catering
Franchising

Market Reach

KSA

Endeavor Office

KSA



Basel Mashhour Sameh El Sadat Tarek El Nazer The Bakery Shop



Beginning as a small shop at Egypt's North Coast, The Bakery Shop (TBS) introduced a new concept to fresh bakery stores: everything is baked in front of the customers. Launched in 2008, TBS provides a range of high quality baked goods through 25 retail stores. In 2014, Native Markets Ltd was established as a holding group, owning the TBS brand and The Four Fat Ladies LLC, an American desserts concept bakery store.

Areas of Operation

Restaurants

Market Reach

Egypt
UAE
Turkey

Qatar

Endeavor Office

Egypt



Fahed & Hazem El Dalati Touristic Investment Company (TICO)



The Touristic Investment Company (TICO) is the parent company of Crave restaurants, a casual dining restaurant that aims to fill the gap between Egypt's high-end hotel restaurants and international chains. TICO also includes a catering arm for corporate and private events, as well as a hospitality management service that organizes large-scale events at two of Cairo's renowned business parks. Crave now has six branches across Cairo and one in Alexandria.

Areas of Operation

Restaurants
Catering

Market Reach

Egypt

Endeavor Office

Egypt





Food & Beverage



Lateefa Al-Waalan Yattoo



Yattoo is the first company to create a user-friendly solution to the traditional Arabic coffee brewing process, saving users time and effort. The portable electric brewer, developed by Lateefa Alwaalan, removes the traditional pains associated with brewing Arabic coffee, decreasing brew time by 75% and preventing the coffee from boiling over. The premeasured coffee blends combine the seven ingredients required to make Arabic coffee into one product. Yattoo leverages its strong Saudi-based engineering partner to innovate on its patented technology and respond to market demand.

Areas of Operation

Retail
Warehousing
Distribution

Market Reach

KSA
Kuwait
UAE

Endeavor Office

KSA



Chris Khalifa Zooba



Zooba is a restaurant chain that gives traditional Egyptian cuisine a gourmet and modern twist, a concept delivered through a social dining experience designed to appeal to Egyptians' shared sense of community. Reviving Egyptian food culture, Zooba has won international awards and placed global spotlight on local cuisine. Zooba has seven branches across Cairo and will expand to Bahrain and Saudi Arabia with 20 more branches over seven years.

Areas of Operation

Restaurants

Market Reach

Egypt

Endeavor Office

Egypt





Healthcare



Noha Khater
Rania Kadry
Almouneer



Almouneer is the first diabetic retinal care center in Egypt with the goal to prevent loss of vision and improve the quality of life for patients with diabetes. With a group of dedicated ophthalmologists, optometrist, technicians, medical assistants, and researchers, Almouneer provides a full detection, treatment, and protection program for diabetic retinopathy patients, and educates patients on the impact of diabetes on their livelihood.

Areas of Operation

Healthcare
Tech

Market Reach

Egypt

Endeavor Office

Egypt



Jalil Allabadi
Ayman Sharaiha
Altibbi



Altibbi is the largest and most interactive online Arabic health portal in the world, providing users with direct access to information from health professionals, in a convenient, user-friendly, confidential, and timely manner.

Areas of Operation

Medical dictionary
Tele-health
Q&A social network
News & articles
Audio/visual services, and
Symptom Checker

Market Reach

MENA

Endeavor Office

Jordan



Ziad Sankari
CardioDiagnostics



CardioDiagnostics offers LifeSense, the first fully cloud-based cardiac rhythm management solution that can automatically detect heart irregularities. Used by physicians in the United States and the Middle East, this solution monitors patients for up to thirty days. In 2015, founder Ziad Sankari was recognized by President Obama for his progressive work in cardiac care and leadership.

Areas of Operation

B2B
Medical devices & equipment

Market Reach

USA
Middle East
Europe

Endeavor Office

Lebanon





Healthcare



Zineb Drissi Kaitouni **DabaDoc**



DabaDoc is an online appointment booking platform for patients to find the doctor of their choice. It provides clinical services for doctors, clinics, and hospitals to manage electronic medical records of patients more efficiently through its platform, DabaDoc Pro. With over 2M users and 8K doctors active on the platform, DabaDoc is able to facilitate appointment bookings across Morocco, Algeria, and Tunisia. In late-2018, the company released its telehealth platform called DabaDoc Live, where patients can consult doctors "live" using a smartphone application.

Areas of Operation

SaaS tool for doctors
Booking platform for patients
Telemedicine

Market Reach

Morocco
Algeria
Tunisia

Endeavor Office

Morocco



Penelope Shihab **MonoJo**



MonoJo is a biotechnology company that utilizes its advanced research capabilities to develop a variety of products, from cosmetics to pharmaceuticals, using unique ingredients that are indigenous to the MENA region.

Areas of Operation

B2B
R&D
Product commercialization
Biotech training
Food microbiology

Market Reach

Global

Endeavor Office

Jordan



Marwan Malek **Pharma M**



Pharma M is the only licensed dietary supplements manufacturer in Lebanon and one of the very few in the Middle East. The company educates physicians on the clinically-proven benefits of its supplements and develops innovative products according to the latest international clinical trials and to local market needs. Pharma M's brand, Green Made, has become the number one physician-recommended dietary supplements brand in Lebanon. Its most recent product is Sideral, an innovative form of oral iron delivery that has an efficacy similar to IV iron with no side effects.

Areas of Operation

B2B & B2C - Pharmaceuticals

Market Reach

Middle East

Endeavor Office

Lebanon





Healthcare



Souheil Guessoum ProvenMed



Urinary incontinence caused by disease, surgery, or age impacts the lives of 5% of the global male population. Current solutions to the problem, such as catheters, are invasive or use adhesives both of which are uncomfortable to the wearer. ProvenMed's innovative solution, ActivGo™, is a noninvasive, adhesive-free, and discreet solution that allows men to manage urinary incontinence in comfort and dignity.

Areas of Operation

Healthcare
Urinary incontinence devices

Market Reach

UAE
Korea
KSA
Iraq
Jordan

Endeavor Office

Tunisia



Dr. Nadine Hachach-Hara Proximie

Proximie is a telehealth platform for medical professionals, hospitals, universities, and surgical associations to share information through publications and live streams of surgeries. The medical associations and medical schools purchase the platform through a SaaS, per-user, subscription model for surgical guidance, continued learning, sharing of best practices, and enhancing the surgical training experience for students and doctors alike. Proximie also sells its license to medical

Areas of Operation

Medical technology
B2B

Market Reach

Lebanon
UK
US

Endeavor Office

Lebanon



Seha Healthcare



Healthcare



Amr El-Tayeb SmartCare Medical Services



Smart Care offers corporate clients customized and discounted health care plans with access to over 400 healthcare providers (hospitals, clinics etc.). Smart Care educates a client's employees about the plan, manages the revision process, and provides extensive customer service to beneficiaries, clients, and providers alike. For those not on a corporate healthcare plan, Smart Care provides discount medical cards.

Areas of Operation

Healthcare
Insurance

Market Reach

Egypt

Endeavor Office

Egypt



Amir Barsoum Vezeeta



Vezeeta is a leading digital healthcare solutions company that is transforming the healthcare industry by reducing the problem of long lines at clinics, listing comprehensive clinic and doctor information on the platform and collecting feedback on patients from their experiences. Vezeeta expanded its online booking platform beyond Egypt and into Jordan, Lebanon, and Saudi Arabia, to help connect thousands more patients to healthcare practitioners through fast, around-the-clock, online appointment booking.

Areas of Operation

Healthtech

Market Reach

Egypt
Jordan
Lebanon

Endeavor Office

Egypt





Smart Cities



Bülent Çelebi Airties



Bülent Çelebi has put Turkey on the map as a regional hub for technological innovation. After a 20-year career in Silicon Valley, he founded Airties in 2004 to provide wireless solutions for residential and small business market. Airties is the first company in the world to introduce its innovative MESH networking technology, superior for the unique wireless networking requirements of Europe and other emerging markets where most buildings are constructed out of concrete and steel. They have successfully deployed their technology to millions of consumers around the globe in partnership with leading service providers.

Areas of Operation

Wireless networks

Market Reach

Global

Endeavor Office

Turkey



Abdulla Elyas Magnus Olsson Mudassir Sheikh Careem



Careem is a Dubai-based ride-hailing company that operates in 80 cities across 13 countries from North Africa to Pakistan. Careem allows passengers in the Middle East to book a ride or delivery in minutes through their smart-phones. Customers can track their captain's pick up and drop off ETAs in real time and pay by credit cards, cash, or Careem credit.

Areas of Operation

Ride hailing
Transportation
Technology

Market Reach

80 cities across MENATP

Endeavor Office

UAE



Cem Gül Emre Erkin Nuvia(Cosa)



Nuvia is Turkish company specializing in smart home solutions. With a thermostat penetration of less than 5%, over nine million households in Turkey use their heating systems without a control unit - leading to inefficient energy consumption, high monthly bills and discomfort. Nuvia hopes spread warmth in homes and as well as bank accounts through its first product - a smart thermostat called 'Cosa'. Cosa is an affordable wireless connected device that allows users to adjust and monitor home temperatures remotely through their smart phones. Through its smart algorithms and usage modes, it guides users to save up to 30% in monthly bills.

Areas of Operation

Smart thermostat

Market Reach

Turkey

Endeavor Office

Turkey





Smart Cities



Antoine Saab
E24



E24 is a genuine solution to the global problem of lacking power, which cripples productivity and inhibits enterprise. The E24 energy storage solution provides continuous, stable electricity with no power cuts, no pollution, and up to 60% cost savings. Headquartered in Lebanon, the company is growing fast with a production facility in Bulgaria.

Areas of Operation

Energy

Market Reach

Middle East
Africa

Endeavor Office

Lebanon



Dana Liparts
Lachlan Jackson
Ecocoast



Ecocoast has modernized marine protection and demarcation solutions for the Middle Eastern construction and hospitality industries with a suite of stronger, more durable, and environmentally friendly marine products and services. The company specializes in the design, assembly, and sale of its marine protection and demarcation solutions to the construction and hospitality sectors globally. Its range of solutions covers marine protection, using high-strength, non-traditional materials that leave a smaller environmental footprint, and marine demarcation, designed to demarcate exclusion and safe zones for construction projects, infrastructure assets, marine traffic, and private property.

Areas of Operation

Manufacturing
Designing marine protection solutions

Market Reach

Maldives
UAE

Endeavor Office

UAE



Jean-Marc Ingea
Elcir



Elcir designs, manufactures, and installs interior furniture and woodwork for upscale hotels, high-end residential units, offices, and public buildings all over the world. Elcir's portfolio of impressive multi-million dollar projects across five continents showcases the firm's outstanding global success. Elcir has won bids for prestigious projects including Deutsche Bank Headquarters (France), The Khalifa World Cup Stadium (Qatar), The Christopher Harbor Marina (St. Kitts), Gemmayze Village (Lebanon), The Kempinski Hotel (Dominica), ABC Verdun (Lebanon), International College (Lebanon), and St Regis Hotel in Cairo (Egypt).

Areas of Operation

Real estate
Construction

Market Reach

Middle East
Caribbean

Endeavor Office

Lebanon





Smart Cities



Emad & Waguih Iskander Family Corporation



Family Corporation is a one stop shop for transportation services. They carry both people and goods all across the country through their three main divisions: Family Transport, Family Cargo and Family Car Rental. They offer tailor-made solutions for each of their clients, based on their needs and budget constraints. Family Corporation has developed in-house service centers and body shops to service their fleet. Automated systems have been developed for revenue and fleet management to ensure maximum efficiency and added value for their customers. Their clients include large locals companies and multinationals, such as Total, Uber, Amoun Pharma, Hassan Allam etc.

Areas of Operation

Transportation
Mobility

Market Reach

Egypt

Endeavor Office

Egypt



Idriss Al Rifai Fetchr



Fetchr is a tech company disrupting the traditional logistics sector and providing turnkey solutions for e-commerce players, regional groups, banks, restaurants, etc. Fetchr has developed industry specific solutions to tackle the delivery challenges faced in emerging markets that are experiencing a deficient address system. Fetchr's app captures customers' GPS location as a delivery address, eliminating the need for a physical address. Since its launch in 2012, the company has raised USD \$52M in a Series A and Series B rounds of funding, making it the first company in the region to secure money from top Silicon Valley VC funds.

Areas of Operation

Logistics
Delivery

Market Reach

KSA
Oman
UAE

Endeavor Office

UAE



Sassan Dieter Khatib-Shahidi German Imaging Technologies (GMT)



German Imaging Technologies (GIT) is the market leader in producing remanufactured toner cartridges in MENA and has been the largest supplier in the UAE since 2007. The company sells toners that are 20-30% less expensive than OEM toners, do not compromise on quality, and have a reduced environmental impact.

Areas of Operation

Cartridge remanufacturing
Printer servicing

Market Reach

UAE
Kenya

Endeavor Office

UAE





Smart Cities



Jamil Corbani Green Studios

GREEN STUDIOS

Green Studios reintroduces nature to increasingly concrete urban landscapes by combining stylish designs and pioneering technology to build beautiful botanical structures. The company designs, produces, and maintains hydroponic green walls and roof gardens adapted for hot weather. With offices in Lebanon, a warehouse in Egypt, an offshore registered in Dubai, and partnerships in Iran, Greece, Cyprus and the GCC, the company's projects can span the whole MENA region. Today, Green Studios is experimenting on improved versions of its technology to be adapted to cold climates.

Areas of Operation

Real estate
Construction

Market Reach

Lebanon	Greece	USA
Egypt	Cyprus	
Iran	GCC	

Endeavor Office

Lebanon



Mounir Nakhla Halan



Halan is an on-demand ride-hailing and logistics company whose fleet consists of tuk tuks, motorbikes, and cargo tricycles. The company focuses on underserved communities that lack efficient, safe and reliable transportation options.

Areas of Operation

Ride hailing
Transportation
Technology
Delivery

Market Reach

Egypt
Sudan

Endeavor Office

Egypt



Ahmed El Adawy Hussein Rifai Inertia Holding Group

INERTIA

Inertia is a leading Egyptian real estate company that develops distinctive, valuable, and dynamic projects in different governorates across Egypt. From its inception, Inertia has kicked off projects that cater to Egypt's cosmopolitan clientele in Cairo, the North Coast, and by the Red Sea, focusing on quality property design that enhances and establishes close-knit and active communities. Inertia's developments include two medical centers, such as Medipoint Sheikh Zayed and seven residential properties in Egypt.

Areas of Operation

Real estate

Market Reach

Egypt

Endeavor Office

Egypt





Smart Cities



Youssef Chaqor Kilimanjaro Environnement



Kilimanjaro collects waste and transforms it into clean energy biodiesel while it creates value for all its stakeholders. Kilimanjaro aims at having a positive impact on society by creating sustainable jobs, helping the local economy, and offering high returns for shareholders. By providing a high quality of service and being able to ensure high volumes of supply, Kilimanjaro stands as the ideal partner of European clients. Kilimanjaro meets the European traceability norms regarding exports of biomass, and renewable energy commodities (ISCC certification). The company is a pioneer in creating a model of waste collection having both efficiency and streamlined structure.

Areas of Operation

Clean tech
Waste to energy

Market Reach

Morocco
Algeria

Endeavor Office

Morocco
Algeria



Öner Çelebi ProAsist



Proasist offers a singular, holistic, and 24/7 solution to technical and mechanical facility management to multi-chain clients, saving clients' money by maximizing facility uptime, increasing energy efficiency, and decreasing operational expenses, on top of cutting out the headache of hassling multiple service providers. With the Smart Screen Application, ProAsist has adopted the principle of providing its customers with all the operational, maintenance, and repair services that the company needs. Specializing in multi-chain stores and industrial facilities, Proasist services nationwide with 35 mobile teams and 200 partners in 12,000+ locations.

Areas of Operation

Technical service

Market Reach

Turkey

Endeavor Office

Turkey



Yasser Rasheed RPMMinerals



RPMMinerals mines, selects, and processes minerals to serve various applications such as oil & gas drilling, water drilling, tunneling, and horizontal directional drilling, foundry, paper production, ceramics, and cat litter. The company's local production facilities in Egypt meet the entire Egyptian market's need and export to customers in Europe, Southeast Asia, Africa, Australia, the Americas, and Middle East. Now RPMMinerals is striving to build on its strong track record to become the leading minerals and chemical supplier in the Middle East.

Areas of Operation

Oil & Gas
Manufacturing
Mining
Metal casting

Market Reach

Egypt
Europe
Africa
Australia
The Americas
Middle East

Endeavor Office

Egypt





Smart Cities



Abhishek Ajay Shah RSA Global



RSA Global is a third-party logistics provider in Dubai. The companies under RSA Global include RSA Logistics, RSA-TALKE, RSA Cold Chain, and RSA National. RSA Global offers storage and 360-degree supply chain solutions, including distribution, transportation, and international freight, with international alliances that help extend its reach globally. Their clients hail from a diverse portfolio of industries that include automotive, power generation, petrochemicals & chemicals, and food & beverage. The company's headquarters are strategically located between Jebel Ali Port and Al Maktoum International Airport in Dubai South, providing the ideal infrastructure for its transportation, distribution, and international freight service offerings.

Areas of Operation

Supply chain solutions
Distribution
Transportation
International freight

Market Reach

UAE
Kenya

Endeavor Office

UAE



Mohannad Alhaj Saferoad



In Saudi Arabia, someone dies every 40 minutes due to vehicle accidents. Fighting this deadly statistic, Saferoad helps companies improve driver and vehicle safety, reduce operation expenses, and minimize the chances of vehicle disruption through its connected car platform. Using internet-of-things (IoT) devices in vehicles, Saferoad enables corporate clients to locate, monitor, and communicate with their fleets in real time. Saferoad started by committing to making roads safer through its intellectual property, high standards of after sales services, well-equipped production line, qualified staff, and user-friendly technological interface.

Areas of Operation

Vehicles tracking system
Fleet management system
Telematics
Driving behavior enhancement programs

Market Reach

Global

Endeavor Office

KSA



Rabih Nassar Scriptr



Scriptr.io is a global provider of technology that enables enterprise digital transformation using connected devices and data. Through its marketplace of enterprise ready IoT applications and award winning agile platform, customers benefit from a reduction in complexity, costs and time to launch IoT solutions.

Areas of Operation

Data analytics

Market Reach

USA
Lebanon

Endeavor Office

Lebanon





Smart Cities



Hisham Haddara Si-Ware Systems



Si-Ware Systems is a fabless semiconductor company that is fostering silicon innovation and is a global provider of wide spectrum of product design and development solutions, custom ASIC development and supply, as well as standard products on analog/mixed-signal, radio frequency and micro-electro-mechanical systems (MEMS) technologies. Si-Ware Systems serves a wide variety of applications and market segments, with focus on timing applications, sensor interfaces and integrated MEMS systems.

Areas of Operation

Tech
Hardware
Manufacturing

Market Reach

Egypt
Canada
China
France
Japan
Russia

Endeavor Office

Egypt



Nour Shawky Softec International



Softec International is well known for being a pioneer in M2M solutions promoting the next generation "Internet of Things" by providing an M2M platform bundled with embedded connectivity covering GPS tracking of vehicles, fleet management & logistics solutions, field force automation & mobility, leveling, smart metering, remote monitoring of field conditions and various telemetry based applications. It also provides software applications for self-service kiosks, solutions for the private aviation industry and offshore development services.

Areas of Operation

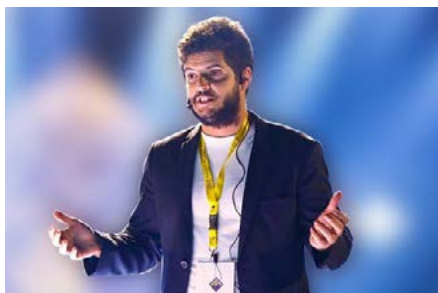
Cloud tech
Transportation & fleet management
Agriculture
Public safety

Market Reach

Egypt
UAE
UK

Endeavor Office

Egypt



Yaseen Abdel-Ghaffar SolarizEgypt



SolarizEgypt finances, designs, installs, and commissions PV solar power plants to Egypt's commercial, residential, and industrial sectors, giving customers a better, cheaper and cleaner alternative to conventional energy.

Areas of Operation

Solar energy

Market Reach

Egypt

Endeavor Office

Egypt





Smart Cities



Mahmoud Nouh
Ahmed Sabbah
Mostafa Kandil
Swvl



SWVL is premium mass transit system that enables riders heading in the same direction on a fixed route to share a ride in a van or bus during morning and evening commutes for a fixed flat fare with no surge pricing.

Areas of Operation

Transportation
Technology

Market Reach

Egypt
Kenya

Endeavor Office

Egypt



Wadih Haddad
The Box



In Dubai, a city built around luxury, extra closet space comes at a premium. Although Dubai is known for its modern skyscrapers, magnificent architectural buildings, opulent hotels, and shopping malls, real estate in the Emirate comes with a whopping price tag. As a result, the majority of residents struggle with space constraints. Until The Box built its first self-storage facility in 2008, there were few options for self or bulk storage. Founded during the heart of the financial crisis, The Box has grown to 30 facilities and 250,000 square feet within the UAE.

Areas of Operation

Storage & moving

Market Reach

Lebanon
Qatar
UAE

Endeavor Office

UAE



Nael Halwani
Tamim Khalfa
Toters



Toters, a digital and logistics company powered by its own advanced technology and fleet provides delivery services to connect and distribute products between merchants and customers. The company has managed to bridge the gap between the consumers who expect new levels of convenience, transparency, and speed, and the traditional merchant who struggles to meet these new service standards.

Areas of Operation

B2B & B2C
Logistics & transportation

Market Reach

Lebanon
KSA
Iraq

Endeavor Office

Lebanon





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