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Welcome to Endeavor Jordan's **2015 Impact Report**. Inside you will find a brief about the Endeavor model, discover key metrics showing our local and global impact, meet our **High-Impact Entrepreneurs** through overviews of their companies, and learn more about the services we provide to help catalyze their growth.

**Happy reading!**

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# A LETTER FROM ALI



When I think of the term **High-Impact Entrepreneur**, one of Endeavor Jordan's founding board members, Samih Darwarzah, immediately comes to mind. Samih was an iconic Arab entrepreneur who returned to Jordan at the age of 48 to build his dream, Hikma, a global generic pharmaceutical company. Today, his dream has manifested in a \$4.5 Billion company listed on the London Stock Exchange. Samih passed away in May 2015, leaving behind an entrepreneurial legacy that will continue to impact and inspire generations to come.

When we talk about Endeavor's quest to find the best High-Impact entrepreneurs, we are essentially looking for the next generation of Samihs, within different value-added industries, that can drive the growth of the Jordanian economy. Endeavor searches for entrepreneurs with the vision and determination to build global companies, and who consider giving back to their community and people as an integral part of how they do business. An Endeavor

Entrepreneur's impact starts with empowering and inspiring their own teams, growing into the next generation of mentors and investors, and over time building solid foundations that support their country's youth. This ensures we have a cycle in place that continues to nurture future generations of entrepreneurs.

On a more personal note, Samih was also my mentor. I joined him at Hikma when I was just 24 and his support has been monumental in helping me get to where I am today. Samih is the reason I believe in the power of mentorship and why **Endeavor's model** spoke to me from the start. Simply put, entrepreneurs-turned-mentors form the foundations for a thriving ecosystem.

We are proud of how far Endeavor Jordan has come since its launch in 2009. In six years, we have screened over 600 companies resulting in a current portfolio of **25 entrepreneurs leading 17 companies** from various industries. In 2015, Endeavor companies

generated a combined total of **\$160 million revenues** and over **2,700 new jobs**.

Our local network also includes 40+ business leaders who cumulatively donated more than 155 hours sharing their advice and experience with our entrepreneurs in 2015. Representing a significant part of the local mentor network are our 14 board members whose level of engagement, commitment and support is instrumental and to whom I am hugely grateful. Our work at Endeavor would also not be possible without the contributions of the global network and offices. I would like to take this opportunity to thank each and every one of you for your invaluable contribution.

What's next? How do we multiply our impact even further? How do we benefit a wider pool of entrepreneurs? These are the foremost questions for Endeavor Jordan, and there are big projects on the horizon to address these. We look forward to an exciting year ahead.

**Ali Al-Husry**  
**Chairman**





“

Endeavor acts like the wind behind the wings of a plane pushing it forward. The pilot and the plane are the entrepreneur and the business themselves. Our role is to help accelerate their flight.

**Maher Kaddoura**  
Vice Chairman, Endeavor Jordan



# A LETTER FROM RASHA



“

**When economies turn down, entrepreneurship turns up.**

**Linda Rottenberg**  
Co-Founder, Endeavor

This certainly holds true for Jordan. Entrepreneurship's ability and necessity to thrive in adverse business environments means that Endeavor's work has never been more relevant than it is today. Whether through our entrepreneurs, board members, or mentors, Endeavor brings together people who aren't waiting for change to happen, they are the ones **driving the change**.

Our entrepreneurs form the cornerstone of Endeavor. They are the ones creating the solutions, addressing market gaps, and striving for a better world. In 2015, Jordan welcomed four new game-changers into the Endeavor network; Ibrahim Safadi, founder of **Luminus Education**, who built the region's leading vocational training center to tackle youth unemployment and equip graduates with the skills and tools needed to increase employability;

Biotech company **MonoJo**, whose founder, Penelope Shihab, has spent over a decade researching regionally native compounds, such as camel milk antibodies, to help treat various medical issues; and co-founders Mohammed Al-Shaker and Yousef Wadi, whose passion and innovation has enabled **ArabiaWeather** to become the leading provider of weather products, services, and solutions to consumers and businesses in the Middle East.

Guiding our entrepreneurs through growth challenges is our network of board members and mentors; members of the private sector who believe in the crucial role they need to play in catalyzing the entrepreneurial ecosystem. Our mentors and board members support Endeavor by donating their time and money, referring companies to us, mentoring and advising our entrepreneurs via ad-hoc coaching or Advisory Board sessions, as well as helping us to identify and select the best-in-class entrepreneurs to invite into Endeavor's network.

Connecting the dots, and linking the entrepreneurs with the network, is our small but high-impact team who work passionately to match our entrepreneurs with the tools, resources and people to help them overcome the challenges they face as they grow. We are creating the **Jordanian success stories** that will inspire the next generation of entrepreneurs, and in doing so, we multiply the impact of the Endeavor network's combined efforts.

On a final note, I would like to extend my warmest gratitude to all those supporting Endeavor and who work hard for a better future for Jordan.

**Rasha Manna**  
Managing Director

# THE ENDEAVOR MODEL

Since 1997, Endeavor has proved that sustained economic development is dependent on a vibrant entrepreneurial ecosystem.

1

Endeavor  
**SEARCHES**  
the globe to find the  
**best and brightest talent**

Offices in

**25**

Countries

2

**SELECTS**

**High-Impact Entrepreneurs** leading  
innovative scalable businesses

**1198**

**High-Impact  
Entrepreneurs**



“

At Endeavor we search for entrepreneurs with excellent ideas and the capacity to scale. With our support they can accelerate their growth and maximize their positive impact on the economy.

**Walid Tahabsem**  
Board Member, Endeavor Jordan

5

## PROMOTES

role models who invest in their local networks to **create thriving entrepreneurial ecosystems** and continue the cycle

4

## SHARES

their success stories to **inspire future generations** of entrepreneurs

**506K+**

High quality jobs  
created by  
Endeavor Companies

**\$7.7BN**

Revenue generated by  
Endeavor Companies  
in 2014

3

## CONNECTS

the entrepreneurs to its network of mentors to address key business challenges and **scale their companies**

# THE ENDEAVOR SELECTION PROCESS

## SECOND OPINION REVIEW

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

## SCREENING

Endeavor staff assess the entrepreneur's application and conduct preliminary research to determine whether to interview the candidate.

## SEARCH & REFERRAL

- PRO-ACTIVE RESEARCH by Endeavor staff
- RECOMMENDATIONS from the Endeavor network
- SELF-NOMINATIONS through the website





#### INTERNATIONAL SELECTION PANEL

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

#### LOCAL SELECTION PANEL

Mentors and local board members interview, deliberate, and select candidates for an international panel.

#### FIRST OPINION REVIEW

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

“

Endeavor is a great resource for people who want to **disrupt the business world**. While going through the **selection process** the Endeavor board members and mentors completely changed the way I understand myself and my business. I realized I wasn't **thinking big** enough; I needed to be more aggressive to fully realize the potential of Luminus. I have now tripled my targets as a result.

**Ibrahim Safadi**  
**CEO, Luminus Education**

EVENT



**59<sup>th</sup>**

International  
Selection Panel  
Amman, Jordan







The International Selection Panel (ISP) is the culmination of Endeavor's rigorous four-stage selection process where global business leaders interview candidates, deliberate, and select the latest class of Endeavor Entrepreneurs. Endeavor Jordan hosted the 59th ISP in Amman where 20 High-Impact Entrepreneurs from 15 companies from across 10 countries were selected to join the network.

# GLOBAL FOOTPRINT



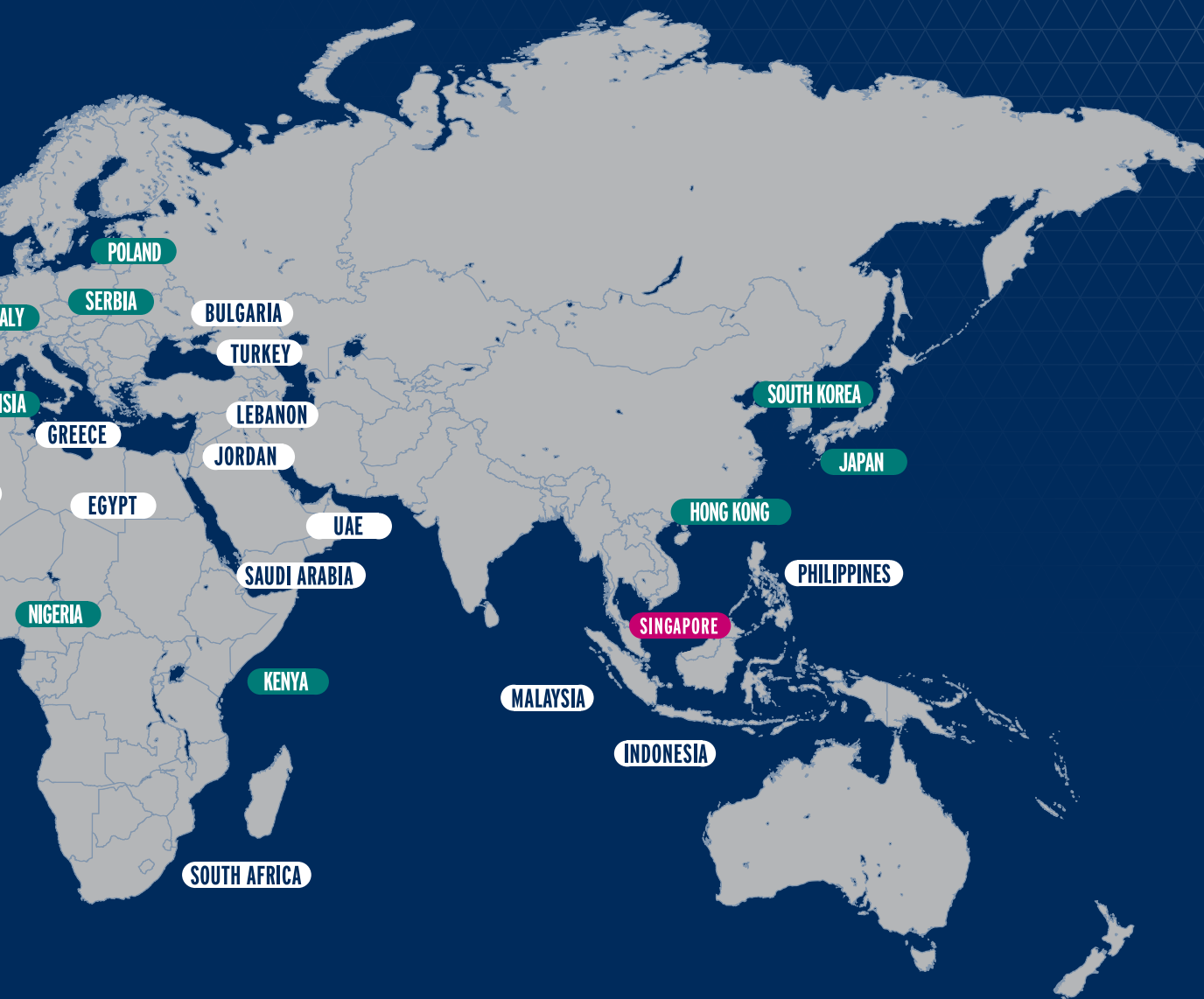
**LAUNCHED**  
**LAUNCHING SOON**  
GLOBAL SUPPORT OFFICES



“

Endeavor's global movement is transforming economies one entrepreneur at a time.

**Edgar Bronfman Jr.**  
Chairman, Endeavor



# LOCAL IMPACT

**High-Impact  
Entrepreneurs**



**eNDeavor**  
JORDAN

## Human Capital

**25**

High-Impact Entrepreneurs leading  
17 companies from 8 industries

## Financial Capital

**21%**

revenue CAGR

## Social Capital

**1150+**

hours of mentoring provided by  
Endeavor mentors since launch

## Cultural Capital

**800+**

attendees of Endeavor Jordan  
events in 2015

“

Endeavor's main role is to support companies that can grow and scale rapidly. It is those companies that will play a significant part in uplifting the Jordanian economy, especially by creating jobs.

**Ihab Hinnawi**  
**Board Member, Endeavor Jordan**

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# 2700+

people employed by Endeavor  
Entrepreneurs

# 11%

job CAGR

---

# \$160M+

in revenues generated by  
Endeavor Entrepreneurs  
in 2015

# \$36M+

equity capital raised in 2015

---

# 170+

global connections and investor  
introductions since launch

# 40+

local & 3000 global business  
leaders mentor Endeavor  
Entrepreneurs

---

# 85+

media mentions of Endeavor and  
its Entrepreneurs in 2015

# 8600+

followers of social media feeds

# THE ENDEAVOR EXPERIENCE

“

Endeavor strives to contribute to economic development and growth, we search for entrepreneurs who have the capacity and capability to grow and scale rapidly, and we support them to reach success and set higher industry standards.

**Nadia Al Saeed**  
**Board Member, Endeavor Jordan**



## OUR SERVICES IN NUMBERS

6

Endeavor companies  
completed the Mentor  
Capital Program

16

Endeavor Entrepreneur to  
Endeavor Entrepreneur  
connections

22

Endeavor Entrepreneurs  
attended Investor  
Network Events

55

Local and Global  
mentor touch-points  
in 2015

12

Endeavor companies  
hosted EY Vantage  
Advisors

10

Endeavor Entrepreneurs  
attended Endeavor's  
leadership programs at  
Stanford and Harvard

5

Companies with  
Endeavor Advisory  
Boards

Endeavor's global network of talented individuals and organizations work to provide entrepreneurs with the resources to...

# 1 THINK BIGGER

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- Through inspiration and examples from the network
- With help from their peers

# 2 MAKE BETTER DECISIONS

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- Access to Mentors | pages 18-19
- Access to Talent | pages 20-21
- Access to Investors | pages 22-23
- Access to Markets | pages 24-25

# 3 MULTIPLY THEIR INFLUENCE

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- Become a mentor for Endeavor
- Become an investor
- Become a role model by promoting entrepreneurship

# ACCESS TO MENTORS

- Custom Advisory Boards
- World Class Mentors

## Company

Alissar

## Entrepreneurs

Charif Mzayek, Alissar Mzayek, & Ghassan Mzayek

## Selected

December 2014



Upon Alissar's selection into the network, Endeavor set up an **Advisory Board** for the company. Along with **key Endeavor mentors**, their Advisory Board has become a source of important feedback and guidance as Alissar has expanded its operations. In 2015, the board's objective perspective helped the entrepreneurs to make the difficult, but necessary, decision to phase out Alissar's flower farms over a period of time, allowing the company to focus on its more scalable verticals in the future.

## Company

ASK for Human Capacity Building

## Entrepreneur

Amin Amin

## Selected

January 2009

When ASK began its expansion outside of Jordan, Amin wanted advice on how to deal with the internal cultural challenges that come with expanding operations beyond a company's home country. Endeavor arranged a meeting between Amin and Endeavor mentor, Majda Al Labadi, Human Resources VP of Hikma Pharmaceuticals. Majda was able to provide **invaluable advice** about building a strong internal culture of ownership and transparency, creating reward programs and introducing inter-department rotation programs.





**Company**  
Jamalon  
**Entrepreneur**  
Ala' AlSallal  
**Selected**  
August 2013

While still going through the Endeavor selection process, Ala' participated in an **Endeavor Investor Trek** in London, where Endeavor connected Ala' with Diego Piacentini, Senior Vice President of International Consumer Business at Amazon.com; the two immediately hit it off. Diego proved a **key mentor** to Ala' over the next two years, acting as an indispensable sounding board and providing crucial advice for shaping Jamalon's expansion; ranging from shipping logistics to fundraising and revenue growth.

**Company**  
MonoJo  
**Entrepreneur**  
Penelope Shihab  
**Selected**  
June 2015

In 2015, Penelope was looking for advice on MonoJo's business model. Endeavor connected her with Jake Anderson, a **healthcare industry specialist** at Sequoia Capital, who advised Penelope on how to better position her company and which product lines were better suited for the international market.



**Company**  
Alissar  
**Entrepreneurs**  
Charif Mzayek, Alissar Mzayek, &  
Ghassan Mzayek  
**Selected**  
December 2014

◀ Alissar Advisory Board

# ACCESS TO TALENT

- eMBAs
- EY Vantage Program
- Corporate Fellows
- Scaling Entrepreneurial Ventures Program at Harvard
- Stanford-Endeavor Innovation and Growth Program



## Company

MadfooatCom

## Entrepreneur

Nasser Saleh

## Selected

October 2014

MadfooatCom worked with an **EY Vantage Advisor** in 2015. For six weeks, the company's finance team worked alongside the advisor to implement his feedback on enhancing the current financial model, financial reporting, and cash flow templates. Upon completion of the six week assignment, a strong friendship had flourished, and the advisor brought his family to meet Nasser and explore Jordan!

## Company

Akhtaboot

## Entrepreneurs

Mohamad Haj Hasan & Yousef Shamoun

## Selected

March 2010

Akhtaboot worked with an **EY Vantage Advisor** for six weeks in 2013, developing and stress-testing a career path and advancement structure for Akhtaboot's sales department. The structure, still implemented today, gave members of the sales team opportunities to build their leadership and entrepreneurial skills; while creating cost consciousness and a sense of ownership over KPIs and financial targets. As a result of the newly devised structure by the EY Advisor, Akhtaboot was able to engage and motivate the sales team, increasing sales by 47%.

### Company

Altibbi

### Entrepreneur

Jalil Allabadi

### Selected

June 2012

Through the **eMBA program**, Endeavor matched Altibbi with an MBA student from Babson College in 2013. During her 4 months in Amman, the MBA student conducted in-depth interviews, focus groups, and surveys of Altibbi's registered doctors. Combined with industry research, the resulting marketing outreach strategy proved essential in recruiting more doctors and creating an active community of physicians on the Altibbi platform.

“

Meeting with other inspiring Endeavor Entrepreneurs and learning from the course material enabled me to take a step back and re-examine the growth strategy of MadfoatCom, crafting a more focused approach.

**Nasser Saleh**  
**CEO, MadfoatCom**



### Harvard

Scaling Entrepreneurial Ventures Program

### Year

August 2015

In 2015, three Jordanian entrepreneurs – Ala' AISallal of Jamalon, Charif Mzayek of Alissar, and Nasser Saleh of MadfoatCom – participated in the **Scaling Entrepreneurial Ventures Program at Harvard** along with 53 Endeavor Entrepreneurs from the Global Network. The program, presented by top Harvard Business School professors, helped Endeavor Entrepreneurs develop the core competencies to transform their companies, manage ongoing growth, and improve corporate culture.



# ACCESS TO INVESTORS

- Mentor Capital Program
- Private Roadshows
- Investor Network
- Endeavor Catalyst

## Company

Jamalon

## Entrepreneur

Ala' AlSallal

## Selected

August 2013

When Jamalon wanted to close their Series A round of funding, they turned to Endeavor. Endeavor connected Ala' to an Endeavor Global mentor through the **Mentor Capital Program**, who provided personalized pitch mentoring and a review of Jamalon's investor deck. This was followed by a **customized capital raise roadshow** in San Francisco and New York during which Ala' met with 20+ investors and mentors. Two months later, Ala' was able to connect with another 12+ investors during **Endeavor's Investor Network** event in Turkey. These meetings, along with exclusive Endeavor networking events, contributed to Jamalon closing their Series A round of \$3.7M in 2015.



Endeavor Global's Catalyst Fund is an innovative **co-investment vehicle** designed to support Endeavor Entrepreneurs with their equity financing rounds. The Catalyst Fund – which invests alongside professional investors and follows the same terms as the lead investors – is currently in talks with several Endeavor Jordan Entrepreneurs looking to raise their Series B rounds in 2016.

## Company

ReserveOut

## Entrepreneur

Khalil Shadid

## Selected

August 2014

In early 2015, Khalil was preparing for ReserveOut's Series A round. Endeavor scheduled a call with an Endeavor Global mentor, during which Khalil was able to refine his investor deck and pitch. Endeavor then arranged a **capital raise roadshow** for Khalil in California and London.



“

It's passion that drives all of us, which is why it's events like DealMakers that make it so interesting. Because the VC learns just as much as the startup.

**Omar J. Sati**  
Managing Director, DASH Ventures



# ACCESS TO MARKETS

- Local, Regional & Global events
- Global Connections
- Endeavor Summit
- Endeavor Entrepreneur to Endeavor Entrepreneur Connections

## Company

MonoJo

## Entrepreneur

Penelope Shihab

## Selected

June 2015



Endeavor connected Penelope with **Endeavor Greece** company FrezyDerm – a leader in the Greek pharmaceutical market – for a knowledge-sharing discussion. FrezyDerm was able to provide MonoJo with feedback regarding the clinical trial process, as well as connections to their recommended clinical laboratories.

## Company

Kharabeesh

## Entrepreneurs

Firas Al-Otaibi, Mohammed Asfour & Wael Attili

## Selected

October 2010

Kharabeesh's entrepreneurs ran into a roadblock when they decided to trademark the name Kharabeesh in the Middle East. Viacom already held the rights to a similar name, Kharbashat, and in Arabic "kharabeesh" and "kharbashat" are both plurals of the same word "scribbles". Endeavor connected Kharabeesh to **Edgar Bronfman Jr.**, Chairman of Endeavor, who was able to secure special permission from Viacom to allow Firas, Mohammed, and Wael to register the name Kharabeesh.

### Company

Altibbi

### Entrepreneur

Jalil Allabadi

### Selected

June 2012

When Altibbi was looking at monetization models, Endeavor introduced them to Endeavor company, Minha Vida, **Brazil's largest health and wellness portal**. A senior member of Altibbi's management team spent three weeks at Minha Vida in Brazil, learning from their best practices, studying their business model, and discussing strategy.

### Company

Alissar

### Entrepreneurs

Charif Mzayek, Alissar Mzayek, & Ghassan Mzayek

### Selected

December 2014

Endeavor arranged a meeting with the Mzayek entrepreneurs and **Endeavor Turkey's** portfolio company Ciceksepeti, an online e-commerce platform selling flowers in Turkey. Ghassan and Charif gained insights on topics ranging from how to build an e-commerce platform, to growth strategy and budgeting. The meeting provided invaluable knowledge that is still referenced today as Alissar determines its future strategy.



### Company

ReserveOut

### Entrepreneur

Khalil Shadid

### Selected

August 2014

Endeavor aided in ReserveOut's **regional expansion** efforts by working with Endeavor Turkey to arrange numerous meetings over three days with Turkish restaurant chain owners, potential partners, and investors.

“

Thank you for organizing such an amazing and productive roadshow. This trip has been instrumental in formulating our expansion strategy. I believe Turkey will be a great market for us.

**Khalil Shadid**  
**CEO, ReserveOut**



EVENT



**CATALYZING  
CONVERSATIONS**

endeavor  
JORDAN  
HIGH IMPACT ENTREPRENEURSHIP





# CATALYZING CONVERSATIONS

## #CatalyzingConversations



Endeavor Jordan hosted its second annual Catalyzing Conversations event, a multi-tiered event featuring a series of interactive and inspirational discussions with international and regional business leaders and entrepreneurs from the global Endeavor network.

# OUR LOCAL NETWORK

“

Being an Endeavor board member is a chance to mentor the next generation of business leaders, but it has also been an opportunity for my own development. I have learned something new from each interaction I have had with our entrepreneurs.

**Said Darwazah**  
**Board Member, Endeavor Jordan**

## THE NETWORK IN NUMBERS

**14** | BOARD  
MEMBERS

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**40+** | MENTORS

A horizontal line with a blue dot at the end, extending from the text '40+ | MENTORS' to the right edge of the frame.

**25** | ENDEAVOR  
ENTREPRENEURS

A horizontal line with an orange dot at the end, extending from the text '25 | ENDEAVOR ENTREPRENEURS' to the right edge of the frame.

**17** | COMPANIES

A horizontal line with a magenta dot at the end, extending from the text '17 | COMPANIES' to the right edge of the frame.

**12%** | WOMEN  
ENTREPRENEURS

A horizontal line with a dark blue dot at the end, extending from the text '12% | WOMEN ENTREPRENEURS' to the right edge of the frame.

# ENDEAVOR COMPANIES



## BY INDUSTRY

41% | TECHNOLOGY

18% | CONSUMER GOODS  
& SERVICES

12% | PROFESSIONAL  
SERVICES

18% | HEALTH CARE &  
LIFE SCIENCES

12% | EDUCATION  
& TRAINING



# Akhtaboot

Mohamad Haj Hasan

Yousef Shamoun



**High impact is** tackling the Middle East's 28% youth unemployment problem by helping companies recruit, test, and manage the best talent across the region.

Akhtaboot is an HR solutions company that is committed to providing a user-friendly, effective, and efficient way of linking the right talent to the right career opportunity in the MENA region. Initially launched in 2007 as an online job board, Akhtaboot has since transformed into a full HR solutions company, amending its tag line from "acquire to hire" to "acquire to retire." With offices in Jordan, KSA, and the UAE, Akhtaboot's services are tailored to the Arab world, offering bilingual user interfaces and customization of its various products.

Currently on the market are "Career Connect", Akhtaboot's revolutionary recruitment management software; "Testello", a UK based Pre & Post Hire Assessment Solution; and "Cavall", a state of the art applicant tracking system. Responding to regional market needs, Akhtaboot recently launched MENA's first comprehensive Arabic language assessment tool, and has plans to add new products to its service line.



▲ Akhtaboot Team

Year Founded

2007

Year Selected

2010

Industry

Recruitment Solutions

Employees

40

Posted Job

Openings in 2015

12,000+

Applicants in 2015

2.5 Million

Registered Companies  
& Recruiters

5,700+

Unique Daily Visitors

50,000



## How It All Started...

Yousef and Mohamed were both, separately, trying to address the market gap they felt early on in their careers; the absence of channels through which job seekers could find the right jobs. After being introduced through mutual friends, the entrepreneurs joined forces to launch Akhtaboot in 2007.



**Year Founded**

1979

**Year Selected**

2014

**Industry**

Agriculture & Retail

**Employees**

176

**Luxury Hotels Served**

29

**Markets Served**

9

**Retail Stores**

3

**Weddings & Events in 2015**

104

**Flower Farms**

2

## Alissar

### Alissar Mzayek

### Charif Mzayek

### Ghassan Mzayek

#### High Impact is

transforming a family-run flower shop into MENA's leading total floral solutions provider.

Alissar has grown from one small neighborhood flower shop selling flowers and indoor plants in 1979, to become one of MENA's leading floral solution providers. Today, Alissar operates in five business verticals; B2B focuses on offering total floral solutions, mainly targeting luxury and high-end hotels; B2C incorporates Alissar's three retail shops; Weddings & Events is a one-stop-shop providing design, implementation and management of events; Agribusiness includes supply of planting materials, and Production through the company's two flower farms in Jordan.

Beyond the services offered to customers directly, Alissar has effectively altered the region's floral industry, by advising cut flower growers on advanced environment-friendly growing technologies, and revolutionizing the way supply meets demand. In a bid to connect growers in Asia, Africa, and Europe to buyers across the Middle East, Alissar launched MENA's first flower trading platform in 2015, FloraNow.com, through a joint venture with Aramex. Today, Alissar's focus moving forward is expansion into e-commerce and new markets beyond MENA.



#### How It All Started...

Having fled the Lebanese Civil War, Malvina and Hadi Mzayek set up a flower shop in Amman in 1979. The Mzayek siblings spent their summer holidays working in the shop and, upon graduation, decided to return to the family business to catapult its growth.





## Altibbi

### Jalil Allabadi

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.

Originally launched as an online Arabic medical dictionary in 2010, today Altibbi's website provides a medical directory listing approved medical entities in the MENA region and abroad, a "symptom checker", hundreds of health-related videos and articles, and an innovative doctor-patient social networking platform that allows users to have their health questions answered online by approved doctors.

In December 2015, Altibbi launched the innovative "Call a Doctor" program, where subscribers can connect with doctors around the clock via high definition voice calls on the Altibbi mobile application.

Year Founded

2010

Year Selected

2012

Industry

Healthtech

Employees

28

Unique Visitors / Month

5.5 Million

Active Subscribers

2,500

Questions Answered

390,000+

Doctors Subscribed

9,200+

"Call A Doctor" Calls

6,500

Equity Raised

\$2.3 Million

**High Impact is**  
democratizing medicine and  
access to physicians.



### How It All Started...

Jalil initially set out to help his father make his lifetime work - the world's first "Arabic Medical Directory" - available as an online platform. The site quickly took on a life of its own and Altibbi was born.



Year Founded

1989

Year Selected

2011

Industry

Pharmaceuticals

Employees

215

Production Lines

7

Registered Products

130

Export Markets

29

**High Impact is** becoming a market leader in manufacturing niche branded generic products and exporting to 29 markets.



## Amman Pharmaceutical Industries (API)

### Fadi Al-Atrash

Established in 1989, Amman Pharmaceutical Industries (API) was one of the first pharmaceutical companies in the MENA region to pioneer the production of niche branded generics in the therapeutic areas of Ophthalmology, ENT, Respiratory, and Dermatology, and continues to be the leading regional manufacturer today.

Until 2007, API concentrated on the markets for sterile eye drops and ointments. In the decade since, API has expanded into new product lines in Ophthalmology, Nasals, Orals, and Dermatology. API was also the first to introduce nasal metered dose sprays to the local market, and is still one of the few companies manufacturing nasal metered dose sprays in the region today. API's reach extends far beyond the Middle East, with 29 export markets that include the European Economic Area, Ethiopia, and Azerbaijan and plans to introduce more markets in the coming year.



### How It All Started...

Born into a family of pharmacists, the pharmaceutical industry was a natural choice for Fadi. After accumulating 8 years of industry experience, Fadi joined the family business in 2006 to lead its expansion.



NEW



## ArabiaWeather

Mohammed Shaker  
Yousef Wadi

Founded in 2010, ArabiaWeather is the leading provider of weather products, services, and solutions to consumers and businesses in the MENA region. With a proprietary network of 200+ automated weather stations, regionally adapted algorithms, and an in-house developed data management system, ArabiaWeather is able to generate hyper-local forecasts, accurate to 500m, and predict region-specific weather patterns such as sandstorms.

ArabiaWeather's expertise is in high demand, with their ability to provide forecasts that are more accurate and precise than those offered by local stations and international weather services. Alongside a website, mobile app, and social media channels that deliver forecasts in Arabic and English, ArabiaWeather also offers a full suite of services for TV stations, from data models to presenter training. Since 2014, ArabiaWeather has also tapped into 12 industries such as aviation, oil & gas, and offshore industries by developing decision-support solutions and customizable industry-specific software.

**High Impact is** developing a weather Model Management System to process big data in realtime, generating accurate hyper-local forecasts in the region.

Year Founded

2010

Year Selected

2015

Industry

Technology

Employees

41

Mobile App Downloads

3 Million

Unique Users in 2015

28 Million

Weather Stations

200+

Equity Raised

\$7 Million



### How It All Started...

While still in high-school, Mohammed - a weather enthusiast since childhood - started a one-page website that forecast weather for 25 locations around Jordan, this was ArabiaWeather's first iteration. Yousef joined in 2013, lending his extensive tech experience to further ArabiaWeather's growth.





#### Year Founded

2011 (second company)

#### Year Selected

2009

#### Industry

Education and Capacity Building

#### Employees

27

#### Markets Served

5

#### Workshops Created

3,050

#### Schools Served

1,752

#### Students Impacted

473,680

#### School Community Members Impacted

17,388

#### Students Impacted Indirectly

690,260



#### How It All Started...

Having visited Jordan as part of a Dutch-trade mission in 2001, Amin quickly recognized the country's lack of a solid foundation of quality early education. In 2004 he relocated to Jordan and started his first business, focusing on education reform.



◀ Amin Amin (right) receiving the Direct Social Impact Award at Endeavor's 2015 Entrepreneur Retreat, pictured here with Edgar Bronfman Jr. (left)

## ASK for Human Capacity Building

### Amin Amin

Since 2011, ASK has provided innovative human capacity building solutions in MENA, with the goal of creating a highly competent and qualified workforce able to compete in today's knowledge-based economy. The company works primarily with Arab government education ministries and education-focused NGOs, delivering capacity-building solutions to bridge the gap between the skills provided by the world of education, and those required by the world of employment. With a guiding belief that investment in education results in individuals that are self-learners, critical thinkers, decision makers, productive, and proactive citizens, ASK works on reforming basic education by providing professional development programs, in addition to consulting services, for educators and schools. ASK also focuses on empowering educators, entrepreneurs, women, and youth by encouraging civic participation.

Along with tailored, bilingual, region-specific programming, ASK offers monitoring and evaluation tools to assess the impact and effectiveness of projects. Today, in addition to the Jordan headquarters, ASK has offices in UAE and Qatar serving the GCC markets, and is working on expanding its human capital development programming to target a wider range of industries such as healthcare.

**High Impact is** working with ministries and schools to resolve the gaps in basic education across the region.





## CrysTelCall

Ramez Kalis

Zeena Majali

In 2007, CrysTelCall was launched as the first independent contact center in Jordan. With the aim of improving customer service across the MENA region, CrysTelCall provides high quality and multilingual contact center outsourcing services, at competitive rates, from its premises in Amman and Karak. Taking advantage of Jordan's political stability, competitive costs, robust telecommunications infrastructure, educated workforce, and neutral dialect, CrysTelCall has become a regional leader in the contact center outsourcing arena.

Along with the full range of inbound and outbound contact center services, the company offers consultancy and business process outsourcing to clients worldwide. The company's experienced professionals analyze each client's business model to determine how customer interactions can be aligned with their strategic initiatives utilizing industry-leading technology. Since its launch, CrysTelCall has earned a reputation for their high quality service as one of the region's certified outsourcing providers.

**High Impact is** spearheading Jordan's outsourcing industry.

### Year Founded

2007

### Year Selected

2011

### Industry

Contact Center & Business Process Outsourcing

### Employees

326

### Premises

2

### Clients

17

### Number of Countries Supported

13

### Customer Transactions Handled in 2015

3+ Million



### How It All Started...

Inspired by the rise of India and the Philippines as global outsourcing hubs, Ramez, Zeena and their two co-founders realized the potential Jordan held to become a similar hub for the Arab region.



## EAT Restaurant Group

Omar Tabbaa

With graffiti-scribbled plates, neon colors splashed across the floor, and vintage Arabic movie posters, dinner at one of EAT's restaurants is about much more than just food. Each location uses creative dishes and elaborately themed décor to provide customers with a unique casual dining experience.

Today EAT manages 16 restaurants under four distinct brands: Casereccio is a Tuscan-inspired Italian restaurant, Lemon is an international-style bistro, Azkadenya is a retro Arabic restaurant, and Café Social is a casual lounge and diner. This formula has proved so popular, it has led to EAT's expansion beyond Jordan; there are six EAT restaurants in Bahrain, Palestine, and the UAE. In 2016, EAT is focused on further expansion within MENA and plans to open eight new outlets in Jordan, Iraq, Saudi Arabia, UAE and Qatar.

**Year Founded**

1998

**Year Selected**

2013

**Industry**

Food & Beverage

**Employees**

280

**Restaurant Brands**

4

**Branches**

16

**Countries**

4

**Average Covers / Day**

2,000+



### How It All Started...

Combining a management degree with experience in New York's food and beverage industry, Omar returned to Amman in 2004 to catalyze the growth of the family business.

**High Impact is** creating local restaurant concepts with global appeal.







Year Founded

2010

Year Selected

2013

Industry

E-Commerce

Employees

60

Book Titles

10+ Million

Fulfillment Centers

4

Countries Delivered  
to in 2015

80

## Jamalon

### Ala' AlSallal

Jamalon is a bilingual online platform that provides unparalleled access to a catalogue of books in English and Arabic. Since its inception in 2010 as a home-based operation, the company has evolved dramatically. Inspired by the demand for high quality Arabic literature in the region, Jamalon is now MENA's largest online bookstore with over 10M titles.

The company's unique offering and its ability to adapt to the regional market have been the key drivers of its success. Contrary to the challenges usually associated with online shopping in the Middle East, Jamalon customers can pay cash on delivery and receive orders in less than a week. Heading into 2016, Jamalon's plans for expansion include the launch of a community sourced book review platform, the sale of eBooks, and print on demand services.

**High Impact is** reviving a culture of reading in the Middle East by making books more affordable & accessible.



### How It All Started...

Ala' was destined to be an entrepreneur. While still at university, he crowd-sourced an online Arabic translation of a Harry Potter book, and simultaneously decided to register the Jamalon brand name, knowing one day he would launch an internet bookstore of his own.



Year Founded

2001

Year Selected

2008

Industry

Mobile Media & Technology /  
Wireless Software Solutions

Employees

28

Clients

225

Markets Served

20

Annual SMS Volume

273 Million

Partnership With Mobile  
Operators

3

Advertisers

40,000+

Registered Users

800,000+

## Javna Mansour Mansour

Launched in 2001, Javna was the first to develop advanced proprietary mobile software products and solutions in the Middle East, and the first in the region to launch applications such as the mobile stock exchange and mobile yellow pages. Today, more than a decade later, Javna provides wireless applications and software solutions to the MENA region, with offices in Jordan, Qatar, and the USA.

Since 2006, Javna has matured its vision to position itself as a regional leader in mobile media and technology as a step towards global leadership by utilizing its technology multi-platform network for delivering targeted advertising, mobile apps and social networking to mobile and Internet users in the Middle East markets.

With a history of innovative solutions, Javna continues to explore new technologies to enhance the mobile user experience in the Middle East. Javna is an innovation house for mobile advertising, apps, social networking, and technology solutions.

**High Impact is** pioneering tech solutions in the Middle East.



### How It All Started...

When the dot-com bubble burst in 2001, Mansour knew that mobile technology was the next big thing; he quit his job and launched Javna the same year.







### How It All Started...

Frustrated by badly dubbed videos, Firas, Mohammed, and Wael wanted to fill the online Arabic content gap. They realized the demand for original Arabic content far exceeded the supply, and in 2008, launched Kharabeesh as a story-telling production house.

## Kharabeesh

Firas Al-Otaibi

Mohammed Asfour

Wael Attilli

Kharabeesh is a multi-channel network platform that is redefining Arabic storytelling by investing in the new generation of digital talent and technology and has become one of the largest online Arabic content creators. Combining media, entertainment and technology, it produces innovative original videos, programs and shows designed for online consumption. Kharabeesh Partners, those who create content hosted on Kharabeesh platforms or co-create content with Kharabeesh, are offered consulting services, analytics reporting, brand management, and monetization opportunities.

In 2010, Kharabeesh was the first regional channel to utilize social animation, and the first to offer free access to its video and animation productions online. With the tools to create and spread content, Kharabeesh has evolved beyond a website and production company into a community and creative space that empowers Arab creators, talent and innovators around the world.

**High Impact is** representing the voice of the Arab youth and spotlighting Arab talent and stories.

Year Founded

2008

Year Selected

2010

Industry

Media & Entertainment

Employees

35

Subscribers

11.5+ Million

Lifetime Views

1.4+ Billion

Online Platforms

7

Avg. Viewers / Month

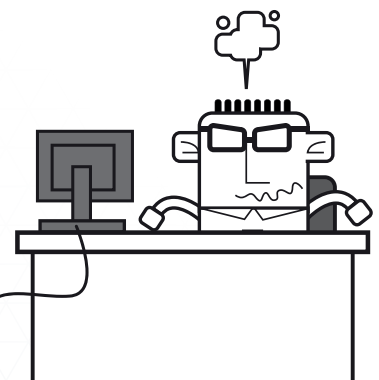
62.5 Million

YouTube subscribers

4.5 Million

Video Library

30,000+



شعارات  
الاعلام والصور الصحفية

A portrait of Ibrahim Safadi, a man with short dark hair, wearing a dark blue suit jacket over a light blue shirt. He is smiling and looking towards the camera. A laptop is visible on a desk in front of him to the left. In the top right corner of the image, there is a green rounded rectangle with the word "NEW" in white capital letters.**NEW**

## Luminus Education

### Ibrahim Safadi

Luminus Education was established in 2007 to resolve the mismatch between Arab graduates' skills and the regional labor market's needs. With a vision of offering high quality education to low and medium income students, Luminus seeks to provide an atmosphere that fosters personal and professional development. Credited as Jordan's leading vocational training, soft skill and technical education provider, Luminus targets vocational and technical education, skills development, creative media education, and language solutions through its six subsidiaries – Al Quds College, SAE, Luminus Training and Consulting, Al Majal for Training, and Luminus for Language Solutions.

In 2016, Luminus Education will launch an Al-Quds College campus in Irbid and, after being awarded a €5 Million grant from the EU, are establishing community-run makerspaces and digital fabrication Innovation Labs in both Amman and Irbid, in partnership with MIT Fab Lab. As part of a commitment to making education accessible for everyone, Luminus are also providing affordable education solutions for Syrian refugees in Jordan, with 2000 refugee students receiving vocational & technical education scholarships. Driven by the critical and growing issue of unemployment in MENA, Luminus is looking to expand its operations across the region.

**High Impact is** increasing Arab youth's employability by providing them with the tools and skills needed to compete in the job market.

#### Year Founded

2007

#### Year Selected

2015

#### Industry

Education

#### Employees

556

#### Markets Served

3

#### Students Graduated

35,000

#### Placement Rate for Al-Quds Graduates

70%



#### How It All Started...

Frustrated with his own university experience, Ibrahim dropped out of college and joined the family business, Al-Quds College, with plans to revolutionize Jordan's education system.

Year Founded

2011

Year Selected

2014

Industry

e-Payments

Employees

38

Banks

23

Billers

35

Transactions / Day

3,000

Bills Paid in 2015

448,108

Equity Raised

\$6.5 Million



**High Impact is** revolutionizing the way payments are made in the Middle East.

## MadfooatCom

### Nasser Saleh

#### How It All Started...

Following his experience implementing a government initiative installing an e-payments system project in Saudi Arabia, Nasser realized the need for a similar solution in Jordan. Upon his return, and after waiting in line to pay bills one too many times, Nasser took it upon himself to revolutionize the country's tedious and antiquated bill payment system, launching MadfooatCom in 2011.

MadfooatCom, founded in 2011, is the first online payment platform in Jordan. By linking banks with billers, MadfooatCom has made the payment of bills efficient, convenient, and secure for both customers and billers. Customers are able to both inquire about, and pay bills, through electronic payment channels that are available 24/7, while billers increase payment collections, reduce waiting lines, and are guaranteed quick fund transactions.

In 2014, MadfooatCom launched eFawateercom, a nation-wide integrated bill payment system for bank accounts holders. In 2015 eFawateercom expanded its accessibility by becoming an online portal that allows payment by MasterCard and Visa. With 35 of the largest billers using eFawateercom, Jordanian residents can settle a number of bills online, from electricity, water, and telecom, to education, healthcare, and taxes. As MadfooatCom continues its commitment to improve bill payments in Jordan, eFawateercom will soon be smartphone compatible.





NEW

Year Founded

2005

Year Selected

2015

Industry

Biotechnology

Employees

25

Patents

3

## MonoJo

### Penelope Shihab

Established in 2005, MonoJo is the first biotech center dedicated to researching the Middle East's massive reservoir of untapped natural resources. MonoJo uses its cutting edge research capabilities to create a variety of products from cosmetics to pharmaceuticals using ingredients such as camel milk, honey, and dates.

In 2014, MonoJo launched Skinue, a line of 11 high-end products that utilize camel milk antibodies to nourish, moisturize, protect skin and control acne breakouts. In the field of R&D, MonoJo offers training in the biotech and medical fields and also offers services ranging from Quality Control services to medical devices file registration in Jordan. In the next two years, R&D efforts will focus on diabetes, oncology, infectious diseases, and gastritis. MonoJo also has plans to commercialize two pipeline products, a camel milk-based gastritis cure and a biosensor used to measure diabetes.



### How It All Started...

Penelope dreamed of Jordan's potential to become a thriving biotech hub. In 2005, employing the knowledge and insight gained from a degree in Laboratory Medicine, experience in private labs, and an MBA, Penelope established MonoJo.

**High Impact is** an Arab woman scientist pioneering the region's nascent biotech industry.







## Pharmacy One

### Amjad Aryan

Year Founded

1995

Year Selected

2009

Industry

Retail

Employees

820

Branches

76

Pharmacy One began in 2001 as the first chain pharmacy to be established in Jordan. Since launching, it has expanded to open 76 branches throughout the country. Through specialized departments, Pharmacy One generates new tools to fulfill client needs, offering pharmaceutical consultancy and advice through DIC - The Drug Information Center. As part of the company's commitment to customer satisfaction, Pharmacy One has consistently focused on delivering an unparalleled quality of customer service, offering a wide selection of products, and fully trained qualified in-store professionals.

Innovation is at the forefront of the company's long-term strategy. In a bid to transform Jordan's pharmacy industry branch-by-branch, today Pharmacy One's 76 outlets are increasingly identified as service centers, offering a range of personalized services delivered by trained professionals.

**High Impact** is disrupting the retail pharmacy landscape and building the region's largest pharmacy chain.

#### How It All Started...

Amjad was determined to open the first pharmacy chain in Jordan. After dedicating time to learning about retail-pharmacy operations in the US, Amjad relocated to Jordan with a focus on disrupting the retail-pharmacy landscape, and transforming local industry standards.





## ReserveOut

### Khalil Shadid

ReserveOut has become the go-to restaurant reservation site in the Middle East. For customers, the online and mobile platforms grant easy access to the local food scene, enabling diners to browse and book a table at any of its partner restaurants. ReserveOut has proved an equally useful tool for businesses in the restaurant industry, providing customizable software that allows for efficient table and reservation management. With a presence in 7 cities, ReserveOut also offers client-relationship management and online marketing modules allowing restaurants to track customer preferences, frequency, and advertising across ReserveOut's platforms.

In the 3 years since its inception in 2012, ReserveOut has more than doubled the number of restaurant clients to become the Middle East's largest restaurant platform. Already catering to Jordan, Lebanon, the UAE, Qatar, Bahrain, and Saudi Arabia; future plans include further expansion within MENA and beyond.



#### How It All Started...

Having grown accustomed to New York City's culture of online reservations, Khalil was frustrated by the lack of efficiency associated with dining when he returned to Jordan. Realizing the opportunity to improve customer service and restaurant operations, Khalil launched ReserveOut in 2012.

#### Year Founded

2012

#### Year Selected

2014

#### Industry

Mobile Applications / Software

#### Employees

48

#### Online Reservations / Month

6,000

#### Signed Restaurants

720

#### Customers Seated in 2015

2 Million

#### Markets

6

**High Impact is** transforming the way diners in MENA make reservations and how restaurants collect customer data.



**High Impact** is being the region's first movers in the social media industry and changing the way businesses interact with their customers.

## The Online Project

Ramzi Halaby  
Zafer Younis

### Year Founded

2009

### Year Selected

2010

### Industry

Social Media

### Employees

51

### Markets Served

MENA Region

### Offices

3

### Total Client Fan Base

10.7 Million

### Daily Reach

4.2 Million

### Average Number of Comments & Interactions Handled / Day

3,400

The Online Project develops and executes social media strategies and comprehensive integrated marketing solutions for Fortune 500 companies and high profile organizations operating in the region. At a time when most businesses in the region were unfamiliar with social networking technology and how to manage online profiles, TOP launched in 2009 as MENA's first social media management company.

While TOP initially focused on clients in the region's telecommunications industry, it has since then expanded to serve a variety of clients from airlines to fashion labels. Today, TOP is MENA's leading digital creative agency, generating interactive media profiles for its clients, in addition to providing digital and integrated communications strategy, creative content, and influencer marketing, as well as UX mobile and web design & build.



### How It All Started...

With the aim of modernizing Amman's music scene, Ramzi and Zafer started by launching their own radio station in 2004. The creative duo quickly realized the power of social media management when they were able to cost-effectively and efficiently promote both the station and its notorious parties.

“  
If people aren't calling you  
**crazy** you aren't **thinking**  
**big** enough.

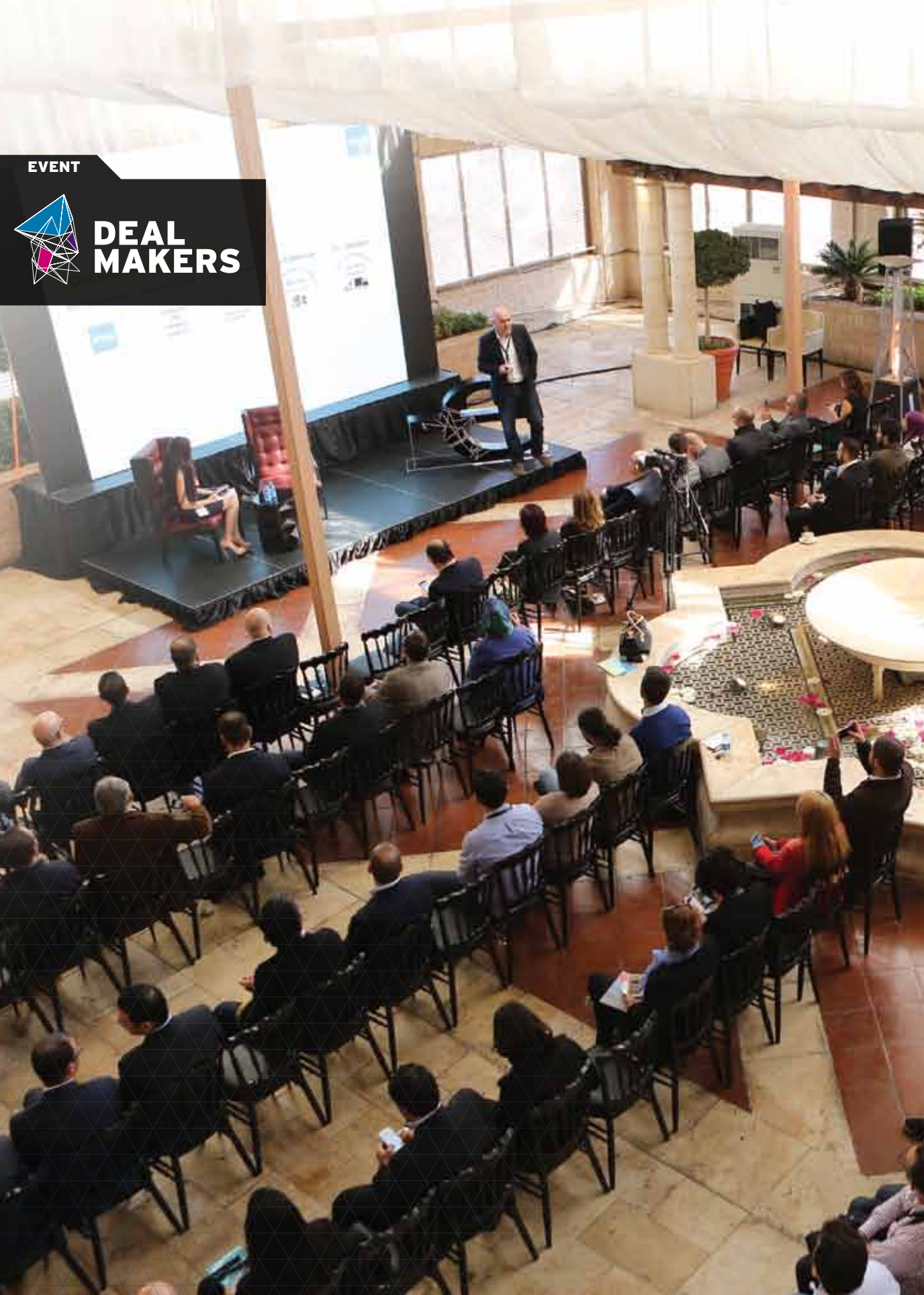
LINDA ROTTENBERG  
CEO & CO-FOUNDER, ENDEAVOR



EVENT



**DEAL  
MAKERS**







Endeavor Jordan's third annual DealMakers event brought together over 50 of MENA's most promising entrepreneurs and 40 top regional and international investors, to share ICT industry knowledge and connect for a day of expert-led workshops and speed-networking sessions.

# BOARD MEMBERS



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Integrated Technology Group

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Imad Malhas

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Jumana Twal

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Majd Shweikeh

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Haytham Kamhiyah

Majda Al Labadi

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Majed Sifri

Taghreed Shunnar

Hussam Khoury

Majied Qasem

Zaid Ayoub

Imad Ayoub

Nadim Kayyali



# 2015 AWARDS

Thank you to our top contributors for their support in 2015.

## **Most Hours Donated by Endeavor Mentors**

Majied Qasem  
Rami Adwan

## **Top Referrer of Potential Candidates**

Emile Cubeisy

## **Most Active New Mentors**

Basem Malhas  
Lina Annab

## **Most Active Advisory Board (for Alissar)**

Ali Al-Husry  
Costandi Yaghnem  
Maher Kaddoura



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Our partnerships enable Endeavor to multiply our **impact**.  
Thank you for your **support**.

# THE TEAM



**Rasha Manna**  
Managing Director



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Entrepreneur Selection & Growth



**Leen Nabulsi**  
Entrepreneur Selection & Growth



**Lara Farah**  
Marketing & Events



**Mahmoud Alaeddin**  
Graphic Designer

# OFFICE METRICS



CUPS OF COFFEE  
CONSUMED

**2,311**



NUMBER OF  
TWEETS

**878**



KNOWLEDGE-SHARING  
SKYPE CALLS WITH  
ENDEAVOR OFFICES

**58**



CANS OF FOOD FED  
TO THE OFFICE CAT

**173**



TEAM  
LUNCHES

**164**

# ABOUT ENDEAVOR

Endeavor is leading the global high-impact entrepreneurship movement to catalyze long-term economic growth.

Since 1997, Endeavor has been selecting, mentoring and accelerating the best high-impact entrepreneurs around the world. Through the guidance that Endeavor offers, entrepreneurs can tangibly impact their communities, generate new job opportunities, bolster their countries' national wealth, inspire others to innovate, and contribute to private sector development. As of 2015, Endeavor supports 1,198 High-Impact Entrepreneurs from 755 companies across 25 emerging and growth markets around the world.

Endeavor launched its operations in Jordan in 2009 and is leading the way in supporting high-impact entrepreneurship. Today, Endeavor Jordan supports 25 Endeavor Entrepreneurs representing 17 companies from varying industries that have generated over \$160 million in revenues in 2015 and created over 2,700 jobs. Endeavor continues to search for more high-impact Jordanian entrepreneurs to support through its local and international networks.





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