

Journeys of Disruption



JULY 2017
-endeavor
JORDAN

“ IT HAS BEEN SAID
THAT NEXT TO
HUNGER AND
THIRST, OUR
MOST BASIC
HUMAN NEED IS
FOR STORYTELLING ”

KHALIL GIBRAN

Endeavor searches, selects and supports **best-in-class entrepreneurs** in high value-added sectors, and those who have founded, and are scaling, **high-growth, innovative businesses**. Endeavor supports entrepreneurs who have the potential to be role models, **inspire a future generation of entrepreneurs**, and who have it in their DNA to give back to the community, so that the work we do with a select group of entrepreneurs **has a multiplier effect on the economy**.

In this booklet we share the stories of our entrepreneurs with the hope of inspiring our readers.

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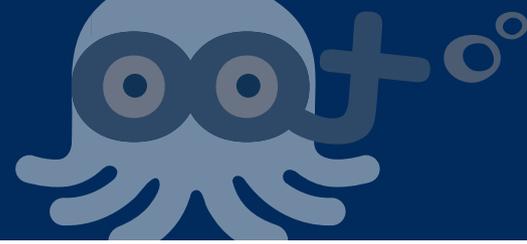
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Yousef Shamoun
Mohamad Haj Hasan

Akhtaboot is an HR Software Solutions company that is committed to helping companies streamline and simplify their HR processes from the “Acquire” stage to the “Retire” stage. Akhtaboot recently consolidated into Boundlesshr becoming a regional HR Solutions powerhouse.





Their Story

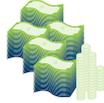
2006



2007

Akhtaboot is Born

Akhtaboot is launched with the financial support of family & friends



2010

Growth

- Founders are selected as Endeavor Entrepreneurs
- Raise 1st angel round of investment
- Akhtaboot launches an office in Saudi Arabia
- Akhtaboot Cares Initiative (ACI); Akhtaboot's CSR arm is launched
- Akhtaboot launches 1st job fair in Jordan



2011

Recognition

- Akhtaboot is selected as one of the 30 fastest growing companies in Jordan
- Akhtaboot is selected as one of the fastest growing 500 companies in the Arab world, Turkey, & Pakistan
- "Career Connect" is launched



2017

From "Acquire to Hire" to "Acquire to Retire"

- "ZenHR" is launched
- Akhtaboot consolidates into a full HR solutions company; Boundlesshr, amending its tag line from "Acquire to Hire" to "Acquire to Retire"



2016

Moving into the HR Software Solutions Space

- "Cavall" is launched
- Akhtaboot launches its 1st job fair in Aqaba & Irbid
- Akhtaboot launches the 1st of its kind job fair in the region for people living with disabilities



2015

Traction

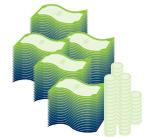
- Akhtaboot reaches 2.5M registered applicants
- Akhtaboot reaches 50,000 unique daily visitors
- "Testello" is launched



2013

Series A Round Completed!

- Raise Series A investment round from a regional VC



Akhtaboot Today

50 Employees



Sponsored 100+ job fairs regionally

3



Offices in Jordan, UAE, & KSA



1500+

Active jobs online at any time



Reached over 15,000 regional companies & recruiters



5000+

employees onboarded on their HR software platform - ZenHR

Areas of Operation



Online Recruitment Platform



Recruitment Management Software Solution



Applicant Tracking System



Testing Provider with Cutting-Edge Assessment Tools

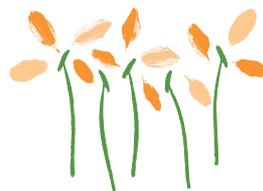


Human Resources Management System



Charif Mzayek
Alissar Mzayek
Ghassan Mzayek

Starting off as a single retail outlet in 1979 selling floral arrangements and indoor plants to the local market, Alissar Flowers grew to become a 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. Alissar also grows its own flowers, distributes planting material and has recently launched an online floral marketplace.



A L I S S A R®
Flowering Your World

Their Story

1975

Lebanon Civil War

Hadi & Malvina Mzayek move the family to Jordan



1979

The Inspiration

- An anniversary plant from Hadi inspires a business idea
- The Mzayeks open their 1st flower shop in Amman



1985

First Flower Farm

A flower import ban leads them to expand into production



1999

Venture into B2B

Alissar wins 1st total floral solutions contract with InterContinental Jordan Hotel



2004

Regional Growth

Alissar expands regionally providing floral services to Four Seasons Doha



2003

Agribusiness Partnerships

Alissar signs exclusive distribution agreement with Rosen Tantau, the world's 2nd largest rose breeder



2006

Scaling Up

Alissar officially begins operations in the UAE



2014

Joining the Network

Charif, Alissar, & Ghassan are selected as Endeavor Entrepreneurs

floranow.com



2015

Wholesale Marketplace

Alissar launches FloraNow.com, the 1st flower trading platform linking growers in Kenya, Holland, & Thailand directly to buyers across the MENA region

2017

Going Online

Alissar launches an online store for individual customers to choose from a wide range of crafted floral designs

Alissar Today

142

Employees



28%
women

floranow.com

Linking growers from **Kenya, Holland & Thailand** directly with buyers across the **MENA region**



104

Weddings and events organized in **2016**



1000+
Events to date

3

High-end retail boutique flower shops in **Amman & Dubai**

Service

29

luxury hotels with total floral solutions



9 Global Markets &

the number one distributor in the MENA region



Areas of Operation

Retail
Online & Offline



Weddings & Events



Hotels & Corporates



Agribusiness
Production & sale of bulbs



Wholesale
FloraNow.com





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.



His Story

2004

Medical Dictionary to an Online Resource

Jalil's father, Dr. AbdelAziz Allabadi publishes an extensive Arabic medical dictionary



2010

Altibbi is Born

Jalil's graduate school project evolves into a one-stop-shop for Arabic users seeking reliable healthcare-related resources and verified certified medical practitioners - Altibbi.com is launched



+



=



2014

Awards

- Altibbi wins the WSA-mobile award for the "Best Mobile Health Medical Content"
- Altibbi raises its 1st round of funding to focus on doctor-patient interaction

2017

Global Partnerships

Altibbi partners with Uber to connect its partner-drivers in Jordan, Egypt, & KSA with on-demand doctors



2016

On-Demand Tele-health

• Altibbi launches its on-demand tele-health service (Call a Doctor)

• Altibbi.com reaches 87M visits with YoY growth of 44%



2015

Funding

Altibbi raises its 2nd investment round from DASH Ventures and MEVP



Altibbi Today



Comprehensive Content

including symptoms, conditions, treatments, medications, lab tests, & educational videos



Offices in Jordan & Palestine, with near future plans to launch in Egypt & KSA

10K

Registered & verified doctors



5K

Articles shared by doctors & authors



500K+

Free questions



64K+

Calls answered



265K+

Visits per week



5 Mobile

apps on both iOS & Android with downloads totalling

2M



35K+

Subscribers

Areas of Operation



Medical Dictionary



Q&A via Doctor-Patient Social Network



News & Articles



Tele-health



Audio/Visual Services



Mohammed Al-Shaker

ArabiaWeather is the leading provider of weather products, services, and solutions to consumers and businesses in the MENA region.



طقس العرب
ArabiaWeather Inc.

His Story

2006

Where it all Started

While still in high school, Mohammed starts JordanWeather.Jo, a single-page application that publishes weather forecasts for 25 locations across Jordan

2008

Rise to Fame

Mohammed shot to fame when he was the only meteorologist in Jordan to correctly forecast a massive snowstorm

2010

ArabiaWeather Sees the Sun

Mohammed expands JordanWeather to include MENA region forecasts & rebrands the site as ArabiaWeather.com

2011

Certification

- Mohammed attains a certificate in "Advanced Forecasting & Aeronautical Aviation" from the UK's Meteorological Office College
- ArabiaWeather secures a round of investment from local investors

2015

Sky, Land, & Sea

• ArabiaWeather develops decision-support solutions to serve various industries & governmental entities across sky, land, & sea, including aviation, agriculture, & construction

• ArabiaWeather raises US \$7.1M

• ArabiaWeather releases a groundbreaking weather technology department & establishes weather stations across the region

• Mohammed is selected as an Endeavor Entrepreneur

2014

B2B Solution

• ArabiaWeather Aviator, an advanced, early weather warning system, is launched to help carriers minimize financial losses due to weather-related flight delays & cancellations

• ArabiaWeather establishes an office in Dubai, UAE

2013

The Relaunch

ArabiaWeather 2.0 is launched which includes a mobile application & weather-related lifestyle advice

2012

Traction

- ArabiaWeather reaches 4.1M users
- Mohammed is recognized as EY Jordan "Emerging Entrepreneur of the Year"
- ArabiaWeather secures a round of investment from regional VCs

2016

Global Partnerships

• ArabiaWeather joins the Royal Meteorological Society in the UK as a corporate member to provide meteorological training to professionals & national weather services in the region

• ArabiaWeather signs regional & global partnerships with public & private sector entities, such as the Riyadh Municipality, Schneider Electric, Maersk, VizRT, Al Jazeera, & Weather News Inc, & Zain

• ArabiaWeather expands its weather forecasting to cover the entire globe

2017

Scaling Up

• ArabiaWeather reaches 70M users across the Arab World

• ArabiaWeather signs agreements with MBC, the Jordanian Government, & Uber among others

• ArabiaWeather establishes an office in Riyadh, KSA

ArabiaWeather Today

52 Employees

70M+ Users across the Middle East

3 Offices
Amman
Riyadh
Dubai

20M+ Views per month

400+ Weather stations across the region

Delivering forecasts for any location across the globe

Areas of Operation



Consumer

Premium advertising solutions & user subscription model



Enterprise

Sky, Land, Sea, & Government



Media

Contracts with radio & TV stations and online platforms



Dr. Amin Amin

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



His Story

2002

A Vision for Change

Amin returns from the Netherlands to Jordan with dreams to improve the quality of Jordan's education system



2003

Finding the Right Partners

Amin receives seed funding from an equity partner in Saudi Arabia & forms a consortium with Delft University of Technology, INHOLLAND University, & Yarmouk University



2004

The Beginning

Amin launches CADER; Change Agent for Arab Development & Education Reform



2009

Joining the Network

Amin is selected as an Endeavor Entrepreneur



2014

New Contracts

ASK implements its 1st project in Saudi Arabia for the Ministry of Education

ASK wins its 1st nationwide bid to evaluate Jordan's School Construction & Rehabilitation Project



2013

Scaling Up

Amin expands into Doha with ASK for Human Capacity Building offices

Amin decides to spread his entrepreneurial drive, and develops Entrepreneurial Education Programs in the MENA region

ASK implements its 1st contract in Abu Dhabi



2012

Regional Expansion

Amin establishes ASK Training & Consulting L.L.C in Abu Dhabi

ASK implements its 1st MENA-wide program for the advancement of women's leadership



2015

Safeguarding School Environments

Passionate about school environments, Amin implements a program to preserve school properties in Jordan



2016

Earning Recognition

ASK receives a license as an Institute for Training & Development of teachers in UAE & an ACTVET license in Abu Dhabi, UAE

ASK wins its 1st contract in Qatar with the Ministry of Education

To keep in touch with technology, Amin launches e-learning programs for teachers in the MENA region



2017

Expanding the Knowledge

ASK implements its 1st "blended learning" program in the UAE

ASK is awarded the UN Women project to enhance education services for women and children in Za'atari Refugee Camp

ASK Today

2,430

Schools served



18,130

School community members impacted



5 Markets served



727,260

Students impacted indirectly



24

Bids won for national, regional & local projects

3

Regional offices in Jordan, UAE, & Qatar

3,760

Tailored workshops developed in-house



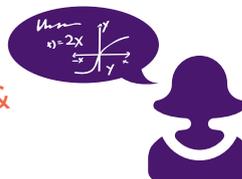
Areas of Operation



Professional Development Programs



Monitoring & Evaluation Systems



Educational Consulting Services



Zeena Majali
Ramez Kalis

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.

CRYSTEL

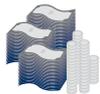
Their Story

2007



First Contact Center in Jordan

- Zeena & Ramez establish Crystel as the 1st free-standing, independent contact center in Jordan
- Crystel raises US \$1M from friends, family and other Jordanian companies & investors



2011



Recognition at an International Level

- Zeena & Ramez are selected as Endeavor Entrepreneurs
- Crystel is recognized at The Middle East Call Center (MECC) Awards Ceremony for "Middle East Best Reporting & Processes"
- Crystel accomplishes Tier I & Tier II certification of the SPOT Performance Maturity Model, becoming one of the 1st companies to achieve this worldwide certification

2012

Crystel Expands across other Governorates

Crystel, in cooperation with the Government of Jordan, launches a 50- seat contact center operation in Karak, in the South of Jordan



2016



CrystelCall Becomes Crystel!

- Zeena & Ramez decide to rebrand the company from CrystelCall to Crystel to reflect the growth and transformation that the company has experienced from being solely a call center and voice operator to cover expansion into sales & marketing, training, and other services
- Crystel receives the business award "Genesys Best Use of Technology in Outsourcing of the Year"
- Crystel is recognized as the "Middle East Outsourcing Service Provider of the Year" for the 5th time

2015

Crystel Becomes Int@j Board Member

Crystel, with its co-founder Zeena Majali, is selected as an Int@j Board of Directors Member in the capacity of Vice Chair



2013



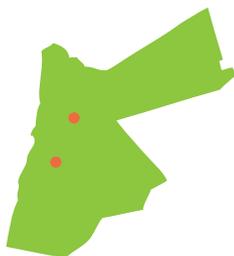
New Contract

- Crystel signs a Contact Center Outsourcing agreement with Mobily
- Crystel achieves the UN Women Gender Equity Seal Accreditation



Crystel Today

Offices in Amman & Karak



Serves its clients worldwide

Bonjour
Good Morning
صباح الخير
with 3 main languages

250K+

interactions on a monthly basis



350+

Employees

Areas of Operation



Customer Support



Sales & Marketing



Intelligence Services



Research & Data Management



Back Office



Training



Omar Tabbaa

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 6 distinct popular brands, with locations in Amman, Irbid, Dubai, Abu Dhabi, Manama, Riyadh, Erbil, Baghdad, and Ramallah.



His Story

1998

The Beginning

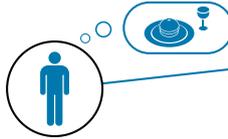
1st Casereccio branch opens; an Italian themed bistro



2003

Training

Omar joins the French Culinary Institute in New York to expand his knowledge in the Food and Beverage Industry



2004

Omar Takes the Helm

Omar returns to Jordan and joins his brothers' restaurant business but notices supply chain and employee training needs; he puts his knowledge into the business and turns the Italian restaurant into a profitable establishment



2005

Getting a New Look

The company is re-branded into EAT Restaurant Group



2013

Growth

- Café Social, an international diner, opens 1st branch in Amman
- Lemon opens in Ramallah and Bahrain



2012

Expanding Local Reach

The Group opens its 2nd Casereccio branch and Azkadenya, a retro-themed Arabic restaurant



2008

New Dining Experience

Omar opens Lemon, a casual international-style bistro



2014

Regional Expansion

- Omar is selected as an Endeavor Entrepreneur
- EAT signs a JV agreement with Gourmet Gulf to roll out expansion plan in the Gulf
- EAT opens Lemon & Azkadenya branches in Irbid, Jordan



2015

Regional Expansion

Azkadenya branches out to Dubai, Ramallah & Bahrain



2016

Acquisition

EAT acquires National Food Company, adding Wox & Company, Deeritna under its list of restaurant brands



- Azkadenya branch opens in Erbil



2017

GCC Expansion

Azkadenya opens 1st branch in Riyadh & Abu Dhabi



EAT Today

330
Employees

27
Branches across

2,000+
Tables Served Daily

6 Restaurant Brands

Casereccio
Lemon
Azkadenya
Café Social
Wox & Company
Deeritna

Areas of Operation



Own Restaurant Management



Franchising

Catering Services





Ala' Alsallal

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.



His Story

2007



Eureka Moment

- Frustrated with the lack of online Arabic books, Ala' and his friends translate and publish online a Harry Potter book
- Realizing his passion for spreading knowledge across the Arab world, Ala' purchases the domain jamalon.com

www.jamalon.com

2017



Partnerships for Growth

- Jamalon signs a deal with Lulu.com to make 2M titles available through Jamalon print-on-demand service, increasing the number of books available on Jamalon.com to 12M+

2010



First Steps

- Ala', along with his 6 siblings and mother, launches Jamalon from his home
- Ala' and his family develop the Arabic website with a selection of 12 titles
- Jamalon raises US \$15K in seed funding from Fadi Ghandour

2016



New Ventures

- Jamalon launches Middle East's 1st print-on-demand service at the Abu Dhabi International Book Fair
- Ala' wins Arabian Business "Young Entrepreneur of the Year" award and TechWadi "Entrepreneur of the Year" award

2011



Scaling Up

- Jamalon surpasses 250,000 titles
- Jamalon receives the "People's Choice" award at the ArabNet Digital Summit-Startup Demo competition
- Jamalon joins the Jordanian incubator Oasis500 and receives an additional investment of US \$400K

2015



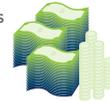
Secures Funding

- Jamalon secures Series A funding of US \$3.7M from Wamda Capital, Aramex Ventures, 500 Startups, and other investors

2013

Distinguished Achievements

- Ala' wins 1st runner up in the UAE's Global Entrepreneurship Summit Business Plan competition and is awarded a free office in the UAE
- Ala' is selected as an Endeavor Entrepreneur



Jamalon Today

4 Distribution Hubs

Amman
Beirut
London
Dubai



3 Warehouses

Jordan
Lebanon
UAE



12M+ Titles

30,000+ Publishers



500K+ Arabic Titles



1 Book sold



every 90 Seconds



40%

Repeat Customer Rate



Serve 100+ Countries

540K Social Media Followers



70 Employees



US \$7.5M

Funding raised to date

Areas of Operation



E-Commerce



Print-on-Demand



Firas Al Otaibi
Mohammed Asfour
Wael Attili

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



خرايش
KHARABEESH

Their Story

2007



The Start

5 friends come together with an idea to use technology to create Arabic content and entertain the Arab world



2008

Baby Steps

They decide to publish an original comedic series focused on Arabic culture and founded Kharabeesh



2009

Digital Pioneers

1st company to publish its own productions on social media for free in the Arab world



2010

Pushing the Social Construct

- 1st to introduce social animation and tackle news and social trends in the production process
- They are selected as Endeavor Entrepreneurs



2014



Commercialization

The company releases a mobile game that is voted best game in the Middle East by Apple

2013

Inflection Point

- Kharabeesh receives investments from 500 startups, MBC Ventures, Saned Equity, and Qaswara Hafez
- 1st Youtube certified MCN listed in the region



2012

Exploring New Trends

- 1st Pan-Arab MCN in the region
- 1st to develop technologies, tools, and metrics for talents, creators, and advertisers



2011

Funding

- 1st movers of Arabic standup from stage to YouTube
- Kharabeesh receives investments from MENA Venture Investments and DASH Ventures

2015

Growing the Business

Kharabeesh establishes offices in Dubai



2016

Global Investment

- Endeavor Catalyst makes its 1st Jordanian investment in Kharabeesh, along with Wamda Capital & DASH Ventures
- Kharabeesh establishes offices in Jeddah and Riyadh



Kharabeesh Today

Own & manage



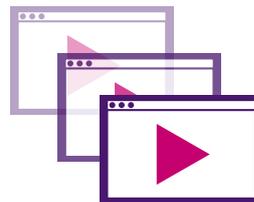
channels

90M
VIEWS
per month



7 Online
Platforms

30K+
Video Library



12M

Social Media
Followers



2.6B
Lifetime
Views

Areas of Operation



CONTENT
CREATION
& DISTRIBUTION



T A L E N T
MANAGEMENT



Ibrahim Safadi

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.



Luminus
Education

His Story

1999

Ibrahim Joins Al Quds College

Frustrated with his own university experience, Ibrahim drops out of college with plans to revolutionize Jordan's education system, and persuades his family to buy-out Al Quds College



2004

Gaining Momentum

Under Ibrahim's leadership, enrollment at Al Quds College increases tenfold and the total number of students rises from 200 to 2,500 students

2007

A Vision to Grow

With a vision to set up additional education entities, Ibrahim establishes Luminus Education as the umbrella company

Ibrahim decides to offer unique programs based on market needs & acquires franchising rights for SAE institute, establishing the 1st creative media school in the MENA region



2008

Scaling Up

Manaseer Group invests in Luminus Education allowing it to establish its new 'state-of-the-art' facilities, scale-up its growth, & strengthen its programs

2014

International Funding

IFC & SwiCorp invest US \$18M in Luminus Education



2011

Creating New Ventures

Luminus Education expands into vocational training for Oil & Gas sector in Iraq & Libya through the set-up of a new venture; Al Majal

Ibrahim establishes a partnership with the IFC to incorporate "Education for Employment" programs within the college curriculum



2015

Paying it Forward

Ibrahim is selected as an Endeavor Entrepreneur

Ibrahim develops a program to help & encourage students to start their own businesses



2016

New Milestones

Ibrahim receives license to launch Luminus Technical University

Luminus Education begins 1st phase of launching Al Quds College in Irbid

Luminus Education develops 1st Fab Lab & Business Incubator in Jordan, "Shamal Start", to support entrepreneurs in the north of Jordan

Luminus Education raises scholarship funds for 2000 Syrian Refugees & vulnerable Jordanian students



2017

Raising the Bar

Ibrahim establishes an employment hub to support students in securing job placements upon graduation

Luminus receives licence to operate a vocational high school

Luminus Education Today



Graduated **40,000** students from **23** countries



3,000+ Students graduate per year, of which **40%** are female



80% Graduates Job Placement

560 Employees of which **40%** are female

Training facilities in



Jordan & Iraq

Areas of Operation

ABC おかぜ
ا ب ت

Language Solutions & Skills Development



Technical & Vocational Education



Creative Media Education



Start-up Accelerator



Nasser Saleh

MadfoatCom 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, MadfoatCom makes the payment of bills efficient, convenient, and secure for both customers and billers via electronic channels 24/7.



His Story

2008

Back Home

Nasser quits his job in KSA and returns to Jordan to revolutionize Jordan's bill payment system after working in KSA on implementing a government initiative installing an e-payment system (SADAD)



2011

MadfoaatCom is Born

Nasser establishes MadfoaatCom, acquiring the IP license to utilize the core engine software platform of the main aggregator of SADAD, while customizing it for Jordan



MadfoaatCom wins 1st place in the Wamda Best MENA Start-ups for "Best Use of Technology"



MadfoaatCom is selected as a finalist at Webit Start-up Challenge in Turkey

2012

Seed Investment

MadfoaatCom raises seed funding from Oasis500 and angel investors from Jordan and Saudi Arabia

MadfoaatCom is awarded the Queen Rania National Entrepreneurship Award



2014

CBJ Exclusive Operator

MadfoaatCom wins the CBJ's tender to build, operate, and administer Jordan's national electronic bill presentation & payment services under eFawateerCom for 10 years

Nasser is selected as an Endeavor Entrepreneur

MadfoaatCom signs 12 bills, including the 3 largest telecom companies and a government entity in Jordan

The company receives the "Best SME" award from Bank al Etihad

2015

Series A

MadfoaatCom raises US \$5M in Series A from 3 banks; Capital Bank, Cairo Amman Bank, & Bank Al Etihad



2016

Scaling Up

MadfoaatCom expands the network to more than 80 billers, 23 banks, Jordan Post, Mobile Wallets, and PSPs



2017

Royal Recognition

Nasser receives "King Abdullah II Ibn Al Hussein Order for Distinction of the Third Degree" for his role in disrupting online payments and creating jobs in Jordan



MadfoaatCom Today

45+
Employees



92%
of Jordanian
banks integrated



70%
of major billers integrated
(95 billers)



100%
Utility
companies

100%
Telecom
companies

50%
Jordan
Government

15K
Bills paid daily



US \$2.1B
Bills processed



4.1M
Bills paid to date

Areas of Operation



**Electronic Bills
Presentment & Payment
(EBPP)**



Penelope Shihab

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.



Her Story

2004

First Steps

- Penelope joins the Higher Council for Science and Technology (HCST) with a dream to revolutionize the biotechnology industry in Jordan
- Penelope helps Dr. Osama Al-Khaldi, Secretary General of HCST, set up a virtual center for biotechnology

2005

Eureka! Cure Discovered

- Dedicated to researching the benefits of the region's massive reservoir of untapped natural resources, Penelope & Dr. Al-Khaldi establish MonoJo biotech center
- While researching for a cancer treatment, Penelope discovers unique camel milk antibodies with acne treating properties

UNIVERSITY OF CAMBRIDGE

2007

Finding the Right Partnerships

- MonoJo partners with Jordanian universities to grow research capabilities
- MonoJo gets awarded a grant from USAID to access additional facilities and pilot R&D activities
- MonoJo signs an MOU with the Institute of Biotechnology at the University of Cambridge. Penelope's work and dedication convince Institute Director, Prof. Christopher Lowe, to join MonoJo as a member of the Board of Directors and Scientific Advisor

2013

Exploring New Markets

In order to establish its trademark in the US, Penelope establishes Columbia Biotech as a wholly-owned US subsidiary to manage all the operations required to market and sell MonoJo products in the US

2012

Access to Camel Milk

MonoJo signs a contract with Emirates Industry for Camel Milk & Products giving MonoJo access to active ingredients. The fully integrated camel milk production facility is owned by Sheikh Mohammad Bin Rashid, and is considered the most advanced globally

2010

Meeting a Visionary

Jordanian businessman & entrepreneur Dr. Samih Darwazah, founder of Hikma Pharmaceuticals, invests in MonoJo and becomes Penelope's mentor

2014

Commercialization

- MonoJo launches its 1st commercial product line, Skinue, for acne treatment. Skinue products are sold in kiosks, pharmacies, and online at skinue.net

- Penelope is selected as "Emerging Entrepreneur of the Year" by EY



2015

Joining the Network

Penelope is selected as an Endeavor Entrepreneur

2016

Scaling Up

- MonoJo registers Skinue in Europe, Canada, Australia, and GCC
- MonoJo introduces new service lines; food services and microbial testing

MonoJO Today

20

Retailers across the USA

3

Patents

Active Markets

USA
Jordan
GCC
Europe
Canada
Australia
Iraq

Future Expansion Plans in Latin America

Areas of Operation



R&D

Product Conceptualization & Development



B2B

Pharmaceuticals Consulting Services

Product Commercialization

Biotech Training for Academia & Governmental Institutions

Food Microbiology Food Services & Microbial Testing



Zeid Husban

POSRocket is an intuitive, reliable, cloud-based, point-of-sale (POS) platform with a customizable interface. The user-friendly 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.





About POSRocket

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His Story

2012

Entrepreneur is Born

Zeid co-founds ifood.jo, a food delivery service



2015

Signed, Sold, Delivered

ifood.jo becomes a huge success and is acquired by Yemeksepeti (an Endeavor company), which is later bought by Delivery Hero



2016



First steps

- Zeid's last day at ifood.jo is his 1st day at POSRocket
- POSRocket starts operations in Cairo
- POSRocket processes more than 268,000 transactions of 66 clients

2017



Scaling Up

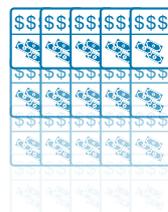
- POSRocket closes seed financing round of \$650K
- Zeid is chosen by the Royal Court to be part of a 3 person committee to digitize the Jordanian economy
- Zeid is selected as an Endeavor Entrepreneur

POSRocket Today

16 Employees



120 Client Fanbase



Processed over **\$5.2M** in transactions

Operations in

Jordan
Egypt



Future Expansion Plans in

Kuwait
Saudi Arabia
UAE

Areas of Operation



CRM



Reports & Analytics



Cloud-based POS Enterprise Solution



Inventory Management



Hardware Sales & Installation



Khalil Shadid

Reserveout is the go-to restaurant reservation platform in the Middle East, providing diners easy access to the local food scene, by enabling them to browse and book a table at any of its partner restaurants. Reserveout also provides restaurants with a customizable software that allows for efficient table reservation, client - relationship management, and online marketing modules.

reserveout
restaurant reservations simplified

His Story

2011



Addressing a Market Gap

Khalil, along with his co-founder, moves back to Jordan and realize a gap in the market for online restaurant booking. They launch i7jiz, an online platform that allows its users to book restaurants online

reserveout
i7jiz.COM
Restaurant of your choice

2012



New Look & Funding

- i7jiz re-brands as Reserveout
- Reserveout raises US \$500K in seed round
- Reserveout launches operations in Beirut

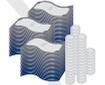


2013



Expansion

- Reserveout launches operations in Dubai
- Reserveout raises an additional US \$600K
- Reserveout seats 1 million diners



2016



Series A & Recognition

- Reserveout closes Series A of US \$4.1M
- Reserveout crosses 1000 restaurants & seats 10 million diners
- The company ranks 10th most promising start up in the UAE by Forbes Middle East



2015



Scaling up

- Khalil is selected as an Endeavor Entrepreneur
- Reserveout seats 5 million diners & reaches 500+ restaurants



2014



New Milestones

- Reserveout launches its service in Abu Dhabi, Doha, & Manama
- US \$1.2M in additional funding is raised

Reserveout Today

50 Employees



Operating in 7 cities

Abu-Dhabi
Amman
Beirut
Doha
Dubai
Jeddah
Manama

10,000

Online reservations per month



55,000+

Customers seated monthly



1500+



Signed restaurants

Areas of Operation



Online
Restaurant
Reservation



Table
Management
Systems



Customer
Relationship
Management

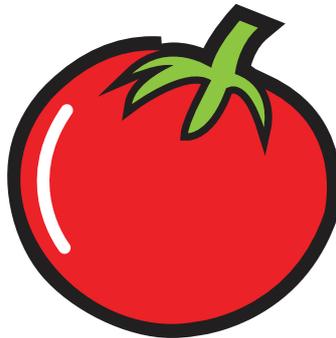


Loyalty
Programs



Hussam Hammo

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.



tamatem.co
Arabic Mobile Games Publisher

His Story

2007



Early Days

Cultivated by his university's entrepreneurship club, Hussam and a friend develop the first Arabic-language social network, faye3.com, which was later acquired by Maktoob.com

2009



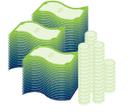
First Venture

Hussam quits his job at Maktoob and establishes Wizards Production; a browser-based Arabic gaming platform that closed down by 2012

2012



2013



Inception of Tamatem

- Determined to succeed, Hussam establishes Tamatem Games
- Tamatem is the 1st Arab company to enter the Acceleration Program at 500 Startups
- Tamatem raises US \$1.2M in angel investment

2017



Joining the Network

Hussam is selected as an Endeavor Entrepreneur

2016

New High

Tamatem generates US \$100K net revenue in 1 month



2015

Geographical Expansion

- Tamatem launches an office in Cairo
- Tamatem hits 10M downloads with 20 games
- 'Shake the Metal' game is launched reaching +5M downloads



Tamatem Today

26 Employees

2 Offices
Amman
Cairo

40+ Games Published

40M Downloads

22 Games Reached
Top 10

Areas of Operation



Publishing localized games via partnerships with international game developers



Development of High-quality Games



Zafer Younis
Ramzi Halaby

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.



Their Story

1998

Shaky Beginnings

Ramzi & Zafer meet the Minister of Information Technology to privatize the 1st Jordanian radio station, but get denied



2004

A Long Time Coming

Ramzi & Zafer finally receive the license to start their own radio station and launch Play 99.6 under Modern Media



2009

Spreading the Music

Ramzi & Zafer grow Play 99.6 with the help of social media tools. They use their knowledge in social media and adopt it to launch The Online Project (TOP)



2010

New Ventures

- Ramzi & Zafer are selected as Endeavor Entrepreneurs
- TOP sets up offices in Dubai

2016

Vertical Expansion

TOP expands beyond Social Media Management with new and advanced digital services and offerings



2012

Cross-Border Client-Base

TOP signs 1st client in Oman



2011

Expanding Deeper in the Region

TOP opens office in Saudi Arabia



TOP Today

63 Employees



3 Regional Offices
Jordan
Dubai
Saudi Arabia



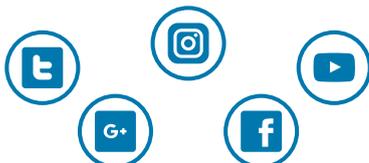
12M+
Client Fanbase

5M+
Daily Reach

450K+
Daily Comments & Interactions



Areas of Operation



Digital Strategy



Social Media Management



Creative Content



Customer Relationship Management



Influencer Marketing



Digital Media Buying

Endeavor is a global nonprofit organization supporting high-impact entrepreneurs around the world. Endeavor Jordan was established in 2009 and currently supports 24 Jordanian entrepreneurs representing 17 companies.



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