

ENDEAVOR COUNTRY HIGHLIGHTS

ISP SPECIAL EDITION

APRIL/MAY/JUNE 2007

Endeavor Turkey is very proud to announce the results of our inaugural **International Selection Panel (ISP)**. The ISP was the final milestone event of our **2006-07 Search & Selection Cycle** which started in November 2006. During this period, we reviewed more than 300 candidates with the support of 114 volunteers contributing an estimated 686 hours of their time and expertise to our mission during this period, plus all the hard-work and dedication of our terrific local and global teams including NYC, Brazil and Mexico!

International Selection Panel, June 10-12, 2007 - Istanbul

We had a very dynamic and exciting group of 21 Endeavor Entrepreneur candidates selected to join the ISP – representing 10 companies in Turkey and 2 companies in South Africa. All of them reflect true entrepreneurial spirit, impressive growth and role model potential in their countries.

We hope you enjoyed the events and will continue your involvement in our next phase of service delivery in supporting these selected entrepreneurs. From our 10 Turkish country candidates, four companies representing 11 high-impact entrepreneurs were selected as our 2007 Endeavor Entrepreneurs including:

DUKKAN: High quality meat products



Defne Koryure, Emre - Bülent Mermer

PI WORKS: Mobile network optimization



Boris Gaspic, Sean Christopher Smith, Bahadır Kuru, Başar Akpınar

YEMEKSEPETİ: Online food delivery



Melih Odemis, Nevzat Aydın, Cem Nufusi

POZİTRON: Mobile telephone applications



Fatih İşbecer

While all country candidates that did not get selected during this ISP are welcome to re-submit their applications as a country candidate, HİREF, ANADOLU TIP, MURPA ÇAY & AİLEDEN BİRİ have been formally re-invited to participate in one of the upcoming International Panel with specific recommendations. Indeed, all of the country candidates have started receiving formal feedback on their panel performances.

In addition to celebrating high-impact entrepreneurship, the ISP events gave us the opportunity to experience the essence of Endeavor network in action and share and learn from our respective perspectives. We would like to share a short summary of three fully loaded days and nights.

Sunday, June 10th - Orientation day & Kick Off Night

After a half day of orientation meetings with staff, international panelists and entrepreneur candidates in Swissotel, Endeavor network and their guests “kicked off” Endeavor Turkey’s first ISP with a dinner sponsored by Emin Hitay. Emin Hitay (Technology Holding CEO & Endeavor Turkey Board Member), Chip Seelig (Dune Capital Managing Director and Endeavor Global Board Member), Wences Casares (Endeavor Entrepreneur 1997) and Didem Altop (Endeavor Turkey Managing Director) made short speeches welcoming guests and introducing the entrepreneurs, including a video explaining Endeavor’s mission and model. Leaders of the Turkish business community joined Endeavor national and international network and shared their experiences while enjoying a beautiful night on Bosphorus.



2007 Endeavor Turkey & South Africa Entrepreneur Candidates



Ö. Tahinioğlu, C&E Hitay, MA Babaoglu,
W.Casares, D. Altop A. Domingo,
F. Nahas, M. Brown



E:Mermer, W.Casares, D.Koryurek,
S:Mermer



A. Sabanci, V. Dogan Sabanci



E. Hitay, N. Barut,
A. Koc



C & O. Birsen, S. Sabanci Dincer

Monday, June 11th - Interviews and Celebration Dinner

Under gazebos set-up on the meadows of Kemer Country Lodge, entrepreneurs had the opportunity to discuss their business goals and challenges with the panelists. It was a valuable experience for both parties. Entrepreneurs' general comments were on how enlighten and inspired they were by panelists' questions and feedback. The international panelists declared that they were really impressed by Turkish entrepreneurs, and that the quality of the candidates and the whole organization raised the bar for Endeavor Search and Selection cycle globally!

After the interviews, all the participants proceeded into Celebration Dinner hosted by Mehmet Ali Babaoğlu (Fusun Designs CEO & Endeavor Turkey Chairman). Linda Rottenberg (Endeavor Global Founder & CEO) and Mehmet Ali Babaoğlu made short speeches and Didem Altop presented ISP souvenirs to the panelists and candidates on behalf of Endeavor Turkey.

Before dinner, Endeavor Turkey Board Members had a board meeting with Linda Rottenberg and Matthew Brown (Fairfield Greenwich Managing Director & Endeavor Global Advisory Board Member Ambassador to Turkey) to share the latest developments in Endeavor Turkey's operations.



Kyriakos Mitsotakis, Ugur Bayar



Wences Casares, Emin Hitay



Ozcan Tahincioglu, Alejandro Domingo



Matt Brown, Albert Douer



Ally Jeddy, Shari Loessberg



International Panelists

Fadi Nahas, Chip Seelig



Endeavor Global, Turkey, South Africa Team

Tuesday, June 11th – Deliberations and Award Dinner

The deliberations took place at Sakip Sabanci Museum with the contributions of Suzan Sabanci Dincer and included a business lunch in Muzedechanga restaurant. Suzan Sabanci and Ali Koc welcomed our international guests with short speeches. The panelists debated the entrepreneur candidates and their businesses thoroughly over seven hours of discussion. Moderated by Linda Rottengberg, the six out of 12 candidates were unanimously selected as 2007 Endeavor Turkey and Endeavor South Africa Entrepreneurs.

The Award Dinner was held on Halas Yacht with the support of Ali Koç immediately following the deliberations. Participants included candidates, panelists, executive and advisory board members and network volunteers. At the end of the cruise, 2007 Endeavor Turkey and South Africa Entrepreneurs were announced and presented with their fellowship certificate for customized worldwide Endeavor network support services over the next two years.



Deliberations



Suzan Sabanci Dincer, Ali Koc



L. Rottengberg, D. Altop, A. Koç, MA Babaoglu



**G. Dunst (Endeavor S. Africa Managing Director),
C. Whitfield (Batswadi Pharmaceuticals- South Africa),
D. Altop**

Networking & Public Education:

During the last three months, we were busy with not only Search & Selection activities and planning for the ISP events, but also with Endeavor Turkey's representation in the following networking and educational forums:

21 June 2007 - TEB KOBI TV:

As a part of interview series with KOBI TV, Didem Altop and 2007 Endeavor Entrepreneur Nevzat Aydin were interviewed on "How to grow my business?" to be aired over the internet next month.

20 June 2007 – Akbank's Entrepreneurship Development Program:

We are collaborating with Akbank, Sabanci University, Innovent and Kagider for this 15 day business planning workshop. Kutlu Kazancı (Entrepreneur Services Manager) and Alev Bayraktaroğlu (Communications & Public Education Manager) participated in the selection process as jury members. We will also be involved in coordinating Endeavor Entrepreneur and our volunteer network participation a 2-hour lecture series in this program.

13 June 2007 - TUSIAD Round Table:

"Financing the Entrepreneurship" was discussed with participation of Didem Altop.

09 June 2007 - BÜMED – EURADA/EBAN Entrepreneurship Conference:

Organized by Bogazici University and sponsored by European Business Angels Network, the conference highlighted the importance of entrepreneurship in economic development and types of financing available for entrepreneurs. Didem Altop made a presentation depicting Endeavor's role in entrepreneurship and in raising capital.

07 June 2007 - American Business Forum in Turkey (ABFT):

With the participation of U.S. and Turkish academic and private sector experts, successful Turkish entrepreneurs and innovators, senior Turkish and U.S. Government policymakers, "Building Value: Creating an Environment for Innovation and Change" theme was studied. Endeavor Turkey was present with Didem Altop's presentation and 2006 Endeavor Entrepreneur Bulent Celebi's speech.

25 May 2007 - American-Turkish Council (ATC) Roundtable:

Opportunities for promoting Turkish IT sector discussion led by ATC CEO & Former Amb. James Holmes, hosted by Bulent Çelebi with the participation of Didem Altop representing Endeavor along with various other related NGOs.

18-20 May 2007 - World Economic Forum (WEF) Middle East:

Held in Amman, Jordan, the Forum concentrated on three different themes: Industries of the Future, Peace, Stability and International Relations and Society and Change. In addition to Endeavor CEO Linda Rottenberg who was the co-chair of the Forum, Endeavor Turkey Board Member Fadi Nahas, Endeavor Turkey Managing Director Didem Altop and 2006 Endeavor Turkey Entrepreneur Bulent Celebi created "Endeavorizing" effect in the forum. The highlight of the forum was Bulent Celebi/AirTies. He was selected as the best case study and attracted the attention of many investors from Middle East. Linda referred to Bulent as a role model for Middle Eastern entrepreneurs in her closing speech.

20 April-03 May 2007 - 2nd Endeavor Entrepreneurs Summit:

The Summit united our world-class network in celebration of Endeavor's 10th Year Anniversary. Over 100 high-impact Endeavor Entrepreneurs (coming from all Endeavor countries throughout Latin America, South Africa and Turkey) and the top business leaders from the US and emerging-markets that make up the local Endeavor Boards, Global Advisory Board, and US Venture Corps participated in the events. Michael Dell was the keynote speaker. Participants benefited from the conversation session with James Wolfensohn. Emilio Azcarraga, CEO of Televisa hosted the April 30th worldwide board meeting at his home in Miami. In addition to 2006 Endeavor

Entrepreneurs Bulent Celebi & Semih Yüzen, 2007 Endeavor Turkey Country Candidates Emre Mermer, Nevzat Aydin, Melih Odemis and Sefer Caglar from Navturk joined the Endeavor Turkey team (Didem Altop & Kutlu Kazancı) for this event.

28 April 2007 - TABCON:

The purpose of the conference held in San Jose California, USA was to create a platform for fostering networking opportunities between high-technology Turkish and American corporations, start-ups and investors. Didem Altop made a presentation explaining Endeavor model and its “matchmaking” activities between entrepreneurs and related parties.

28 May 2007 - Kocaeli University Entrepreneurship Center Conference:

Our Search & Selection Coordinator Metin Azeri promoted Endeavor Turkey’s activities to the audience consisting of academic team and students of the university.

Endeavor in Press:

Regarding ISP and other Endeavor events, we have received considerable press coverage. The major articles are listed below:

- **24 Jun 07** **Ekonomist** –ISP results
- **23 Jun 07** **Cumhuriyet** – article featuring Murpa Cay, one of our entrepreneur candidates. Entrepreneur’s remarks about added value of Endeavor search & selection process are noteworthy!
- **20 Jun 07** **Alem and Hello** – Kick Off night coverage
- **16 Jun 07** **Hurriyet** - half page interview with Wences Casares, Endeavor Chile Entrepreneur
- **15 Jun 07** **Hurriyet** – half page ISP results coverage
- **15 Jun 07** **Referans** – whole page coverage on ISP results
- **14 Jun 07** **Milliyet** – half page interview with Linda Rottenberg and Didem Altop
- **13 Jun 07** **Milliyet** – Ali Saydam wrote about Endeavor Turkey and Kick Off Night
- **12 Jun 07** **Dunya and Turkish Daily News** – ISP results
- **24 May 07** **Hürriyet IK** – full page coverage on Endeavor Entrepreneurs
- **May-July 07** **Kobiklinik** – web-posted interview with Didem Altop on Endeavor
- **04 Apr 07** **Milliyet** – interview with Suzan Sabanci Dincer on Endeavor
- **04 Apr 07** **BT Haber** – interview with Didem Altop on Endeavor

Our press coverage was not limited to the national media. 2006 Endeavor Entrepreneur Bulent Celebi and his company were featured in **INC.** (April issue) and **Business Week** (May 23 issue) magazine.

Upcoming Events:

- **03 Jul 07** **Board Meeting** (Murat Özyeğin’s office)
- **03-06 Sep 07** **Israel Immersion Tour**
- **07-09 Oct 07** **Colombia International Selection Panel**
- **05-07 Nov 07** **New York Immersion Tour**
- **08 Nov 07** **Endeavor Global NYC Gala**
- **27-29 Nov 07** **South Africa International Selection Panel**