

ENDEAVOR TURKEY COUNTRY HIGHLIGHTS

February - March 2008

Search & Selection - Winter Country Candidate Jury: Four out of 10 short-listed nominees were unanimously selected at the Winter Country Candidate Selection Jury hosted on February 14th 2008, at the Movenpick Hotel. Special thanks to our terrific jury members including: Mehmet Ali Babaoğlu (Fusun Designs), Erem Karabey (Polimer), Cindy Ko (Endeavor Global), Kerim Kotan (Weblebi), Emre Mermer (Dukkan), Shwan Taha (Melak Consulting) on the English speaking jury and Nevzat Aydın (Yemeksepeti), Emin Hitay (Teknoloji Holding), Işık Keçeci Aşur (Aragon Capital), Korhan Kurdoğlu (Ata Holding), Cem Sertoğlu (Ilab) on Turkish speaking jury.

2008 Winter Country Candidates who are invited to International Selection Panel include:

Bizitek - Kerem Erdem & Murat Şahinoglu (Enterprise Software):



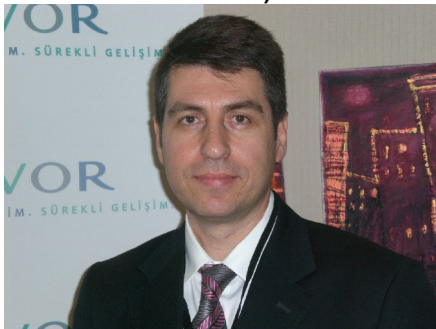
Ranked by Deloitte as Europe, Middle East and Africa's 15th fastest growing software company, Bizitek provides Business Process Management, Customer Relationship and Human Resources solutions to its clients.

Monopoli Sigorta - Erol Esentürk & İzzet Bonofiyel (Insurance Brokerage):



Monopoli Sigorta collects all of the insurance contracts of a person/firm under one umbrella contract, with one single transaction date.

Dentaline - Cihan Halil (Dental Medial Devices):



You don't come across medical device companies often in Turkey. Cihan Halil's Dentaline has put together a state-of-the-art hardware & software bundle that provides dentists with practice management, customer relationship management, x-ray and camera functionalities, payment systems and many more features.

Speedcity - Ali Özgün & Ahmet Özgün & Canan Özgün (Entertainment & Restaurants):



Three siblings all passionate about the world of motor racing run an entertainment center where customers can compete against each other in very sophisticated racing games, sitting in actual racing cars. Speedcity is also working with R&D professionals worldwide to upgrade their state-of-the art technology to provide the most realistic simulation experience possible.

On-Going Spring Search & Selection Session: Our 2nd Opinion Reviews are complete and 10 new short-listed nominees have been selected to participate in the Spring Country Candidate Selection Jury scheduled for Thursday, April 17th.

Referans Newspaper "Hızlı Balık Awards" ("Fast Fish Awards"): As a part of our on-going media collaboration with Referans Newspaper, Hızlı Balık candidates are also eligible for evaluation in the Endeavor search & selection process and Endeavor Winter Country Candidates are recognized as "New Fish" – the companies to watch! Endeavor 2008 Winter Country Candidates Bizitek, Dentaline, Monopoli

Sigorta and Speedcity were acknowledged and awarded as Endeavor Entrepreneur Country Candidates in the Hızlı Balık Award Ceremony which took place on March 25th 2008 at the Swissotel with special media coverage.

Entrepreneur Services - Endeavor Entrepreneur Roundtable: This year, we started a series of regular Entrepreneur Roundtables to address the most common issues which entrepreneurs are facing. Our objective is to create a platform where entrepreneurs share their experiences among themselves and get feedback or suggestions from the experts in related areas.



The second roundtable took place on Tuesday, March 18th and included Human Resources topics. The HR expert was Murat Demiroğlu, Senior Manager at PricewaterhouseCoopers. He shared his valuable insights on recruiting Generation Y, compensation tools and corporate governance with Endeavor Entrepreneurs Bulent Celebi and his HR team, Bulent Mermer, Fırat Isbecer, Nevzat Aydın & Melih Odemis, Basar Akpinar & Bahadır Kuru.

Murat Demiroglu, Endeavor Entrepreneurs & Endeavor staff.

Endeavor Network Forum “The Rainmaker” co-sponsored by MCT & Akbank: Endeavor’s first Networking Forum took place on Wednesday, February 27th 2008, at the Sabancı Center. Presented by Management Center Turkey Country Manager and Endeavor Turkey Advisory Board Member Tanyer Sönmezer, “The Rainmaker” is an entertaining theatrical seminar for developing sales and marketing skills. In addition to our members, entrepreneurs and their teams, Akbank’s Istanbul-based Customer Relationship Managers invited over 300 of their banking clients who are potential Endeavor entrepreneur candidates to learn more about Endeavor and enjoy the event. Endeavor Turkey Board Member Özcan Tahincioğlu and Managing Director Didem Altop made short speeches to explain the Endeavor selection process and invite potential candidates to apply to our selection process. A networking cocktail with close to 400 participants followed.



Front Row (left to right): D. Altop, U. Bayar, S. Sabancı Dincer, C. Başaran Symes; Back Row: K. Kazancı, F. İşbecer



Tanyer Sönmezer at “The Rainmaker”

Board Meetings & Organizational Strategy: As of our February 27th board meeting hosted by Suzan Sabancı Dincer in Akbank Headquarters, the board has enthusiastically agreed to help the Endeavor staff review our progress during the past 18 months, identify opportunities for improvement and fine-tune our strategic direction and organizational goals and principles. Over the next six months, Endeavor Turkey’s Chairman Mehmet Ali Babaoğlu has committed to leading weekly “CEO” sessions with the Endeavor Staff and Endeavor Entrepreneurs, board members have committed to monthly reviews of policy decisions, audit board and board alternates will be included in these board meetings and weekly session are open for member participation. Advisory network members will also be invited to join these weekly sessions for their input at various milestones.

Endeavor Roadshow: In order to explore expanding our advisory and volunteer network outside of Istanbul and reach potential entrepreneur candidates in various Anatolian cities, Akbank sponsored Endeavor staff to join them during their stakeholder dialogue trips to Gaziantep and Konya in March and early April.

Networking & Stakeholder Relations: Meetings with our Top 100 Stakeholders continue as a follow-up to our grassroots mailing campaign which introduced Endeavor and requested an opportunity to explore potential areas for collaboration. As a policy, we aim to collaborate with other NGOs, universities local government organizations on complementary initiatives. Our primary objective includes recruiting potential entrepreneur candidates into our Search & Selection pipeline and collaboration related to entrepreneurship education activities. During February and March, we initiated discussions with GYIAD, Istanbul Technical University, ITO, Kadir Has University, Kagider, Koç University, National Innovation Initiative (UIG), Sabancı University, TÜGIAD, TÜRKONFED (Turkish Small & Medium Sized Enterprise Associations' Federation) and the Tuzla Municipality. Our first collaboration has emerged will be through TÜRKONFED's "Best SME Awards" where they will review approximately 1,000 companies in 40 major cities and select their Top 100 Successful SME's for a major research and documentary projects. These short-listed candidates will also be invited to participate in a special Endeavor S&S pipeline helping us expand our candidate search nationwide! Under TÜRKONFED's leadership, Endeavor will play a prominent role during the public launch Congress of SME Association Presidents on April 23-24 in Şanlıurfa.

Bogazici University Internship Program: Students from Bogazici University's undergraduate class on High-Performing Organizations are developing projects for 2007 Endeavor Entrepreneurs PIWorks and Yemeksepeti and for 2008 Endeavor Country Candidates Monopoli Sigorta, Silverhealth and Bizitek. Each company has been assigned two project teams working separately on the same project topic. As a multi-disciplinary class, project topics range from designing interactive websites to conducting marketing research on the European Telecom markets.

Junior Achievement Student Company Fair: Endeavor Entrepreneur Services Manager Kutlu Kazanci and 2007 Endeavor Entrepreneur Nevzat Aydin (Yemeksepeti) participated in the Junior Achievement (JA) Student Company Fair held in Kabatas High School on February 23rd 2008. Over 150 students from 10 high schools attended the fair where JA teams presented their projects. Kutlu and Nevzat promoted high-impact entrepreneurship in their presentations and answered students' questions.

Endeavor in Media: Highlights of media coverage are as follows:

- Feb 1st Fortune Türkiye - Pozitron
- Feb 21st CNBC-E - Finans Cafe - Suzan Sabanci Dincer & Didem Altop on Endeavor Turkey S&S and ES
- Feb 24th Economist- Endeavor Search and Selction Process
- Feb 24th Hürriyet İK- Pozitron
- Mar 9th Milliyet İK- Airties
- Mar 17th Milliyet – Interview with Suzan Sabancı
- Mar 24th Referans – Hızlı Awards
- Mar 24th İstanbul – Hızlı Balık Awards
- Mar 24th Referans –Hızlı Balık Awards
- Mar 26th Referans – Turkonfed & Endeavor collaboration
- Mar 30th Referans– Hızlı Balık Awards
- Mar 30th Hürriyet İK – Endeavor Country Candidates
- Mar 30th Radikal – Speedcity

Upcoming Events:

- Apr 17 Spring Country Candidate Selection Jury
- Apr 25 TÜRKONFED "Best SME Awards" Campaign Launch Meeting (Şanlıurfa)
- May TBD Entrepreneur Roundtable
- May 21 Endeavor Network Forum "Enabling Growth in e-Commerce", sponsored by BKM
- Jun 1-3 Endeavor Turkey International Selection Panel (Istanbul)

Call for Volunteers & Sponsors:

- Entrepreneur Roundtables (Monthly) – Share your experience & expertise in an informal setting
- Network Forums (Quarterly) – Share your ideas on reaching new potential candidates & creating an educational networking platform
- High-Impact Entrepreneur Summit – Please join the strategic planning committee for this high-energy event tentatively scheduled for November 21st 2008.
- Endeavor Information Portal – Please join the strategic planning committee or submit your editorial or professional articles as content for our website