

In This Issue

Advisory Network Member Recruiting Campaign

Search & Selection

- India ISP Results
- Winter Jury

Endeavor Entrepreneur Highlights

Stakeholder Relations

- Koç University MBA Programs
- Collaboration with Özyeğin University

Endeavor Global Entrepreneurship Summit

Endeavor in the Media

Upcoming Events

Call for Volunteers & Sponsors

Advisory Network Member Recruiting Campaign

Since July 2008, Endeavor has been recruiting new members to strengthen the scope and depth of our expertise areas with a goal for reaching 100 members by the end December 2009. As a part of this strategic initiative, our Board Member Vuslat Doğan Sabancı hosted a cocktail party in her residence to present Endeavor to potential members. During the event, our members, entrepreneurs and team members had the opportunity to explain Endeavor's activities.

We would like to take this opportunity to thank our gracious hostess, Vuslat Doğan Sabancı, members of our Membership Committee Özcan Tahincioğlu, Ebru Özdemir, Mahmut Ünlü, Uğur Bayar and members of our Communication Committee Ali Koç and Vuslat Doğan Sabancı and their staff for the successful event.



We welcome the new 2009 Advisory Network Members to Endeavor:

New Endeavor members added in 2009

Ahmet Eren
Eren Holding

Alican Ulusoy
Ulusoy Holding

Alp H. Karaağaç
Bilfar Holding

Alp Saul
Pronet Güvenlik Hizmetleri

Atakan Öztiryaki
Öztiryakiler Madeni Eşya

Ayda Elgiz
Giz İnşaat Yatırımları

Aydın Yurdum
AVM MFI Partners

Aylin Coşkunoğlu Nazlıaka
Human Resources Management

Ayşegül Yürekli Şengör
Yürekli Training

Can A. Deldağ
Carlyle Group

Cavit Habib
ISS Tesis Yönetim Hizmetleri

Cem M. Şengör
STEP Halıcılık

Please help us welcome new members into the Endeavor network. Out of the 59 guests who expressed interest in becoming a member following this event, 26 have officially registered. Please see left for the complete the list of new members to date.

Our next new member recruiting event will be hosted by our new Ankara-based Advisory Board Members Ebru Özdemir and Aylin Coşkunoğlu Nazlıaka in Ankara at 7:00 pm on Thursday evening, 26 March 2009.

We welcome your new network member nominations specifically related to expertise in the following areas: Advertising & Branding, Agriculture, Alternative Energy, Construction & Commercial Real Estate Development, Healthcare, HR & Organizational Strategy Consulting, and Retail. We are also look to enhance our network reach into Eastern Europe, Mediterranean, Middle East and Turkic Republics. For more information, please contact Alev Bayraktaroğlu (alevb@endeavor.org.tr).

Search & Selection

Breaking News: India ISP Results



Above: Endeavor CEO Linda Rottenberg with Entrepreneurs, Endeavor team and panelists.

On 6-7 March 2009, Endeavor held an International Panel in New Delhi, India. With nine candidates from Turkey, India, South Africa, Mexico and Egypt, this was the first truly international panel in Endeavor's history. Endeavor Entrepreneur Bülent Çelebi of Airties joined the event as a panelist.

Turkish candidate, Şebnem Karasu of Steamlab, was selected as the 23rd Endeavor Turkey Entrepreneur. Located in the free trade zone in Izmir, Steamlab specializes in the steam sterilization of herbs and spices.

2009 Winter Country Jury

Five out of eight short-listed nominees were unanimously selected at the Winter Country Candidate Selection Jury hosted on 19 February 2009, at the Endeavor Turkey office. Special thanks to our terrific jury members including: Haluk Aytakin (General Technics), Cem Baydar (Peppers & Rogers), Ziya Boyacıgiller (Sabancı Üniversitesi), İzel Levi Coşkun (Mazars-Denge), Murat Dedeoğlu (Limak Yatırım), Cemil Gandur (Fevzi Gandur Denizcilik), Emin Hitay (Teknoloji Holding), Kayrılı Karabeyoğlu (SU Private Equity), İlker Koçer (Oracle) and Zafer Mustafaoğlu (Viveris).

2009 Winter Country Candidates who are eligible to participate in an International Selection Panel include:



B-Fit – Bedriye Hülya (Fitness Centers)

B-Fit is a fitness center which services, employs and gives franchises to women only. In Turkey, B-Fit has more than 45 franchises and 10,000 members.

**New Endeavor members
added in 2009- cont.**

Ebru Köksal
Galatasaray A.Ş.

Gamze Cizreli
Big Chefs Cafe

Gürkan Gençler
Beyaz Filo Oto Kiralama

Hasip Gencer
Uno

Kayrı Karabeyoğlu
SU Private Equity
Management

Mehmet Armağan
ARCA Kumaşları

Mehmet Atay
Atay Holding

Murat T. Kolbaşı
Arzum Elektrikli Ev Aletleri

Neşet F. Yalçın
Yaltem Temsilcilik Savunma
Araçları Temin A.Ş.

Nüket Küçükkel
Ankara Güven Hastanesi

Onurhan Homriş
MV Holding

Osman Ünsal
Esas Holding

Serkan Elden
AIG Blue Voyage Advisors

Vural A. Ak
INTERCITY



Genar – Serdar Savaş (Genomics Analysis)

Genar serves as a preventive health & wellness center by analyzing the DNA and life styles of its clients. Serdar Savaş tries to minimize the risk of complex diseases like diabetes, cancer or obesity.



OBSS – Hüseyin Ergün & Zafer Şen (Enterprise Software Framework)

Right after graduating from university, Hüseyin & Zafer established their own business to build a software development framework for middle and large size companies to migrate to newer technologies.



Vistek – Aytül Erçil (Visual Pattern Recognition Software)

Vistek was established by Aytül Erçil, a successful and world renown academician, and it implements visual pattern recognition software. The possible areas of implementation for this technology are endless and very exciting.



Takawear – Tania Eskinazi Gürüşçü (Textile)

Taka was created for people who want to experience comfort and style together. Taka uses Turkish and Ottoman symbols on its fabrics and is rapidly increasing its sales abroad especially in the US.

The entrepreneur candidates our members refer tend to be more qualified as potential Endeavor Entrepreneurs. For your referrals please contact Aslı Kurul (aslik@endeavor.org.tr) The criteria for participating in the Endeavor search and selection process include:

- At least one year of operations
- 300,000 – 15 million USD in yearly revenues
- Entrepreneur(s) should be shareholder(s) of the company and be involved in daily operations.

Endeavor Entrepreneur Highlights

AirTies

AirTies and Reliance Smart, an Indian based telecommunications service provider, will collaborate to bring interactive services and on-demand content to the set-top box devices in millions of homes in India. This service has been designed to deliver quality content to low-bandwidth networks at an affordable price.

“Through this service Indian families will be able to watch what they want, wherever they want,” said Bülent Çelebi. “India is no exception when it comes to growing opportunities in triple play technology.” The AirTies-Reliance Smart partnership was facilitated by Endeavor.

Endeavor Turkey Management Team

- Didem Altop
- Alev Bayraktarođlu
- B¼ke uhadar
- Melisa Fakabasmaz
- Hasan İnan
- Moris Kastro
- Aslı Kurul

Artesis

Endeavor is working with Artesis through PricewaterhouseCoopers on international expansion opportunities.

D¼kkan



Following the successful launch of its Niřantařı Steakhouse, Emre Mermer just opened D¼kkan Burger in Bebek.

MonoPoli Sigorta

MonoPoli Sigorta recently signed a sales channel agreement with Euler Hermes, a leader in the world credit insurance market with over 100 years of experience and more than 36% global market share.

PIWorks

In 2008, PIWorks converted six clients trials into six new clients: Avea and Turkcell in Turkey; Astelit in Ukraine, KCell and NEO in Kazakhstan, KKTCcell in Cyprus, CTM, Macau. All together these clients serve more than 50,000 sites and 70 million cellular users. Endeavor is helping PIWorks follow-up with some exciting opportunities in the Middle East.

Pozitron

Pozitron showcased its solutions at the Mobile World Congress in Barcelona, Spain. The GSMA Mobile World Congress (formerly 3GSM World Congress) combines the world's largest exhibition for the mobile industry.

Pozitron recently launched its SmartForce product for FORTIS BANK, a mobile sales force automation application on BlackBerry devices. Pozitron's SmartForce solution gives financial instructions a tool to effectively manage their sales force.

Right: Fatih Isbecer in MWC in Barcelona



Speedcity



Speedcity opened its first location in Ankara at the 365 Shopping Mall on 3 March 2009. The report from the first few weeks is that Ankara's first motorsports entertainment center already has gathered quite a few visitors and their positive feedback.

Left: Speedcity Ankara

Türkmix

Endeavor is working with the Türkmix team to support their Istanbul re-launch.

Yemeksepeti.com

Yemeksepeti.com has recently received four awards recently in business and advertising fields including Timeout Magazine's "Special Accomplishment Award" in Food & Drinks 2008 Awards.

Stakeholder Relations

Koç MBA Lecture Series with Endeavor Entrepreneurs



Left: A. Bayraktaroğlu, M.Fakabasmaz, K. Erdem (Bizitek) and Koç MBA students

Under the coordination of Finance & Operations Manager Melisa Fakabasmaz, Endeavor Entrepreneurs are participating as guest speakers at Koç University's MBA Program course "**New Ventures Development**" for 2nd year MBA students. Each week students review a case study of an Endeavor's Entrepreneur Company (**Artesis, Airties, Bizitek, Pozitron, and yemeksepeti.com**) and prepare strategic recommendation presentations. The second half of the lecture includes real life insights presented by Endeavor Entrepreneurs.

Collaboration with Özyeğin University

Endeavor Turkey is also collaborating with Özyeğin University in their Business Planning 101 class for freshmen undergraduates. Several Endeavor Entrepreneur profiles were reformatted as example for preparing a comprehensive business plan. Endeavor Entrepreneur Company Pozitron's COO Fırat İşbecer, delivered a business planning lecture to students. Endeavor Turkey Managing Director Didem Altop and Finance & Operations Manager Melisa Fakabasmaz participated on a jury with Özyeğin University Rector and Endeavor Network Member Erhan Erkut and Director of Özyeğin University's new Center for Entrepreneurship Prof. Dr. Ali Beba to review students' business ideas which were presented in teams. Students will select one idea per team to develop into a full business plan based upon feedback from this jury.

**Endeavor Global Entrepreneurs Summit: May 5 - 8, 2009, Miami, USA
YOU ARE INVITED!**



This year's summit is fully packed with workshops, panel discussions, speeches and

networking opportunities for high impact entrepreneurs, This dynamic event will start on Tuesday, May 5th at 4 PM and ends on Friday, May 8th at 2 PM. Below are some highlights:

**Carlos Alberto Sicupira, Board Chairman, Inbev and Chairman of Endeavor Brazil
On High Impact Entrepreneurship**

**John Chambers, CEO & Chairman, Cisco
On Technology and the Entrepreneur**

**Robert Rubin, Former United States Secretary of Treasury
On The Global Market Outlook**

**John Hamm, General Partner, VSP Capital
On Effective leadership in the face of Challenges**

**Matt Bannick, Managing Partner, Omidyar Network – Sal Giambanco, Vice President
of Human Resources and Administration, PayPal
On How to Maintain a Winning Culture**

For more information and registration:
<http://www.endeavor.org/2009Summit/miamifinal.html>

Endeavor in the Media

Collaboration with INC. Magazine: Watch for Endeavor Turkey's one page ad and feature article in every monthly issue of Inc. Magazine called "Girişimci Güncesi."



Endeavor in the News:

- 8 Mar: **Gözlem** - Speedcity
- 8 Mar: **Hürriyet IK** - Endeavor's 2009 Winter Country Candidates
- 1 Mar: **Inc.** - 10 Rules of Becoming a Successful Entrepreneur- Speedcity
- 15 Feb: **Hürriyet / Gila Benmayor** - Endeavor's Member Recruiting Event
- 14 Feb: **Radikal/ Funda Özkan** - Endeavor's Member Recruiting Event
- 1 Feb: **Inc.** - Angel Investors in Turkey & around the world, 2009
- 1 Feb: **Kobi Efor** - Interview with Mehmet Ali Babaoğlu, Didem Altop & Alev Bayraktaroğlu

Upcoming Events

Endeavor Turkey Stanford University MBA-Endeavor Entrepreneur Roundtable
25 Mar 2009, Istanbul

Endeavor Turkey Network Recruiting Event
26 Mar 2009, Ankara

Endeavor Turkey General Assembly
April 2009 (Date to be determined)

Endeavor Turkey Spring 2009 Country Jury
May 2009, Istanbul (Date to be determined)

Endeavor Global Board Meeting
5 May 2009, Miami, Florida

Endeavor Global Miami Summit
5-8 May 2009 Miami, Florida

Global Entrepreneurship Week
16 – 22 November 2009, Turkey and 50 other countries

International Selection Panels

Miami: 3 – 4 May 2009

Jordan: 30 Sept – 2 Oct 2009

Egypt: 12-14 Nov 2009

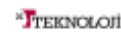
Chile: 1-2 Dec 2009

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Mehmet Ali Babaoğlu



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