

In This Issue

Global Entrepreneurship
Week

Global Gala

Linda Rottenberg

Search & Selection:
TÜRKONFED Country Jury

Endeavor Entrepreneur
Highlights

Advisory Network Member
Recruiting Campaign

Stakeholder Relations

Endeavor in the Media

Upcoming Events

Call for Volunteers &
Sponsors

Global Entrepreneurship Week 17 – 23 November 2008

The Global Entrepreneurship Week (GEW) initiative is based on a COALITION of business, charities, education bodies and the government who will collaborate to promote entrepreneurship in over 50 countries. Launched in 2006 in the UK and 2007 in the USA, this year was the first time GEW was celebrated internationally.

From November 17 - 23, 2008, millions of people around the world joined a growing movement of entrepreneurship to encourage the generation of new ideas and to seek better ways of doing things. Endeavor has become a Global Partner of GEW engaging its network in countries where it has local offices.

Endeavor Turkey played a leadership role in organizing and coordinating several activities during November 17- 23 with the support of Hürriyet as its communications sponsor:

- **Entrepreneur Career Days: Junior Achievement (JA)**

Junior Achievement implemented a series of speeches and presentations about entrepreneurship in several high schools and universities including Robert College, Okan University, İzmir American, İzmir Işıkkent, İzmir Ekin, Kabataş Darüşşafaka, Kadirga and Haydarpaşa high schools

Endeavor Entrepreneurs took part in two events at two high schools: Robert College and Haydarpaşa Technical High School. Erol Esentürk and İzzet Bonofiyel from



Nevzat Aydın(Yemeksepeti),Asli Kurul&Kutlu Kazancı(Endeavor) and Hatice Tugsavul (JA)together with Haydarpaşa high school students

Monopoli Insurance spoke at Robert College, and Nevzat Aydın from Yemeksepeti.com at Haydarpaşa. The entrepreneurs spoke about their businesses, their backgrounds and their personal journeys of building successful companies. The audience consisted of JCI students from the respective schools.

- **Entrepreneurship Workshop: Junior Chamber International (JCI) & Istanbul Ticaret Odası (ITO) 22- 23 November 2008**

Junior Chamber International, Istanbul Ticaret Odası and Endeavor organized a two day workshop for young entrepreneurs and start ups. The workshop included subjects such as business development, marketing, team spirit, leadership.

Right: Ziya Boyacıgiller

Endeavor Entrepreneur Kerem Erdem (Bizitek) shared his own experiences with the next



We welcome the new 2007 Advisory Network Members to Endeavor:

New Endeavor members added in 2007

Bülent Ejder – KPMG

Cemil Gandur – Lotus Shipping Agencies

Haluk Aytekin – General Technics

Kerim Kotan – StandardUnlu

Tan Egeli – Egeli &Co.

Tanyer Sönmezer – Management Center Türkiye

Zeynep Akçakayaloğlu – Royal Executive Search

generation entrepreneurs. In the closing speech, Endeavor Turkey Advisory Board Member Ziya Boyacıgiller emphasized on critical success factors.

American Turkish Society (ATS) Business Breakfast 14 November 2008, New York City

American Turkish Society and Endeavor Turkey jointly organized a panel discussion on entrepreneurship environment in Turkey. Sponsored by UBS, the panel attracted Turkish business community and American business/investment community interested in Turkish economy.



Endeavor Executive Board Members Mehmet Ali Babaoğlu and Fadi Nahas, Endeavor Entrepreneurs Ali Özgün (Speedcity) and Emre Mermer (Dükkan), Endeavor Turkey Managing Director Didem Altop shared their vision about entrepreneurship and Endeavor's mission and activities. The panel was moderated by Aslı Karahan, Director of Investment Banking in UBS, NYC.

From left to right: E.Mermer, F.Nahas, M.A. Babaoğlu, A.Özgün, D.Altop, A.Karahan

Media Campaign - Hürriyet IK Editorial Series

We collaborated with Hürriyet's HR supplement to create awareness about entrepreneurship and its issues. In 3 weekends, we covered 3 different issues:

1. **Solidarity with stakeholders** to strengthen the entrepreneurship environment
2. Global Entrepreneurship Monitor (GEM) 2007 research results – **new indicators of entrepreneurship environment** in Turkey
3. **Reverse Brain Drain** – the importance of innovative businesses and improvement of business mentality.

We are sharing these articles with you in a separate mail.

Global Gala Evening 13 November 2008, NYC

Endeavor Global organized its annual fundraising event with a score of 1.9 million dollars. Endeavor named media mogul Rupert Murdoch as the 2008 Entrepreneur of



From left to right: A.Bayraktaroglu(ET Communications), M.Fakabasmaz(ET Finance), F.Nahas(ET Board Member), S.Ryder, E.Mermer(E Entrepreneur), D.Altop(ET Director)

the year for his high-impact achievements around the world. In the evening, the 2008 video, mostly filmed during Endeavor Turkey 2008 International Selection Panel, was shown. Video features Endeavor search and selection process and includes comments from our members Mehmet Ali Babaoğlu, Ali Koç, Işık Keçeci Aşur, Fadi Nahas Shwan Taha and our entrepreneurs Emre Mermer and Ali & Canan Özgün. The video is

We welcome the new 2008 Advisory Network Members to Endeavor:

New Endeavor members added in 2008

Agah Uğur – Borusan Holding

Bülent Çavuşoğlu – K.V.K. Teknoloji Ürünleri

Carlo Bernardini – Bernardini Group

Cem Baydar – Peppers & Rodgers

Ebru Özdemir – Limak Holding

Erhan Erkut - Özyeğin Üniversitesi

Erim Bener – Bener Hukuk Bürosu

Erkut Soyak – Soyak Holding

Ferda Yıldız – Başarı Holding

Haydar Çolakoğlu – TEB Mali Yatırımlar

İlker Koçer – ORACLE

Livio Manzini – Bell Holding

Murat Binark – Garanti Koza

Mustafa Taviloğlu – MUDO

Nezih Barut – Abdi İbrahim İlaç

Tahsin Sağışman – Rabobank International

Tankut Şensürücü - Egon Zehnder

Ziya Boyacıgiller – Sabancı Üniversitesi

available in our web site <http://www.endeavor.org.tr/Pages/EndeavorTanitimFilmi.aspx>

Linda Rottenberg - One of America's Best Leaders in 2008

U.S. News Media Group and Harvard's Center for Public Leadership announced Endeavor Co-Founder & CEO Linda Rottenberg as one of the 2008 America's best leaders for her work identifying and supporting high-impact entrepreneurs in emerging markets. Linda receives this honor along with Lance Armstrong, Jeff Bezos, Robert Gates, Indra Nooyi. <http://tinyurl.com/5bq6z9> Congratulations Linda!

Search & Selection: TURKONFED Fall Country Jury

The Turkish Enterprise & Business Confederation (TURKONFED) is the largest non-governmental business organization in Turkey comprising of 9 federations, 95 associations, and over 9,000 businesspeople. Our collaboration with TURKONFED enables Endeavor to reach potential high impact entrepreneur candidates nationwide:

Four out of 8 short-listed nominees were unanimously selected at the Fall Country Candidate Selection Jury hosted on October 15th 2008, in Endeavor Turkey office in Kortel. Special thanks to our terrific jury members including: Timur Altop (Warner Music), Orhan Cem (PriceWaterhouseCoopers), Yüksel Dibekoğlu (Access Turkey), Bülent Ejder (KPMG), Meltem Kayhan (Migros), Tankut Şensürücü (Egon Zehnder International), Devrim Tavil (TEB), Murat Tomruk (Koç Holding). Ahmet Yalçın (Stars of Europe), Firdevs Yılmaz (Akbank).

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

SteamLab – Şebnem Karasu (Steam Sterilization)

SteamLab is a value-added food processing company for spices, herbs, and dried fruits and vegetables. It's principal service involves the sterilization of these products.



Adalya Tarım – Hamdi Güneş (Soilless Agriculture)

Adalya Tarım increases the productivity and efficiency by using soilless agriculture which gives plants necessary amounts of fertilizers and nutrients.



Renk Yolu – Aynur Süleymanoğlu (Ecologic Textile Printing Inks)

Renk Yolu has quickly evolved into a pioneer in the textile screen printing industry by creating the inks which are ecologic and friend of nature.



MasterSlide – Aşkın Aycelep & Ahmet Hamdi Özkardeş (Sliding Doors)

Two colleagues left their jobs and invented a solution for the people who don't like to close the doors. Master-Slide comes up with a mechanism that lets you slide the door through the wall.



Endeavor Turkey 2008 Fall Country Candidates:

- Adalya Tarım - Hamdi Güneş
- MasterSlide – Ahmet Hamdi Özkardeş & Aşkın Aycelep
- Renk Yolu – Aynur Süleymanoğlu
- SteamLab – Şebnem Karasu

TURKONFED Fall Country Jury Press Conference – 24 October 2008



Country candidates TURKONFED & Endeavor representatives

We introduced Endeavor Entrepreneur candidates selected in the end of TURKONFED Fall Country Jury to the media with a joint press conference. Before Endeavor Turkey MD Didem Altop presenting Adalya Tarım, MasterSlide, Renk Yolu and SteamLab, TURKONFED Chairman Celal Beysel, Endeavor Advisory Board Members Cansen Başaran Symes and Işık Keçeci Aşur, Endeavor Entrepreneur

Emre Mermer/Dükkan made speeches explaining Search & Selection process and Entrepreneur Services.

Endeavor Entrepreneur Highlights

Silicon Valley Tour, California, USA 15 – 17 October 2008

Endeavor organized the largest immersion tour with 100 Endeavor Entrepreneurs from 10 countries in Silicon Valley, California. Approximately 30 prominent entrepreneurs, investors and CEOs shared their experiences with entrepreneurs. Some of the speakers and panelists were Bill Draper, General Partner, Draper Richards, James Coulter, Founding Partner, TPG Capital, Chip Conley, Founder & CEO, Joie de Vivre, Parker Harris, Co-Founder & Executive Vice President, Technology, Salesforce, John Riccitiello, CEO, Electronic Arts, Edgar Bronfman, Jr., Chairman & CEO, Warner Music Group, Matt Bannick, Managing Partner, The Omidyar Network, Chamath Palihapitiya, VP of Product Marketing, Facebook, Frank Quattrone, Qatalyst Partners, Tim Draper, Managing Director, Draper Fisher Jurvetson, Joanna Rees, Founder & Managing Partner, VSP Capital, Jeff Brody, Founding Partner, Redpoint Ventures.

Entrepreneurs also had site visits to Google, Facebook, Ebay & Paypal, Electronic Arts.

The discussion topics can be summarized as follows:

- Building great teams and great culture to create high performance organizations:
- Economic crisis – opportunity?
- Importance of business models
- Client focus
- Venture Capital (“VC”) process
- Venture Capital investing internationally

Endeavor Entrepreneurs Fırat İşbecer (Pozitron) and Kerem Erdem (Bizitek) participated this dynamic and motivating tour.

Endeavor Turkey Management Team

- Didem Altop
- Alev Bayraktarođlu
- Melisa Fakabasmaz
- Aslı Kurul
- Moris Kastro
- Hasan Fidan

EMBA

Matthew Bartlam from Thunderbird School of Management was on site at Bizitek doing an internship during September - November. Matthew focused on conceptualizing a growth strategy for Bizitek.

GLAB

Two teams from Columbia's graduate school of business are currently working with two of our 2007 entrepreneurs: Yemeksepeti and Pozitron.

Advisory Network Member Recruiting Campaign

In July 2008, as a result of our strategic planning initiative, Endeavor has launched a new member recruiting campaign to strengthen the scope and depth of our expertise areas. Please help us welcome new members into the Endeavor network. Please see left for the complete the list of new members to date.

We would 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, 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 Bayraktarođlu (alevb@endeavor.org.tr).

Stakeholder Relations

Young Vision Competition (YVC) Advisory Board Meeting & Workshop – 17 October 2008

With participation of universities across the country, we are planning to create an online platform to encourage university students to identify the business opportunities, create and present their case studies to the business world and potential investors. As a first step of the project, representatives of Anadolu, Istanbul Technical, Istanbul Commerce, Kadir Has, Koç, Mimar Sinan Fine Arts, Özyeđin, Sabancı Universities and Endeavor Turkey team held a half day workshop to determine the next steps.



From left to right: Z.Boyacıgiller (Sabancı), Y.Arkun(Koç), A.Dikbař(ITU), C.Aksu(Özyeđin)

BANSIAD – 23 October 2008

ET Finance and Operation Manager Melisa Fakabasmaz and ET Entrepreneur Portfolio Manager Aslihan Kurul were in Bandırma to present Endeavor to the Bandırma Chamber of Commerce and Industry to reach potential high impact entrepreneurs in the region.

Oracle - Innovate Program – 12 November 2008

Oracle's new initiative Innovate aims to create a new investment platform for innovative ideas and start-ups. The program was launched with a panel discussion on status of innovation in Turkey. We thank our Advisory Board Member and Egon Zehnder Consultant Tankut Şensürücü who represented Endeavor in the event.

Endeavor in the Media

Collaboration with *INC.* magazine

INC. magazine is the leading entrepreneurship magazine in the USA and now moving into Turkish market. The premier issue of *INC.* is featuring Endeavor Entrepreneur Bülent Çelebi/AirTies, editorial pages on High Impact Entrepreneurship and co-branded ad campaign on Endeavor as social responsibility project. We will send all our network members a copy of the premier issue shortly.



Endeavor in the News - *highlights*

- 1 Oct: **Capital** – Interview with Linda Rottenberg
- 5 Oct: **Ekonomist** – Monopoli Sigorta
- 25 Oct: **Hürriyet, Sabah, Referans, Milliyet, Cumhuriyet** – Fall Country Candidates
- 27 Oct: **Star, Ekonomi** - Fall Country Candidates
- 29 Oct: **Referans** – MasterSlide
- 2 Nov: **Hürriyet IK** – Solidarity with stakeholders
- 16 Nov: **Hürriyet IK** – GEM report
- 30 Nov: **Hürriyet IK** – Reverse Brain Drain
- 1 Dec: **Inc.** – Bülent Çelebi/AirTies, Hi-impact entrepreneurship

Upcoming Events

- Network Retreat** 8 or 9 January 2009
- Entrepreneur Roundtable – Legal** 13 January 2009
- High-Impact Entrepreneur Summit** February or March 2009, Istanbul
- Country Jury** February 2009, Istanbul
- India ISP** 5-7 March 2009
- Miami Summit & ISP** 4-9 May 2009

Contact Endeavor Turkey

<http://www.endeavor.org.tr>

alevb@endeavor.org.tr

Call for Volunteers & Sponsors

High-Impact Entrepreneur Summit: Please be one of the business leaders passing their expertise and experience on to the next generation of talented entrepreneurs by supporting this event as a speaker and/or sponsor. We will send you detailed information shortly. **For more information, please contact Alev Bayraktaroglu** (alevb@endeavor.org.tr).

We Thank Our Sponsors For Their Contributions

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Mehmet Ali Babaoğlu



Silver Sponsors

