



2022  
**ENDEAVOR  
OUTLIERS  
RETREAT**  
June 24–26

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# SPEAKERS



## DAY ONE

### John Doerr

Kleiner Perkins

John Doerr is an engineer, acclaimed venture capitalist, chairman of Kleiner Perkins and the author of “Speed and Scale” and “Measure What Matters.” For over 40 years, John Doerr has served entrepreneurs with ingenuity and optimism, helping them build disruptive companies and bold teams.

He was one of the pioneers in the venture capital community investing in breakthrough clean technologies, deploying more than a billion dollars towards more efficient solar cells, better batteries, biofuels, lower-carbon cement, alternate proteins and electric vehicles. Doerr was an original investor and board member at Amazon and Google and has helped create more than a million jobs and some of the world’s most valuable companies. Outside of Kleiner Perkins, he works with social entrepreneurs for change in public education, the climate crisis and global poverty. Doerr serves on the board of Breakthrough Energy Ventures and ONE.org.



## DAY ONE

### The Edge

U2

Guitarist with U2, The Edge was born David Howell Evans in East London. A year later, he and his family moved to Dublin, where he attended Mount Temple School and met Larry Mullen, Bono and Adam Clayton. In 1978 U2 was formed. The Edge is the band’s lead guitarist, keyboard player and backing vocalist, as well as one of the principle songwriters and occasional lead vocal contributor.

Described as one of the most innovative and influential guitar players of his generation, The Edge’s guitar playing is the hallmark of U2’s music and one of the most original and distinctive guitar styles in rock and roll history. Acknowledged as one of the best live acts in the world, U2 have toured the globe countless times, released 14 studio albums and won numerous awards, including 22 Grammys®, an Oscar nomination and the Amnesty International Ambassador of Conscience Award. The Edge has also written extensively for other projects, often in collaboration with Bono and U2, including music for movies (Captive, Gangs of New York, Golden Eye, Mandela: Long Walk To Freedom); for animation (Batman - TV series); for the stage (A Clockwork Orange by the Royal Shakespeare Company, Spiderman: Turn Off The Dark). In 2005, The Edge co-founded Music Rising, a charity initiative which provides musical instruments for the musicians, schools and churches of the Gulf Region. The Edge is chairperson of the board for Endeavor Ireland, the global not-for-profit organisation that aims to support entrepreneurs. He also sits on the board of the Angiogenesis Foundation, as well as the advisory board of MIT Environmental Solutions Initiative and is a former board member of MIT Media Lab Europe.



## DAY TWO

### **Adrian Garcia-Aranyos**

Endeavor

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Adrian Garcia-Aranyos is the President of Endeavor. He joined Endeavor in 2014 as Founding Managing Director of Endeavor Spain. Prior to that he held several executive roles at J.P. Morgan Chase & Co; The Economist Newspaper Group; and CM Capital Markets.

Since 2004, Adrian serves as board member at Thune Eureka, an industrial engineering firm specializing in capital goods and focused on deep-sea energy components, paper industry parts and defense mechanisms.

He obtained his BA in Political Science from Universidad Complutense de Madrid and has an MA in Trade & Commerce from CECO-ICEX. Plus a series of certificates from IEB, Kellogg, IESE & Harvard.



## DAY TWO

### **Javier Olivan**

Meta

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Javier Olivan is the VP of Cross-Meta Products and Infrastructure at Meta, Inc., reporting directly to the CEO. He was recently named the company's next COO. Since 2007, he has been responsible for Meta's international efforts, setting strategy and driving the growth of their global user base through product, marketing and internationalization initiatives.

He currently leads the products and functions that span the four large Meta applications: Facebook, Instagram, WhatsApp, and Messenger. This includes their growth efforts, integrity, ads, commerce, payments and social impact efforts. Beyond his product teams, he also manages Meta's infrastructure organization which builds the foundation atop which Meta's applications are built, including all global data centers.

Prior to joining Meta, Javier was a product manager at Siemens Mobile where he led a cross-functional team charged with the development and market launch of handset devices. Earlier in his career, he worked for NTT Corporation in Japan as a research and development engineer and was responsible for developing software that enabled high-quality wireless video transmission to mobile devices.

Javier holds a master's degree in business administration from Stanford University and master's degrees in both electrical and industrial engineering from the University of Navarra. He sits on the board of Endeavor, a nonprofit supporting the global entrepreneurial ecosystem. Javier grew up in a small town in the Pyrenees mountains of Spain and currently lives with his family in Palo Alto, California.

# ENDEAVOR OUTLIERS

Attendees are in alphabetical order by first name.



**KUESKI**

**Adalberto Flores Ochoa**



Fintech

Endeavor Mexico

Latin America

**About me:** I'm the Co-Founder and CEO of Kueski, one of the fastest-growing digital financial services platforms in Mexico.

**What have you been up to?** We are currently offering three products: Kueski Pay (BNPL product), Kueski Cash (consumer lending), and Kueski Up (salary advance). As Mexicans are increasingly adopting digital payment methods, we're always looking for additional ways (and products) to support their journey in formally joining the financial services ecosystem.

**Fun Fact:** My interest in entrepreneurship was sparked by my father when I was a young boy. I wanted him to buy me a detective kit so I could find out whether my sisters were sneaking into my room, but instead he handed me a bucket, cloth and a broom, telling me to earn it. After a few days, I had made enough money to buy sweets from the local store, which I then resold at a higher price to my mom and sisters. This is when I decided to invest the money in the stock market and understand the wonders (and pains) of the equities markets.



**KOVI**

**Adhemar Milani Neto**



Smart City

Endeavor Brazil

Latin America

**About me:** Adhemar (Co-Founder & CEO of Kovi) is a mechanical engineer with a postgraduate degree in Management by Process from Univ. São Paulo. He started working in International Logistics at the third largest cargo shipping operation in Brazil prior to completing his MBA from INSEAD. He went on to become a Strategy Consultant at Bain & Company for two years before joining 99 (DiDi) as its General Manager in 2017. At 99, Adhemar met João Costa, product mastermind and his current partner and Co-Founder at Kovi.

**What have you been up to?** Kovi is an online car rental platform headquartered in Sao Paulo, Brazil, built for ride-hailing drivers. With less than half the population in Latin America owning a car Kovi, partners with automakers and small rental companies to lease transportation out to drivers unable to afford to outright own or lease a car.

**Fun Fact:** Born in a small town in the country side of Brazil, my mom was a social worker and my dad a professor. I love sports, philosophy and playing guitar.



## UNIFONIC

### Ahmed Hamdan



Enterprise Software

Endeavor Saudi Arabia

Middle East

**About me:** A software engineer by education, Ahmed is passionate about solving business problems by making cloud communications accessible and affordable to the public. The story began in 2006, when Ahmed was working on his graduation project at King Fahd University and needed to send a group SMS to many people but back then mobile phones were limited to 50 recipients per message. Together with his younger brother, Hassan, they embarked on a journey to create a website that enabled SMS sending to many recipients at once with just a few clicks for a small fee. The project quickly evolved into a business marking the first chapter of an inspiring success story in the making, now known as Unifonic.

**What have you been up to?** Taking the company to the next step by diversifying our product offerings and expanding internationally, all while scaling and building the team.

**Fun Fact:** Father of 5. Travel a lot. Bootstrapped for a long time. Have a passion for psychology, coaching, and empowering people to be successful.



## PAPARA

### Ahmed F. Karsli



Fintech

Endeavor Turkey

Europe

**About me:** A lawyer and a serial entrepreneur, built multiple startups before founding Papara. I have 2 successful exits in my journey but 2 unsuccessful startups are actually what brought me to where I am today.

**What have you been up to?** I recently left my role as CEO to focus solely on international expansion. Currently building teams in new markets and starting from scratch which is my biggest passion.

**Fun Fact:** I've been collecting antique books and art for long time. Still have the energy to party hard and skyrocket a startup everyday.



## NOWPORTS

### Alfonso De los Rios



Smart City

Endeavor Mexico

Latin America

**About me:** I'm from Monterrey, Mexico. Emigrated from Mexico to the US when I was 18 years old. My family had a logistics business which was 100% traditional (supported by email and Excel) and I was a geek from a young age! That's why I decided to create Nowports, the first digital freight forwarder in LATAM + trade financing solutions based on your import and export data.

**What have you been up to?** Scaling the company from \$1B to \$5B the next two years.

**Fun Fact:** I like to play padel and swim. Let's play padel!





## CLIKALIA

### Alister Moreno



Retail & Consumer Tech

Endeavor Spain

Europe

**About me:** Alister is co-founder of the Spanish proptech Clikalia. In 2021, this company carried out the largest financing round in Spain, with 460 million euros. Throughout his career, he has worked for Banco Santander, in New York; and in investment banking, for TMT sectors (Telecommunications, Media and Technology) and credit markets. Alister has a degree in business administration and management from CUNEF.

**What have you been up to?** Clikalia is changing the real estate market by offering the fastest, easiest and most transparent way to buy and sell apartments at the best price.



## TRIBAL CREDIT

### Amr Shady



Fintech

Endeavor Egypt & Mexico

Middle East/Latin America

**About me:** Amr has two decades' experience in building and scaling startups globally. He co-founded Tribal, a crypto-powered payments and financing platform that helps emerging-market SMBs grow and compete in a global economy. The company, which raised \$140M in two years, started as a spin-off from his NYU research on using AI to predict startup success. Tribal is backed by top global fintech investors including SoftBank Latin America Fund, QED Investors, BECO Capital, Digital Currency Group, and Coinbase Ventures, among others. The first fintech in the global spend management space to launch its own token (TRIBL), Tribal recently closed a \$41M token sale — one of the most successful on Coinlist. Amr started his first company at 22, bootstrapping it to a multimillion-dollar business.

**What have you been up to?** I'm super excited about crypto and bringing its power to businesses in emerging markets!

**Fun Fact:** I like to code, spend any free time I have with my kids, read about how to be a better CEO, workout and take long walks!



## EYEWAWA

### Anass Boumediene



Retail & Consumer Tech

Endeavor UAE

Middle East

**About me:** Anass is the co-founder and co-CEO at eyewa, MENA's leading eyewear omnichannel retailer. Prior to eyewa, Anass was the Managing Director at foodpanda Middle East, where he managed the business operations and growth for the global startup for more than three years across the UAE, KSA, Egypt and Jordan. Anass also led multiple mergers and acquisitions in the food delivery space, including HungerStation in KSA and Otlob in Egypt. Anass co-led foodpanda Middle East with Mehdi Oudghiri, co-founder of eyewa, until foodpanda's acquisition by Delivery Hero in 2017.

**What have you been up to?** Building the largest eyewear company in the Middle East. We are now 5 years in, a team of 500, 6 house brands, 33 stores, 4 fulfillment centers, and thousands of hours of hard work :)

**Fun Fact:** I always get lost when driving.



## INTERAPT

### Ankur Gopal



Education & Talent

Endeavor Louisville

US & Canada

**About me:** Ankur Gopal is the founder of Interapt, an IT Services firm that works with Fortune 1000 companies and communities on digital transformation and IT workforce training. Gopal faced difficulty in finding talent to serve the needs of his clients, which led him to create a 6-month paid training program which has now turned into one of the leading IT Apprenticeship models in the U.S.

**What have you been up to?** Domestic & International Expansion, Raising Capital, Federal Government Contracts, marketing and sales (trying to get more Top of Funnel leads into Fortune 500 firms).

**Fun Fact:** Ankur is an alumnus of Second City Chicago, where he performed stand-up comedy and improv on the Main Stage. He is also an accomplished Emcee and nightclub DJ and a lifelong tennis player. He enjoys live music, films, travel, video games, and cooking for his friends and family. He and his wife, Dr. Kiran Gopal, reside in Louisville and have 2 children, Arya (6) and Arman (4).



## FLAT.MX

### Bernardo Cordero



Retail & Consumer Tech

Endeavor Mexico

Latin America

**About me:** Bernardo is Co-Founder of Flat.mx, a startup that is transforming how homes are bought and sold in Mexico. He was founding partner of STARTegy that wrote first checks into tech companies such as Belvo, Klar, and Worky. Bernardo also co-founded Linio.com, a top e-commerce site in Latam, and AMVO, Mexico's e-commerce association. Bernardo holds an MBA from the Haas School of Business at UC Berkeley, and a Bachelor's in Industrial Engineering from Universidad Iberoamericana in Mexico.

**What have you been up to?** At Flat.mx, we are creating a new ecosystem for residential real estate for Mexico through our superapp that combines i-buying, brokerage, financial products, and a 3rd party marketplace.

**Fun Fact:** Born in Mexico, but spent most of my childhood in Texas. Outside of Flat, I love spending time with my wife and 3 kids and a big fan of sports in general. Fun fact, at my first job out of college, I accidentally stole the company plane.



## CLEARSALE

### Bernardo Lustosa



Enterprise Software

Endeavor Brazil

Latin America

**About me:** I'm the CEO of ClearSale, the Brazilian anti-fraud leader in Identity Theft (credit cards fraud and fraud applications for banking services and other industries), with clients in about 20 countries. I joined the company as a partner in 2008, when it was still very small and became the CEO in 2018. All my background is in Artificial Intelligence and I'm passionate about strategy and innovation. I have two kids, love playing tennis, Formula 1, music, reading and cinema.

**What have you been up to?** I am working on developing the most frictionless anti-fraud platform for onboardings and applications in general and on the international expansion of the company. Besides that, I am also working on a new growth thesis for the company.

**Fun Fact:** I am terrible at recognizing faces and names. Once I didn't recognize my boss, LOL!





## PAXEL TECHNOLOGIES

### Bryant Christanto



Smart City

Endeavor Indonesia

Asia

**About me:** Bryant started in banking and private equity, and in his second chapter of life, he is learning to become a values-based and purpose-driven entrepreneur. Bryant is passionate about building sustainable businesses that enrich the lives of its employees, customers and communities.

**What have you been up to?** Building an organization to scale without compromising quality.

**Fun Fact:** Bryant loves skiing, surfing, golf, tennis, and eating his wife's delicious cooking. When he has time left over after spending time with his three daughters, he still enjoys playing strategy games.



## CODERHOUSE

### Christian Patiño



Education & Talent

Endeavor Argentina

Latin America

**About me:** I'm Chris — 35 years old, born in Miami but raised in Venezuela. I lived most of my life in Argentina where I started Coderhouse. I started the company back in 2014 while looking for a good place to learn how to code. Unfortunately, the experiences I had with other schools weren't great so I decided to create the school that I would have wanted to attend.

**What have you been up to?** Right now, I'm super excited to be working with my team on expanding Coderhouse throughout Latin America.

**Fun Fact:** I really enjoy water sports. Now that I live in Miami and I'm close to the sea again I try different activities. From stand-up paddle to scuba diving, windsurf...I recently learned how to wakeboard, so all different kinds of activities. Apart from that, I love going out to eat and trying different foods.



## BILLGO

### Dan Holt



Fintech

Endeavor Colorado

US & Canada

**About me:** I've always been a lover of building amazing teams and winning, whether it has been sports, a paper route business (had 12), or in business. I sold my last company and thought I was retiring at 39, which lasted about 15 months until I decided to do something bigger, something really hard, something very impactful for millions of people. I chose bill pay because it's FUBAR and doesn't help people like it should. Making bill pay simple.

**What have you been up to?** Mainly, I'm scaling (sometimes upgrading) the team and company to a multi-billion \$ powerhouse to be America's bill pay platform. The company has grown from

**Fun Fact:** The outdoors is my happy place whether it be backpacking, snowmobiling, boating, biking, or really you name it. Fun fact: I rode the entire length of Baja California with just a dirt bike and a backpack with some shorts, sandals, and essentials. I did something similar in Vietnam.



## SALLVE

### Daniel Wjuniski



Retail & Consumer Tech

Endeavor Brazil

Latin America

**About me:** Daniel is a successful Internet entrepreneur with over 20 years of experience in notable ventures in the CPG, media, health and automotive markets in Brazil. He is the Co-founder and CEO of Sallve, a digitally-native beauty brand. Daniel's deep expertise in the health and wellness industry developed as he co-founded and led Minha Vida, which became the preeminent health portal in Brazil and sold to Webedia, a major French publisher.

**What have you been up to?** We are now entering new channels such as drugstores, marketplaces, and our own stores. We're also launching a new brand in a new category, lowering cash burn to improve runway, trying to understand whether hybrid or remote work models are better, and working on culture.

**Fun Fact:** My 11-year old son loves politics and brought home Karl Marx's Communist Manifesto from the library last month. I "kept it" until he is mature enough to read it. My 8-year old wants to be on The Voice Kids, but let's say her voice is not her main strength. I got addicted to beach tennis even while living in São Paulo, 200km from the beach. I finished in 4th place at a WSOP poker tournament in Las Vegas.



## BITSO

### Daniel Vogel



Fintech

Endeavor Mexico

Latin America

**About me:** Born in Mexico, educated in the US, now living in Brazil. Married to a German. Proud dad of 2 boys (2 months and 2 years).

**What have you been up to?** I'm working on making crypto useful, sexy, and relevant for everyone in Latin America through the company I founded, Bitso.

**Fun Fact:** I love solving puzzles, coding, and flying. I've put that all on hold while I focus on building Bitso and parenting.



## SQUIRE

### Dave Salvant



Enterprise Software

Endeavor Western New York

US & Canada

**About me:** Dave is the Co-Founder and President of SQUIRE Technologies. He believes that technology can genuinely help improve lives and that SQUIRE'S most important impact is on helping local communities. By reducing the amount of time spent on back office, administrative, and daily operational tasks through using SQUIRE's technology, the often family or independently owned barbershop businesses have more time to spend with their own families and in service to their communities. In partnership with Co-Founder and CEO, Songe LaRon, he has led SQUIRE to remarkable growth: the company is now valued at \$750m after completing a Series D fundraising round led by Tiger Global — tripling its valuation in just under two years.

**What have you been up to?** Building the premier all-in-one barbershop management platform. My vision is to create a way for getting haircuts to become seamless for the client and barbershops to become more efficient in running their businesses.

**Fun Fact:** My Co-Founder Songe and I purchased and ran a barbershop to learn the ins and outs of the barbershop business firsthand.



## GYM PLUS COFFEE

### Diarmuid McSweeney



Retail & Consumer Tech

Endeavor Ireland

Europe

**About me:** I spent over 10 years working in marketing and communications strategy in some of the biggest communications agencies in Ireland and Australia. Across these roles, I developed business and marketing strategies and advertising campaigns for clients in numerous consumer facing industries. While I enjoyed my career, my last 5 years with Gym+Coffee have taught me so much more than I could have ever anticipated. I am also interested in keeping fit and have completed a number of triathlons and half marathons.

**What have you been up to?** Team expansion and scaling the output of the team: I lead teams across marketing, ecommerce, events, customer service, content creation and partnerships. Scaling internationally: Our major goal is to expand significantly in the UK this year while also bringing Germany and Japan online. Bcorp status: we have been working on our application for 18 months.

**Fun Fact:** I used to be an actor when I was growing up, I acted on stage in theatres for 12 years and won a number of awards. Favourite character I ever played was Goldilocks but it's a long story! I lived in Melbourne, Australia for two years and have also travelled all over the world. Vietnam is probably my favourite country I have visited.



## ALICTUS

### Ecem Baran



Retail & Consumer Tech

Endeavor Turkey

Europe

**About me:** Ecem is the Co-founder & COO of Alictus, a developer and publisher of mobile games, focusing on the hypercasual genre since 2019. In less than 2 years, our company has become one of the top players in hypercasual globally.

**What have you been up to?** My role as a COO is to ensure that we are growing and that we are going to achieve our long term goals. I am responsible of management of everything touching to revenue & operations.



## BETTERFLY

### Eduardo della Maggiora



Healthcare

Endeavor Chile

Latin America

**About me:** Chilean engineer, triathlete and entrepreneur, Founder & CEO of Betterfly. I started my career in 2003 at J.P. Morgan where I worked for 10+ years in the Latin America M&A group based out of Chile and later NYC. In 2014, I quit my job and moved to Africa to work as a volunteer teaching English and Mathematics to primary school students in Moshi, Tanzania, where the initial concept of Betterfly was started. I founded Betterfly in 2018 and today I lead a team of 600+ across Latam, USA and Europe.

**What have you been up to?** Scaling Betterfly globally!

**Fun Fact:** I'm passionate about endurance sports! I went from being an overworked and overweight banker in 2013, to a world champion runner-up at the Ironman 70.3 World Championships in 2016 and 2017 and a three-time finisher of the Ironman World Championships in Kona, Hawaii.



## GRUPO TRIGO

### Eduardo Ourivio



Food & Beverage

Endeavor Brazil

Latin America

**About me:** I love culture, my family, my co-founder, surf, kite and music.

**What have you been up to?** Finding a board member with focus in innovation, culture, and the culinary industry.

**Fun Fact:** I love to have fun!



## ALICTUS

### Emre Tas



Retail & Consumer Tech

Endeavor Turkey

Europe

**About me:** I am Emre (33), the co-founder & CEO of Alictus. I received my major degree in Physics at Middle East Technical University in Ankara, the capital of Turkey. Being a tech enthusiast with an urge to create, my journey in gaming began in developing flash games at the age of 12; which evolved into a career under the start-up, Alictus, I co-founded with Ecem Baran during our college years. Without raising any investment, 100% self-funded, Alictus has changed many shells before reaching its form today, where it mainly focuses on hyper-casual gaming genre with many of its games topping worldwide charts.

**What have you been up to?** In March 2022, Sciplay - a US public company- acquired 80% of our shares for \$100M; and will acquire the remaining shares for up to \$200M based on performance targets in the next 5 years. As the transition to a bigger world brings many more responsibilities along, I am trying to figure out how to position myself the best in this change.

**Fun Fact:** I love playing speed chess, drinking cocktails, and simply chatting literally about everything — occasionally all three at the same time.



## RD STATION

### Eric Santos



Enterprise Software

Endeavor Brazil

Latin America

**About me:** I'm a co-founder and CEO of RD Station, the leading Marketing Automation and Sales platform in Latin America, with over 35,000 customers. The company was acquired by TOTVS in March 2021, resulting in the biggest SaaS acquisition in Brazil/LATAM. RD Station is my second company as a tech entrepreneur, a journey that has been going on for almost 20 years now. I'm also a board member of Endeavor Brazil, engaging with and contributing to the organization in many different ways over the last few years.

**What have you been up to?** Currently, I have two main priorities as a leader for the next couple of years: deliver the growth expected/planned, and ensure that we have a smooth transition in terms of processes, team, customers, etc., as a result of the acquisition.

**Fun Fact:** I've been racing professional go-karts for the last few years, managing to win some important regional and national championships in Brazil. Besides the joy and adrenaline of driving at the limit, I love the high complexity of the sport and the similarities to entrepreneurship in many ways.



## VTEX

### Geraldo Thomaz



Enterprise Software

Endeavor Brazil

Latin America

**About me:** I am one of VTEX's Co-CEOs and Co-founders. I graduated with a degree in Mechanical Engineering at Universidade Federal do Rio de Janeiro (UFRJ) and I was the lead architect and developer for what would become the VTEX platform.

**What have you been up to?** I am still at VTEX, upscaling the product team. Nowadays, the platform evolves fast, with an average of 14K updates per year, and provides the infrastructure for global commerce for more than 2000 enterprise brands and retailers to manage their stores focusing on their business needs.

**Fun Fact:** My business partner, Mariano, and I love to go spearfishing and we have been doing it at least once a year for the last 22 years.



## KOKO NETWORKS

### Greg Murray



Smart City

Endeavor Kenya

Africa

**About me:** 42 year-old Australian climate-tech entrepreneur focused on emerging markets. Married with 3 kids (11, 10, 6). Based in East Africa since 2013, moving to London in July. Fascinated by the ability of small, focused teams to create outsized utility in the world. Motivated by 1) maximizing utility; 2) building autonomy; 3) creating grand adventures. Capitalism is a great tool for achieving these outcomes.

**What have you been up to?** KOKO is a consumer climate-tech platform with 1,200 staff in East Africa and Kenya. Our mission is to imagine and deliver technology that transforms life in the world's fastest growing cities. We are in rapid scaling phase: current ARR \$60M, 3-year ARR target of \$1B with ~6K staff across ~10 countries. Trying to figure out all of the pieces of the jigsaw puzzle to get this right.

**Fun Fact:** Have been running my baby empire from Diani Beach in coastal Kenya the last 2 years whilst my awesome wife home-schools the kids, weird COVID-era upside. Long sunrise walks are my secret weapon.



## GLOBANT

### Guibert Englebienne



Enterprise Software

Endeavor Argentina

Latin America

**About me:** Entrepreneurship is in Guibert Englebienne's DNA. He has been programming since he was 12 years old, creating everything from video games to home tech solutions. Prior to co-founding Globant, he had already started six different companies, bringing with him the experience of learnings and failures therein.

**What have you been up to?** His role at Globant has grown with the company as it has entered new markets, realms of expertise and business models. Formerly CTO, he became President of Globant X and Globant Ventures to help drive success with these initiatives, including Augmented Coding and Future of Organizations, among others. Guibert also is President for Latam, a role to provide strategic advice and propel Globant's regional leadership.





## SYMEND INC.

### Hanif Joshaghani



Enterprise Software

Endeavor Canada

US & Canada

**About me:** I am the Co-Founder and CEO of Symend. My early life experience, from escaping from Iran and living in Iraq refugee camps until the age of 13, to being fortunate to land in Canada through the support of an NGO and living with a short-term foster family until my parents joined — has sparked a drive to have a positive social impact through entrepreneurship. My early career was in banking, followed by 15 years of senior roles in capital markets, energy finance, business development and entrepreneurship in a broad range of industries including investment banking, energy, and technology.

**What have you been up to?** Currently, I am focused on growing Symend, an endeavor I ardently believe in since it represents an intersection between disruption, value creation and social good.

**Fun Fact:** I love driving fast and get about a dozen speeding tickets every year. In high school, I was voted most likely to succeed and also a pedestrian's nightmare. I have three kids including a newborn-Melody who is now 3 months old. My guilty pleasure is ice cream, my favorite alcohol is Scotch Whiskey, and I work-out pretty much 7 days a week to help me manage stress. My biggest passion is startups.



## UNIFONIC

### Hassan Hamdan



Enterprise Software

Endeavor Saudi Arabia

Middle East

**About me:** An engineer turned entrepreneur, I focus on driving impact on a large scale using tech and expertise in enterprise software, SaaS, and cloud. Bootstrapped the company for 10 years before going on a journey to scale the business globally.

**What have you been up to?** Navigating through the macro picture and diversifying the business through products and markets.

**Fun Fact:** I'm usually all over the place. I love traveling and am usually the tallest person in the room, at least where I'm from.



## CHARI

### Ismael Belkhat



Smart City

Endeavor Morocco

Africa

**About me:** I am a proud Moroccan Tech Entrepreneur — Co-founder and CEO of Chari.co — YC, BCG & Cornell Alum

**What have you been up to?** A B2B tech start-up empowering the informal market in French Speaking Africa through e-commerce and embedded FinTech. I am currently raising a Series A round to keep our growth going!

**Fun Fact:** I am an IronMan and I keep telling this to myself to always push my limits! I am a licensed skydiver and pilot.



## MÉLIUZ

### Israel Salmen



Fintech

Endeavor Brazil

Latin America

**About me:** Méliuz started in 2011 as a cash back platform (similar to Ebates/Rakuten.com and the browser extension Honey, acquired by PayPal), but in 2019 we added financial services to our ecosystem when we successfully launched a credit card. In November 2020 we IPO'ed in Brazil (B3: CASH3), and after that we have done some strategic M&A's in Brazil and internationally. In February 2021 we started our internationalization plan with the acquisition of Picodi, a company that is based in Poland but operates in 44 countries. In May 2021, we went deeper on financial services in Brazil acquiring Bankly (an embedded finance and banking as a service provider).

**What have you been up to?** We have just rolled out a brand new app that combines a shopping experience with financial services. Now we are focused on cross-selling the new product and services and have a good penetration of it in our user base of 23M users.

**Fun Fact:** I got married recently and I can't wait to have kids. I'm also a huge supporter of [Brazilian club] Palmeiras and I love soccer — If Palmeiras is playing, I will be there. I'm also a big fan of motorsports, rode go-karts professionally, and have a dream of becoming a professional driver at Porche Cup and Stock Car.



## VOICEMOD

### Jaime Bosch



Retail & Consumer Tech

Endeavor Spain

Europe

**About me:** Jaime is the CEO of Voicemod, the next step in the future of social audio experiences. As the eighth of ten children, Jaime grew up in an environment that encouraged team collaboration in pursuit of his goals. Voicemod, which he founded in 2014 along with his brothers Fernando and Juan, is his third successive family-run business and currently has more than 30M users and employs more than 150 people around the world.

**What have you been up to?** I'm excited about the future of digital identity and how Voicemod can play a huge role in how people interact in digital spaces.

**Fun Fact:** I have 9 siblings. I'm a musician (play guitar). I love hiking, I've been in Borneo and Amazon rainforests waking for some days.



## ALTRUIST

### Jason Wenk



Fintech

Endeavor Detroit

US & Canada

**About me:** I've been an Endeavor Entrepreneur since 2017 and it's been a life-changing experience. At the time, I was building my second startup, a bootstrapped fintech company that had experienced explosive growth but was starting to plateau and I was starting to burn out. Meeting other entrepreneurs though Endeavor, as well as investors and mentors, led me to sell the company and found my current company, Altruist. I'm having more fun than ever, building a product I love that will help millions of people.

**What have you been up to?** I founded Altruist in 2018 and we launched our product in early 2020. Altruist is a digital brokerage platform designed for financial advisors in the US. As a B2B fintech we help our users run their business at 80% lower costs via integrated software savings and reduced overhead. The product has no minimums or contracts, so we make it really easy for financial advisors to start their own independent businesses.

**Fun Fact:** I've run 19 marathons and 2 ultra marathons. I have 3 kids; ages 21, 18, and 8 months (so will have kids at home for basically 40 years lol). I'm a time management nerd always trying to find ways to save time from non-productive/enjoyable tasks to get more out of life and business.



## DAYSTAR POWER

### Jasper Graf von Hardenberg



Smart City

Endeavor Nigeria

Africa

**About me:** After working across Africa as a management consultant and in industry, my co-founder and I decided to found our own company to address one of the burning issues we had come across throughout our time on the continent — a lack of electricity, resulting in expensive self-generation for African corporates through the use of expensive and polluting diesel generators.

Five years after its foundation, Daystar Power is the leading provider of off-grid hybrid power solutions to Africa's industry, providing companies in Africa with clean solar power in a tariff model, without the need for an upfront CAPEX expense.

**What have you been up to?** Geographic expansion is one of the main topics on our agenda, moving from West Africa, where we currently serve clients in 5 countries to Eastern and Southern Africa.

Another key topic is the increased hybridization of our systems, offering full package solutions that include not only solar power, but also battery storage and other power sources, to offer our clients 24x7 stable power.

**Fun Fact:** To relax, I play tennis or play with Legos with my kids.



## BLOOMSCAPE

### Justin Mast



Retail & Consumer Tech

Endeavor Detroit

US & Canada

**About me:** Justin is an entrepreneur and the Founder of Bloomscape, a modern retail garden center for a new generation of plant lovers. Since launching in 2018, Bloomscape has delivered plants to over 250K homes, built the fastest growing brand in plants, raised \$30M in venture capital, and has been covered by Vogue, Wired, Forbes, and CNN. Justin has been recognized as an Endeavor Outlier and an EY Entrepreneur of the Year.

**What have you been up to?** While Justin is primarily an entrepreneur, he also advises other startups and runs an integrative business strategy and design practice. Justin's clients range from scalable startups to corporate innovation teams and economic development corporations. He is currently an Entrepreneur in Residence with Endeavor's Great Lakes Region and Retail & Consumer Tech group to set strategy for the next five years, add key new board members, and support high-growth entrepreneurs.

**Fun Fact:** Beyond being an entrepreneur, husband, and dad to three boys, Justin loves spending time on and in the water, whether that's paddle-boarding, sailing, or SCUBA. Over the past few years, he's gotten into spearfishing.



## INSTADEEP

### Karim Beguir



Enterprise Software

Endeavor Tunisia

Africa

**About me:** Karim helps companies get a grip on the latest AI advancements and implement them. A graduate of France's Ecole Polytechnique and former Program Fellow at NYU's Courant Institute, Karim has a passion for teaching and using applied mathematics. This led him to co-found InstaDeep, an AI startup that was nominated at the MWC17 for the Top 20 global startup list made by PCMag. Karim uses TensorFlow to develop Deep Learning and Reinforcement Learning products. Karim is also the founder of the TensorFlow Tunis Meetup. He regularly organises educational events and workshops to share his experience with the community.

**What have you been up to?** Karim is on a mission to democratize AI and make it accessible to a wide audience.



## BENDING SPOONS

### Luca Ferrari



Enterprise Software

Endeavor Italy

Europe

**About me:** I'm the Co-founder and CEO of Bending Spoons, a Milan-based technology company. The company's apps have been downloaded more than 500 million times, and each month more than 70 million users are active on them. Prior to co-founding Bending Spoons, I worked at McKinsey & Company. I hold a B.Sc. in Information Engineering and an M.Sc. in Electrical & Electronics Engineering from the University of Padua, and an M.Sc. in Telecommunications Engineering from the Technical University of Denmark.

**What have you been up to?** We're building kick-ass consumer apps for creators! We're also pursuing some exotic explorations in other product spaces.

**Fun Fact:** My favorite food is tomato sauce, cold out of the fridge.



## NELOGICA

### Marcos Boschetti



Fintech

Endeavor Brazil

Latin America

**About me:** I'm CEO and co-founder of Nelogica. Software entrepreneur and executive with extensive experience in technology for the financial markets. I'm a computer engineer who loves to be around brilliant people and create new things.

**What have you been up to?** Bringing new talent to the team, preparing myself and the company for the future, and exploring a few different growth avenues.

**Fun Fact:** My son and his two grandfathers were all born on the same day/month. The same for my daughter and I.



## VTEX

### Mariano Gomide de Faria



Enterprise Software

Endeavor Brazil

Latin America

**About me:** Founder and Co-CEO of VTEX — the enterprise digital commerce platform. Teacher at EICOM institute, at Churchill College, Cambridge. Passion about Spearfishing.

**What have you been up to?** US and Europe expansion.

**Fun Fact:** Father of twins of 9y. Passion about boating and Spearfishing.



## GRUPO TRIGO

### Mario Chady



Food & Beverage

Endeavor Brazil

Latin America

**About me:** I've been an Endeavor Entrepreneur since 2003. I've always been an entrepreneur. Love to dream, build up the team and make it happen. I'm co-founder and former CEO of Trigo Group. I've been an entrepreneur my whole life... that's my passion.

**What have you been up to?** I'm on the board of several companies. I have a stake on all of them. I've been investing and coaching young entrepreneurs. Very active on the entrepreneurial echo system. Co-founder and board member of [NGO] Investe-Favela. I love learning about new things and jumping in business that challenge myself.

**Fun Fact:** I'm a big wave surfer, love snowsking, kite surfing, and all kind of outdoor sports. I've been married for 25 years, have 3 kids and 4 dogs. Love nature.



## QUANTUM METRIC

### Mario Ciabarra



Enterprise Software

Endeavor Colorado

US & Canada

**About me:** Mario is a computer scientist and tech entrepreneur who's passionate about pairing world-class teams with large-scale technology challenges. In 2015, Mario founded Quantum Metric, a platform for Continuous Product Design, which is a fundamentally new approach that helps organizations deliver digital products that have greater impact, with speed and confidence. Under Mario's leadership, Quantum Metric has seen rapid adoption from Fortune 500 eCommerce, travel, entertainment, and financial services companies. Securing a \$25M Series A capital raise in 2018, Quantum Metric's customer base, team, and revenues have more than tripled in 2018 and in 2019. In 2019, Mario was named one of EY's Entrepreneur of the Year and Quantum Metric was recognized amongst various industry publications as one of the leading 500 startups of 2019, and by Gartner as a "Cool Vendor".

**What have you been up to?** Scaling, with a focus on people first

**Fun Fact:** 69 countries and counting — love to travel! I'm a passionate skier and love running and climbing.



## SONDERMIND

### Mark Frank



Healthcare

Endeavor Colorado

US & Canada

**About me:** I'm the CEO and co-founder of SonderMind, a behavioral health company focused on improving access, utilization and clinical outcomes for mental health. Prior to founding SonderMind, I helped found three other successful ventures, including Next Oncology, TermScout and SafelimageMD. Prior to my career as an entrepreneur, I worked in healthcare investment banking at Morgan Stanley, Lehman Brothers and CDI Global.

**What have you been up to?** I'm really trying to uplevel as a leader from one that has been successful at leading organizational "tribes" and "villages," into one who can do so at the "city" and "country" level (speaking metaphorically...I am not interested in a political career!).

**Fun Fact:** Divorced, with three kids that I have 50% of the time (every other week): 14 y/o boy, 12 y/o girl and 11 y/o boy. Grew up moving a bit, as my mother is an immigrant from Germany and my father worked for IBM, so I lived for 3 years each in Tokyo and Germany as a child. I love the outdoors (hiking, mountain biking, skiing & snowboarding, beach, etc.) and also love indoor activities like poker (tournament & cash), reading and movies





## BUILDERS UNION

### Markus Bihler



Fintech

Endeavor Indonesia

Asia

**About me:** Markus Bihler is co-founder of Builders Union, a London based consumer-focused public equity investor. Prior to Builders Union, Markus was founding CEO of HappyFresh Group which he built into Southeast Asia's leading grocery delivery and consumer analytics platform, and venture partner at Temasek / Vertex, one of the lead investors in HappyFresh. He joined HappyFresh from automotive e-commerce retailer Tirendo (Germany), where he served as CEO and led its strategic sale to SDAX-listed Delticom. Markus started his career as a generalist private equity investor with The Blackstone Group (London) and EQT Partners (Munich/Warsaw). Markus graduated from the University of Oxford, Balliol College and also an Endeavor Entrepreneur.



## GLOBANT

### Martin Migoya



Enterprise Software

Endeavor Argentina

Latin America

**About me:** My father was an entrepreneur. I grew up in La Plata, Argentina. In 2001, Argentina went into one of the worst economic crises in its history. I met up at a bar with three of my friends. We needed to reinvent ourselves and find a way to do business. We set out a business plan on a napkin at the bar to bet on local talent and sell software all over the world. We created Globant.

I'm a musician, husband, and a father of three sons. I have my own band with my friends called Sonic Diamonds and when we get the chance we rehearse and play at concerts in South America.

**What have you been up to?** I walked in on my kids one day trying to start their own NFT business. I figured I'd jump in with them, and we launched Enigma.art: an NFT marketplace targeted to Latin America, specifically to the music industry.

**Fun Fact:** Globant's in 20 countries today, with 25 thousand employees; and it all started scribbling ideas on a napkin in a bar.



## NOWPORTS

### Maximiliano Casal



Smart City

Endeavor Mexico

Latin America

**About me:** Max is Co-Founder of Nowports, a technology company that streamlines logistics with technological and financial tools. A member of Y Combinator and an Engineer by profession, he has always sought to generate a positive and significant impact in the community. Along this learning path, he acquired experience in the area of freight forwarders, and at Stanford University he met who would be his partner "Poncho" Alfonso de Los Rios.

**What have you been up to?** I seek to create our technology, open commercial offices in key cities for LatAm Commerce, and continue the integration process.

**Fun Fact:** Lover of good food, good series, husband and father of two children (one human and one dog).



EYEW

## Mehdi Oudghiri



Retail & Consumer Tech

Endeavor UAE

Middle East

**About me:** Mehdi is the co-founder and co-CEO at eyewa, the largest eyewear omnichannel retailer in the GCC. Prior to co-founding eyewa, Mehdi was the Managing Director MENA at foodpanda, a global food delivery startup. During his time there, Mehdi led the business operations and growth across the Middle East, building market leading brands such as HungerStation in Saudi Arabia and Otlob in Egypt. Mehdi co-led foodpanda with Anass Boumediene, co-founder of eyewa, until the acquisition by Delivery Hero in December 2016.

**What have you been up to?** We spent the last year expanding our retail footprint from 1 store in December 2020 to 33 stores today. My focus right now is to shift eyewa to a true omni-channel retailer with a seamless customer journey between online and offline, to develop great eyewear products for our customers and to continue our aggressive expansion throughout the MENA region.

**Fun Fact:** I love football (although am a horrible player) and talking about football in general. I love foreign languages, I can speak 4 languages fluently and have basic knowledge of a few more. I was a hardcore guitar player in my youth, played in some bands and did live concerts, and planning to pick back guitar this summer.



GO1

## Melvyn Lubega



Education & Talent

Endeavor South Africa

Africa

**About me:** An African entrepreneur and investor passionate and solving meaningful problems with technology. I co-founded Go1, an corporate training / edtech unicorn that we built to help people unlock their positive potential through a love for learning.

**What have you been up to?** Excited about the next phase of growth in our business and continuing to back ambitious African tech entrepreneurs.

**Fun Fact:** Beyond being born two months premature (that's a fun fact right?), I was a boy scout for many years and enjoy being in the outdoors.



BRIMORE

## Mohamed Abdulaziz



Smart City

Endeavor Egypt

Middle East

**About me:** A Go-to-Market Veteran. He laid his fundamentals by witnessing several models & tactics while he was working for a P&G distributor and other multinationals. He widened his exposure through multi-consultation assignments for several industries. Finally, he consolidated the journey in founding and leading Brimore, the Pioneer Social Go-to-Market platform that enables the masses to do their commerce business.

**What have you been up to?** The common challenge that all startups face now is 'accelerating the profitable growth' and passing this aggressive economic crisis wave.

**Fun Fact:** Exploring my music interest and learning guitar.



## CLICARS

### Pablo Fernandez



Retail & Consumer Tech

Endeavor Spain

Europe

**About me:** I am currently co-founder at Clikalia (#1 residential real estate platform in Europe and Mexico with +1,000 team members and +€600M capital raised). Prior to that, I co-founded Clicars (#1 used cars ecommerce platform in Spain with +€500M in revenues, IPOed at Euronext and sold to Stellantis). I am also an investor in 60+ startups. I previously worked for Boston Consulting Group and Santander Bank and graduated from Harvard Business School and Madrid's University.

**What have you been up to?** International expansion (Mexico, Portugal, France and Italy), M&A (2 deals on-going), Profitable growth (how to maximize growth while being profitable).

**Fun Fact:** My passion is Open Water Swimming. I hold 5 Guinness World Records in long distance swimming (including longest non-stop ocean swim with 250 kilometers). I a frustrated composer (my dream would be to compose electronic music). I lived in 8 cities as my parents were social entrepreneurs / missionaries.



## CLICKATELL

### Pieter de Villiers



Fintech

Endeavor South Africa

Africa

**About me:** I am a South African born entrepreneur who co-founded the 1st SMS Messaging Gateway in 2000 and spent 10 years in Silicon Valley after securing Series A from Sequoia Capital. We survived 2008 and in 2011 Sequoia led a B round that enabled us to embed payments into messaging channels. Today Clickatell is a global leader in Chat Commerce with offices in several countries serving 10K+ customers around the world and we process more than 1.5 million payments per day within a communications channel. I am happily married to Maria and we have 3 very divergent kids, Charl (16), Daniel (13) and Carmen (9). I enjoy adventure (Mountain biking, Snow boarding, Motorbikes, etc).

**What have you been up to?** 1) Figuring out our US Go-to-Market for Chat Commerce; 2) Hiring 2 key roles in my team — CRO & Chief of Staff; 3) Within SIMODISA, a non profit to support Entrepreneurship in South Africa, we are drafting a Start-up Act and designing a Digital Skills Supply Chain master plan for the country.

**Fun Fact:** 1) I am one of a twin, both my brothers and my one step brother has twins and my wife has twin brothers; 2) I enjoy Mountain Biking and live in Stellenbosch, South Africa; 3) I speak Afrikaans, a language most people have not heard of.



## EON DENTAL

### Qais Sabri



Healthcare

Endeavor Jordan

Middle East

**About me:** My name is Qais and I'm the co-founders and CEO of Eon Dental. Our Company manufactures and sells clear aligners, an orthodontic appliance that enables patients to straighten their crooked teeth using a series of transparent trays. The pandemic created a tail wind effect on self-care category and clear aligners overall, hitting a critical mass of acceptance that has spiked the demand for high quality clear aligners globally. We have a moving window of opportunity to leverage our position and capture a meaningful global position in the clear aligner space.

**What have you been up to?** Until recently we operated with a Fox mind-set, tinkering and working fast to spit out MPV's in an effort to achieve product market fit. Now that we have a clear vision of where the opportunity lies, we need to shift our mentality from a Fox to a Hedgehog. While the fox is agile, the hedgehog is hyper focused on execution. As we ready our organization to scale we are focused on realigning culture, organizational design, talent pool, and focus on our newly defined strategy.

**Fun Fact:** I'm a citizen of the world! Half Jordanian, half Korean, and grew up between the US, Jordan and Germany. I'm serious about my food, all about a good meal!



## D-ORBIT

### Renato Panesi



Smart City

Endeavor Italy

Europe

**About me:** I am the founder and Chief Commercial Officer of D-Orbit. After getting an MSc degree in Aerospace Engineering, I joined an Italian multinational aerospace and defense firm. I got a PhD in Advanced Flight Control systems and was awarded a Fulbright scholarship to attend a Technology Entrepreneurship program at Santa Clara University. A year later, I got an internship position at the NASA Ames Research Center in Mountain View. In 2011, I came back to Italy, where I co-founded D-Orbit.

**What have you been up to?** D-Orbit recently announced the intention to combine with Breeze Holdings Acquisition Corp., a publicly traded SPAC, and become a Publicly Listed Company. I'm deeply involved in the de spac process, in particular on fundraising. I am also working with our management team on how to use the proceeds from the transaction to accelerate investments in tech development, new products and services, and to drive expansion into new market segments.

**Fun Fact:** So it's about space... Yes, I'm a space addict and my greatest wish is to go to space with my own created spacecraft. Despite that, I have to admit that life on Earth is beautiful! I love nature in general, surfing, snowboarding, scuba diving, and adventure travel.



## CREDIMI

### Sabino Costanza



Fintech

Endeavor Italy

Europe

**About me:** Born and raised in a small village in the South of Italy called Atripalda in the province of Avellino. At 18 I moved to Milan to study and after studying and working in a few places around the world realised the Milan could have been home :). Invest 7 years in consulting in Oliver Wyman and BCG and then moved on to build Credimi with the mission to help small businesses grow through data and technology.

**What have you been up to?** Credimi just launched the beta version of its first SaaS product that will complement its credit offering, making it much more powerful.

**Fun Fact:** Geek about Music, Innovation, History and Education Systems.



## FRIDAY HEALTH PLANS

### Sal Gentile



Healthcare

Endeavor Colorado

US & Canada

**About me:** Sal founded Friday Health Plans to transform the health insurance market. With more than 30 years of experience in high-growth, innovative companies, Sal brings deep experience in operational leadership, market strategy, and business development.

Prior to founding Friday Health Plans, Sal was CEO of HealthX, a software company which built online portals and tools for the health insurance industry. From 2004 to 2014, Sal led markets at TriZetto Corporation, the leading provider of enterprise software and services for the health insurance industry, where he became an expert at using technology to drive efficiency and automation in health insurance. Sal led a number of sales, marketing and business development functions at high growth technology firms.

Sal is a graduate of Pace University where he majored in math and computer science.

**What have you been up to?** Expanding Friday Health Plans into more US markets.

**Fun Fact:** I love to cook and eat with family and friends. Mostly eat! I prefer doing things to watching things. I golf, hike and exercise as often as I can. I enjoy brain games such as Wordle and Redactle.



## STRONG ROOTS

### Samuel Dennigan



Food & Beverage

Endeavor Ireland

Europe

**About me:** After two unsuccessful business attempts in the fresh vegetable market, I realized that the frozen foods category had been relatively unchanged for decades. After a discussion with my wife, I put our savings into a frozen sweet potato fry product, and in 2015 Strong Roots was born. Fast forward to 2022, we're a well-known household brand in Ireland and UK and are now working on increasing our brand awareness in the US. Our food is highly awarded, winning some of the industry's most coveted taste awards. We went through a few failed launches, defended against a hostile takeover, survived, and learned our lessons.

**What have you been up to?** Working on a DTC project for North America. Trying to make a TV show for digital distribution. Launching a new category of product into the USA. Building a C-Suite to prepare for exponential growth. Enjoying my new strategic partner relationship with a large CPG company and launching in 3 new countries in the next 6 months.

**Fun Fact:** I love car refurbishment projects new and old, like my land rover/tesla motor conversion. I have a european championship bronze medal for equestrian 3 day eventing sport. I sometimes sing irish songs after a few beers, but have terrible stage fright.



## ADDI

### Santiago Suarez



Fintech

Endeavor Colombia

Latin America

**About me:** Santiago Suarez, Co-founder and CEO of Addi, a venture-backed technology company on a mission to make all commerce digital. Addi has raised over \$140mm in funding from leading investors from Andreessen Horowitz, GIC, Greycroft Foundation Capital, Monashees, Quona, Softbank, and Union Square Ventures. Santiago was born in Colombia in 1985. He studied Arts at Yale University in the USA. He previously worked at J.P. Morgan and he started his career at McKinsey. In 2021 Santiago was named by Bloomberg one of the top 100 innovators in Latin America.

**What have you been up to?** ADDI provides underserved consumers with simple, affordable and transparent loans at the point-of-sale. ADDI helps make higher ticket products and services accessible for consumers who today have limited financing options. For merchants, both offline and online, ADDI's POS financing options free up capital and improve sales by offering payment options at checkout.



## TRAFILEA

### Santiago Zabala



Retail & Consumer Tech

Endeavor Uruguay

Latin America

**About me:** Co-founder & CEO at Trafilea Group, a private global e-commerce group growing direct-to-consumer and transformative brands online with focus in the US market, specialized in the shapewear and intimates apparel.

**What have you been up to?** Growth Financing- Doing a 'bridge' private equity round \$26m while we complete our \$100m series B, plus debt financing. IPO readiness.

**Fun Fact:** I was challenged 6 weeks ago by my wife that I would not be able to run 42kms at NYC marathon this 2022. I'm at 17km and will go for it this November. I'm a newbie at kitesurfing but enjoying the journey to become better at it. I like to meditate and work on my subconscious programming.



**XEPELIN****Sebastian Kreis**

Fintech

Endeavor Mexico

Latin America

**About me:** Sebastian is a Chilean entrepreneur with more than 10 years of experience in fintech and an promoter of a transparent digital financial ecosystem for SMEs in LatAm. He is the Co-founder & CEO of Xepelin, with a vision to become the leading B2B fintech in LatAm. Sebastian led M&A and capital markets transactions of more than \$10B USD, and led digital transformation for LatAm banks with BCG.

**What have you been up to?** Scale Xepelin culture. Scale from \$40M to \$100M revenue run-rate. Scale B2B payments to the next level.

**Fun Fact:** People see me younger than I am. Love to do trail running and mountain bike in California.

**DLOCAL****Sergio Fogel**

Fintech

Endeavor Uruguay

Latin America

**About me:** I am a serial entrepreneur, having founded Uniotel, Astropay, dLocal and Datanomik among others. I also co-organize Punta Tech Meetup every year in Punta del Este.

**What have you been up to?** Datanomik, an open banking solution for Latam

**Fun Fact:** I am expecting my first granddaughter right after the Outliers event, which makes me happy and also makes me feel very old. It also means that there is a chance that I will have to drop everything and fly home to welcome her.

**FINTECHOS****Sergiu Negut**

Fintech

Endeavor Romania

Europe

**About me:** Serial entrepreneur, board member, angel investor, strategy and entrepreneurship MBA lecturer, public speaker, normal person.

**What have you been up to?** [www.fintechos.com](http://www.fintechos.com) — not yet a unicorn, deeply annoyed by the current investment trends, but working hard to get there.

**Fun Fact:** Like mountain hiking: Kilimanjaro, Elbrus, Mont Blanc; cooking occasionally; a beer or more with friends; and making new friends.



CHARI

Sophia Alj



Smart City

Endeavor Morocco

Africa

**About me:** I am a Moroccan entrepreneur and very proud to be part of the Endeavor Outliers class! I am the mother of 2 kids, Malyk and Leyla, 4 and 3 years old. I consider my start up as my third baby :)

**What have you been up to?** We have built a B2B e-commerce app for traditional proximity stores allowing them to order any consumer goods they sell and get delivered for free on the next day. We are adding some embedded finance to this service and I am really excited to see how ce can work on financial inclusion in French Speaking Africa.

**Fun Fact:** I am passionate about adventures and extreme sports. I am a licensed skydiver and triathlete, getting ready for my first half IronMan.



KLAR

Stefan Moller



Fintech

Endeavor Mexico

Latin America

**About me:** Studied Economics in Germany; started and operated ~20 shopping mall kiosks across Mexico — made every mistake possible but managed to do that for ~5 years and cover expenses with revenue(!); sold out and joined Bain & Company — advised almost every big bank in Mexico, concluded it would be easier to start one myself vs. fix them.

**What have you been up to?** Reinventing the entire financial services industry in Mexico, aiming to empower millions of consumers with simple and transparent products that enable them to live a better life.

**Fun Fact:** I was an eBay power seller selling antique Mexican silver at age 11. I cannot use the word fintech when I speak in public or I get fined by regulator. Wonderful wife & family, one boy, one baby on way, one cocker, both Elizabeth and I waiting for boy or baby to beg us to adopt kitten.



TEAMAPT

Tosin Eniolorunda



Fintech

Endeavor Nigeria

Africa

**About me:** Tosin is the Founder and CEO of TeamApt, a leading fintech company that is enabling the growth of businesses across Africa. He has built the firm from the ground up to becoming Nigeria's largest omni-channel payment platform by transaction value, serving over 150,000 businesses that process roughly \$6B monthly.

Tosin has expansive capabilities in building financial technology infrastructure, beginning his career as a software engineer, transitioning into first becoming a product manager ,and then a software architect in his time at Interswitch. His North Star is scaling and nurturing enterprises that improve people's access to financial wellness.

**What have you been up to?** I am currently working on solving cross-border payment challenges for businesses.

**Fun Fact:** I love playing video games.



**BEEP SAÚDE**  
**Vander Corteze**



Healthcare	Endeavor Brazil	Latin America
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**About me:** I am a 39 year-old Brazilian physician, 2nd-time entrepreneur in the healthcare space, and now leading in-home healthcare disruption in Brazil.

Beep started in 2017 offering vaccines at-home, and in 2020 launched lab tests at-home. We now have plans to expand to other services aiming to become the one-stop-shop for healthcare services in Brazil.

Currently operating in 6 Brazilian states, covering more than 100 cities with a 1500 full-time employee work force. We've raised 3 VC rounds so far.

**What have you been up to?** Raising our Series C to keep expanding our operation.

**Fun Fact:** Former military (#1 in academy), lifelong learner, deeply interested in philosophy. On top of that I have a beautiful wife, two boys (4y and 1y) and a crazy dog.



**ELSA**  
**Vu Van**



Education & Talent	Endeavor Vietnam	Asia
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**About me:** Vu is a female entrepreneur and the Co-founder & CEO of Silicon Valley-based ELSA, the world's leading and smartest English pronunciation app. She worked with leading speech scientists, machine learning scientists, and linguists from around the world to create ELSA. Powered by the company's proprietary AI and speech recognition technology, ELSA scores a learners' speech to pinpoint individual syllable and phoneme level mistakes with real time feedback.

Prior to founding ELSA, Vu lived and worked in Vietnam, Singapore, Denmark where she experienced the challenges of an English language learner abroad. She served as an Engagement Manager at Booz & Co, one of the top four global management consulting firms. Vu earned an MBA and a Masters in Education from Stanford University and is originally from Vietnam.

**What have you been up to?** Invest in R&D to further develop its award-winning voice recognition AI and new product features; focus on creating a scalable B2B platform that allows cooperation with corporate partners around the world; hire new talents.

**Fun Fact:** I love water, and being by the water, although rarely is California water warm enough for me.

# PARTNERS



## **Alejandro Algaze**

General Atlantic

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Alejandro Algaze has a background in finance and wealth management. While his initial career path was in International Wealth Management for high net worth, LATAM clients, his more recent experience has been in the Private Equity, Asset Management and Consulting sectors in South Florida. He has been involved in a range of projects over the last few years in a host of industries, including real estate and transportation, while consulting for Renewable Energy companies and B2B internet ventures. Alejandro served in a variety of leadership roles and was responsible for sourcing deals, performing due diligence, structuring and executing projects as well as managing operations. Prior to his entrepreneurial roles, Alejandro was a client executive for seven years. He served as country manager for the Southern Cone supervising a six-person team including three producers. Alejandro is a proud recipient of the University of Miami's MBA in Finance and International Business. Alejandro is happily married to his lovely wife, Claudia and has two beautiful daughters. Away from the office, he enjoys tennis, soccer and spending time with family and friends.



## **Andy Tsao**

Silicon Valley Bank

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Andy Tsao is a Managing Director and leads SVB's Global Gateway, which assists innovation companies in the emerging markets with their US and international market expansion. He brings more than 20 years of experience banking dynamic companies in technology industries worldwide. In his roles, Andy manages SVB's relationships with venture capital and private equity firms outside the U.S., and also helps emerging market companies as they seek U.S. market entry and U.S. companies as they seek to expand abroad. In both capacities, Andy provides these firms with strategic advice and banking services, including debt financing, based on a deep understanding of their needs. Previously, Andy led and helped found SVB's U.K.-based operation, SVB Financial Group UK Ltd, which was established in 2004. For six years, he was responsible for building senior debt relationships with high-growth technology, life sciences and clean technology companies in the U.K. and Europe. Tsao routinely speaks about technology and venture financing at conferences such as events held by the Latin American Venture Capital Association (LAVCA), AMEXCAP, and the Global Entrepreneurship Summit. Andy is on the Board and a Charter Member of TiE SV, was a former President of the Asia America MultiTechnology Association (AAMA), is an Advisory Board Member of H2, and Board Member of Asia Society Northern California, Advisory Board of BayBrazil, and member of the Tech Coalition of LAVCA.



## **Jami York**

Circl.es

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Jami is the Head of Community Growth for Circl.es, an organization dedicated to helping organizations create inclusive spaces for people to connect and grow. With a career in leadership development, change management, team dynamics and implementation consulting, she is a champion of diverse perspectives, bridge builder, relationship-oriented & connector of people. She was the Director of Learning Services for PDI/Ninth House, where she designed and delivered blended learning solutions for Fortune 500 companies, back when 'tech-enabled' learning required traveling with a server! She has been leading 'circles' gatherings in her local community for years, while partnering with her husband, Matt to raise 3 daughters in Lake Oswego, Oregon.



## **Simisola Oyesanya**

General Atlantic

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Simi is an investor at General Atlantic where she is part of the technology team investing in companies from Series B onwards. She has been involved in our investments in Chrono24 — a luxury watch market place, Reliance Health — digital health insurance in Nigeria, and EcoVadis — an ESG ratings provider for businesses and their suppliers. Along with those investments she works closely with GA's portfolio companies Argus Media and Typeform and is responsible for sourcing investments across Europe, the Middle East, and Africa. Prior to joining General Atlantic, Simi was a consultant at McKinsey and Company in London where she supported clients across industries on Strategy and Corporate Finance. Outside of work, Simi has been a trustee of The Nightline Association, an organisation supporting student mental health, for three years.



# ENDEAVOR STAFF



**Adrian Garcia-Aranyos**

President,  
Endeavor Global



**Allen Taylor**

Managing Director,  
Endeavor Catalyst



**Austin Teece**

Manager, Portfolio Lead –  
Smart Cities & Agriculture



**Joanna Harries**

SVP, Expansion



**Kirk Benson**

Chief of Staff,  
Endeavor Global



**Marc Cho**

Manager, Portfolio Lead –  
Healthcare



**Margaret Pollack**

Investment Pipeline Manager,  
Endeavor Catalyst



**Marta Ghiglioni**

Senior Manager, Portfolio Lead –  
Enterprise Software & Services



**Nasim Novin**

Director, Entrepreneur Services



**Santiago Muro**

Vice President,  
Business Development



**Silvia Cavalcanti**

Vice President,  
Marketing & Communications



**Tiffany Comerford**

Events Manager