



2023  
**ENDEAVOR**  
**RETREAT**  
September 18-20 | Istanbul

**AGENDA**

**DAY 1: MONDAY, SEPTEMBER 18TH**

**2:00 pm – 5:15 pm**      **Registration** | Swissôtel The Bosphorus Lobby

**3:30 pm – 5:00 pm**      **Welcome & Ice-Breaker: The Founders Mind** (*Endeavor Entrepreneurs only*) |  
Swissôtel The Bosphorus: Gabbro Bar & Restaurant

**5:30 pm – 6:15 pm**      **Transportation to Sunset Cruise** | Meet Swissôtel The Bosphorus Lobby

**6:15 pm – 7:30 pm**      **Sunset Cruise hosted by UBS** | Kabataş  
Meet with your fellow Endeavor Entrepreneurs as you take in the beauty of Istanbul and enjoy cocktails during a sunset cruise along the Bosphorus.

**7:30 pm – 10:30 pm**      **Welcome Dinner** | Nevzat Aydin's Home  
Endeavor Entrepreneur Nevzat Aydin (Yemeksepeti) will host us for a private dinner at his waterfront estate, and we'll raise a toast to our newest EEs selected in 2022 and 2023!



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### DAY 2: TUESDAY, SEPTEMBER 19TH

7:00 am – 8:45 am	<b>Self-Directed Breakfast</b>   Swissôtel The Bosphorus: Sabrosa Restaurant
8:45 am – 9:00 am	<b>Welcome Remarks</b>   Swissôtel The Bosphorus: Asuka <ul style="list-style-type: none"><li>Allen Taylor, SVP of Entrepreneur Experience / MD of Endeavor Catalyst</li><li>Adrian Garcia-Aranyos, Endeavor President</li></ul>
9:00 am – 9:45 am	<b>Scaling a Global Business: An Insider's Look</b>   Swissôtel The Bosphorus: Asuka Fireside chat with Hande Cilingir (Founder & CEO of Insider) on how she has led her marketing-technology company Insider to expand into 26 markets, employing 1,000 staff worldwide
9:45 am – 11:00 am	<b>Breakout Session</b>   Swissôtel The Bosphorus: Asuka Join a focused breakout group discussion with experienced Endeavor founders and mentors on topics critical to scaling your business. <ul style="list-style-type: none"><li><b>Growth through M&amp;A</b> w/ Dan Caruso (Caruso Ventures)</li><li><b>Getting the Most Out of your Board</b> w/ Monica Brand Engel (Quona Capital)</li><li><b>Accelerating the Path to Profitability</b> w/ Ahmed Karsli (Papara)</li><li><b>Scaling Team &amp; Culture</b> w/ Rajat Bhargava (JumpCloud)</li><li><b>Expanding to New Markets</b> w/ Serhat Soyuerel (Insider)</li><li><b>Becoming a more Effective Leader</b> w/ Punit Aggarwal (Founder Bay)</li><li><b>Navigating the Current Capital Markets</b> w/ Allen Taylor (Endeavor Catalyst)</li></ul>
11:00 am – 11:30 am	<b>Coffee Break</b>
11:30 am – 1:00 pm	<b>Peer Circles</b> ( <i>Endeavor Entrepreneurs only</i> )   Swissôtel The Bosphorus: Asuka Engage with a group of fellow Endeavor Entrepreneurs at a similar stage of growth to work through a personal or strategic challenge
1:00 pm – 2:30 pm	<b>Networking Lunch</b>   Swissôtel The Bosphorus: Sabrosa Restaurant
2:30 pm – 3:30 pm	<b>Free Time</b>
3:30 pm - 4:15 pm	<b>Transportation to Old City</b>   Meet Swissôtel The Bosphorus Lobby
4:30 pm – 6:00 pm	<b>Old City Tour</b> Explore a private tour of four historical points including Istanbul Archeology Museums, Museum Of Turkish And Islamic Arts, Hippodrome of Constantinople, and The Blue Mosque.
7:00 pm – 10:00 pm	<b>Turkish Delight</b>   Four Seasons İstanbul at Sultanahmet Enjoy an authentic Turkish dinner experience



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### DAY 3: WEDNESDAY, SEPTEMBER 20th

7:00 am – 8:00 am	<b>Self-Directed Breakfast</b>   Swissôtel The Bosphorus: Sabrosa Restaurant
8:15 am - 9:00 am	<b>Transportation to Feriye Palace</b>   Meet at Swissôtel The Bosphorus Lobby
9:00 – 9:45 am	<b>Scaling Your Company: The Peak Games Story</b>   Feriye Palace Asli Kurul (MD Endeavor Turkey) will host a conversation with Peak Games Founder/CEO Sidar Sahin, discussing everything from Peak Games' early days as a startup, to its groundbreaking sale to Zynga for \$1.8B (becoming Turkey's first Unicorn), to life post-exit.
9:45 am – 11:00 am	<b>Breakout Session</b>   Feriye Palace Join a focused breakout group discussion with experienced Endeavor founders and mentors on topics critical to scaling your business. <ul style="list-style-type: none"><li>• <b>Getting the Most Out of your Board</b> w/ Monica Brand Engel (Quona Capital)</li><li>• <b>Accelerating the Path to Profitability</b> w/ Ahmed Karsli (Papara)</li><li>• <b>Scaling Team &amp; Culture</b> w/ Rajat Bhargava (JumpCloud)</li><li>• <b>Expanding to New Markets</b> w/ Serhat Soyuerel (Insider)</li><li>• <b>Becoming a more Effective Leader</b> w/ Punit Aggarwal (Founder Bay)</li><li>• <b>Navigating the Current Capital Markets</b> w/ Allen Taylor (Endeavor Catalyst)</li></ul>
11:00 am – 11:30 am	<b>Coffee Break</b>   Feriye Palace
11:30 am – 1:00 pm	<b>Peer Circles</b> ( <i>Endeavor Entrepreneurs only</i> )   Feriye Palace Engage with a group of fellow Endeavor Entrepreneurs at a similar stage of growth to work through a personal or strategic challenge
1:00 pm – 1:30 pm	<b>Reflections &amp; Close-out</b>   Feriye Palace
1:30 pm – 3:00 pm	<b>Farewell Lunch hosted by AWS</b>   Feriye Restaurant
3:30 pm – 7:00 pm	<b>Optional Activities</b> Opt-in activities in the afternoon to help you make the most of your trip to Istanbul. Choose between: <ul style="list-style-type: none"><li>• <b>Fingerprints of Genius Architect Sinan</b> (Suleymaniye Mosque) followed by Shopping at Grand Bazaar</li><li>• <b>Ottoman Heritage</b> includes Topkapı Palace followed by Shopping at Grand Bazaar</li><li>• <b>City of Harmony</b> includes Jewish Quartier, Bulgarian Church and Patriarchate and followed by Shopping at Spice Market</li></ul>



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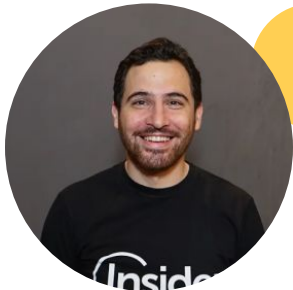


## Ahmed Karsli

Ahmed Karsli is the founder and CEO of Papara, a fintech company providing online financial services and payment systems to over 16 million customers in Turkey since its inception in 2016. In 2023, the company became the first Turkish fintech to reach unicorn status upon the acquisition of Rebellion, a mobile banking services provider out of Spain. A serial entrepreneur, Ahmed launched his first company at the age of 17 (exited 2 years later at \$1M+) and has built several businesses in a variety of sectors, such as Telco, Retail, and Fintech.

Ahmed holds a Master of Laws (LLM) from Istanbul University, and he received his Bachelor of Law from Bahcesehir University in Istanbul, Turkey. He is also an avid reader and collector, with more than 1000 antique books.

He recently spoke in a series for the Endeavor UAE (watch [HERE](#)) about the learnings from being a serial entrepreneur.



## Serhat Soyuerel

Serhat Soyuerel is a 1X Entrepreneur and the co-founder & CRO of Insider, the leading platform for individualized, cross-channel customer experiences globally. He is responsible for growth and expansion globally. For 10 years, Serhat has been the strategic force behind Insider's presence across 6 continents spanning 28 countries, including Australia, South Korea, the UK, Brazil, and the US. As a part of his entrepreneurship journey, Serhat has lived in more than 18 countries and while doing so, he has helped scale Insider's unique culture, fostering a global community of 1000+ people from 51 different nationalities. Serhat studied at the London School of Economics and the New York Institute of Technology, following which he worked in investment banking in Moscow.

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## Allen Taylor

Allen Taylor is the Managing Partner at Endeavor Catalyst, a co-investment, rules-based vehicle through which Endeavor can invest into its portfolio companies. Launched in 2012, Endeavor Catalyst has raised more than \$500M+ across four funds and made 300+ investments to date in 30+ different countries, including 50 Unicorns (\$1B+ companies). Investments include Globant (NYSE:GLOB) in Argentina, Yemeksepeti.com (acq'd Delivery Hero \$589M, 2015) in Turkey and Fetchr in the UAE. He is also a Partner and Founding Board Member of Alter Global, a VC firm investing in early-stage startups within emerging markets since 2015.

A native Californian and travel enthusiast, Allen has studied, worked and traveled in more than 75+ countries. He holds a bachelor's degree from Princeton University and has been recognized as a Fulbright Scholar (Germany, 2004) and a Kauffman Fellow (Class of '16).

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## Dan Caruso

Dan Caruso is Managing Director of Caruso Ventures and a 3x decacorn entrepreneur. In 2020, Dan and Cindy Caruso, his wife, founded Caruso Ventures, which represents their investment portfolio, family office, and not-for-profit activities focused mostly on the Colorado ecosystem.

Previously, Dan was the Founding Partner, Chairman and CEO of Zayo Group Holdings, Inc. (NYSE: ZAYO), where investors enjoyed a \$8.5B equity exit on a \$1.0B investment. He was also a co-founding executive of Level3 and joined Metropolitan Fiber Systems (MFS) as it began to scale. All three exited for enterprise values >\$10B. Dan also led the take private of ICG, which achieved a 25X return and led to the ideation of Zayo.

In 2015, Dan and Cindy established The Caruso Foundation to Support initiatives that inspire entrepreneurship, innovation, and inclusion. He is a recipient of several awards including the Chicago Booth Distinguished Alumni Award for Entrepreneurship, the Colorado Technology Association's Bob Newman Lifetime Achievement Award, and Colorado Governor's Corporate Citizenship Medal.

Dan holds an MBA from the University of Chicago and a B.S. in Mechanical Engineering from the University of Illinois. He serves as Chairman of the Board for Endeavor Colorado and is on the boards of Colorado Thrives, the University of Chicago's Polsky Center and CU Boulder's Chancellor Strategic Advisory Council.

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## Hande Cilingir

Hande Cilingir is the co-founder and CEO at Insider, the #1 platform for individualized, cross-channel customer experiences in Turkey. She is responsible for operations, building a strong company culture, managing overseas growth, supporting sales and marketing teams, sharing and developing Insider's technology. Being a first-time entrepreneur, Hande founded Insider with five fellow co-founders upon their lucrative exit of a highly prestigious language school. She has been recognized with several awards including the third Top Women CEOs Outside of the US by Crunchbase and The Most Successful Woman Entrepreneur of the Year by Microsoft.

Hande holds a degree in Economics & Management from the London School of Economics, and has also received her master's degree from Shanghai Normal University. During her time in China, Hande worked as an investment consultant in global companies like PepsiCo and Vestel.



## Monica Brand Engel

Monica Brand Engel is the co-founder and Managing Partner at Quona, a venture firm driving fintech for inclusion in emerging markets. She leads the firm's Africa, MENA and cross-border investment strategy.

Starting her journey in Silicon Valley, Monica played a pivotal role in launching a \$50 million lending intermediary for small businesses. While living in South Africa, Monica founded Anthuri Catalysts to prepare early stage companies for investment. She was then recruited by Accionto to lead a product innovation group and worked in Mexico with Genera Bank, the largest microfinance institution in Latin America—which went public in 2007 (NSDQ: GENERA:MM). Using the IPO proceeds, Monica founded Accion's Frontier Investments Group, the predecessor to Quona Capital, where Monica served as an MD.

Monica holds an MBA and MA Ed from Stanford University and a BA in economics from Williams College. She serves on the boards of Khazna, Wasoko, Verto, and Twinco and is a founding member of the EMPEA Impact Council. Previously, she served on the boards of Genera (née Compartamos) Bank (IPO), Shubham Housing (sold to Premji Invest), Pay Rent Builds Credit (acquired by MicroBilt), Tiixa (acquired by BeMobi), Azimo (acquired by Papaya), Zoono (acquired by Chipper Cash) and chaired the Investor Representative Committee of LeapFrog I, the world's first dedicated microinsurance fund. She's half Peruvian and blessed with a fantastic husband and twins.

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## **Punit Aggarwal**

Punit Aggarwal is an Advisor at Founder Bay, an organization that provides a suite of leadership development services to founders and CEOs. A trusted CEO coach, Punit offers a unique perspective developed via insights from 10,000+ coaching conversations and from working with CEOs and entrepreneurs in Silicon Valley, Europe, and Emerging Markets.

Previously, Punit was the Head of Entrepreneur Development at Google where he coached acquired founders, developed leadership talent and taught courses to enhance executive presence, wellbeing and emotional intelligence. Previously, he led Google's global team of 20+ leadership talent acquisition professionals. An experienced speaker, Punit has addressed Oxford University, Stanford University, Berkeley University and numerous private CEO audiences.

Earlier in his career, Punit was an Executive Search Consultant at Korn Ferry, where he focused on senior-level executive talent for global technology companies. Prior to that, he was a Management Consultant at Deloitte where he focused on strategy and operations across a wide array of industries including technology, media and telecommunications. Punit holds a BA in Economics with honors from the University of Manchester and an MBA from the University of Southern California. He has served on the corporate advisory board for the Center for Management Communication at the University of Southern California. A London native, he and his wife now reside in Northern California.



## **Rajat Bhargava**

Rajat Bhargava is an eight-time entrepreneur with five exits (two IPOs and three trade sales) and three companies still private. Currently he is the co-founder and CEO of JumpCloud, the first Directory-as-a-Service to authenticate, authorize, and manage a business's employees' identities and the systems and IT resources they need access to.

Previously, Rajat co-founded and scaled several ventures in the software space including MobileDay (a mobile one-touch calling application), Yesware (an email productivity service for salespeople), StillSecure (an enterprise network security software company acquired by SilverSky and Versata) and Quova (the market leader in Internet geolocation later acquired by Neustar). Prior to Quova, Rajat started Interliant (a roll-up in the Web hosting space) leading the business through an IPO and subsequent acquisition. He had also launched Service Metrics (an Internet infrastructure monitoring company that got acquired by Exodus Communications) back in the day.

Early in his career and upon his internship at Intel, Rajat launched NetGenesis (one of the original Website analytics companies) which went public 2 years later. Rajat holds a degree in Electrical Engineering from MIT and is the co-author of The Startup Playbook alongside Will Hermand and Brad Feld.

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## **Sidar Şahin**

Sidar's passion for technology spans a lifetime in pursuit of building one of the most impactful technology companies globally straight from the heart of his homeland, Turkey. Today, that dream takes shape in Peak Games, the company Sidar co-founded in November 2010.

Uniting 30 million online and mobile gamers globally and home to 250 happiness engineers, Peak has already become the world's third largest social gaming company. Peak Games was acquired by Zynga in June 2020 for \$1.8 billion.

Sidar's background of serial entrepreneurship, with its many failures, is highlighted by several success stories including companies Sidar also founded/partnered in such as Trendyol (e-commerce), [izlesene.com](http://izlesene.com) (online video), Funpac and Gamegarden (gaming)

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