



2024  
ENDEAVOR  
OUTLIERS  
RETREAT

June 21-23 | Scotts Valley, CA

AGENDA

DAY 1: FRIDAY, JUNE 21

10:30 am – 11:00 am

Registration | *Bain & Company*

11:00 am – 12:00 pm

**Behind the Business: A Founder's Scaling Journey** | *Bain & Company*

Fireside chat with Guillaume Pousaz (Checkout.com) and Linda Rottenberg (Founder & CEO of Endeavor)

12:00 pm - 1:00 pm

Lunch | *Bain & Company*

1:00 pm - 2:30 pm

Transportation to the Retreat Venue | *1440 Multiversity*

2:30 pm – 3:30 pm

Check-in & Settle-in | *Lodge*

3:30 pm - 4:00 pm

**Welcome to 1440!** | *Redwood Amphitheater*

Allen Taylor (Senior Vice President at Endeavor)

4:00 pm – 5:00 pm

**The Netflix Story** | *Redwood Amphitheater*

Fireside Chat with Reed Hastings (Co-founder & Executive Chairman of Netflix) and Joanna Rees (Managing Partner at West)

5:00 pm – 6:30 pm

**Icebreaker** | *Redwood Amphitheater*

Get to know your peer group through a fun ice-breaker activity

6:30 pm – 8:00 pm

Dinner | *Kitchen Table*

8:00 pm – 10:00 pm

**Bonfire & Beers!** | *Common Ground Patio*

Come grab a drink and relax around the fire pit.

**Bain & Company** - 415 Mission St Suite 4800, San Francisco, CA 94105

**1440 Multiversity** - 800 Bethany Dr, Scotts Valley, CA 95066



# 2024 ENDEAVOR OUTLIERS RETREAT

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## AGENDA

### DAY 2: SATURDAY, JUNE 22

#### Optional Signature Classes

7:00 am – 8:00 am

Choose from one of three activities to start your morning:

- Body Weight Fitness | *Fitness Center*
- Yoga | *Sanctuary*
- Cardio Hike | *Lodge Steps*

7:30 am – 9:00 am

**Breakfast** | *Kitchen Table*

9:00 am – 10:00 am

**Reflections of a Serial Entrepreneur** | *Redwood Amphitheater*

Fireside Chat with Jason Wenk (Founder & CEO of Altruist) and Nasim Novin (Senior Director at Endeavor)

10:00 am – 11:30 am

**Peer Circles** | *Redwood Auditorium*

Engage with a small group of fellow Endeavor Entrepreneurs at a similar stage of growth to work through a personal or strategic challenge

11:30 am – 11:45 am

**Coffee Break** | *Redwood Auditorium*

#### Breakout Sessions

Join a focused breakout group discussion with experienced Endeavor founders on topics critical to scaling your business.

11:45 am – 1:00 pm

- **Accelerating the path to profitability** w/ Coen Jonker (Tyme Bank)
- **Navigating the current capital markets** w/ Gaston Irigoyen (Pomelo)
- **Expanding to new markets** w/ Alfredo Bruce (Prex)
- **Growth through M&A** w/ David Ortiz (Siigo)
- **Scaling a team and culture** w/ Loreanne Garcia (Kavak)
- **Scaling yourself as a leader** w/ Lucas Vargas (Nomad)
- **Building a high performing C-suite team** w/ Guillaume Pousaz (Checkout.com)

1:00 pm – 2:00 pm

**Lunch** | *Kitchen Table*

2:30 pm – 6:00 pm

**Choose your own adventure!** | *Meet at the Lodge*

Build shared memories with peers through your excursion of choice: Surfing, Mountain Biking, Hiking, Sailing, Kayaking

6:30 pm – 8:00 pm

**Dinner** | *Kitchen Table*

8:00 pm – 10:00 pm

**Bonfire & Beers!** | *Common Ground Patio*

Come grab a drink and relax around the fire pit!



# 2024 ENDEAVOR OUTLIERS RETREAT

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## AGENDA

### DAY 3: SUNDAY, JUNE 23

#### Optional Signature Classes

7:00 am – 8:00 am

Choose from one of three activities to start your morning:

- Body Weight Fitness | *Fitness Center*
- Yoga | *Sanctuary*
- Cardio Hike | *Lodge Steps*

7:30 am – 9:00 am

#### Breakfast / Check-out of Room | *Kitchen Table*

Please drop bags at the Library before heading to breakfast

9:00 am - 9:15 am

#### Setting the Stage: Day 3 | *Redwood Amphitheater*

9:15 am – 10:45 am

#### Peer Circles | *Redwood Auditorium*

Engage with a small group of fellow Endeavor Entrepreneurs at a similar stage of growth to work through a personal or strategic challenge

10:45 am – 11:00 am

#### Coffee Break | *Redwood Auditorium*

#### Breakout Sessions | *Redwood Auditorium*

Join a focused breakout group discussion with experienced Endeavor founders on topics critical to scaling your business.

11:00 am – 12:15 pm

- **Accelerating the path to profitability** w/ Mohammad Ballout (Kitopi)
- **Making the most of your boardroom** w/ Jason Wenk (Altruist)
- **Expanding to new markets** w/ Gaurav Biswas (Trukker)
- **Growth through M&A** w/ Marcos Boschetti (Nelogica)
- **Scaling a team and culture** w/ Abdulmajeed Alsukhan (Tamara)
- **Scaling yourself as a leader** w/ Sebastian Kreis (Xepelin)
- **Building a high performing C-suite team** w/ Adalberto Flores (Kueski)

12:15 pm – 1:00 pm

#### Reflections & Close-out | *Redwood Auditorium*

12:45 pm – 2:00 pm

#### Lunch | *Kitchen Table*

2:00 pm – 4:00 pm

#### Transportation to San Francisco

Drop Off Locations:

- Bain & Company - 415 Mission St Suite 4800, San Francisco, CA 94105
- San Francisco International Airport



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## SPEAKER BIOS



### Joanna Rees

Joanna Rees is a Managing Partner at West, a venture studio enabling companies to define and defend their market opportunity with a brand people love. West develops marketing and creative that delivers results for fees and warrants and selectively invests in studio partners. West partner companies include Twitter, Square, Impossible Foods, Prelude Fertility, Chegg, Proxy and New Front Perchto name a few.

Joanna currently serves on the corporate board of FICO (NYSE: FICO), Tentr, Prelude Fertility, Boon Supply and Perch. Joanna is also a Senior Advisor of the B Team. Joanna led the formation and capital raise for Endeavor Catalyst. Joanna was a candidate for Mayor of San Francisco in November 2011. Joanna was the founder of VSP Capital and served on the board of more than 25 venture-backed private and public companies across a broad range of industries She also served on the Board of the National Venture Capital Association ("NVCA"). She has significant experience in finance and investment banking at BA Securities and Vrolyk & Co. Joanna's roots are in marketing and branding having held several senior marketing management positions with Groupe Danone and DMB&B. She was named a Global Leader for Tomorrow by the World Economic Forum and a Henry Crown Fellow by the Aspen Institute, where she also serves as a seminar moderator. Joanna chairs the board of The Representation Project and HimForHer. She earned her MBA from Columbia University and a BS from Duke University.



### Reed Hastings

Reed Hastings co-founded Netflix in 1997. In 1991, Reed founded Pure Software, which made tools for software developers. After a 1995 IPO, and several acquisitions, Pure was acquired by Rational Software in 1997.

Reed is an active educational philanthropist and served on the California State Board of Education from 2000 to 2004. He is currently on the board of several educational organizations including KIPP and Pahara. Reed is also a board member of The City Fund. Reed received a BA from Bowdoin College in 1983, and an MSCS in Artificial Intelligence from Stanford University in 1988. Between Bowdoin and Stanford, Reed served in the Peace Corps as a high school math teacher in Swaziland.