



2023
ENDEAVOR
OUTLIERS
RETREAT
May 5-7 | Scotts Valley, CA

AGENDA

DAY 1: FRIDAY, MAY 5TH

8:30 am – 9:00 am	Registration & Welcome Breakfast Bain & Company (415 Mission St Suite 4800, San Francisco, CA 94105)
9:00 am – 10:20 am	The Founder Journey Candid conversations with EEs Sergio Furio (Credits) and Aldi Haryoprato (Mapan / GoPay) on the ups and downs of being an entrepreneur
10:30 am – 11:30 am	Transit to Private Residence in Woodside
11:30 am - 1:30 pm	Lunch Hosted by Wences Casares Endeavor Entrepreneur Wences Casares is the Founder & CEO of Xapo Bank. Previously, he founded Internet Argentina, Wanako Games, Patagon, Lemon Wallet, and Banco Lemon.
1:30 pm - 2:30 pm	Transit to 1440 Multiversity (800 Bethany Dr, Scotts Valley)
2:30 pm – 3:30 pm	Check-in & Settle-in <i>Lodge</i>
3:30 pm - 4:30 pm	Reflections on a 25 Year Journey Scaling Endeavor Fireside chat with Linda Rottenberg (Founder & CEO of Endeavor) and Allen Taylor (SVP at Endeavor)
4:30 pm - 5:00 pm	How Do We Define Success? Fireside chat with Abi Mandelbaum (Founder of YouVisit) and Linda Rottenberg (Founder & CEO of Endeavor)
5:00 pm – 6:30 pm	Icebreaker <i>Redwood Auditorium</i> Get to know your peer group through a fun ice-breaker activity
6:30 pm – 8:00 pm	Dinner <i>Kitchen Table</i>
8:00 pm – 10:00 pm	Bonfire & Beers! <i>Common Ground Patio</i> Come grab a drink and relax around the fire pit.

DAY 2: SATURDAY, MAY 6TH

7:00 – 8:00 am	Optional Signature Classes Choose from one of three activities to start your morning: <ul style="list-style-type: none">• Body Weight Fitness <i>Fitness Center</i>• Yoga <i>Sanctuary</i>• Cardio Hike <i>Lodge Steps</i>
7:30 am – 9:00 am	Breakfast <i>Kitchen Table</i>
9:00 am – 10:00 am	The Netflix Story <i>Redwood Amphitheater</i> Fireside Chat with Marc Randolph (Co-founder & first CEO of Netflix) and Joanna Rees (Managing Partner at West)
10:00 am – 11:15 am	Breakout Session <i>Redwood Auditorium</i> Join a focused breakout group discussion with experienced Endeavor founders on topics critical to scaling your business
11:15 am – 11:30 am	Coffee Break
11:30 am – 1:15 pm	Peer Circles Engage with a group of fellow Endeavor Entrepreneurs at a similar stage of growth to work through a personal or strategic challenge
1:15 pm – 2:15 pm	Lunchtime Conversations <i>Kitchen Table</i> Find a topic that sparks your interest and join a conversation over lunch
2:30 pm – 6:00 pm	Choose your own adventure! <i>Meet at the Lodge</i> Build shared memories with peers through your excursion of choice: Surfing, Mountain Biking, Hiking, Sailing
6:30 pm – 8:00 pm	Dinner <i>Kitchen Table</i>
8:00 pm – 10:00 pm	Bonfire & Beers! <i>Common Ground Patio</i> Come grab a drink and relax around the fire pit!

DAY 3: SUNDAY, MAY 7TH

Optional Signature Classes

7:00 – 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*

9:00 am – 10:15 am

Breakout Session | *Redwood Auditorium*

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

10:15 am – 10:30 am

Coffee Break

10:30 am – 12:15 pm

Peer Circles | *Redwood Auditorium*

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

12:15 pm – 1:00 pm

Reflections & Close-out | *Redwood Auditorium*

1:00 pm – 2:00 pm

Lunch | *Redwood Auditorium*

2:00 pm – 4:00 pm

Transit back to San Francisco



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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.



Marc Randolph

Marc Randolph is a veteran Silicon Valley entrepreneur, advisor and investor.

Although best known as the co-founder and first CEO of Netflix, Marc's career as an entrepreneur spans more than four decades. He's founded or co-founded more than half a dozen other successful start-ups, mentored rising entrepreneurs including the co-founders of Looker Data which was recently sold to Google for \$2.6B, and invested in numerous successful tech ventures.

He is a frequent speaker at industry events, works extensively with young entrepreneur programs, and helps numerous companies and non-profits, serving variously as a board member, mentor, or executive coach.

Marc is the author of an international bestselling memoir, and the host of the new podcast, *That Will Never Work* where he dispenses advice, encouragement and tough love to aspiring entrepreneurs.