



2023  
**ENDEAVOR  
OUTLIERS  
RETREAT**

**May 5-7**

**EVENT  
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# SPEAKERS



## DAY TWO

### Joanna Rees

West

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 Perch to name a few.

Joanna currently serves on the corporate board of FICO (NYSE: FICO), Tentrr, 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.



## DAY TWO

### Marc Randolph

Entrepreneur, advisor and investor

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.

# ENDEAVOR OUTLIERS

Attendees are in alphabetical order by first name.



**NEXU**

**Abdon Nacif**



Fintech

Endeavor Mexico

Latin America

**About me:** I grew up in the countryside in Bolivia, software developer from UT Austin, Wharton MBA. Passionate about using tech and data to advance humanity.

**What I'm Currently Working On:** Nexu is becoming the leading financial platform for the auto dealerships across Mexico. I'm excited about solidifying that position to help streamline and broaden access to car financing for millions.

**Fun Facts:** I've ridden bulls, done ice baths...



**TAMARA**

**Abdulmajeed Alsukhan**



Fintech

Endeavor Saudi Arabia

Middle East

**About me:** Serial entrepreneur, with Tamara being my third startup so far. Previously cofounded Nana, a digital grocery shopping platform, as well as on-demand delivery service Habli.

**What I'm Currently Working On:** Working on building a generational company in Tamara. Our mission is to empower people in their daily lives by revolutionizing how they shop, pay and bank.

**Fun Facts:** Running is my way of meditating and pushing myself. I'm a big fan of the NBA. Love economics and how markets work. It fascinates me how complicated it is and how different nations approach this issue in their own unique way.



## MONDEL ADVISORY AND INVESTMENTS



### Abi Mandelbaum

B2B Software

Endeavor Miami

U.S. & Canada

**About me:** My previous company, YouVisit, was successfully acquired by Vista Equity. My journey post-exit was a very lonely and challenging one. Looking back, I am very grateful that I went through a rough time post-exit because it made me question what I really wanted to do with my life and what contributions I wanted to make to society.

**What I'm Currently Working On:** I acquired an early-stage Mental and Emotional Health company in December 2022 and I am very excited about its prospects. Our current challenge is scaling our customer acquisition process while lowering CAC. I have also started an education company focused on the K-5 space, in order to give young students the socio-emotional awareness, tools, and preparation so that they are ready to lead wholesome and fulfilling lives in an ever-changing world.

**Fun Facts:** I have lots of passions: playing competitive tennis, going on off the beaten path hikes (that have included helicopter rescues), cold water exposure, having deep, real conversations.



## KOVI



### Adhemar Milani Neto

Smart City

Endeavor Brazil

Latin America

**About me:** I am very lucky to have parents that have focused on giving me a great education, love for sports and health. My experience with Engineering helps me understand data and processes.

**What I'm Currently Working On:** I am working on the maturation of the company culture and also developing my inner peace through meditation, sports and enjoying my day to day life with my wife.

**Fun Facts:** Love training for endurance sports such as running, cycling, swimming. This is also a meditative practice for me that helps me feel grounded and more present.



## CLIP



### Adolfo Babatz

Fintech

Endeavor Mexico

Latin America

**About me:** Adolfo is the Founder, Chairman and CEO of Clip. Before Clip, he held different positions at PayPal, where he was responsible for leading the team that opened PayPal in Mexico. Before that, Adolfo was part of the founding team of The Carlyle Group Mexico, where he worked as an analyst. Adolfo sits on the board of Endeavor Mexico and holds a BA in Business from ITAM (Instituto Tecnológico Autónomo de México) and an MBA from the MIT Sloan School of Management.



## UNIFONIC

### Ahmed Hamdan



B2B 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 regardless of technical background and abilities. 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, now known as Unifonic. In 2018, Ahmed led Unifonic's efforts to secure the funding necessary for scaling, and successfully raised the largest Series-A Round in the region at the time, with \$21M from five major local investors.

**What I'm Currently Working On:** Taking the company to the next step by diversifying the product offering and internationalizing the market presence by scaling and building the team.

**Fun Facts:** Father of 5, travel a lot, bootstrapped for long time, have a passion for psychology and coaching and empowering people to be successful.



## VISINEMA

### Aldi Haryoprato



Fintech

Endeavor Indonesia

Asia

**About me:** Aldi is an Indonesian technology entrepreneur with a prolific career, helping develop Indonesia's digital financial services sector. Aldi founded the technology startup Mapan in 2009, which became Indonesia's largest Arisan network offering physical products to customers using a blended assisted-eCommerce and financial services bundle. After growing Mapan to reach over 1.5 million customers, Mapan was acquired by Gojek in 2017. After the acquisition, Aldi became the CEO of Gopay — a subsidiary of Gojek — where he led Gopay to be one of the largest payments and financial services providers in Southeast Asia. Aldi holds an MBA from Harvard Business School and a B.A. in Engineering from Purdue University. Aldi is now on the Board of Commissioner Halodoc, Efishery, and Mapan. He is also appointed as the Vice Chairman of Entrepreneurship Chamber of Commerce.

**What I'm Currently Working On:** Fund for SMEs.

**Fun Facts:** Father of boy-girl twins who loves to surf. Best decision after leaving GoPay was sabbatical leave.



## HOUSI

### Alexandre Lafer Frankel



Retail & Consumer Tech

Endeavor Brazil

Latin America

**About me:** I'm devoted to reinvent housing for the better on a global scale. Joining this event and interacting with amazing entrepreneurs and mentors is an outstanding opportunity to learn and exchange experiences.

**What I'm Currently Working On:** I'm working on scaling the Housi platform worldwide and raising capital in order to accelerate that growth.

**Fun Facts:** I'm a triathlete, I love watching UFC, I listen to audiobooks whenever I can and frequently fall asleep listening to it.





## NOWPORTS

### Alfonso De los Rios



Smart City

Endeavor Mexico

Latin America

**About me:** "Poncho" has a strong background in technology, entrepreneurship, and logistics. As CEO of Nowports, he is responsible for the strategic direction of the company, coordinating the various departments and building a proactive team. In his time at Nowports, he has been named to Forbes 30 Under 30 2022 Manufacturing & Industry and was named the Mexico Endeavor Entrepreneur of the Year 2022.

**What I'm Currently Working On:** Scaling up to the next level. I think what brought us here was passion and drive but for this new stage we need execution capabilities and definition of strategy.

**Fun Facts:** I love padel (tennis) and I love to code most of my ordinary tasks



## FLORENCE HEALTHCARE

### Andres Garcia



Healthcare

Endeavor Atlanta

U.S. & Canada

**About me:** Technology entrepreneur, originally from Colombia, but have lived in the US for 20+ years. I am passionate about using technology to service human beings.

I'm a believer in culture as one of the most important aspects of building a company.

**What I'm Currently Working On:** Currently in the transition from start up to scale up, which is a very challenging but exciting phase.

**Fun Facts:** Entrepreneurship changed my life, so I like to connect with early stage entrepreneurs and provide any assistance/help I can. I love the challenge of starting something from nothing.

I love photography (not necessarily that I am good at it), and I love to travel with my wife. If I had a magic wand, I would chose to be a digital nomad - but it's hard with kids and wife's work. ;)



## MAXAB

### Belal El-Megharbel



Smart City

Endeavor Egypt

Middle East

**About me:** Belal El-Megharbel is the Co-Founder and CEO of MaxAB, an e-commerce platform that connects brands to grocery and food retailers in MENA. After graduating from Virginia Tech, Belal moved back to Egypt to work for the regional ride-hailing startup Careem. During his tenure there, he worked as GM for Cairo and Alexandria, while also launching new services such as Careem bikes and scooters.

**What I'm Currently Working On:** Currently working on R&D around web3 and AI applications.



## BITSO

### Ben Peters



Fintech

Endeavor Mexico

Latin America

**About me:** Serial entrepreneur, computer scientist, CTO and Co-Founder of Bitso in 2014.

**What I'm Currently Working On:** Currently working on R&D around web3 and AI applications.

**Fun Facts:** Occasional short filmmaker.



## AMANOTES

### Bill Vo



Retail & Consumer Tech

Endeavor Vietnam

Asia

**About me:** I've started and failed with different venture businesses and am open about the lessons that I have learned throughout this journey. A passion for music and gaming has carried me along my career journey.

**What I'm Currently Working On:** Talent density strategy, company organization structure, sustainable growth strategy.

**Fun Facts:** I am a lifelong musician who was raised by a musician father to play piano, flute, guitar, and a variety of other instruments from the age of six.



## MAX

### Chinedu Azodoh



Smart City

Endeavor Nigeria

Africa

**About me:** Chinedu is the Co-Founder and President of New Ventures at MAX — a pioneering West African mobility startup that is backed by elite global investors and corporations such as Novastar Ventures, Techstars, Yamaha Motor Corporation, Goodwell Investments, and Breakthrough Energy Ventures.

**What I'm Currently Working On:** Chinedu is building technology and financial infrastructure for mass-market mobility in Africa. He is helping create a proprietary driver licensing system, aggregating credit providers, implementing an IoT network for mobility, providing mobile-enabled wallets and using transaction data to create digital identities and credit profiles for millions of informal drivers.

**Fun Facts:** Love to play flag football.



**SEEDZ****Daniel Rosa**

Agriculture

Endeavor Brazil

Latin America

**About me:** 2nd time entrepreneur, first time in a AgTech company. Worked at Deloitte prior to starting my first company. I now have 4 directors linked to me as a COO (Operations, Sales, People and Enterprise Solutions). In my free time, I train for triathlons, do yoga, and babysit a golden retriever.

**What I'm Currently Working On:** Onboarding a recently acquired company; preparing a new layer of executives to scale the company to the next level of revenue and profitability.

**Fun Facts:** I have a famous relative in Brazil, Guimarães Rosa, one of the greatest Brazilian writers.

**ADDI****Daniel Vallejo**

Fintech

Endeavor Colombia

Latin America

**About me:** Daniel Vallejo studied economics with a specialization in commercial law at the Universidad de Los Andes in Bogotá, Colombia. He completed his MBA in finance at Columbia Business School in 2017, and was a member of the Columbia Investment Management Association and Columbia Entrepreneurship Association. He has prior extensive experience in finance and sales, holding the position of Engagement Manager at McKinsey & Company. Currently, he is a Co-Founder of Addi, serving as one of its directors and legal representatives.

**What I'm Currently Working On:** President of Addi Brazil.

**Fun Facts:** Played professional soccer in Italy when I was younger.

**SALLVE****Daniel Wjuniski**

Retail &amp; Consumer Tech

Endeavor Brazil

Latin America

**About me:** Daniel Wjuniski is an accomplished entrepreneur with over 20 years of experience across various industries in Brazil including CPG, media, health, and automotive markets. Currently, he is the co-founder and CEO of Sallve, a beauty DNVB that aims to make the skin the best place to be. Sallve has quickly become the leading Brazilian beauty DNVB, selling award-winning products through e-commerce and over 2000 POS. Daniel's expertise in health and wellness grew from co-founding and leading Minha Vida, a prominent health portal in Brazil, and Tech.Fit, a mobile wellness platform sold to Raia Drogasil.

**What I'm Currently Working On:** Sallve Co is a dynamic beauty company based in Brazil, with a keen focus on catering to the discerning needs of Gen Z and Millennial consumers. At the forefront of our brand is a commitment to providing top-notch skincare products that are specifically designed for the digital age, making us the go-to choice for savvy young customers.

**Fun Facts:** 2 kids, 12 and 9. Love to play poker and made a WSOP final table. Like tennis and any sport with a racket.



## UNOBRAVO

### Danila De Stefano



Healthcare

Endeavor Italy

Europe

**About me:** I graduated with honors in Clinical Psychology, and left Italy for London. It was from the difficulty of finding psychological help in my native language that I had the intuition to create a remote therapeutic support service. In just three years Unobravo has become a reference point of online psychology in Italy and in the entire field. In addition to being Founder & CEO of Unobravo, I actively work to break down the stigma of mental health and with my testimony I try to be a model for all women who want to dream of being entrepreneurs and change the world of work.

**What I'm Currently Working On:** I am focused on:

- 1) international expansion of our model, starting from Spain;
- 2) scaling our team of therapists;
- 3) hiring for several different key roles in the organization
- 4) last, but not least, I am focused on exploring and scaling the B2B side of our business.

**Fun Facts:** I love dancing salsa and I play piano. I started Unobravo thinking it would be a "side job" (that became a 24h job, of course) :



## MFS AFRICA

### Dare Okoudjou



Fintech

Endeavor South Africa

Africa

**About me:** I was born and raised in Benin (West Africa), and lived and work in France before moving to South Africa. I started my career at PwC in Paris, and worked for MTN Group in Strategy before starting MFS Africa. I've been to 44 of the 54 African countries, and have also traveled extensively outside of Africa for both work and leisure. I speak better French than English.

**What I'm Currently Working On:** I'm excited about growing MFS Africa 10x in the next 5 years.

**Fun Facts:** I am a great cook, a bad (but passionate) singer and can do some wonders on the dance floor. I read a lot (all kind of books) and remember what happened in the World Cup semi-final between France and Germany in 1982 (I was 6 years old).



## SATISPAY

### Dario Brignone



Fintech

Endeavor Italy

Europe

**About me:** Founder and CTO of Satispay, a payment network solution expanding in Italy and some European countries. The company is in the scale-up phase, with a team of 400 people and growing quickly.

**What I'm Currently Working On:** Ensuring that a great culture is built even though the team is scaling fast.

**Fun Facts:** I love cars and engines and am always happy to talk about them.

**SIIGO****David Ortiz**

B2B Software

Endeavor Colombia

Latin America

**About me:** 38 years old, father of two wonderful kids and beautiful wife. I'm passionate about culture and purpose in high impact businesses.

**What I'm Currently Working On:** I'm currently working on our new office in Mexico that we just opened a year ago. Also working on our vision of expanding and targeting our goal of 3 million new SMBs with our software.

**Fun Facts:** Love to party and dress up for Halloween, also love to escape once in a while with my wife to music festivals. Love basketball and volleyball.

**GYM PLUS COFFEE****Diarmuid McSweeney**

Retail &amp; 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 I'm Currently Working On:** 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 Facts:** 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.

**CLARA****Diego García**

Fintech

Endeavor Mexico

Latin America

**About me:** I am also the co-founder of Clara, a startup that focuses on corporate spending management and corporate credit cards. In my free time, I enjoy walking, listening to music, and watching movies. I am passionate about computer science and have been involved with it since a young age. This love for technology has stayed with me throughout my life, and I am grateful to have pursued a career in this field.

**What I'm Currently Working On:** I'm passionate about working on product development, data analysis, design, and engineering, but what really gets me going is the culture we're building at Clara. We're making a significant impact on the corporate spending landscape in Mexico and LatAm with our best-in-class corporate credit cards and spend management solution.

**Fun Facts:** In my free time, I enjoy going on walks with my dog. I find that it's a great way to unwind and clear my head. When I was younger, I also played Dungeons and Dragons for multiple years. It was a fun way to be creative and exercise my imagination. These days, I don't get to play as often, but I still have fond memories of those times.



## ALICTUS

### Ecem Baran



Retail & Consumer Tech

Endeavor Turkey

Europe

**About me:** I am the Co-Founder of Alictus, a mobile gaming company from Turkey. Emre and I started it in 2013 and bootstrapped it until 2022 without raising any capital. In 2022, Sciplay acquired our shares in Alictus for a \$300M deal. Being a woman entrepreneur, I was selected for the U.S. Department of State's exchange program in 2014 — the International Visitor Leadership Program (IVLP). I had the chance to experience the U.S. firsthand in a variety of fields and meet fellow innovators. Since the beginning of Alictus, I've had different responsibilities within the company to ensure our growth, essentially touching all revenue and operations from the idea stage to the production, marketing, and monetization of our games. Besides Alictus, I sit on the board of Game Developers Association of Turkey as the Secretary General.

**What I'm Currently Working On:** Last year, I was mostly thinking about life after acquisition, whether it was building exec teams, developing successors or re-structuring the org; so that Emre and I could find balances in our lives.

**Fun Facts:** Pass me the wine and let's have a good time chatting about Spanish culture, empowering women, gender equality or just everyday life.



## GRUPO TRIGO

### Eduardo Ourivio



Food & Beverage

Endeavor Brazil

Latin America

**About me:** I'm the Co-Founder of Grupo Trigo, a food service platform with more than 600 restaurants (mostly franchises). I love my family, my purpose is to build culture and to learn. I love to surf, kite, and be in nature.

**What I'm Currently Working On:** I'm helping to integrate out company culture, evolve the CX / UX, and focusing on the branding of 2 new brands that we bought with more 200 restaurants.

**Fun Facts:** I love to talk about life, travel, sports, family and hairstyle.



## NEARPOD

### Emiliano Abramzon



Education & Talent

Endeavor Miami

U.S. & Canada

**About me:** Born and raised in Argentina, emigrated to the US 20 years ago. Serial entrepreneur, I love education, tech, innovation and sports.

Concerned about the huge gap in educational possibilities across countries and between social economic classes. Full believer that education is the way to improve people's well being.

**What I'm Currently Working On:** Managing my portfolio, advisory boards, helping Endeavor Entrepreneurs, education-related philanthropy

**Fun Facts:** I am a sport fanatic. I play "college level" soccer, tennis, golf and now padel tennis.



## ALICTUS

### Emre Tas



Retail & Consumer Tech

Endeavor Turkey

Europe

**About me:** I am the Co-Founder of Alictus, a mobile gaming company from Turkey that I started with Ecem and bootstrapped it all the way without raising any capital until the acquisition of our shares by SciPlay for a \$300M deal in 2022. I am a tech enthusiast with an urge to create. I started coding when I was 5, started building games at 12, and still enjoying the creation of something new today.

**What I'm Currently Working On:** Since the acquisition of Alictus in March 2022, Ecem & I have been working on developing a strong leadership (that can substitute us), working on a new strategy in the changing business landscape, and eventually transitioning from being a founder for this five year earnout period. We completed the first two points; and are focusing on the third now.

**Fun Facts:** I love playing speed-chess (I am somehow good at it), drinking cocktails, and simply chatting literally about everything - occasionally all three at the same time.



## NEXU

### Fernando Gomez



Fintech

Endeavor Mexico

Latin America

**About me:** I grew up in Mexico City. I've been a fan of maths and statistics since I was a kid, and that's why I studied Actuarial Sciences. There is so much to do about financial services in emerging countries and that is why we started Nexu.

**What I'm Currently Working On:** At Nexu we are helping people improve their lives by owning a car — people that did not have a chance otherwise! That's my day to day fuel and motivation.

**Fun Facts:** I love being outdoors and travelling (when I used to have more time for it). I started mountain biking when I was 10 years old, so I am quite good at it now :)



## INSPECTORIO

### Fernando Moncayo



B2B Software

Endeavor Ecuador

Latin America

**About me:** As Co-Founder and Managing Director of INSPECTORIO, a leading supply chain performance operating system in the retail industry, I am committed to revolutionizing the way businesses approach quality inspection and compliance monitoring auditing. I am proud to be an Endeavor Entrepreneur and a Techstars Retail Alumni, with a proven track record as a serial entrepreneur. I hold a degree in Commercial Engineering from the Pontificia Universidad Católica del Ecuador and have pursued advanced studies in marketing and strategy at the University of California at Berkeley. Currently, I am enrolled in the Harvard Business School Owners & Presidents Management Program.

**What I'm Currently Working On:** Driving innovation, growth, and positive change in the supply chain industry, helping businesses thrive and grow while prioritizing quality, sustainability and compliance.

**Fun Facts:** I had a TV show 20 years ago. I have been bankrupted three times and have 11 non-profit and for-profit ventures. I have done Ironmans, active volcano summits, marathons, and now I am becoming a master scuba diver. Crazy ups & downs my whole life!





## METAMAP

### Filip Victor



B2B Software

Endeavor Mexico

Latin America

**About me:** After having been excluded from many basic financial services during my years as an immigrant college student in the US, I decided to turn my focus from mapping science data to mapping people data. My goal was to revolutionize the industry of ID verification by starting MetaMap, a data company with the mission to help everyone access any available service from any provider in the world. Studied Mathematical Biology and Theoretical Physics at UPenn.

**What I'm Currently Working On:** Empowering companies in emerging markets to serve all people. Performing logic/computing over people data.

**Fun Facts:** I try to turn everything I enjoy into a business. I still have one leg in my science background and spend a lot of my free time on keeping myself abreast and continuing my study, mainly in computational physics. I love risk sports like skydiving, scuba, windsurfing, and rock climbing.



## POMELO

### Gaston Irigoyen



Fintech

Endeavor Argentina

Latin America

**About me:** Gaston Irigoyen is Co-Founder & CEO of Pomelo, the company building Latam's first ever regional fintech infrastructure. He was previously CEO of Naranja X, Argentina's largest neobank with over 5M customers, CBO of Restorando (acquired by TripAdvisor), CEO of Guidecentral (acquired by wikiHow) and Google's fifth employee in Latin America. Gaston is an Endeavor Entrepreneur and also lecturer at Universidad de San Andres in Buenos Aires.

**What I'm Currently Working On:** Pomelo is a new-generation fintech infrastructure platform in Latin America. We've built the first regional issuing processor that supports prepaid, debit, credit, crypto and corporate cards in Argentina, Brazil, Chile, Colombia, Mexico and Peru. We also offer virtual accounts and connections to local real-time payment rails in Argentina and Brazil. We currently work with over 100 customers, including six unicorns in the fintech, crypto and embedded finance verticals.

**Fun Facts:** I have a French name, Spanish roots and hold an Italian passport. Before working in tech, I was a professional ski instructor.



## TECHNISYS

### German Pugliese-Bassi



Fintech

Endeavor Argentina

Latin America

**About me:** In 1995, we had this idea of the internet transforming the financial services industry. That's when we founded Technisys. We were 10 years ahead of the market at that time. We were doing payments, loans and investments on the internet when Microsoft Internet Explorer was in its infancy.

More recently, we saw there was a first wave of digital banks built on top of legacy platforms and now they're struggling to launch new services or remain agile and competitive in the market.

That's why we decided to disrupt the market with a completely new cloud native, API based, next generation banking platform that allows these banks to rapidly and effectively create end-to-end emphatic, smart digital experiences.

**What I'm Currently Working On:** In February 2022, Technisys was sold to Sofi Technologies Inc. for \$1.1B.

**Fun Facts:** After 25+ years and traveled more than 25+ markets there are many funny anecdotes that I can share during the retreat.





CLARA.COM

## Gerry Giacomani Colyer



Fintech

Endeavor Mexico

Latin America

**About me:** I grew up in a family of immigrants and small business owners in Monterrey, Mexico. I first moved to the US to attend Yale University to pursue my undergraduate degree. Considered going into public service before discovering startups as the way to marry impact with the scalability and alignment of private enterprise. After working in consulting at Bain & Company and exiting a previous company, I went to Stanford GSB before working for a few years in San Francisco. Moved back to Latin America to found a mobility startup and served as Chief Growth Officer and VP of Revenue at Grin Scooters. With a group of former colleagues, I founded Clara in 2020 — the leading end-to-end corporate spend management solution for growing businesses in Latin America.

**What I'm Currently Working On:** Consolidating our market leadership position; balancing staying aggressive with driving efficiency. We're growing revenue way faster than fixed costs, but still further from profitability than we'd like to be.

**Fun Facts:** Interested in how public policy can support entrepreneurship and support economic development. Along with my husband and golden doodle, we split time between Mexico, Brasil, and Miami. Started getting into racket sports like squash and want to get into padel.



UNOBRAVO

## Gregorio Maria Diodovich



Healthcare

Endeavor Italy

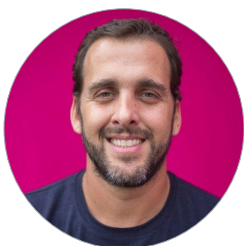
Europe

**About me:** I studied Mechanical Engineering in Italy then moved to London to look for a job and start an international career. There, I began working first on construction sites. After a few years, I moved to a large multinational company where I worked mainly in diesel engine performance. During this experience I approached the world of psychology and thus, Unobravo. Analytical, pragmatic and adventurous, I love soccer and sports in general. My dream is to make Unobravo a mature company and the benchmark of psychology.

**What I'm Currently Working On:** I am focused on:

- 1) scaling the team, from a hiring perspective as well as a career growing one;
- 2) creating a proper Data team;
- 3) scaling Italian operations, as well as understanding how to internationalize them.

**Fun Facts:** Before Unobravo, I was working in a R&D department of diesel engines for trucks. I always say that I moved from checking on the performance of engines, to checking the performance of psychologists, which is slightly different, but requires the same data driven mindset.



ALICE

## Guilherme Azevedo



Healthcare

Endeavor Brazil

Latin America

**About me:** Gui Azevedo is Chief Health Officer and co-founder of healthtech Alice, the first health manager in Brazil. He is 49 years old and holds a degree in Business Administration from FGV. He was co-founder of several companies, including dr.consulta and GeneSeas. In 2019, together with André Florence and Matheus Moraes, he founded Alice.

**What I'm Currently Working On:** Alice Tecnologia

**Fun Facts:** Fishing and sailing.



## RD STATION

### Guilherme Lopes



B2B Software

Endeavor Brazil

Latin America

**About me:** I'm the Founder and CPO of RD Station. We are a Brazilian software company, offering a portfolio of SaaS products to help companies grow (Marketing+Sales+Conversation). We started in 2011, trying to change the online marketing scene in Brazil and LATAM. Since then I've led the CS team for 6 years and the Product team for another 6 years.

**What I'm Currently Working On:** We were recently acquired by TOTVS in the largest private deal in Brazil. I'm excited about the rapid transformation we're going through from one product to multiple SaaS products that must work together, offering an integrated value proposition for our customers.

**Fun Facts:** When I was starting RD, a friend of mine was in Silicon Valley and offered me a position in a startup. I'd be the 20th employee, would be paid a good salary and stocks. But because of a glitch in Facebook, I never received that message. The startup he was working on was called Uber. I'm glad our company did so well to not regret this moment :) I also geek out on Sim Racing and Go Karting.



## SYMEND

### Hanif Joshaghani



B2B Software

Endeavor Canada

U.S. & 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 I'm Currently Working On:** Currently, I am focused on growing Symend, an endeavor that I ardently believe in since it represents an intersection between disruption, value creation and social good. I am extremely proud and excited that Symend was ranked 7th on Deloitte's 2022 Technology Fast 50 list.

**Fun Facts:** I have three kids, youngest is Melody who is now one year old. My guilty pleasure is ice cream, my favorite alcohol is Scotch Whiskey. I work-out pretty much 7 days a week to help me manage stress. My biggest passion is startups. Outside of Symend I am a shareholder in about 100 startups including a venture studio where I sit on the Board and we launch 1-3 companies a year.



## UNIFONIC

### Hassan Hamdan



B2B Software

Endeavor Saudi Arabia

Middle East

**About me:** Co-founded Unifonic in 2006 with a mission to make the customer experience delightful. Today, Unifonic is the leading cloud communications company in emerging markets, trusted by the world's most innovative companies, empowering billions of experiences with a global team of over 400 members from more than thirty countries. Beyond Unifonic, I advise young entrepreneurs and startups, I'm an engineer and a traveler.

**What I'm Currently Working On:** Conversational AI in customer experience

**Fun Facts:** 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.



**GALGO**

## Ignacio Canals



Fintech

Endeavor Chile

Latin America

**About me:** Ignacio is the Co-Founder of Galgo (formerly Migrante). Galgo promotes financial access to motorcycles and cars for gig workers in the region. With operations in Mexico, Colombia, Peru and Chile, it seeks to sell and finance more than 1 million units annually. He previously founded Lemontech, which after years of bootstrapping, become the most important Legaltech company in LatAm until its sale to Accel-KKR in 2019. Additionally, he is an early investor in HealthAtom, SoSafe, Xepelin, Instagantt, Pipefy and several other Saas and Fintechs.

**What I'm Currently Working On:** Scaling our regional marketplace, optimizing for operational efficiency and deployment to different geographies.

**Fun Facts:** I can't drive because I fall asleep.



**PIER**

## Igor Mascarenhas



Fintech

Endeavor Brazil

Latin America

**About me:** I co-founded the first digital insurance carrier in Brazil delivering simple, transparent and tech-based products. Have lead our team from 0 to 100k+ customers with 70+ NPS.

**What I'm Currently Working On:** I believe that technology and data can create more efficient industries. In the coming years, our challenge is to prove that it is possible for a digital insurance player to beat the profitability and growth of incumbents generating a sustainable and long-term business.

**Fun Facts:** I became a dad last year and I'm astonished how childhood education is correlated with leadership and management incentives principles. I'm a better leader and a better dad because I'm a leader AND a dad :)



**MÉLIUZ**

## Israel Salmen



Fintech

Endeavor Brazil

Latin America

**About me:** Last year I came to this retreat to help treat my mental health. It was awesome, and I have not just fixed the issues I had in my head at the time, but also fixed a lot of things inside the company that contributed to my mental state. I believe the retreat this year will be even more fun for me.

**What I'm Currently Working On:** We just sold part of our business and gave part control to a Brazilian bank (Banco BV). Currently, I'm working on putting the company onto a profitability path and exploring all synergies with Banco BV.

**Fun Facts:** Last year I said on this same form that one of my dreams was to become a professional race car driver. It happened. I debuted last week on Porsche Cup Brazil with a Pole Position and two second places on the first two races.



## ABARCA HEALTH

### Jason Borschow



Healthcare

Endeavor Puerto Rico

U.S. & Canada

**About me:** 15 years into bootstrapped tech-enabled pharmacy benefit management (PBM) company, serving over 5 million people across the U.S. Penetrating a highly regulated, very consolidated and extremely competitive market from a talent base in Puerto Rico has been a real challenge from a capital, culture, scale, and reputation perspective.

**What I'm Currently Working On:** Thinking about exit/growth through M&A. It's been a challenging exploration the past year given the overall market and specific pressures on my company/industry.

**Fun Facts:** Love to fly planes and travel the world.



## ALTRUIST

### Jason Wenk



Fintech

Endeavor Detroit

U.S. & Canada

**About me:** I'm a four-time founder and 6 year Endeavor Entrepreneur. I build mission-driven businesses that change the lives of our customers, while creating jobs and investing in local communities. I love being part of Outliers because I'm inspired by the amazing entrepreneurs and call many of them friends.

**What I'm Currently Working On:** Today I'm building Altruist, a US based fintech that helps financial advisors lower their costs and increase their customer returns. We enable financial advisors to launch and scale their business at no cost, with no minimums, and entirely digitally. We recently closed a \$100m+ Series D, bringing total funding to ~\$290m. Our team of approximately 350 supports over 3,000 independent financial advisors, who assist over 100,000 customers, and manage over \$17b of assets on our platform.

**Fun Facts:** I'll be running my 20th marathon this year in Big Sur, CA. Whenever I get the chance, I'm in the ocean. When I have free time outside of work, I'm likely spending it with my amazing wife, Kayla, and our 3 kids. Originally from a farming town in rural Michigan, I now call Los Angeles home.



## DAYSTAR POWER

### Jasper Hardenberg



Smart City

Endeavor Nigeria

Africa

**About me:** I'm from Germany originally, but have worked in Africa for the last 12 years. Decided to focus on Africa's power challenge 6 years ago, starting with Nigeria. Sold the company to Shell in December 2022 but continuing to lead the business for the foreseeable future with a focus on rapid scaling and reaching profitability.

**What I'm Currently Working On:** Entering several new markets this year as well as introducing new product lines. In parallel, looking at new business opportunities in adjacent or different sectors.

**Fun Facts:** I enjoy playing tennis and going sailing with my three daughters.



## YALO CHAT

### Javier Meta



B2B Software

Endeavor Mexico

Latin America

**About me:** I started my first company at age 17 while studying engineering. Born and raised in Guatemala, I'm convinced that we can build the next Microsoft out of LatAm.

**What I'm Currently Working On:** Growing our conversational commerce platform that helps B2B enterprises digitize their route to market in traditional trade. We help companies such as Nestle, Unilever, and Coke.

**Fun Facts:** Freediver and ultra marathon runner. I'm passionate about meditation and bio hacking — I've done 5 1/2 minute breath holds and 7 day fasts. I love to cook!



## EBANX

### João Del Valle



Fintech

Endeavor Brazil

Latin America

**About me:** João Del Valle is Co-Founder and CEO of EBANX. With over 25 years of experience in technology, João was responsible for building the initial platform of EBANX as CTO, then went on to lead the whole operation. He earned his MSc in Software Engineering from the École des Mines (France), MBA from FGV (Brazil) and BSc from PUCPR (Brazil). Before co-founding EBANX, João led tech teams in sectors like finance and telecom, in Brazil and Africa.

**What I'm Currently Working On:** 100% focused on EBANX. Growing the company and expanding it beyond borders. Excited about digital payments, especially global and cross-border.

**Fun Facts:** Underground musician, father of 2, love graphic novels, crazy Civilization 6 player (in terms of time usage, beyond healthy).



## CHIPER

### Jose Bonilla



Smart City

Endeavor Colombia

Latin America

**About me:** Working for more than 15 years building tech based solutions has allowed my team and me to build companies that are pushing innovation forward in our region.

**What I'm Currently Working On:** We are building a B2B e-commerce ecosystem for the independent corner store retail market where store owners can buy everything they need and use technology to have a more successful business.

**Fun Facts:** I'm a new golfaholic which is completely the opposite of the sports I've practiced early in my life — it's very weird to my friends seeing me try to do something new that I'm the worst player at.





## ATHENA

### Linh “Luke” Nguyen



Retail & Consumer Tech

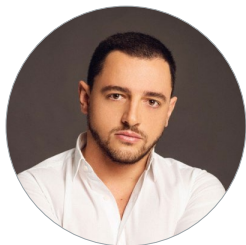
Endeavor Vietnam

Asia

**About me:** I dropped out of university to become an entrepreneur. I love software, data and games, so my mobile gaming company was built, with passion, hope and joy.

**What I’m Currently Working On:** Due to my unwavering passion for addressing the critical issue of climate change, I have established a venture capital firm that is focused on investing in startups which leverage cutting-edge technologies such as AI, robotics and deep tech to effectively combat this global challenge.

**Fun Facts:** I am an adventurous individual with a keen interest in skydiving, scuba diving and paragliding. The vast expanse of the sea and sky hold a special allure for me, as I find great excitement in the adrenaline-fueled experiences that these activities offer.



## HABYT

### Luca Bovone



Retail & Consumer Tech

Endeavor Italy

Europe

**About me:** Luca Bovone is the Founder and CEO of Habyt, the world largest digital housing platform. Habyt now manages 30.000 units in 16 countries and 3 continents. Prior to launching Habyt in 2017, Luca was part of the European landing team at Dropbox, where he focused on sales and business development for EMEA. Luca has also been involved with a number of startups in Asia, where he started his career. Luca was born in Genova, Italy in 1991. He holds a BSc in Business, Finance and Economics from Bocconi University in Milan and a Master in Management from IE Business School in Madrid.

**What I’m Currently Working On:** Habyt is currently facing some exciting challenges - M&A / integration: after acquiring 5 companies in Europe we acquired companies in the US and Asia where we are focused on integrating and merging. Path to IPO: we are structuring the company for an IPO in late 2024 / early 2025.

**Fun Facts:** Things I geek out on — all things food. I have “finished” food Youtube. Ask me about places to eat anywhere and I can pull out a list. I love sports — football (the European one), tennis, and most recently combat sports (UFC, boxing).



## BENDING SPOONS

### Luca Ferrari



B2B Software

Endeavor Italy

Europe

**About me:** I’m Co-Founder and CEO of Bending Spoons. My background is in engineering. I attended last year’s Retreat and loved connecting with and be inspired by fellow entrepreneurs. So I’m back!

**What I’m Currently Working On:** We’ve recently acquired Evernote, for which we have big plans. And then there’s AI: we work a lot with it at Bending Spoons, and I’m both extremely excited by and worried about it.

**Fun Facts:** I love reading—each year I try to read at least 50 books. And I love whippet dog breed—I have two of them!





D-ORBIT

Luca Rossetti



Smart City

Endeavor Italy

Europe

**About me:** I used my Fulbright Scholarship experience to turn my research project into a business plan. After an experience at NASA, I came back to Italy to start D-Orbit. When we started in 2011 we were four people; today we are 270.

**What I'm Currently Working On:** Next generation space logistics (orbital cloud computing, satellite-as-a-service model, in orbit servicing, interplanetary transportation), fundraising, expansion in the US market.

**Fun Facts:** I almost became an astronaut! In 2008 I applied for the European Astronauts Corp and finished among the first 200 (out of 10,000 candidates). I love parachute jumping, scuba diving, and science fiction books.



MÉLIUZ

Lucas Marques



Fintech

Endeavor Brazil

Latin America

**About me:** I'm partner at Méliuz and an Endeavor Entrepreneur since 2018.

**What I'm Currently Working On:** Right now I'm on sabbatical, where I'm taking the opportunity to take care of my health, stay closer to my family, and study more about philosophy and AI.

**Fun Facts:** I love to study and talk about philosophy



NELOGICA

Marcos Boschetti



Fintech

Endeavor Brazil

Latin America

**About me:** CEO and Co-Founder of Neologica, a leading technology company specializing in financial markets. Also love sports, walking and investing in start-ups :-)

**What I'm Currently Working On:** Expanding globally, developing next generation investment tech.

**Fun Facts:** My daughter and I have the same birthday. My son and his two grandfathers also share the same birthday.



## VTEX

### Mariano Gomide de Faria



B2B Software

Endeavor Brazil

Latin America

**About me:** I am a mechanical engineer. Founder and co-CEO of VTEX, where I have been working since I left university. Passionate about spearfishing and teacher at EICOM Institute at Cambridge.

**What I'm Currently Working On:** I am running the expansion of VTEX to the US - the opportunity in front of us is unique.

**Fun Facts:** Spearfishing. That is my biggest passion!



## GRUPO TRIGO

### Mario Chady



Food & Beverage

Endeavor Brazil

Latin America

**About me:** Entrepreneur since I was born, Endeavor Entrepreneur since 2003. CEO of my company until 2016. Investor, mentor, and board member for new entrepreneurs and their companies.

**What I'm Currently Working On:** Reorganizing the assets and brands of Grupo Trigo, investing / mentoring new entrepreneurs and their companies. Invest in entrepreneurs from low social classes through Invest Favela and sit on boards of the companies I invest in.

**Fun Facts:** 3 kids, 4 dogs, lifetime beloved wife, good friends. Love travelling, surfing big, medium and small waves, snowboarding and skiing. Always looking for the next thing and trying to enjoy the journey on a day by day basis.



## GLOBANT

### Martin Umanan



B2B Software

Endeavor Argentina

Latin America

**About me:** Together with his three partners, Martín founded Globant as a startup in 2003 in Buenos Aires. Today Globant (NYSE: GLOB) is a world leader in digital and cognitive transformation in more than 25 countries and over 27,000 professionals. Martín is a Board Member of Globant S.A., where he leads the Mergers and Acquisitions area. In 2020 he became the President of EMEA to contribute to and guide the region's growth. He graduated with a Mechanical Engineering degree from the National University of La Plata.

**What I'm Currently Working On:** Being in close contact with other Endeavor Entrepreneurs to listen to their stories and share mine and using these days to think about what comes next in my journey.

**Fun Facts:** Globant celebrated our 20th birthday this year — our first meeting was in a bar in Buenos Aires — and Endeavor didn't choose us in our first selection panel!



## POKE HOUSE

### Matteo Pichi



Food & Beverage

Endeavor Italy

Europe

**About me:** I was born in Rome and grew up in Milan. I spent 4 years in Investment Banking, then I felt it was time to take my risk and become an entrepreneur. I started a food delivery company that merged with Glovo. My expertise in food delivery told me that a new food category was coming: poke bowls!

**What I'm Currently Working On:** I am trying to create the biggest poke bowls brand worldwide using online sales to scale faster than ever.

**Fun Facts:** I love pasta carbonara more than poke!



## NOWPORTS

### Maximiliano Casal



Smart City

Endeavor Mexico

Latin America

**About me:** A decade in the technology sector leading projects in large companies such as Disney and Expedia, in addition to founding two successful startups in his native country, prepared him to face his biggest challenge yet: Nowports, one of the most promising Logitech startups in Latin America. As COO and co-founder, Maxi has led Nowports in processes, operations, and international growth plans. Thanks to his strategic vision, Nowports went from being just an idea in YCominator to becoming a unicorn and having offices in 7 markets in only 4 years.

**What I'm Currently Working On:** I'm currently working on the next phase of our company, as we call internally, Nowports 2.0

**Fun Facts:** I'm a passionate foodie.



## CAPCHASE

### Miguel Fernandez



Fintech

Endeavor Spain

Europe

**About me:** Studied Industrial Engineering in Madrid and Energy Engineering in Munich. Passion for things that grow (startups, plants, abilities). Love endurance and action sports (Triathlon / IM, boxing).

**What I'm Currently Working On:** Scaling Capchase and launching an Enterprise focused product bundling finance, payments, and SaaS.

**Fun Facts:** I geek out on sports analytics — mostly trends in performance. I love reading or listening to stories about founders — interested in how they did it, but also the personality traits that made them achieve extraordinary things. I believe luck is a key element of success, and to be exposed to luck you need to work your ass off and have an open mind.



## NOVA CREDIT

### Misha Esipov



Fintech

Endeavor Greece

Europe

**About me:** Born in the Soviet Union and moved to the US as a kid, fervently pursuing the American Dream. Studied math in college and did the finance thing for a few years (Goldman Sachs & Apollo). Went to graduate school and founded Nova Credit.

**What I'm Currently Working On:** I've been building Nova Credit for ~7 years now. Nova Credit is a global credit bureau that enables immigrants and other underserved segments to have more fair and inclusive access to finance. Our core product, the Credit Passport, has access to over 2 billion consumer credit files around the globe and is used by partners like Amex / HSBC / Verizon / United Nations.

**Fun Facts:** Body: I was a gymnast and wrestler as a kid and have maintained much of my acrobatic abilities (backflip, walking on hands, etc). Mind: I'm not as well-read as I'd like to admit, but develop my mind through surrounding myself with incredibly bright and driven people (including my fiancé). Soul: despite living in cities my entire life, I feel most at ease in the outdoors. Mountaineering, backpacking, rafting and anything that takes me off the grid.



## KITOPi

### Mohamad Ballout



Food & Beverage

Endeavor UAE

Middle East

**About me:** Second time Endeavor Entrepreneur, enjoying the journey of evolving Kitopi from a startup to scaleup.

**What I'm Currently Working On:** I'm excited about scaling up all aspects of Kitopi from teams to our culture & behaviour.

**Fun Facts:** I'm a basketball fanatic and love my sneaker collection.



## FLOWARD

### Mohammed Alarifi



Retail & Consumer Tech

Endeavor Saudi Arabia

Middle East

**About me:** Coming up with innovative ideas that help our society to connect better and in a reliable way in a market that is very fragmented and unorganized and growing it 94x in 4 years.

**What I'm Currently Working On:** I'm leading the growth team in the company, which accounts for the entire budget of the 9 countries we operate in. Launched in the biggest market in the region and looking to make it 50% of our business today.

**Fun Facts:** Travel is my favorite thing to do, planned or unplanned. Have loved to go and explore the world since I was in university.



## GYM+COFFEE

### Niall Horgan



Retail & Consumer Tech

Endeavor Ireland

Europe

**About me:** Started Gym+Coffee athleisure clothing in 2017 to create a business in the health & fitness space. Hugely passionate about creating a community around our brand and having a positive impact on our community and the world. Exciting rollercoaster so far with rapid growth in first 5 years. Hugely dominant in our home market but now need to scale internationally. Closed a significant Series A in Summer 2022 however has been challenging since.

**What I'm Currently Working On:** International expansion. Growing the business outside Ireland with a focus on the UK, US and Europe. Currently looking at joint venture opportunities to do this and certainly is a very exciting stage for the business.

**Fun Facts:** Big into sport, fitness, outdoors and keeping fit. Played competitive hurling (Irish sport) and an amazing sport to watch. Balance a love of sport with a great love of Broadway musicals too (inspired by my Mum who's a music teacher, and sister who's an actress). Previously worked at amazing tech companies like Twitter and Slack. Have roadtripped in an RV from LA to NYC and have visited over 50 different countries.



## CERTN

### Owen Madrick



B2B Software

Endeavor Canada

U.S. & Canada

**About me:** My background comes from the world of accounting and finance. I am a Chartered Professional Accountant in both Canada and the USA with experience raising capital (~\$200M), acquiring businesses, working with banking partners, and obtaining government incentives. I am a co-founder of Certn, established to deliver trust within an increasingly digital global framework. Today Certn and its 500 employees provide background checks to the pre-employment and tenancy screening industries using data across thousands of sources and 200 countries. Tomorrow, Certn is giving consumers back ownership of their own information through a decentralized digital credentialing tool.

**What I'm Currently Working On:** Part of Certn's global strategy is acquisitions. Several of the acquisitions made to date have involved layering in technology to non-tech orientated businesses. These challenges are part of the impetus of my shift in role from CFO to COO for the business to ensure when the date comes to IPO we do so as an innovative tech company.

**Fun Facts:** When I'm not working you can catch me playing basketball two or three times a week or out for walks around the ocean with my wife and three girls (four year old and twin two year olds).



## CLIKALIA

### Pablo Fernandez



Retail & Consumer Tech

Endeavor Spain

Europe

**About me:** After co-founding and scaling up two companies (Clicars, sold for €100M, and Clikalia, #1 used-house seller in Europe and Mexico), I just launched a third one (Clidrive) three months ago.

**What I'm Currently Working On:** In 3 months at Clidrive, we reached €1M in revenues and I want to do +€50M in year 1, all bootstrapped. Key challenge is how to keep fast growth and profitability. Also working on my new non profit: Clicollege Foundation, to support education of Spanish underprivileged kids.

**Fun Facts:** Five time Guinness World Record holder in Open Water Swimming, and I want to become DJ of electronic music.



## THUNES

### Peter De Caluwe



Fintech

Endeavor Indonesia

Asia

**About me:** A leader in the global B2B payments industry, with decades of experience leading fintech businesses, a serial entrepreneur, and a successful angel investor.

I'm currently the CEO of Thunes, a Singapore-based global payment network that enables seamless cross-border transfers. For the last 25 years, I have been a driving force in the payments ecosystem, scaling global businesses, building high-performing teams and gaining deep knowledge about the industry. Thunes processes more than 150 million transactions a year across 130 countries and has a global team of over 350 staff and over 50 nationalities.

**What I'm Currently Working On:** Expansion into LATAM, M&A, implementing OKR-like tools. Organizational design.

**Fun Facts:** Workaholic — sorry, not much fun! Travel around the world at last 5 times per year. Weakness for cars.



## THÉRAPIE GROUP

### Phillip McGlade



Retail & Consumer Tech

Endeavor Ireland

Europe

**About me:** I am the CEO of Therapie Clinics, Therapie Fertility, and Optilase. Therapie Clinics is Europe's #1 Medical Aesthetic Clinic with over 66 clinics in the UK and Ireland. Optilase is Ireland's leading laser eye surgery clinic with a 65% market share of the laser eye surgery market in Ireland. Therapie Fertility was formed in 2021 when we realized that 50% of Irish consumers were going abroad for fertility services as it was too expensive in Ireland. Therapie Fertility will have 15% market penetration by the end of the year.

**What I'm Currently Working On:** Currently I am in the process of raising €150 million for the scaling of the business.

**Fun Facts:** I like to have a few drinks with friends and family and am a big lover of soccer and rugby.



## CLICKATELL

### Pieter de Villiers



Fintech

Endeavor South Africa

Africa

**About me:** Born in South Africa, I started Clickatell in 2000 as the first global SMS gateway, first company to be funded by Sequoia out of Africa. I lived in the Bay Area (Redwood City) for 10 years and became an Endeavor Entrepreneur pre-Covid. Care deeply about the entrepreneurial community in South Africa ([www.simodisa.org](http://www.simodisa.org)) and a proud Endeavor Entrepreneur.

**What I'm Currently Working On:** Our why is to 'give people back time' and we do that by revolutionizing customer experiences, by enabling consumer brands to Connect (SMS, Messaging), Interact (Chat, Agent desk, Orchestration) and Transact (payments) with their customers where they are. Our goal is to become the #1 Chat Commerce Platform in the world.

**Fun Facts:** Speed is your friend — I love hurtling down a mountain on a mountain bike! I am a dad of 3 (Charl 17, Daniel 14, Carmen 10) and married to Maria my wife of 24 years. I love life and good humans!





## CAPCHASE

### Przemek Gotfryd



Fintech

Endeavor Spain

Europe

**About me:** Przemek is a Co-Founder and COO at Capchase. A former consultant, Przemek advised multinational corporations on business planning and strategy, as well as providing due diligence advice to private equity firms. Przemek then worked as a tech investor at a leading global growth equity investment firm, TCV where he executed \$1B across SaaS, consumer technology, data and fintech transactions. He studied Economics at London School of Economics and attended Harvard Business School prior to dropping out to start Capchase.

**What I'm Currently Working On:** At Capchase, we are launching our second product — Capchase Pay — which helps software buyers spread the cost of the purchase over time. We are embedding Pay into the checkout process as a payment method. I'm looking forward to connecting with SaaS entrepreneurs as well as peers/mentors who successfully launched and scaled their second product.

**Fun Facts:** I'm a big runner (hopefully my knees keep up with my passion) and tennis player. Fan of Latin American music (reggaeton).



## PIER

### Rafael Oliveira



Fintech

Endeavor Brazil

Latin America

**About me:** I'm a computer engineer. Pier is not my first venture - I started my first company as soon as I got my bachelor's degree. I'm passionate about building digital products from scratch. I've tested and pivoted a lot with previous products in previous companies and also with Pier. Being the co-founder and CTO of Pier, I've been able to build from scratch almost all of the systems a insurance company need to run, while also scaling the team and the culture.

**What I'm Currently Working On:** I'm a Co-Founder and CTO of Pier. Right now, I'm focusing on our reorg, after layoffs in January. Trying to make sure we have a low turnover ratio while also making sure we are productive to achieve our business goals.

**Fun Facts:** I'm a fan of Bahia soccer team in Brazil. I lived for 3 months in Phoenix, AZ, during a "work and travel" exchange program, so I also support Phoenix Suns and Arizona Cardinals. I love music, mostly rock (heavy metal) but I listen to a bit of everything. I play guitar less than I would like to. I'm a gamer, and have an Xbox that I play once in a while.



## D-ORBIT

### Renato Panesi



Smart City

Endeavor Italy

Europe

**About me:** With a PhD in Aerospace Engineering, I got a Fulbright scholarship in 2009 through which I was able to spend a year in Silicon Vally to turn my PHD research project into a business plan. One year later I launched D-Orbit with a team of four passionate guys. Currently the company employs 270 young leaders of 17 different nationalities in three locations (Italy, Portugal, UK)

**What I'm Currently Working On:** Fundraising (as usual), expansion in the US market through a local subsidiary, scaling the company HQ to a new facility able to accommodate up to 500 people.

**Fun Facts:** Fond of travel and nature, love scuba diving, surfing and snowboarding.



## SOLO FUNDS

### Rodney Williams



Fintech

Endeavor Midwest

U.S. & Canada

**About me:** Rodney Williams is the Co-founder of SoLo Funds, the leading community finance platform for everyday Americans. Since 2018, SoLo has surpassed 700k loans funded and redefined access to capital and returns for 1 million users. As the US's only Black led Certified B Corp fintech, SoLo continues its leadership (4x growth 22' vs 21'), but grounded in the same hope and mission: to build a community that enables financial autonomy for all. Prior to founding SoLo, Rodney founded LISNR and led the company to over \$40M in funding, numerous awards and partnership across retail and financial services. Rodney's career started at Procter & Gamble in brand management where he was a critical catalyst in the company's digital strategy and start in eCommerce & social media. Rodney is a graduate of West Virginia University and Howard University.

**What I'm Currently Working On:** Scaling our business post 1M users and going global — starting with Africa.

**Fun Facts:** Fast cars, hard problems, social Impact.



## FLORENCE HEALTHCARE

### Ryan Jones



Healthcare

Endeavor Atlanta

U.S. & Canada

**About me:** Ryan is the CEO of Florence Healthcare. Florence advances cures for disease by enabling clinical trial sites to do their best work. Before joining Florence, Ryan was president of Pubget (acquired by the Copyright Clearance Center), a research platform serving clinicians at over 600 hospitals and research institutions worldwide. Ryan joined Pubget from Microsoft's SharePoint team, where he helped the web's largest sites make information understandable and accessible with document management technology. Ryan has an AB from Dartmouth College and an MBA from UC Berkeley, where he was a Price Fellow. In his free time he is a pretty good pilot and a terrible golfer.

**What I'm Currently Working On:** I'm excited about helping our team grow their careers so that Florence grows as a result.

I'm trying to scale that from 25 to 250 and onto 2500.

**Fun Facts:** Dad, gas station food enthusiast, commercial pilot.



## KITOPI

### Saman Darkan



Food & Beverage

Endeavor UAE

Middle East

**About me:** I'm a serial entrepreneur but had my largest breakthrough to date with Kitopi. I lead everything tech and product at Kitopi.

**What I'm Currently Working On:** I'm excited to see our business through its current inflection point as we leap from a startup to a scale up.

**Fun Facts:** I love my cigars, flying planes, and have a unique skill set of storytelling.

**ADDI****Santiago Suarez**

Fintech

Endeavor Colombia

Latin America

**About me:** After making his career abroad for 15 years, Santiago returned to Colombia in 2018 to found Addi in Bogotá (BNPN and BNPL company). In 2020, he opened a branch in Brazil. Through a scholarship, Santiago studied political science at Yale University and was recently a partner at Y Combinator. He was previously VP of Strategy and M&A at LendingClub, one of the largest fintechs in the US, where he implemented artificial intelligence initiatives such as blockchain and fintech, being one of the youngest executive directors of the company worldwide.

**What I'm Currently Working On:** CEO, Co-Founder Addi Brazil and Colombia.

**TRAFILEA****Santiago Zabala**

Retail &amp; Consumer Tech

Endeavor Uruguay

Latin America

**About me:** I'm the Co-founder & CEO at Trafilea, a global tech e-commerce group growing direct-to-consumer brands online with focus in the US market for women. We specialize in shapewear and intimates apparel.

**What I'm Currently Working On:** M&A: During the last 12 months, we did 2 strategic acquisitions in the beauty and wellness category to make the group multi-vertical. Fundraising and growth financing: Aiming to complete a private equity round in 2023.

**Fun Facts:** I am a father to a 2 year old boy and am expecting a baby girl by September. Passion for kite surfing, reading, and meditation.

**MERCADO LIBRE****Sebastian Barrios**

Retail &amp; Consumer Tech

Endeavor Argentina

Latin America

**About me:** Entrepreneur turned executive. I spent my first years building technology products and companies, eventually starting Yaxi, which competed with Uber and Cabify in the ridehailing space. After an acquisition by Cabify (another Endeavor company), I spent a few years building and growing the tech teams before switching industries.

**What I'm Currently Working On:** Leading technology for one of the largest engineering teams on the planet (14,000 engineers on the team!!) at Mercado Libre [NASDAQ: MELI], an OG Endeavor Company :)

**Fun Facts:** Planned, designed, 3D printed and built a working telescope.



## CREDITAS

### Sergio Furio



Fintech

Endeavor Brazil

Latin America

**About me:** Sergio Furio is the Founder & CEO of Creditas, the leading fintech platform operating in Latam across 3 ecosystems: Home, Auto and Employee Benefits. Creditas is one of the top tech companies in Latam and a reference in innovation and talent management. Total funding has reached US\$950M and backers include Softbank, Kaszek, Fidelity, Advent, Wellington, Lightrock, VEF, QED Investors, Headline, IFC, and Quona Capital. Using the customer properties, Creditas reduces the high interest rates paid by the Latin American population. Before founding Creditas in 2012, Sergio was an executive at The Boston Consulting Group and Deutsche Bank's investment bank.

**What I'm Currently Working On:** Achieving profitability.

**Fun Facts:** 2022 Marathon des Sables finisher.



## SQUIRE

### Songe LaRon



B2B Software

Endeavor Western NY

U.S. & Canada

**About me:** Songe is the Co-Founder and CEO of SQUIRE Technologies. Founded in 2015, SQUIRE created a new software category — barbershop business management — to reinvent the way daily operations are handled and give barbers and shop owners the tools they need for the business side of barbering. Today, SQUIRE delivers the only all-in-one barbershop management platform to over 3,000 barbershops, and 7.6 million clients having booked appointments through the platform.

**What I'm Currently Working On:** Building the world's greatest vertical SaaS company.

**Fun Facts:** Recently started learning Brazilian JiuJitsu. My favorite genre of film is bad sci-fi.



## TYME GROUP

### Tjaart van der Walt



Fintech

Endeavor South Africa

Africa

**About me:** Tyme Group is my third startup — always in partnership with exceptional people. Have experienced ups & downs within ventures, and have also been on the receiving end of downturns, sweating them out and learning from mistakes.

**What I'm Currently Working On:** Tyme as a multi country digital banking group, strategy & capital raise. Private investments with my co-founder & business partner — we are incubating a couple of new tech ventures with winning teams.

**Fun Facts:** Love travelling with my wife and our children. We travel the globe once a year together to align our agendas for a couple of weeks. Love mountain biking and especially racing ultra-distance single-stage races. Love learning more about new technology & platform players globally. Our children cannot experience the next few very exciting decades alone!



## SOLO FUNDS

### Travis Holoway



Fintech

Endeavor Midwest

U.S. & Canada

**About me:** I'm a former Financial Advisor that realized I wasn't having nearly enough meaningful impact in the communities that need me most. Additionally, my friends and family needed access to short-term capital that is incredibly scarce which led me to founding SoLo Funds.

**What I'm Currently Working On:** I'm building the future of community banking powered by the people. We call it SoLo "Social Loans" and it connects individual Lenders and Borrowers together via a marketplace that provides access to more equitable capital and industry-leading returns. We're at 1M+ users, over \$300M in transaction volume, and pre-Series B.

**Fun Facts:** I love documentaries about anything from food to organized crime. I'm a music (hip-hop, R&B, Jazz), sneaker, and streetwear aficionado.



## SKY MAVIS

### Trung Nguyen



Retail & Consumer Tech

Endeavor Vietnam

Asia

**About me:** I'm the CEO and Co-Founder of Sky Mavis.

**What I'm Currently Working On:** Our latest launch is RON staking for the Web3/Blockchain gaming chain Ronin.

**Fun Facts:** I'm a game lover.



## TAMARA

### Turki Bin Zarah



Fintech

Endeavor Saudi Arabia

Middle East

**About me:** I met Majeed in school at age five, and then met Mohsen, our third co-founder at college. Reconnected with Majeed after more than 10 years via LinkedIn and at that time I already had a failed startup and was working on the second (in personal finance). Started discussing a few ideas with Majeed late 2019, then he shared a 50 page whitepaper with me and I jumped on it - we both left our jobs after our seed round.

**What I'm Currently Working On:** Scaling a world-class commercial team.

**Fun Facts:** I worked at a car dealership at age 12 because I love cars so much. One day when the work schedule is manageable I might be able to own and enjoy a car or two! Father of 2: a 1.5 year old daughter (Haya) and a 6 year old corgi pup (Simba).



**BEEP SAÚDE**

**Vander Corteze**



Healthcare

Endeavor Brazil

Latin America

**About me:** I'm a Brazilian medical doctor and second time entrepreneur building a platform that uses tech to offer at-home healthcare services affordably.

**What I'm Currently Working On:** Working hard to sustain the growth pace while making the company profitable.

**Fun Facts:** Former rescue doctor from the Fire Department in Rio de Janeiro.



**FLAT.MX**

**Victor Noguera**



Retail & Consumer Tech

Endeavor Mexico

Latin America

**About me:** Originally from Barcelona and an engineer by background, I became an investor after a long career in consulting and fell in love with the tech industry. Jumped to the operational side founding Flat.mx in 2019.

**What I'm Currently Working On:** Flat.mx is the one-stop-shop for residential real estate, providing home brokerage and credit products. We're on a mission to build a world where everyone has access to a home they love.

**Fun Facts:** I'm passionate about human performance. I believe the human body is an amazing machine. So don't be surprised if you find me reading scientific medical papers, trying the latest fad diet or meditating in the mountains.



**KATALON**

**Vu Lam**



B2B Software

Endeavor Vietnam

Asia

**About me:** Serial entrepreneur with operations based in Vietnam and the US. My previous company, QASymphony, was an Endeavor Outlier. It has since merged with Tricentis and remains in the program. I am also a board member of Endeavor Vietnam, and now have come full circle back to being an EE with Katalon.

**What I'm Currently Working On:** Katalon is creating a modern software quality management platform that relies on AI technology to help companies release high quality software faster and improve their customer's digital experience. This space is highly fragmented and needs modernization and simplification.

**Fun Facts:** I have a curious nature and try to learn and experience as much as life has to offer. Jack of many trades and master of none.





## ELSA

### Vu Van



Education & Talent

Endeavor Vietnam

Asia

**About me:** Vu Van is a female entrepreneur and the Co-founder & CEO of ELSA, the world's smartest English pronunciation app. Powered by the company's proprietary AI and speech recognition technology, ELSA scores a learner's 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 earned an MBA and a Masters in Education from Stanford University and is originally from Vietnam.

**What I'm Currently Working On:** ELSA GPT Voice AI Tutor featuring generative AI to empower learners, teachers and business leaders in their careers and social lives. ELSA GPT Voice AI Tutor will act as your very own Conversational AI tutor: One that allows users to speak in free-flowing, spontaneous and engaging real-life conversations on any topic or scenario

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



## ZENHR SOLUTIONS

### Yousef Shamoun



B2B Software

Endeavor Jordan

Middle East

**About me:** Yousef Shamoun is the Co-Founder and CEO of ZenHR and the Co-Founder of Jawaker. ZenHR is a cloud based HR software solutions provider that is on a mission to play a vital role in the digital transformation trend sweeping the MENA region. HR digitalization helps companies move faster, smarter, and makes employees happier. Prior to expanding into the HR space in 2017, ZenHR started as Akhtaboot, one of the largest online job boards for the MENA region in 2007. Yousef earned his bachelor's degree in Mechanical Engineering from McGill University in Montreal, Canada, and completed his MBA from Georgetown University in Washington, D.C.

**What I'm Currently Working On:** Fully focused on ZenHR at the moment. ZenHR provides a B2B HR SaaS solution that is fully localized to the MENA region.

**Fun Facts:** I was an avid scuba diver. I'm a watch collector and enjoy a cigar every once in a while. :)

# PARTNERS



**Asher Hecht**  
General Atlantic

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Asher Hecht is a Vice President at General Atlantic focusing on investments in the Technology sector. Prior to joining General Atlantic in 2017, Asher was a Senior Associate at Spectrum Equity, where he focused on growth equity investments in internet and software companies. Prior to that, Asher worked as an Investment Banking Analyst at Allen & Company.



**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.

# ENDEAVOR STAFF



**Linda Rottenberg**  
Co-founder & CEO



**Adrian Garcia-Aranyos**  
President



**Allen Taylor**  
SVP, Entrepreneur Experience;  
Managing Partner,  
Endeavor Catalyst



**Anna Hubbell**  
Associate, Access to Capital  
Lead - Fintech



**Austin Teece**  
Manager, Portfolio Lead –  
Smart Cities & Agriculture



**Fernando Moran**  
Senior Associate Portfolio Co-Lead –  
B2B Software



**Joanna Harries**  
SVP, Expansion



**Kriti Sapra**  
Head of Investor Community



**Lais Grilletti**  
Content Strategist



**Marina Turner**  
Senior Director,  
Entrepreneur Services



**Michele Wanjiku Wainaina**  
Senior Associate, Access to Capital  
Lead - Consumer



**Nasim Novin**  
Senior Director,  
Entrepreneur Services



**Taran Moriates**  
Senior Associate, Portfolio Lead –  
Healthcare



**Tiffany Comerford**  
Events Manager