



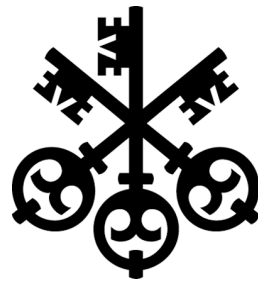
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# SPEAKERS



## TURKEY

### Ahmed Karsli

Papara

*Endeavor Entrepreneur*



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



## COLORADO, U.S.

### Dan Caruso

Caruso Ventures

*Endeavor Board Member*



Dan Caruso is the Managing Director of Caruso Ventures and a 3x decacorn entrepreneur. He currently serves as Chairman of the board for Endeavor Colorado and is on the boards of Colorado Thrives, the University of Chicago's Polsky Center, and CU Boulder's Chancellor Strategic Advisory Council.

Previously, Dan was the Founding Partner, Chairman, and CEO of Zayo Group Holdings, Inc. (NYSE: ZAYO). He was also a co-founding executive of Level3 and joined Metropolitan Fiber Systems as it began to scale. All three exited for enterprise values >\$10B. In 2015, Dan and his wife, Cindy, established The Caruso Foundation to support initiatives that inspire entrepreneurship, innovation, and inclusion. Dan is a recipient of several awards, including the Chicago Booth Distinguished Alumni Award for Entrepreneurship, the Colorado Technology Association's Bob Newman Lifetime Achievement Award, and Colorado Governor's Corporate Citizenship Medal.

Dan holds an MBA from the University of Chicago and a BS in Mechanical Engineering from the University of Illinois.



**TURKEY**

**Hande Çilingir**

Insider

*Endeavor Entrepreneur & Board Member*



Hande Cilingir is the co-founder and CEO at Insider, the leading platform for individualized, cross-channel customer experiences globally. She is responsible for operations, building a strong company culture, managing overseas growth, supporting sales and marketing teams, and sharing and developing Insider’s technology. Being a first-time entrepreneur, Hande founded Insider with five fellow co-founders upon their lucrative exit of a highly prestigious language school. She has been recognized with several awards including the third Top Women CEOs Outside of the US by Crunchbase and The Most Successful Woman Entrepreneur of the Year by Microsoft. Hande holds a degree in Economics & Management from the London School of Economics, and has also received her Master’s degree from Shanghai Normal University. During her time in China, Hande worked as an investment consultant in global companies like PepsiCo and Vestel.



**UNITED STATES**

**Monica Brand Engel**

Quona

*Endeavor Mentor*



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

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

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



## UNITED STATES

### Punit Aggarwal

Founder Bay

*Endeavor Mentor*



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

Previously, Punit was the Head of Entrepreneur Development at Google where he coached acquired founders, developed leadership talent and taught courses to enhance executive presence, wellbeing and emotional intelligence. Previously, he led Google's global team of 20+ leadership talent acquisition professionals. An experienced speaker, Punit has addressed Oxford University, Stanford University, Berkeley University and numerous private CEO audiences. Earlier in his career, Punit was an Executive Search Consultant at Korn Ferry, where he focused on senior-level executive talent for global technology companies. Prior to that, he was a Management Consultant at Deloitte where he focused on strategy and operations across a wide array of industries including technology, media and telecommunications.

Punit holds a BA in Economics with honors from the University of Manchester and an MBA from the University of Southern California. He has served on the corporate advisory board for the Center for Management Communication at the University of Southern California.



## COLORADO, U.S.

### Rajat Bhargava

JumpCloud

*Endeavor Entrepreneur*



Rajat Bhargava is an eight-time entrepreneur with five exits (two IPOs and three trade sales) and three companies still private. Currently he is the co-founder and CEO of JumpCloud, the first Directory-as-a-Service to authenticate, authorize, and manage a business' employees' identities and the systems and IT resources they need access to. Previously, Rajat co-founded and scaled several ventures in the software space including MobileDay (a mobile one-touch calling application), Yesware (an email productivity service for salespeople), StillSecure (an enterprise network security software company acquired by SilverSky and Versata), and Quova (the market leader in Internet geolocation later acquired by Neustar). Prior to Quova, Rajat started Interliant (a roll-up in the Web hosting space) leading the business through an IPO and subsequent acquisition. He had also launched Service Metrics (an Internet infrastructure monitoring company that got acquired by Exodus Communications) back in the day. Early in his career and upon his internship at Intel, Rajat launched NetGenesis (one of the original Website analytics companies), which went public 2 years later. Rajat holds a degree in Electrical Engineering from MIT, and is the co-author of The Startup Playbook, alongside Will Hermand and Brad Feld.



## TURKEY

### Serhat Soyuerel

Insider

*Endeavor Entrepreneur*



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



## TURKEY

### **Sidar Sahin**

Peak Games

*Endeavor Entrepreneur*



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Sidar's passion for technology spans a lifetime in pursuit of building one of the most impactful technology companies globally straight from the heart of his homeland, Turkey. Today, that dream takes shape in Peak Games, the company Sidar co-founded in November 2010. Uniting 30 million online and mobile gamers globally and home to 250 happiness engineers, Peak has already become the world's third largest social gaming company. Peak Games was acquired by Zynga in June 2020 for \$1.8 billion. Sidar's background of serial entrepreneurship, with its many failures, is highlighted by several success stories including companies Sidar also founded/partnered in such as Trendyol (e-commerce), izlesene.com (online video), Funpac and Gamegarden (gaming).

# PARTNERS



**Afzal Azmi**  
UBS



Afzal Azmi is the Relationship Manager MEA Africa at UBS, and he's been with the company since early 2021. Afzal is now is responsible for managing ultra and high net worth client relationships in the region. Afzal has over 25 years of experience in banking having a background in corporate banking before transitioning to wealth management. Prior to UBS, he was a Director with Credit Suisse in Switzerland from 2014 to 2022. Over the years, he has held several roles with other financial institutions such as Safra Sarasin and ICICI Bank in multiple locations like Dubai, Johannesburg, Riyadh and Mumbai. He has an MBA from University of Lucknow, India.



**Dimitri Scarana**  
Amazon Web Services



Dimitri is Principal Startup Manager at Amazon Web Services, working closely with founders, entrepreneurs, and partners to help the scale-ups of today become the enterprises of tomorrow. Dimitri's engineering background combined with 15+ years of experience in the IT and technology industry have led him to be an expert in sales, business development, and alliance management challenges in global companies. He received his MSc in Telecommunications Engineering from University of Rome Tor Vergata.



**Kartik Renjen**  
Amazon Web Services



Kartik is the Head of Startup Business Development for Middle East, Africa and Turkey at Amazon Web Services, overseeing the team responsible for driving partnerships with VCs, Accelerators, and other start-up ecosystem organizations. His team help startups to build successful businesses using AWS from their earliest life stages by leveraging start-up programs and Go-To-Market solutions. Prior to joining AWS, Kartik was the Head of Product Management at Amazon.com (MENA), his team drove delivery and returns experience, customer fees and abuse prevention, catalogue, shopping experience, and search for millions of customers. Kartik has worked with several start-ups in the region and held leadership roles at JUMIA and Souq.com (exited to Amazon in 2017). Kartik holds a BBA from the Richard Ivey School of Business.



## **Meltem Cagan**

UBS




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Meltem Cagan is the Head of Turkey and Africa at UBS Wealth Management. She's been with UBS since 2013 in a variety of roles related to Turkey and Africa. Prior to UBS, she worked for Morgan Stanley as the Head of Wealth Management Turkey. Prior to that, she worked for Citi Turkey and Citi London. Meltem worked for 10 years for a Turkish bank initially as a trader and then as the treasurer. She holds a degree in Economics from Boğaziçi University, and a Lead Executive Education program certificate (September 2023) from Stanford University Graduate School of Business.



# ENDEAVOR ENTREPRENEURS

Attendees are in alphabetical order by first name.

 indicates entrepreneur is also an Endeavor Board Member



## MONEY FELLOWS

### Ahmed Wadi



Fintech

Endeavor Egypt

Middle East

Ahmed Wadi is the founder and CEO of Money Fellows, a fintech platform digitizing money circles, a saving and borrowing strategy commonly known as Rotating Savings and Credit Association (ROSCAs), in Egypt. The company's platform lets users save together with friends and family by creating a circle validated within minutes and letting them choose how much to lend based on trustworthiness, enabling individuals to contribute money to a common fund and take turns withdrawing the total amount. Ahmed holds a Master's degree in Information Technology from the Technical University of Munich. He also earned his BA degree in Computer Science from the University of Stuttgart in Germany.



## CELLULANT

### Akshay Grover



Fintech

Endeavor Kenya

Africa

Akshay Grover is the CEO of Cellulant, a Kenya-based fintech company founded in 2004. Cellulant offers alternative payment methods to seamlessly connect businesses, banks, and mobile operators with their customers. Solutions range from allowing consumers to receive and pay bills and enabling banks to make and receive payments, to government-to-person transfers. Akshay has an MBA in Finance from Narsee Monjee Institute of Management Studies, and a BA degree in Commerce from the University of Mumbai in India.



## CERTN

### Andrew McLeod



B2B Software

Endeavor Canada

U.S. & Canada

Andrew McLeod is the co-founder and CEO of Certn, a Canada-based company offering fast, simple, and comprehensive background screening solutions. Certn's mission is to revolutionize the background screening process and deliver trust in the digital world. The company provides real-time comprehensive background checks and ongoing risk monitoring, enabling leading employers, staffing firms, property management companies, and the gig economy to manage risk, stay compliant, and hire faster. He holds a BBA and a Masters of International Business and Law from the University of Sydney.



## AKELO GROUP

### Andrew Weinberg



B2B Software

Endeavor South Africa

Africa

Andrew Weinberg is the Group CEO of AKELO Group, a company enabling digital engagement through client-centric fintech and rewards solutions. Andrew’s previous company, Retail Engage (formerly 2Engage) founded in 2010, which operates bonsella®, South Africa’s largest digital rewards and loyalty program in the independent retail sector, was acquired by the AKELO Group. The company has become one of the largest main market and independent FMCG marketing businesses in South Africa, with CRM programs operated across 10 countries. Andrew received his BA in Social Science from the University of Cape Town.



## LAAM

### Arif Iqbal



Retail & Consumer Tech

Endeavor Pakistan

Asia

Arif Iqbal is the co-founder and CEO of LAAM, Pakistan’s largest fashion marketplace democratizing access to South Asian fashion. LAAM’s platform enables more than 1000 fashion businesses to display and sell their products to customers in over 100+ countries. While the company offers sellers the software tools to grow their businesses, its AI-driven platform provides personalized recommendations, trend insights, and a seamless experience for the end customer. Prior to founding LAAM, Arif had spent over 10 years working in different engineering and technology teams at companies such as Facebook, Pinterest, eBay, and Microsoft. Arif holds a BA in Computer Science from the National University of Computer and Emerging Sciences in Pakistan.



## FIGOPARA

### Arman Eker



Fintech

Endeavor Turkey

Europe

Arman Eker is the co-founder and CEO of Figopara, Turkey’s leading digital lending platform for SMEs. The company’s data-driven platform automates the entire lending flow between SMEs and banks, offering an easy financing application and results within minutes. Figopara’s supply chain finance solutions enable businesses to optimize cash flow. Prior to Figopara, Arman co-founded trandbox, a software platform designed for traditional retailers to understand their sales data. Arman received his BSc in Computer Engineering from the Eastern Mediterranean University in Turkey.



## PADSPLIT

### Atticus LeBlanc



Retail & Consumer Tech

Endeavor Atlanta

U.S. & Canada

Atticus LeBlanc is the founder and CEO of PadSplit, the largest co-living, shared housing marketplace for low-income individuals in the United States. Founded in 2017, PadSplit specializes in apartments that are divided into separate furnished bedrooms with a shared kitchen, bathroom, and weekly membership payment of utilities, laundry, and wireless internet, enabling users to transform their lives through affordable housing facilities. The company currently offers 6K+ shared housing units and has housed over 14K to customers whose median annual income is \$27,000. Atticus has over a decade of experience in the affordable housing industry, and earned his BA degree in Architecture from Yale University.



## SADAPAY

### Brandon Timinsky



Fintech

Endeavor Pakistan

Asia

Brandon Timinsky is the founder and CEO of SadaPay, a company bringing modern financial services to Pakistan. Founded in 2019, SadaPay's mission is to reinvent banking in the world's 5th most populous country. The company offers a wide range of services such as personal and business accounts, home remittances, virtual and physical debit cards, IBANs, mobile top-ups, and bill payments. Prior to SadaPay, Brandon bootstrapped and sold GasNinjas, a fuel delivery company based in Miami. Brandon received his BA degree in Economics from Florida International University.



## AIRTIES

### Bülent Çelebi



Smart City

Endeavor Turkey

Europe

Bülent Çelebi is the co-founder and Chairman of AirTies, a leading provider of cloud-based managed Wi-Fi solutions to global operators. Customers turn to Airties for the design, implementation, and ongoing optimization of their customers' broadband experience. The company's equipment ensures maximum Wi-Fi speed and coverage in every corner of the home, while its cloud-based platform and applications ensure ease of management and high-speed wifi being delivered consistently to users without any delays or connection breakages. In 2022, Airties was acquired by Providence Equity Partners. Bülent holds an eMBA from Stanford GSB and a BSc in Electrical Engineering and Computer Science from University of California, Berkeley.



## TRANSFERGO

### Daumantas Dvilinkas



Fintech

Endeavor UAE

Middle East

Daumantas Dvilinkas is the co-founder and CEO of TransferGo, a digital and reliable alternative to the traditional money transfer industry in Europe. TransferGo's mission is to provide hard-working migrants with simpler, better financial services. By offering up to 90% reduced prices and delivering money digitally and securely in minutes, the company has attracted over 5 million customers who are wiring money to 160 countries. TransferGo is expanding its reach across Africa, Asia, and the Americas and aims to build a global financial services platform for migrants. Daumantas obtained his BSc in Business Studies from Lancaster University in the UK.



## OMNIRETAIL

### Deepankar Rustagi



Smart City

Endeavor Nigeria

Africa

Deepankar Rustagi is the founder and CEO of OmniRetail, a Nigeria-based B2B e-commerce and enablement platform transforming Africa's informal retail sector. Founded in 2019, OmniRetail digitizes, aggregates and streamlines end-to-end retail operations to help manufacturers, distributors, logistics partners, and retailers achieve their business goals through a seamless supply chain framework. Originally from India, Deepankar received a BSc in Electrical, Electronics and Communications Engineering from the Visvesvaraya Technological University. He has also completed short-term programs in entrepreneurship at University of California, Berkeley and Stanford Business School.



**LEARNUPON**

**Des Visnjevac Anderson**



Education

Endeavor Ireland

Europe

Des Visnjevac Anderson is the co-founder and CTO of LearnUpon, a cloud-based corporate learning platform designed to train employees, partners, and customers. Founded in 2012, LearnUpon's mission is to be the learning management system of choice for the world's most innovative companies. The company offers course management, learning portals, certification, and social learning, enabling organizations to manage, track and achieve their diverse learning goals. Des holds a Bachelor's degree in computer applications from Dublin City University.



**CAMEO**

**Devon Townsend**



Retail & Consumer Tech

Endeavor Midwest

U.S. & Canada

Devon Townsend is the co-founder and CPO of Cameo, a US-based marketplace connecting fans with more than 40K celebrities via personalized video messages, live calls, and direct messages. Founded in 2017, Cameo's mission is to create the most personalized and authentic fan experiences. The company's platform allows customers to book and pay for customizable video shout-outs from a celebrity of their choice, while offering a tool for celebrities to monetize their fame. Devon holds a BSc degree in Computer Science from Duke University.



**EVAM**

**Doruk Mutlu**



B2B Software

Endeavor Turkey

Europe

Doruk Mutlu is the current CEO of EVAM, Turkey's leading technology company specializing in next generation of customer engagement softwares. EVAM enables businesses to process all data and events in real time and take action to increase sales, reduce risks and reduce costs. Enterprises use EVAM to listen to the events generated by their customers, connected devices and systems in order to act at the right moment. EVAM is used by leading MNOs, financial services companies, retailer, airlines and other enterprises in 18 countries. Prior to joining Evam, Doruk founded Novicor, later acquired by Sistem Global Consulting. In his early career, Doruk also worked as a consultant in the US for Ernst & Young and Capgemini. Doruk holds a BSc in Computer Science and Chemical Engineering from Northwestern University.



**ALICTUS**

**Ecem Baran**



Retail & Consumer Tech

Endeavor Turkey

Europe

Ecem Baran is the co-founder and COO of Alictus, a company that focuses on the hyper-casual gaming genre. Many of its games have topped worldwide charts. Founded in 2013, Alictus remained bootstrapped until it was acquired by Scisplay (NAS: SCPL), a US public company, for \$300M in 2022. At Alictus, Ecem had different responsibilities, including overseeing all revenue and operational touchpoints, from the idea stage to the production, marketing, and monetization of games. Ecem received her MBA and BSc degree in Industrial Engineering from the Middle East Technical University in Turkey.



## QORE

### Emeka Emetarom



Fintech

Endeavor Nigeria

Africa

Emeka Emetarom is the co-founder and CEO of Qore (previously Appzone Group), Africa’s leading Banking-as-a-Service platform. Qore is at the forefront of delivering innovative banking solutions that automate African Financial Institution operations and enable the delivery of services to end customers via digital and alternative channels. Prior to co-founding Qore, Emeka also founded RechargePlus, a web and mobile-based service for prepaid airtime purchase, and Ceerom Ventures, a water bottling and distribution company. Emeka holds a BSc degree in Chemical Engineering from the Federal University of Technology Owerri in Nigeria, which he obtained while nursing his pre-college passion for software.



## ALICTUS

### Emre Tas



Retail & Consumer Tech

Endeavor Turkey

Europe

Emre Tas is a co-founder and CEO of Alictus, a company that focuses on the hyper-casual gaming genre. Many of its games have topped worldwide charts. Founded in 2013, Alictus remained bootstrapped until it was acquired by ScioPlay (NASDAQ: SCPL), a US public company, for \$300M in 2022. Emre began his entrepreneurship journey early – he started coding when he was 5 and started building games at 12. He holds a BSc degree in Physics from the Middle East Technical University in Turkey.



## KHARABEESH

### Firas Al Otaibi



Retail & Consumer Tech

Endeavor UAE

Middle East

Firas Al Otaibi is the co-founder and current CEO of Kharabeesh Network, an online entertainment platform serving Arab internet users around the world. Kharabeesh’s mission is to create entertainment content based on Arabic culture, traditions, and daily life. The company’s platform produces animation, music, and short movies to be published on YouTube and social media, enabling digital creators to project their talent to the masses, while also fostering a strong sense of community and identity. Firas received his BSc degree in Mathematics from the University of Jordan.



## COMMENCIS

### Firat Isbecer



B2B Software

Endeavor Turkey

Europe

Firat Isbecer is the co-founder and CEO of Commencis, the leading company in digital transformation in Turkey. Founded in 2018, Commencis helps leading brands grow and scale in digital, powered by its big data, analytics and cloud products. Putting digital at the core, Commencis transforms businesses to thrive and stay relevant in a demanding digital world. Firat is a serial entrepreneur with several ventures, including Dataroid, Finbyte, Pozitron, etc. He is also an angel investor and sits on the board of Endeavor Turkey.



## TECHNISYS

### German Pugliese Bassi



Smart City

Endeavor Argentina

Latin America

German Pugliese Bassi is the co-founder of Technisys, a cloud-based core banking system headquartered in Miami. The company leverages its cloud-agnostic solution to support traditional banks with the transition to the digital world, and neobanks as well as fintechs to jumpstart their operations. In 2022, after over 20 years of operations since its launch in Argentina, Technisys was acquired by SoFi Technologies. German holds a BA degree in Economics from Belgrano University in Argentina.



## FOO

### Ghady Rayess



Fintech

Endeavor Lebanon

Middle East

Ghady Rayess is the co-founder and CEO of FOO, a Dubai-based company offering B2B fintech solutions. FOO provides B2B digital financial solutions to optimize its clients' digital capabilities, enabling them to process their end customers' peer-to-peer payments, overseas remittance payments, and loan applications while also ensuring an unparalleled user experience. The company also provides an online digital banking platform for any financial institution seeking digitization. Ghady holds a Master's degree in Information Networking from Carnegie Mellon University. He also earned his BSc degree in Computer and Communication Engineering from the American University of Beirut.



## CONEKTA

### Hector Cardenas



Fintech

Endeavor Mexico

Latin America

Hector Cardenas is the co-founder and CEO of Conekta, a fintech platform making online payments in Mexico easy, safe and successful. Founded in 2012, Conekta's mission is to develop technology that enables the digital economy so everyone can have access to it. The company leverages AI to process online and offline payments, analyze transaction behaviors to identify fraudulent purchases while also protecting banking and financial information, thus enabling businesses to accept online payments through cards, cash or bank transfers in a simple and safe manner. He received a BSc degree in Mechatronics Engineering from the University of Waterloo in Canada.



## FLOW48

### Idriss Al Rifai



Fintech

Endeavor UAE

Middle East

Idriss Al Rifai is the co-founder and CEO of Flow48, a revenue-based financing platform intended to provide capital and stabilize the cash flow. The company platform offers upfront lump-sum investment capital to invest in inventory or capital expenditure and generate future revenues, enabling businesses to have rapid funding and flexible repayment options. In 2012, Idriss founded Fetchr which has evolved to become a full end-to-end logistic solution for e-commerce companies, regional players, social media sellers as well as SMBs in the MENA region. Prior to Fetchr, he worked for MarkaVIP, a leading ecommerce player in the MENA region. Idriss holds an MBA from University of Chicago's Booth School of Business and is a Fullbright Scholar.



## ANTELOPE AUDIO

### Igor Levin



Retail & Consumer Tech

Endeavor Bulgaria

Europe

Igor Levin is the founder and CEO of Antelope Audio, globally recognized as one of the best manufacturers of audio and studio equipment in the world. Igor has been designing and manufacturing audio products since 1990, under the brand Aardvark. He pioneered clocking technology utilizing atomic clocks. Today, Antelope Audio offers high-end products and each of its solutions relies on cutting edge technology and high quality execution. The company's customers include many Grammy award-winning sound engineers, celebrities, and some of the most renowned recording, mastering, and post-production studios worldwide. Igor graduated from University of Michigan's Engineering School in 1990.



## CHARI

### Ismael Belkhat



Smart City

Endeavor Morocco

Africa

Ismael Belkhat is the co-founder and CEO of Chari, a one stop shop for traditional proximity stores in French speaking African countries. Founded in 2020, Chari's B2B platform provides customers with a greater selection of goods, competitive prices, 24-hour delivery and free returns, and financial services including bookkeeping and closed-loop credit. The company thus enables retailers to easily digitize their FMCG fulfillment for retail stores. Ismael began his career at BCG, where he spent 3 years, after obtaining his Master's degree from Cornell University.



## TRANSFERGO

### Justinas Lasevicius



Fintech

Endeavor UAE

Middle East

Justinas Lasevicius is the co-founder and COO of TransferGo, a digital and reliable alternative to the traditional money transfer industry in Europe. TransferGo's mission is to provide hard-working migrants with simpler, better financial services. By offering up to 90% reduced prices and delivering money digitally and securely in minutes, the company has attracted over 5 million customers who are wiring money to 160 countries. TransferGo is expanding its reach across Africa, Asia, and the Americas and aims to build a global financial services platform for migrants. Justinas was the CFO of TransferGo for 10 years before assuming the role of COO. He holds a BSc degree in Finance from Lancaster University in the UK.



## REMOTEPASS

### Kamal Reggad



B2B Software

Endeavor Morocco

Africa

Kamal Reggad is the co-founder and CEO at RemotePass, a SaaS platform helping companies onboard and pay remote teams globally in full compliance. Using RemotePass' contract management system, companies can instantly create localized & compliant contracts in 100+ countries, onboard remote team members with KYC verification/document collection and process mass cross-border payroll. RemotePass offers the flexibility for remote teams to choose where to get paid and in 126+ currencies. Prior to RemotePass, Kamal founded the first Moroccan e-commerce company, and held key software and engineering roles in other technology companies based in the ecosystem. He holds a BA and Master's degree in Computer Science from Northeastern University.



## VUZ

### Khaled Zaatarah



Retail & Consumer Tech

Endeavor Jordan

Middle East

Khaled Zaatarah is the founder and CEO of VUZ, a social video mobile application developer intended to offer a virtual reality-based entertainment experience. Founded in 2017, the company streams live virtual sports, talk shows, music, and events with gyroscope support, enabling users to experience live events and shows in an immersive manner. Khaled received his BA degree in Design Management from the American University of Sharjah. He has also completed short-term courses at the business schools of Harvard University and Stanford University.



## RAW COFFEE COMPANY

### Kim Thompson



Food & Beverage

Endeavor UAE

Middle East

Kim Thompson is the co-founder and CEO of RAW Coffee Company, the UAE's first roastery to offer 100% organic and fair-trade coffee. Founded in 2008, RAW Coffee Company sources the best quality, organic and ethically traded green beans and roasting, delivering weekly to restaurants and coffee shops to ensure freshness. As an end-to-end solution, Raw also supports the sale of coffee beans through the provision of hands-on barista training, customer service, equipment, and maintenance to ensure raw perfection in every cup. Kim is one of the Winners of the 2023 Mastercard Women SME Leaders Award, and was the first woman in the Middle East to attain a Specialty Coffee Association Coffee Diploma.



## THE TRAINING ROOM ONLINE

### Kirsty Chadwick



Education

Endeavor South Africa

Africa

Kirsty Chadwick is the founder and CEO of The Training Room Online (TTRO), a digital e-learning platform intended to upskill and empower people for the future. The company specializes in creating innovative, high quality, cost-effective, and fully customizable digital learning solutions such as games, assessments, animation, role-plays, etc. This enables businesses to improve the effectiveness of learning and training. Kirsty holds a BA degree in Music from The University of Auckland in New Zealand.



## FIGOPARA

### Koray Bahar



Fintech

Endeavor Turkey

Europe

Koray Gültekin Bahar is the co-founder and CEO of Figopara, Turkey's leading digital lending platform for SMEs. The company's data-driven platform automates the entire lending flow between SMEs and banks, offering an easy financing application and results within minutes. Figopara's supply chain finance solutions enable businesses to optimize cash flow. Koray received his BSc in Computer Engineering from the Eastern Mediterranean University in Turkey. He also sits on the board of Endeavor Turkey.





## FAIRPLAY

### Manolo Atala



Fintech

Endeavor Mexico

Latin America

Manolo Atala is the co-founder and CEO at Fairplay, the leading performance-based financing platform for SMEs in Latin America. Founded in 2019, Fairplay believes that Latin American companies need access to capital with better financial terms, thus financing these businesses' growth by investing in their performance marketing campaigns and inventory. Prior to founding Fairplay, Manolo was already immersed in the entrepreneurial ecosystem in Mexico. He was the COO of Nazca, an early-stage VC firm empowering Mexican and Latin American founders, and co-founder of other ventures (Parkiller, Pulpomatic, etc.). Manolo also helped launch Cornershop's operations in Mexico and was the CEO of Groupon in the region. Manolo briefly studied at Universidad Anáhuac in Mexico.



## MOTORK

### Marco Marlia



Retail & Consumer Tech

Endeavor Italy

Europe

Marco Marlia is the co-founder and CEO of MotorK, the leading company driving the digital transformation of the automotive industry in Italy. Founded in 2010, MotorK has developed a SaaS platform featuring digital solutions designed to help manufacturers, dealers, and service centers enhance their sales and marketing performances. Today, MotorK is a listed company (Euronext Amsterdam) with operations in eight countries and the ambition to further expand its geographic footprint across Europe and beyond. Marco received his BA degree in Economics from Bocconi University.



## SHOP ZETU

### Marvin Kiragu



Retail & Consumer Tech

Endeavor Kenya

Africa

Marvin Kiragu is the co-founder and CEO of ShopZetu, an e-commerce platform empowering fashion retail in Africa. The company offers a marketplace as well as infrastructure and tools for fashion vendors to transition to the digital world. Marvin was the co-founder of Mizizi Africa Consumer Holdings, a consumer holding company with interests in Vivo Fashion Group, Bohten Eyewear, and Enda Athletic. Marvin received his BA degree in Finance from the University of Nairobi.



## BMB GROUP

### Mohamad Khachab



Food & Beverage

Endeavor UAE

Middle East

Mohamad Khachab is the co-CEO of Baklava Made Better (BMB) Group, a conglomerate food company with chocolate, Mediterranean sweets, healthy snacks, and healthy food brands. Mohamad joined BMB in 2010, launching offices in Qatar, KSA, USA, and Spain, as well as opening up sales channels in over 30 countries. Mohamad completed his MBA from Hult International Business School and BSc degree in Electrical and Eletronics Engineering from Beirut Arab University.



## CLASSERA

### Mohammad Almadani



Education

Endeavor Saudi Arabia

Middle East

Mohammad Almadani is the co-founder and CEO of Classera, Saudi Arabia's leading e-learning platform that combines gamification and AI to help schools digitize their education with a fun and competitive online learning environment. Classera specializes in K-12 learning management systems and provides features such as a student information system, student attendance system, social learning, grade book, and transcript management system enabling users to track their records and learn at their own pace. Mohammad received his BA degree in Industrial Engineering & Management from Oklahoma State University. He has also completed short-term courses at the business schools of Stanford University and Harvard University.



## MUMZWORLD

### Mona Ataya



Retail & Consumer Tech

Endeavor UAE

Middle East

Mona Ataya is the founder and CEO of Mumzworld, the #1 MENA e-commerce retailer focused exclusively on products for expectant mothers and their children, acquired by the Tamer Group in 2021. The company's platform makes it easy to search, compare and buy products from a wide range of leading local and global brands, also offering product information and reviews to enhance customer's shopping experience. Mumzworld also equips businesses with online advertising opportunities, discounted corporate sales, targeted sample distribution, and online storefronts for traditional retail stores. Prior to founding Mumzworld, Mona spent over 20 years focused on brand management and marketing in companies such as P&G, J&J and Bayt.com. Mona is widely regarded as among the most influential female leaders in the MENA entrepreneurial ecosystem.



## HELLO GROUP

### Nadir Khamissa



Fintech

Endeavor South Africa

Africa

Nadir Khamissa is co-founder and Chairman of Hello Group, the leading digital remittance company in Southern Africa focused on financially including migrant workers and informal micro-merchants. The company's services are co-created to be low-cost, easily accessible, and simple to use, enabling users to establish and improve their lives through a support framework and platform. Nadir holds a degree in Actuarial Science from the University of Pretoria, and has completed Harvard University's Owner / President Management program.



## TOTERS

### Nael Halwani



Retail & Consumer Tech

Endeavor Lebanon

Middle East

Nael Halwani is the co-founder and COO of Toters, an on-demand delivery platform designed to bring local products from neighborhood stores to users' doors. Founded in 2017, the company's delivery application lists local restaurants, stores and menu lists on an app for users to order from and track delivery, enabling users to order food, grocery and other products with speed and convenience. Nael leads the company's operations across multiple business units. Prior to Toters, he gained experience in pricing, sales, distribution, and quantitative analysis by working for large telecommunication operators.



**ZONE**

**Obi Emetarom**



Fintech

Endeavor Nigeria

Africa

Obi Emetarom is the co-founder and CEO of Zone, (previously Appzone Group), a regulated blockchain payment infrastructure company from Nigeria. Obi is a serial entrepreneur who has focused on the Fintech space in Africa. In 2008, he co-founded Appzone, and led the spin-offs of other startups, including a bespoke Fintech software business, Africa's first Banking SaaS platform on the cloud, Africa's first card management system and card vending machine, etc. For his first venture in 2004 (fresh out of college), Obi co-founded Parkway as a provider of bespoke fintech solutions for commercial banks in Nigeria.



**ABHI**

**Omair Ansari**



Fintech

Endeavor Pakistan

Asia

Omair Ansari is the co-founder and CEO of Abhi, an embedded finance platform that aims to financially empower businesses and their employees in Pakistan. Founded in 2021, Abhi's mission is to financially empowers businesses and employees, providing solutions for invoice factoring, payroll processing and financing, and earned wage access services. Prior to Abhi, Omair spent over a decade working in finance and capital markets. Omair received his BA degree in Commerce from McMaster University in Canada.



**KHAZNA**

**Omar Saleh**



Fintech

Endeavor Egypt

Middle East

Omar Saleh is the co-founder and CEO of Khazna, which provides simple, user-centric, and technology driven financial services, with the vision of improving the financial well-being of underserved individuals and micro-businesses. Prior to founding Khazna, Omar was head of Middle East and North Africa at WorldRemit, a leading cross-border payment company, where he led the company's expansion into the region. Prior to that, he was head of business development and strategy at ADES International, where he led the post IPO growth phase including the direct investment of ~\$400M across the Middle East. Omar holds a Bachelor of Chemical Engineering from Cairo University and a Master of Business Administration from Stanford University.



**CERTN**

**Owen Madrick**



B2B Software

Endeavor Canada

U.S. & Canada

Owen Madrick is the co-founder and COO of Certn, a Canada-based company offering fast, simple, and comprehensive background screening solutions. Certn's mission is to revolutionize the background screening process and deliver trust in the digital world. The company provides real-time comprehensive background checks and ongoing risk monitoring, enabling leading employers, staffing firms, property management companies, and the gig economy to manage risk, stay compliant and hire faster. With a professional background in accounting and finance, Owen holds a BA degree in Economics from University of Alberta in Canada.



## GIGSREMOTE

### Plamen Tsekov



B2B Software

Endeavor Bulgaria

Europe

Plamen Tsekov is the co-founder of GigsRemote, a platform connecting companies with experienced IT freelancers. Plamen previously founded Scalefocus, a company providing IT solutions' implementation and technology consultancy services intended to build industry know-how, innovation, and R&D centers of excellence. He received his Master's degree in Computer Science from Sofia University St. Kliment Ohridski.



## FINTECHOS

### Sergiu Negut



Fintech

Endeavor Romania

Europe

Sergiu Negut is the co-founder and CSO of FintechOS, a London-based cloud-based banking platform designed to improve the way financial technology is built. Founded in 2017, the platform enables clients to aggregate data across internal and external sources, automate basic functionality, and deliver an environment for product and customer journey development in a low-code environment. Sergiu obtained an MBA from INSEAD in France, a Master's degree in Computer Science from the Politehnica University of Bucharest, and a BA degree in International Business Administration from The Bucharest University of Economics Studies.



## DGPAYS

### Serkan Omerbeyoglu



Fintech

Endeavor Turkey

Europe

Serkan Omerbeyoglu is the founder and CEO of DGPays, a fintech software solutions provider in Turkey. Founded in 2017, DGPays developed a digital payment system designed to manage operational expenditures effectively. DGPays' offerings meet end-to-end payment system needs of banks, e-money institutions, telecom operators, and transportation operators, streamlining their expense operations. Serkan received an MBA from San Diego State University and his BSc degree in Civil Engineering from Sakarya University in Turkey.



## HELLO GROUP

### Shaazim Khamissa



Fintech

Endeavor South Africa

Africa

Shaazim Khamissa is the co-founder of Hello Group, the leading digital remittance company in Southern Africa focused on financially including migrant workers and informal micro-merchants. The company's services are co-created to be low-cost, easily accessible, and simple to use, enabling users to establish and improve their lives through a support framework and platform. Shaazim studied at the University of Johannesburg, and completed Harvard University's Owner / President Management program.



## FLOCASH

### Sirak Mussie



Fintech

Endeavor Kenya

Africa

Sirak Mussie is the founder and CEO of Flocash, a leading provider of payment, content, and distribution services to consumers, businesses, and financial institutions in Africa. Flocash minimizes spiraling technology costs of airlines and banks by offering a fully managed, cost-effective payment infrastructure customized for the local needs of their customers. Flocash has built a platform that can handle the precision and volume needs of large organizations, and developed strategic relationships with leading airlines, banks, MNOs, and card schemes required for pan-African and global success. Sirak received his BSc degree in Computer Systems from King's College, London.



## TILEDB

### Stavros Papadopoulos



B2B Software

Endeavor Greece

Europe

Stavros Papadopoulos is the founder and CEO of TileDB, a provider of universal data engine. The company's flagship product, TileDB Cloud, streamlines data management and provides extreme performance at any scale. TileDB also develops a wide range of open-source tools for interoperability across the data science and scientific computing ecosystems. Prior to founding TileDB, Stavros held various roles in the research and academic sectors. He holds a PhD degree in Computer Science from Hong Kong University of Science and Technology.



## CAMEO

### Steven Galanis



Retail & Consumer Tech

Endeavor Midwest

U.S. & Canada

Steven Galanis is the co-founder and CEO of Cameo, a US-based marketplace connecting fans with more than 40K celebrities via personalized video messages, live calls, and direct messages. Founded in 2017, Cameo's mission is to create the most personalized and authentic fan experiences. The company's platform allows customers to book and pay for customizable video shout-outs from a celebrity of their choice, while offering a tool for celebrities to monetize their fame. Steven has been recognized as EY's Midwest Entrepreneur of the Year 2022, one of "Hollywood's Top Innovators" of 2020 by The Hollywood Reporter, a "40 Under 40" honoree by Crain's Chicago Business, and "Innovator of the Year (B2C)" by Chicago Inno.



## ZID

### Sultan AlAsmi



B2B Software

Endeavor Saudi Arabia

Middle East

Sultan AlAsmi is the co-founder and CEO of Zid, a retail enablement SaaS platform in Saudi Arabia. Founded in 2017, the company's mission is to simplify e-commerce through software solutions. Zid allows retailers to set up an online store in a few clicks and integrates directly with any payment, warehousing, and delivery 3rd party providers. Sultan holds a Bachelor's degree in Accounting from King Saud University.



## TOTERS

### Tamim Khalfa



Retail & Consumer Tech

Endeavor Lebanon

Middle East

Tamim Khalfa is the co-founder and CEO of Toters, an on-demand delivery platform designed to bring local products from neighborhood stores to users' doors. Founded in 2017, the company's delivery application lists local restaurants, stores and menu lists on an app for users to order from and track delivery, enabling users to order food, grocery and other products with speed and convenience. Tamim has 12 years of engineering and strategy consulting experience. He obtained an MBA from the University of Ottawa and his BSc degree in Electrical Engineering from McGill University in Canada.



## FIN

### Timothy Nuy



Fintech

Endeavor South Africa

Africa

Timothy Nuy is the founder and CEO of Fin, a credit-led neobanking platform serving Sub-Saharan African countries. Founded in 2019, Fin aims to drive financial inclusion in the region through its digital solutions and proprietary credit risk technology. The company uses AI algorithms to provide an array of credit-centric products including traditional credit, embedded credit and BNPL, combined with a suite of other financial services for its clients including wallets, savings and insurance. Prior to Fin, Tim spent almost a decade working in the African financial services industry. He holds a Bachelor's of science degree in International Business Economics from Maastricht University in the Netherlands.



## WALLBID

### Vassilis Stivaktakis



Smart City

Endeavor Greece

Europe

Vassilis Stivaktakis is the founder and CEO of Wallbid, a world class InsurTech middleware platform. Vassilis is also the founder and CEO of Oseven Telematics, a behavior analytics platform intended to create motivated, safe, and eco drivers. Vassilis earned a PHD in Energy Economics and a BSc in Chemical Engineering from the National Technical University of Athens. He also has a Master's degree in Operational Research from the London School of Economics and Political Science.



## SCALEFOCUS

### Viktor Bilyanski



B2B Software

Endeavor Bulgaria

Middle East

Viktor Bilyanski is the co-founder of Scalefocus, a company providing IT solutions' implementation and technology consultancy services intended to build industry know-how, innovation, and R&D centers of excellence. The company's range of services includes e-commerce solutions, enterprise systems integration, mobile, and web engineering, fintech services and solutions, cloud and data services, thereby architecting and guiding the clients' digital transformation strategies. He received his Master's degree from the Technical University of Sofia.



**ELSA**  
**Vu Van**



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Education Endeavor Vietnam Asia

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Vu Van is co-founder and CEO of ELSA, the leading AI-assisted language learning platform designed to improve English pronunciation. The company’s platform uses AI and speech recognition technology with the capability to identify phoneme-level pronunciation feedback to language learners around the world and provide them with real-time phonetic instructions on how they can fix these errors, enabling users to speak English fluently and confidently. Prior to founding ELSA, Vu lived and worked in Vietnam, Singapore, and Denmark, where she experienced the challenges of an English language learner abroad. Vu holds an MBA and a Master’s degree in Education from Stanford University.



**KHARABEESH**  
**Wael Attili**



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Retail & Consumer Tech Endeavor UAE Middle East

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Wael Attili is the co-founder and Chief Creative Officer of Kharabeesh, an online entertainment platform serving Arab internet users around the world. Kharabeesh’s mission is to create entertainment content based on Arabic culture, traditions and daily life. The company’s platform produces animation, music, and short movies to be published on YouTube and social media, enabling digital creators to project their talent to the masses while also fostering a strong sense of community and identity. Wael received his BA degree in Architecture from the University of Jordan.



**ZONE**  
**Wale Onawunmi**



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Fintech Endeavor Nigeria Africa

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Wale Onawunmi is the co-founder and the CTO of Zone (previously Appzone Group), a regulated blockchain payment infrastructure company from Nigeria. Zone aims to unlock mass adoption of digital currencies and DeFi through compliance with regulation, interoperability with the existing financial ecosystem and very simplified user interactions that ordinary people can relate with. He has over 15 years experience in developing, designing and implementing enterprise software. Wale received his BSc in Computer Sciences and Economics from Obafemi Awolowo University in Nigeria.



**ZENHR**  
**Yousef Shamoun**



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B2B Software Endeavor Jordan Middle East

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Yousef Shamoun in the co-founder and CEO of ZenHR, an HR vertical SaaS company serving the MENA region. The company provides a comprehensive cloud-based HR management system with tools for recruiting, onboarding and offboarding, payroll, performance evaluation, etc. ZenHR’s solutions are completely customizable and cater to specific legislation depending on the company’s countries of operation. Yousef obtained an MBA from Georgetown University and his BSc in Mechanical Engineering from McGill University.



## CARDIODIAGNOSTICS



### Ziad Sankari

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Healthcare

Endeavor Lebanon

Middle East

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Ziad Sankari is the founder and CEO of CardioDiagnostics, a US-based developer of proprietary digital technology for diagnosis and management of cardiovascular diseases. Founded in 2012, the company's solution uses wireless monitoring technologies that are HIPAA-compliant and accessible from any internet-connected device and are equipped with proprietary analytics to target a large group of cardiac applications, enabling physicians to monitor patients' hearts remotely. Through a Fullbright Scholarship, Ziad received a dual Master's degree in Biomedical Engineering and Electrical and Computer Engineering from Ohio State University.



# ENDEAVOR NETWORK

Attendees are in alphabetical order by first name.

 indicates Endeavor Board Member



## BRAZIL

### Antonio Serrano

DIA Group

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Antonio Serrano is the Global Chief of Strategy for DIA Group, a Spanish multinational hard-discount supermarket chain. Previously, he was the founder and CEO of Juntos Somos Mais, a joint-venture among Votorantim Cimentos, Tigre, and Gerdau to build a commercial services company in the building material retail segment in Brazil. Antonio also served as General Manager at Votorantim Cimentos and at Bain Company, where he focused on aviation, tourism, retail, media, financial services, and paper. He holds a BSc in Electronics Engineering from the Instituto Tecnológico de Aeronautica in Brazil, and an MBA at from the University of Chicago.



## GREECE

### Costantza Sbokou-Constantakopoulou

TEMES S.A.

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Costantza Sbokou is the co-owner and CEO of Phāea Resorts, a leading, privately-owned hotel company in Greece. She is a Senior Architect and Head of the Architectural & Procurement Department of TEMES S.A., a leading investor, developer, and operator of high-end tourism and real estate destinations in Greece. Since 2017, Constantza serves as the Chairwoman of Endeavor Greece. She is also on the board of Captain Vassilis & Carmen Constantakopoulos Foundation, and Zeus +Δione S.A, a Greek high-end fashion and retail apparel company, among others. Constantza obtained a Master's degree in Design from Harvard University and a Bachelor's degree in Architecture from the National Technical University of Athens.



## LEBANON

### George Karam

The Cloud

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George Karam is the co-founder and CEO of The Cloud, a B2B2C platform that utilizes the idle capacity of fully-equipped kitchens to launch its bouquet of virtual brands. Founded in 2019, the company connects food platforms into one dashboard to seamlessly manage all the orders through a single workflow, enabling clients to take advantage of integrated planning, inventory and supply chain management. The Cloud's vision is to unlock kitchen's unused spaced to third-party restaurants, expanding their reach and generating new revenue streams. George obtained a Masters in Economics from Vilnius University. He also earned his BA degree in Economics from the American University of Beirut.



## BULGARIA

### Hristo Hristov

Darik Radio

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Hristo Hristov is the CEO of Darik Radio, a Bulgarian radio station, specializing in local news and comments. He has over 15 years of experience in digital media. Hristo was previously the CEO of Netinfo (part of the Modern Times Group), one of Bulgaria's biggest digital publishers with a portfolio of over 30 sites and apps. During this time, he also invested in various successful online projects such as Grabo.bg, eBag.bg, and Broshura.bg. Hristo sits on the board of Endeavor Bulgaria, Eleven Ventures, and is also an advisor to the Bulgarian Startup Organization. Hristo earned his Master in Law from Sofia University St. Kliment Ohridski.



## BULGARIA

### Ionko Dantchev

HR Capital

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Ionko Dantchev is a member of the Board of Directors at HR Capital, a marketplace and commerce-focused investment firm based in Bulgaria. He is also the Executive Director and Member of the Board of Directors at Texim Holding, the primary holding company of the Naydenov family in Bulgaria. Ionko studied at the University of St. Gallen in Switzerland.



## MOROCCO

### Ilan Benhaim

Veepee

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Ilan is the co-founder and Partner at Veepee, an international e-commerce company specialised in the flash sales industry and owner of trademarks such as Privalia, Vente-Prive, and other brands. He is also the founder of IB Participants, an investment firm investing in the worldwide entrepreneurial ecosystem. Ilan not only sits on the Board of Endeavor Morocco but he has also invested in a handful of Moroccan companies. He holds an MBA from NEOMA Business School in France.



## PUERTO RICO

### Jesus Checa

Bacardi

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Jesus is the Strategy and Innovation Director of Bacardi, the largest privately held international spirits company. He has over 15 years of experience in marketing, supply chain, and shared services in different sectors, including consumer goods (FMCG), manufacturing, and utilities. Jesus also led extensive programs to outcomes in different regions, especially in the EU, UK, and LATAM. He holds a Master's degree in IT from La Salle BCN and a BSc degree from the Autonomous University of Barcelona.



## CANADA

### Jim Estill

Danby Appliances

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Jim Estill is the CEO of Danby, a leading retailer of appliances in Canada. He is also an investor, advisor, and board member to many technology businesses, including Blackberry – formerly Research In Motion (RIM) – where he spent 13 years as Founding Director. Jim received his BSc in Systems Design Engineering from University of Waterloo in Canada.



## MOROCCO

### Larbi Alaoui Belrhiti

YoLa Fresh

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Larbi Alaoui Belrhiti is the founder and co-CEO of YoLaFresh, a B2B platform connecting smallholder farmers and traditional retailers as well as restaurants in Morocco. YoLaFresh's mission is to revolutionize the fresh produce industry in Africa, eliminating intermediaries to help retailers spend less and producers to earn more and faster. Larbi obtained an MBA from HEC Paris, a Master's degree in Computer Engineering from Polytechnique Montréal, and a BA degree in Computer Science from McGill University.



## BULGARIA

### Lubo Minchev

Telelink

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Lubo Minchev is the founder of Telelink Investments, an impact-investing firm based in Sofia, Bulgaria. Previously, he co-founded Telelink, and after two leveraged buyout transactions, he became the majority shareholder of all the companies within the Telelink Group in 2012. For the last 20 years, Lubo has been supporting more than 35 start-ups and scale-ups as an investor, co-investor, and mentor. Lubo sits on the board of Endeavor Bulgaria, American Chamber of Commerce in Bulgaria, Confederation of Employers and Industrialists in Bulgaria, and on the advisory board for the Bulgarian Startup Association. Lubo obtained his MBA from INSEAD in France, and a BA in Finance from Suffolk University in the UK.



## SOUTH AFRICA

### Lucy Hoffman

Carry1st

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Lucy Hoffman is the co-founder and COO of Carry1st, Africa's leading developer content platform and publisher of mobile games. Founded in 2018, Carry1st develops, licenses, and publishes games, monetizing them via its proprietary payments and e-commerce platform. Carry1st's platform allows customers to acquire global content using locally-accessible payment methods. Lucy started her career in investment banking at Morgan Stanley in New York, and holds a Bachelor's degree from Dartmouth College.



## **BULGARIA**

### **Bulgaria**

PhoneArena

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Pressian Karakostov is the founder, former CEO, and current Chairman of PhoneArena, one of the pioneers in digital publishing covering mobile technologies. PhoneArena grew to become one of the top 3 mobile phone websites worldwide with 1,000 published articles monthly and over 20 million in monthly visits. Pressian was also the co-founder of PubGalaxy, a monetization platform for digital publishers, acquired in 2021. Since 2019, Pressian sits on the board of Endeavor Bulgaria. He earned an MBA and a BSc degree in Computer Science from Florida Metropolitan University.



## **JORDAN**

### **Nadia Alsaeed**

Bank al Etihad

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Nadia Al Saeed is the CEO of Bank al Etihad in Jordan. She served as Minister of Information and Communications Technology and the Ministry's Secretary General from 2003-2006, making major contributions to the development of the ICT sector in Jordan. Nadia is the Chairwoman of Endeavor Jordan and also on the advisory board of Women in Business Arabia. She is also a board member of prestigious organizations, such as Financial Alliance for Women and EDAMA, and is the private Sector Co-Chair of the World Economic Forum's "Closing the Gender Gap" accelerator. Nadia holds an MBA degree from the American University of Cairo and a BA degree in Business Management and Economics from the University of Jordan.

# ENDEAVOR STAFF



**Adrian Garcia-Aranyos**

President  
Endeavor Global



**Aileen Hayes**

Entrepreneur Experience  
Endeavor Ireland



**Ali Oosman**

Managing Director  
Endeavor Pakistan



**Alison Collier**

Managing Director  
Endeavor South Africa



**Allen Taylor**

Managing Partner  
Endeavor Catalyst



**Anna Hubbell**

Entrepreneur Experience  
Endeavor Global



**Antonia Bothner**

Access to Capital  
Endeavor South Africa



**Asli Kurul Turkmen**

Managing Director  
Endeavor Turkey



**Beatrice Cord**

Partnerships  
Endeavor Global



**Catherine Ardila**

Entrepreneur Experience  
Endeavor Global



**Christina Chehade**  
 Managing Director  
 Endeavor Lebanon



**Ireayomide Oladunjoye**  
 Managing Director  
 Endeavor Nigeria



**Jim McGuirk**  
 Managing Director  
 Endeavor Colorado



**Kristjan Sigurdson**  
 Managing Director  
 Endeavor Canada



**Kriti Sapra**  
 Investor Community  
 Endeavor Global



**Lais Grilletti**  
 Marketing & Communications  
 Endeavor Global



**Marina Turner**  
 Entrepreneur Experience  
 Endeavor Global



**Melisa Fakabasmaz Özerdim**  
 Vice President  
 Endeavor Turkey



**Momchil Anastasov**  
 Managing Director  
 Endeavor Bulgaria



**Panagiotis Karampinis**  
 Managing Director  
 Endeavor Greece



**Pete Benedetto**  
 Head of EMEA  
 Endeavor Catalyst



**Silvia Cavalcanti**  
 Global Head of MarComm  
 Endeavor Global



**Tayeb Hassan**  
 Entrepreneur Experience  
 Endeavor UAE



**Tiffany Comerford**  
 Events  
 Endeavor Global