



8 YEARS OF THE **MULTIPLIER EFFECT**

endeavor

Endeavor Philippines 2022 Impact Report

Endeavor believes that job creation, innovation and overall prosperity flourish where there is robust support for high-impact entrepreneurs.

Today in the Philippines, Endeavor supports 33 entrepreneurs from 27 companies in their journeys to scale.

This year's Impact Report celebrates the growth of the Philippine entrepreneurial ecosystem, driven by the efforts of entrepreneurs to multiply their impact and pay it forward.



Driven by the belief that
High-Impact Entrepreneurs
transform economies, Endeavor is on
a mission to build thriving
entrepreneurial ecosystems
in emerging and underserved
markets around the world.

WELCOME

Onward and Upward, Philippines!

After almost 8 years in the country, I am happy to say that we have proof just how much these entrepreneurs have transformed the Philippine ecosystem. The Endeavor Philippines Multiplier Map shows how Endeavor Entrepreneurs across several industries (eCommerce, FinTech, Media, Gaming, etc.) are making their mark, paying it forward and multiplying their impact. The first entrepreneurs selected by the local office have grown to become what we call Big Bubbles - those who create the greatest impact by training, advising, and investing in the next generation. Beyond that, those they've inspired are becoming Big Bubbles in their own right.

It's an exciting time for the Philippines as the multiplier effect accelerates the growth of the ecosystem even further. I can't wait to see how much more it can grow as entrepreneurs continue to pay it forward!

LINDA ROTTENBERG
Co-founder and CEO,
Endeavor



The Multiplier Effect in Action!

Since Endeavor opened its doors in the Philippines in 2015, we've had the same goal: to encourage entrepreneurs to dream bigger, scale up and then pay it forward as they become successful. The theory of change is simple: that high-growth entrepreneurs who commit to paying their success forward - High Impact Entrepreneurs - will be the ones who transform industries and drive the creation of entrepreneurial ecosystems, achieving what we call the **Endeavor Multiplier Effect**. To do so, we need to infect entrepreneurs with the radical idea that the measure of one's success is not just how big one's company is, but instead how much of a positive impact it has made.

Then, they called us crazy. It wasn't easy, but we're happy to say that the entrepreneurial ecosystem is not just alive and well but thriving. Today, we see the Philippine entrepreneurial ecosystem at an inflection point: more companies have launched in recent years than ever before, raising capital at higher valuations from global institutions. Beyond that, companies are coming up with innovative business models to solve pressing problems in our community. This growth is no coincidence - this is the multiplier effect in action!

After almost 8 years since our launch, we are proud to unveil the first ever **Endeavor Philippines Multiplier Map** which showcases just how far we've grown. As you would read throughout this report, Endeavor Entrepreneurs are changing the culture of entrepreneurship by paying it forward in a myriad of ways. They have inspired countless other entrepreneurs. They have mentored them and shared their networks with them. And they have re-invested their financial gains in them. Beyond that, Endeavor Entrepreneurs continue to make their mark in the Philippine economy by generating over \$513M in revenue and creating over 29,000 in jobs in 2022 alone. Endeavor Entrepreneurs remain very much "3M" - Magaling, Matino and Mapagbigay.

Of course, the multiplier effect would not grow without the effort of start-up enablers, ecosystem builders, investors and the entrepreneurs themselves. To them, we are thankful for sharing in our mission to spark the growth of the ecosystem. We are thankful to our Board Members who provide much needed guidance, network and financial support. We are thankful to our 60+ mentors, who invest so much of their precious time, knowledge and contacts to give our entrepreneurs an enormous boost. We are thankful to our corporate partners who share their expertise and their financial support to help us create a meaningful and rewarding experience for our entrepreneurs. And last but not least, we are thankful to our staff who tackle each day eager to fulfill the Endeavor Mission.

To all of you, maraming salamat!

JASEN KO, Chairman of the Board, Endeavor Philippines
MANNY AYALA, Managing Director, Endeavor Philippines

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OUR STORY

Endeavor Philippines Office Launch

1st LSP
1st EE

2015

"Startup Enabler of the Year" Award

2016

1st Catalyst Investment

2017

Manila International Selection Panel
1st APAC Staff Retreat

2018

1st Local MatchCAP
First EE to Exit (Coins.ph)

2019

Pandemic EE Triage
1st Regional MatchCAP

2020

1st ScaleUp Program
1st Open Innovation Program

2021

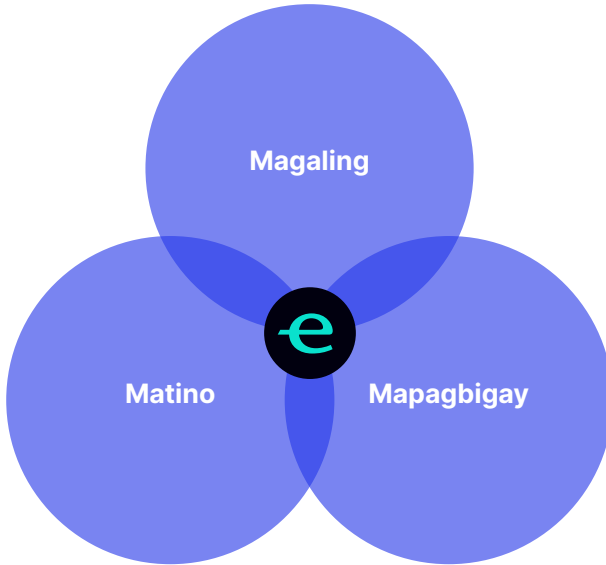
3 Outliers
1st Multiplier Map

2022

THE LOCAL TOUCH

In the Philippines, we add local savvy to complement our global values. We expect everyone in our network—whether a board member, Endeavor Entrepreneur or staff—to reflect the 3Ms.

We all strive to be the **cream of the crop** of our respective industries.



We expect every network member to operate with the highest level of **integrity.**

We believe that the underlying spirit of the network is **generosity.**

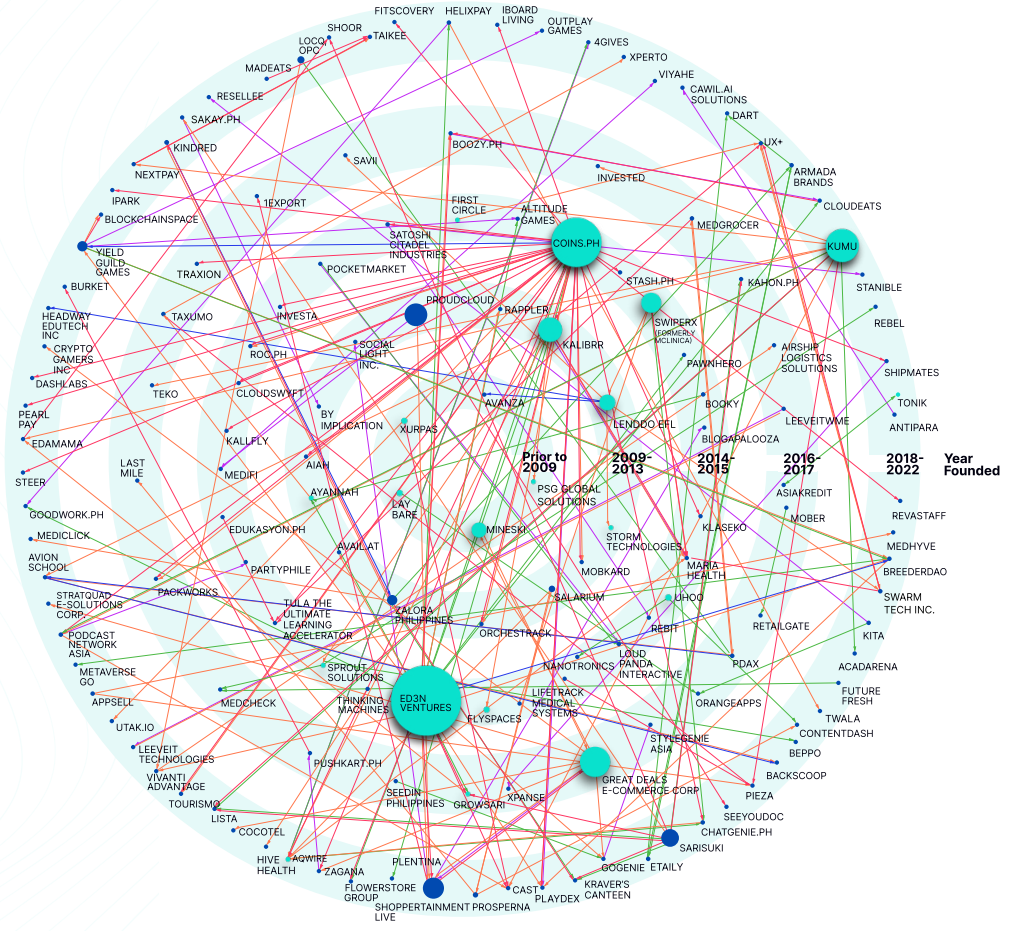


**PAYING IT
FORWARD
SPARKS THE
MULTIPLIER
EFFECT**

As High-Impact Entrepreneurs inspire, mentor and invest in other entrepreneurs, they build networks that transform industries, inspire the next generation and create entrepreneurial ecosystems.

NETWORK MAP OF MANILA'S HIGH-IMPACT FOUNDERS

Local entrepreneurs, Endeavor Entrepreneurs included, have an outsized influence in the Philippine startup ecosystem with emerging multipliers bubbling to the surface.



Connections:

- **EXPERIENCE:** Former employment
- **SUPPORT:** Mentorship
- **INVESTMENT:** Angel investment
- **SERIAL ENTREPRENEURSHIP:** Founded more than one company
- **INSPIRATION:** Inspired other entrepreneurs

Actors:

Entrepreneurial Companies

Note: The size of a circle is a function of the number of first-, second-, third-, etc. degree connections originating from the founders of a company. On this map, the size of mid-size circles was slightly adjusted to maximize the visibility of distinctions between the organizations' relative influence. Founders are represented by their most prominent company or organization. Companies include those with primary operations in Manila, even if the legal headquarters are elsewhere. Companies were included on the map if they were part of Endeavor's high-impact network or considered tech-enabled.

Source: Endeavor Insight founder interviews and analysis, LinkedIn, Pitchbook, Crunchbase, company websites



"Being a multiplier simply means going beyond yourself and inspiring others. It's never too early to start paying it forward. By building the entrepreneurial ecosystem together, we create more jobs and generate more wealth which ultimately help our enterprises in the long-run."

PATRICK LYNCH, First Circle,
Endeavor Entrepreneur since 2018

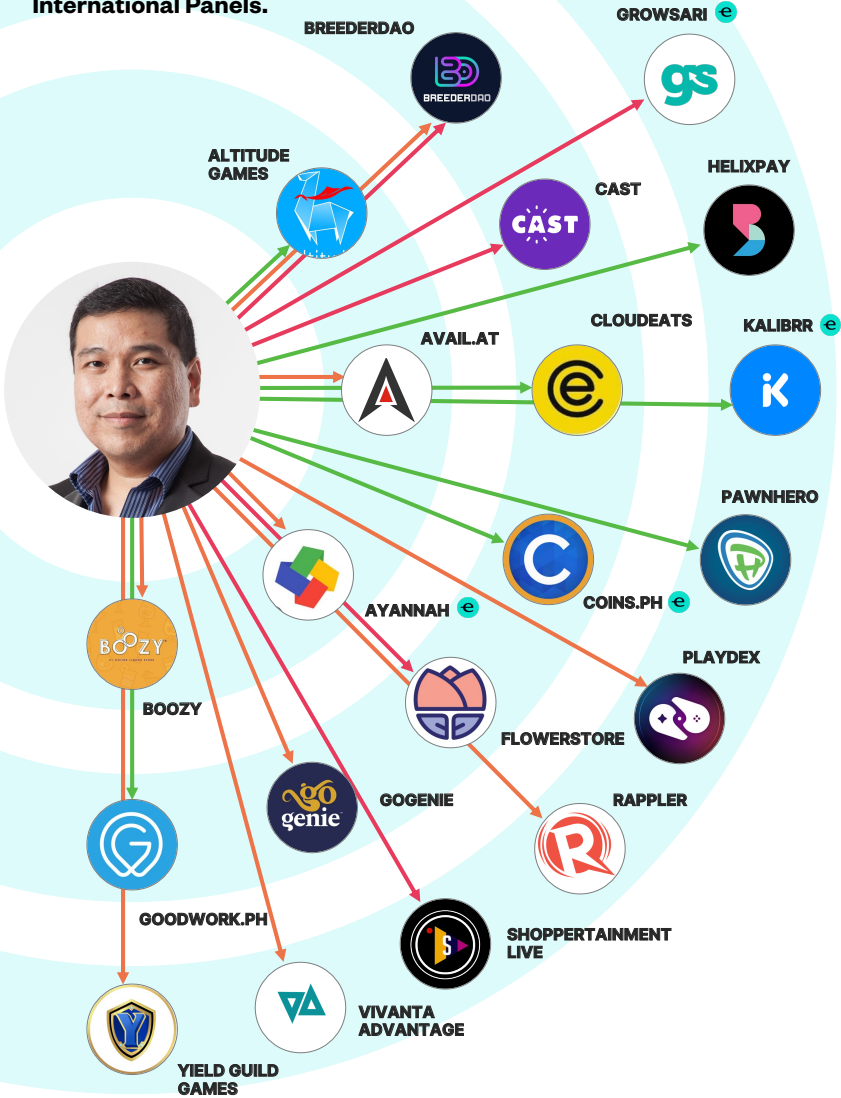


EARLY PLAYERS, **BIG BUBBLES**

Big Bubbles are those with an outsized influence in the ecosystem. Endeavor's first entrepreneurs have emerged as Big Bubbles in recent years, serving as key mentors, investors and advisors for early-stage companies locally and internationally.

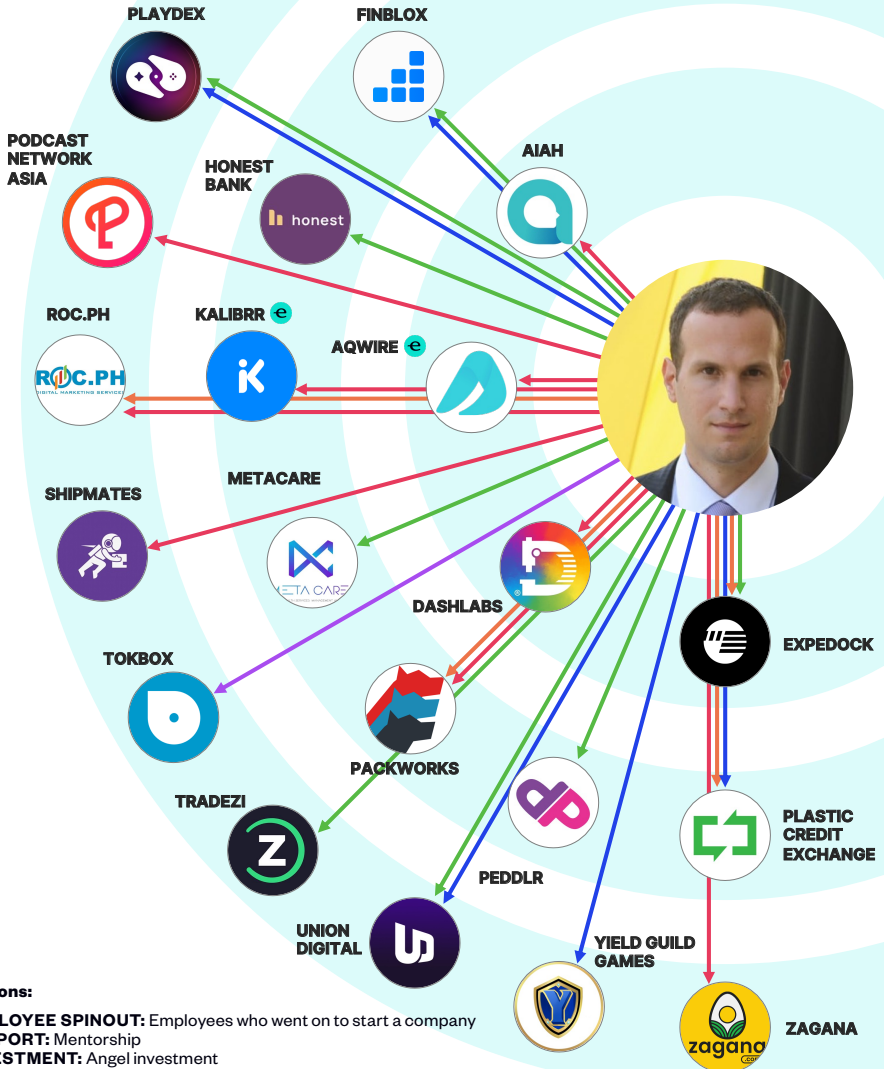
NIX NOLLEDO

Nix Nolloedo is Endeavor Philippines' first entrepreneur. He is also our first EE to sit on the mentor side of the entire Endeavor selection process having been a reviewer in the Second Opinion Reviews and a panelist in Local and International Panels.



RON HOSE

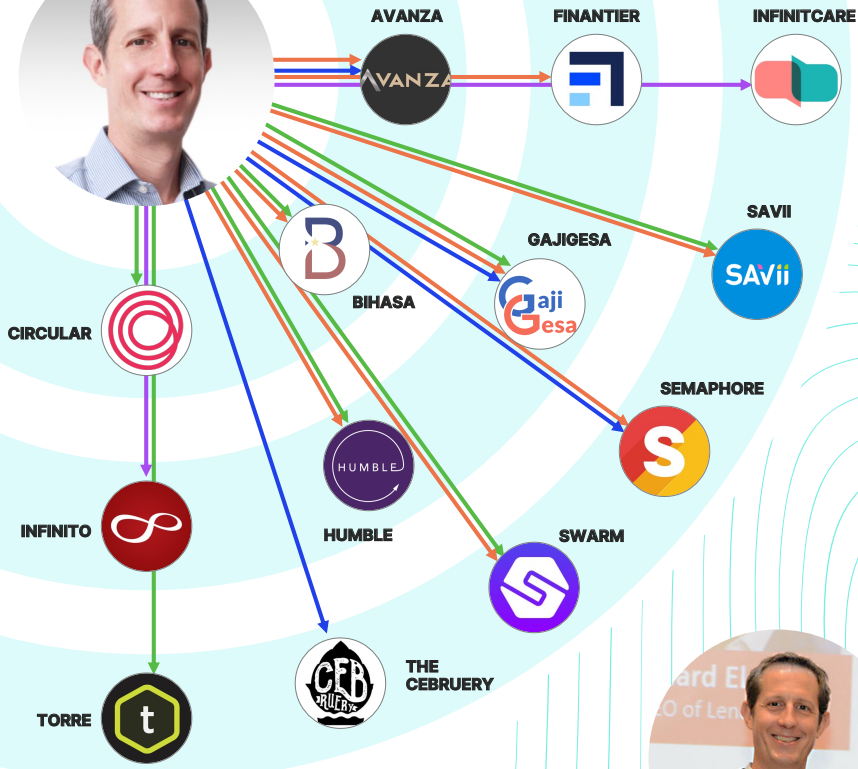
Ron Hose is the first Endeavor Entrepreneur to have a successful exit. Since the acquisition of Coins.ph in 2019, Ron has served as a prolific investor and mentor to various companies.



* Indicative Individual Multiplier Map

RICHARD ELDRIDGE

Richard Eldridge has been actively mentoring entrepreneurs both in the Philippines and globally.



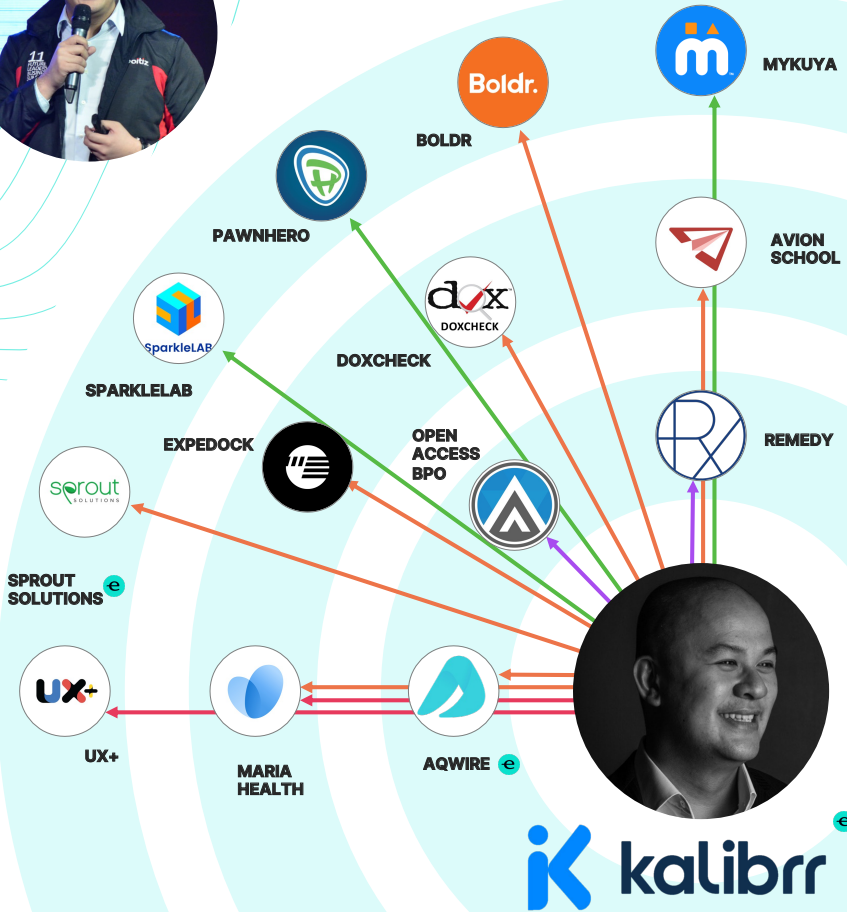
Connections:

- **EMPLOYEE SPINOUT:** Employees who went on to start a company
- **SUPPORT:** Mentorship
- **INVESTMENT:** Angel investment
- **SERIAL ENTREPRENEURSHIP:** Founded more than one company
- **INSPIRATION:** Inspired other entrepreneurs

* Indicative Individual Multiplier Map

PAUL RIVERA


Paul Rivera was selected as an EE in February 2020, but even as a pipeline candidate, he has been mentoring and investing in other entrepreneurs. This is one of the reasons that he was selected as an EE.



* Indicative Individual Multiplier Map



Steve Sy, Founder and CEO of Great Deals eCommerce Corp. with his staff in the Great Deals office in Manila.

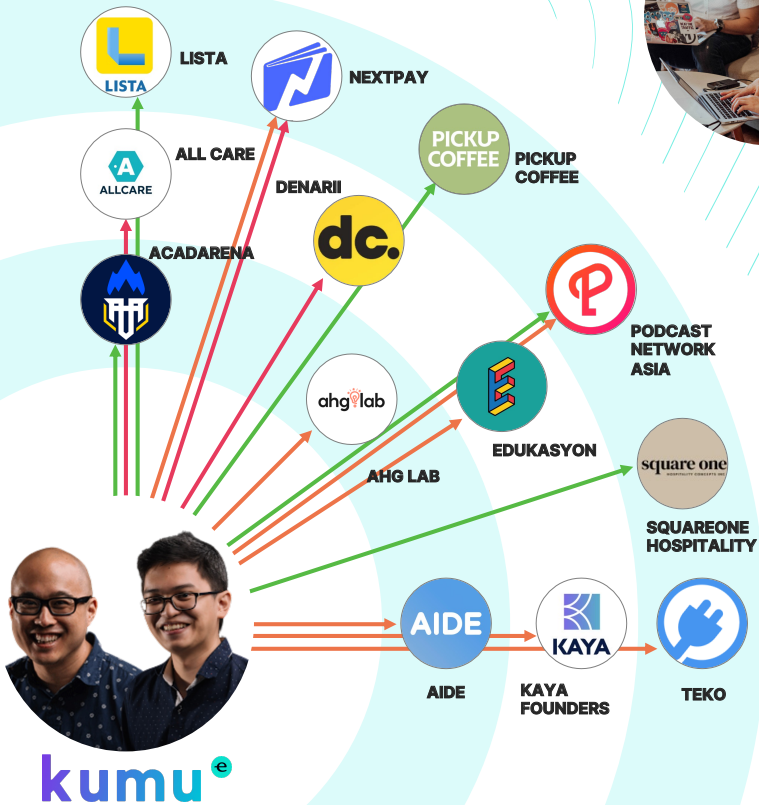


BUBBLING TO THE SURFACE **THE NEXT GENERATION**

**Endeavor's latest entrepreneurs are already making their mark,
primed to become the next Big Bubbles in the Philippine startup
ecosystem, mentoring as early as now.**

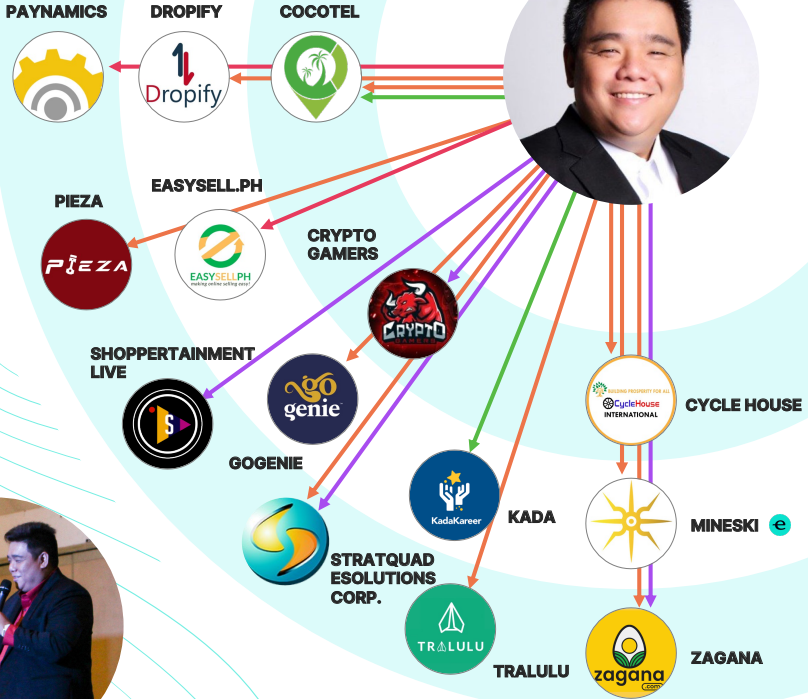
ROLAND ROS & REXY DORADO

Roland Ros and Rexy Dorado are among the pioneers of Sinigang Valley - a burgeoning community of startups, enablers and funders in the Philippines looking to help the Philippines' tech ecosystem.



STEVE SY

Even before being selected as an Endeavor Entrepreneur in 2022, Steve has been actively mentoring other startup founders, inspiring them with his own journey and guiding them toward scale.



Connections:

- **EMPLOYEE SPINOUT:** Employees who went on to start a company
- **SUPPORT:** Mentorship
- **INVESTMENT:** Angel investment
- **SERIAL ENTREPRENEURSHIP:** Founded more than one company
- **INSPIRATION:** Inspired other entrepreneurs

* Indicative Individual Multiplier Map

Endeavor Entrepreneurs in traditional brick-and-mortar businesses have survived the pandemic and have come back even stronger.

ZARK VARONA, Zark's Burgers

As Zark's Burgers celebrates its 13th anniversary this year, the business continues to be one of the fastest growing local restaurants in the Philippines.

Amidst the threat of reduced sales during the pandemic, Zark took advantage of locations with fewer competitors and opened more non-mall locations to cater to the delivery market 24/7. Zark also personally embarked on new food concepts.

To date, Zark's Burgers already surpassed its pre-pandemic sales, estimated to reach PHP 1 billion by 2023. With 60 stores nationwide, Zark is looking to close the year with 80 stores in almost all major cities and malls.



STEVE BENITEZ, Bo's Coffee

Bo's Coffee launched a new brand called **Daily by Bo's Coffee**, a grab-and-go coffee concept that offers quick, accessible, handcrafted coffee for on-the-go lifestyles. Offering a wide mix of classic and unique drinks, Daily only uses hand-poured coffee, creating a strong and bold drink that go-getters and busy-bees will love. While its doors have just opened, Daily capitalizes on the craftsmanship and expertise of its parent company, Bo's Coffee, which has been serving high-quality Filipino coffee for over 26 years.

Female Endeavor Entrepreneurs continue to multiply their impact as they embark into new territories: from second companies to their own venture firms.

ABET VALENZUELA, Equilife Medical

As they say in Endeavor, “**When Economies turn down , Entrepreneurs turn up**” and that’s exactly what Equilife Medical did as it ramped up its onsite hospital services and medical equipment rentals bringing patients much needed respiratory care during the global health crisis effectively saving thousands of lives.

Abet believes that injecting entrepreneurial thinking and bias-for-action accross different facets of the healthcare space enables faster delivery of services to patients who need care the most. To do exactly that, she co-founded **Pulse63**, an incubator of health focused companies.

Since inception just last year, Pulse63 has co-founded and built more companies, notably **Kindred**, the country’s first online-to-offline women focused clinic.



ALEX GENTRY, Sprout Solutions

In 2022, Alex, along with two good friends, launched **Pure Culture**, a world-class locally-designed luxury skincare brand. Pure Culture utilizes environmentally friendly production and processes, including locally sourced ingredients grown and harvested responsibly, to raise the standards of clean beauty. This is Alex’s second company after Sprout Solutions.



MEREDITH NGO, MedGrocer

Years after launching Adobo Connection, Meredith, along with her husband Jerome Uy, co-founded **MedGrocer**, an integrated ePharmacy and medicine benefits management service. It uses technology to deliver drugs at greater convenience and higher service levels at lower prices. It also administers, analyzes, and augments corporate medicine benefit programs.



MENTOR SPOTLIGHT

Endeavor board members and mentors lead by example as they pay it forward in a myriad of ways throughout the years.



Board chairman **JASEN KO**, mentor **ANDY HWANG** and Endeavor Entrepreneur **RON HOSE** have all served as International Selection Panel (ISP) panelists over the past two years, helping select Endeavor Entrepreneurs from all over the world.



Mentor **KAREN BATUNGBACAL** supports entrepreneurs not just locally but internationally - mentoring Endeavor Turkey entrepreneurs **Call Center Studio**.

Board member **INJAP SIA** hosted the first in-person Ask Me Anything (AMA) in over two years last June. Over 20 entrepreneurs and mentors from all over the Endeavor network joined this opportunity to learn from Injap's experience building Mang Inasal and Double Dragon.



"Endeavor has helped me bring my business to another level and has made me ask questions I wouldn't have asked myself. My mentors, Nori and David, helped me look at my business from another perspective."

KENNETH COBONPUE, Kenneth Cobonpue, Endeavor Entrepreneur since 2016

Endeavor Mentor Lifetime Achievement Award

Endeavor mentors have donated over 1,200 mentoring hours to entrepreneurs from all over the world over 8 years. In that time, a few mentors have reached two pivotal milestones in the Endeavor mentor journey: the **1,000+ minute** and **2,000+ minute club**. The current inductees are the following:

THE 1,000+ MINUTE CLUB

Ben Avancena
Karen Batungbacal
Steve Benitez
Bong Consing
Pocholo Domondon
Richard Eldridge
Danny Lizares
Gabby Lopez
Nix Nollo
Nori Poblador
Jajo Quintos
Injap Sia
Mark Yu
Jaime Augusto Zobel de Ayala

THE 2,000+ MINUTE CLUB

Jocot de Dios
David Guerrero
Ron Hose
Anton Huang
Jasen Ko
Bobbit Panlilio
David San Pedro
Billy Valtos

"Endeavor has helped Aqwire grow through network and support. When we were starting out, having the right mentors meant the difference between success and failure. Now that we're expanding overseas, we need a new kind of mentor—one that has the aggregated experience of thousands of companies spanning multiple industries and vast international network, and Endeavor is the best organization to network with."

RAY REFUNDO, Aqwire,
Endeavor Entrepreneur since 2020



ENDEAVOR'S OPERATING MODEL

We are the leading global community of, by, and for High-Impact Entrepreneurs — those who dream bigger, scale faster, and pay it forward.

Our purpose is to inspire the world's fastest-growing entrepreneurs to dream big, scale up, and pay it forward, creating an economic Multiplier Effect.

We serve high impact entrepreneurs: entrepreneurs that have the best ideas, are able to turn these ideas into a reality, have the heart to pay it forward.

1 **SELECT**

We **select** Endeavor Entrepreneurs by searching the globe, identifying founders with the greatest growth potential, and inviting them to participate in our renowned international selection process.

2 **SUPPORT**

We **support** Endeavor Entrepreneurs with our expansive global network, unrivaled peer-to-peer community, and highly-curated services.

3 **ELEVATE**

We **elevate** Endeavor Entrepreneurs as aspirational role models and provide avenues for them to mentor and inspire others to reimagine what is possible.

4 **INVEST**

We **invest** in Endeavor Entrepreneurs through our rules-based fund, Endeavor Catalyst.

5 **ADVANCE**

We **advance** the conversation around global entrepreneurship and innovation through original content, leveraging Endeavor's proprietary data set and insights.

SELECT

We select Endeavor Entrepreneurs by searching the globe, identifying founders with the greatest growth potential, and inviting them to participate in our renowned international selection process.

“I went through interviews with some of the best businessmen and entrepreneurs in the country that Endeavor has as mentors, and I immediately got such great, new advice on how to run the business and this continued throughout the selection process. The mentorship impact is tremendous.”

PETER CAUTON, Bahasa, Endeavor Entrepreneur since 2017



Entrepreneur Search

Endeavor staff conduct an initial review based on recommendations, nominations, and proactive research.

1,000
Companies Reviewed



First Opinion Review

Endeavor staff conducts a one-hour interview to assess the candidate's viability.

365
Companies Reviewed

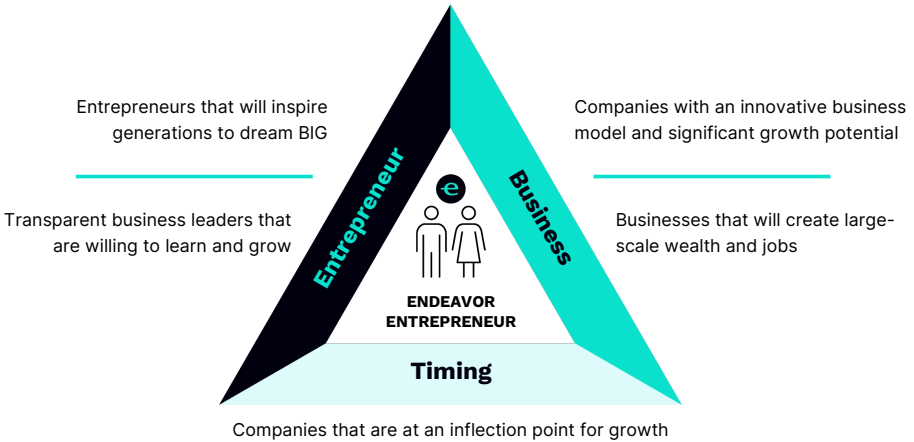


Second Opinion Review

Endeavor mentors conduct multiple interviews with each candidate, probing the business' strategy, innovation, growth potential, and entrepreneurs' personal qualities.

105
Companies Reviewed

Endeavor Selection Criteria



Think Big: Does this candidate have the runaway, fuel and ambition to scale 10x with Endeavor's support?



Local Selection Panel

Four to eight local mentors and board members interview, deliberate, and select candidates for an ISP.

52

Candidate Companies

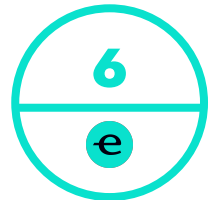


International Selection Panel

International business leaders serve as panelists to interview candidates, deliberate, and select a new class of Endeavor Entrepreneurs by unanimous vote.

33

Candidate Companies



Endeavor Entrepreneur

The Endeavor seal of approval carries significant weight with investors, partners, and other industry leaders.

27

Selected Companies

33

Selected Entrepreneurs

SUPPORT

We support Endeavor Entrepreneurs with our expansive global network, unrivaled peer-to-peer community, and highly-curated services.

Peer Network

Network of Trust

We foster a trusted community of, by and for Endeavor Entrepreneurs, where founders learn from and with true peers around the globe who have shared values and ambitions. Endeavor Entrepreneurs connect with **peers** facing similar challenges, regardless of market or sector, to learn from those who have “been there, done that.”

“As an entrepreneur, sometimes when we solve our problems, we do that alone. Having a peer network with mentors that help think through problems is very powerful. To be an EE really is a feeling of community.”

SIMON BAKKER, Kennemer Foods,
Endeavor Entrepreneur since 2017



Mentorship & Expertise

Unrivaled Local and Global Network

Our unrivaled global network of mentors and partners helps Endeavor Entrepreneurs tackle roadblocks to growth and inspires them to think bigger.

- Endeavor’s world class **Local and Global Network** of functional and industry operators and experts pay it forward by providing direct feedback and advice, sharing their experiences, and opening doors.
- Endeavor structures **Advisory Boards** to guide entrepreneurs on their main challenges in a regular cadence.
- Endeavor supports entrepreneurs’ **geographic expansion** by plugging them into the broader network of relevant Endeavor offices worldwide. We also connect them with other founders who’ve gone through a similar experience.
- Endeavor connects entrepreneurs with students and consultants from **top-tier MBA and corporate partners** to work on short-term projects. These partners also extend their support as mentors and advisors.

Access to Capital

Unparalleled Fundraising Knowledge

With over a decade of experience working with founders raising capital around the world, Endeavor provides unparalleled knowledge, guidance and connections to support our entrepreneurs' fundraising efforts.

- Endeavor curates **mentoring sessions** on all aspects of fundraising. Using our global, cross-sector, cross-stage investor network, founders receive unbiased feedback to set them up for success in their fundraising journeys.
- Endeavor facilitates **introductions** to top-tier investors and service providers around the world, and sends notes of **endorsement** to those who are considering partnering with Endeavor Entrepreneurs.
- Endeavor supports entrepreneurs in conducting **reverse due diligence** by facilitating confidential conversations within our trusted community of founders who have partnered with the prospective investor.
- Endeavor does not take equity as part of selection. Instead, we **co-invest** passively in qualified rounds of Endeavor Entrepreneurs through Endeavor Catalyst, our rules-based fund, without additional terms or diligence.



"Being an EE is like having these resources for HR, Business Development, Fundraising. I would really recommend Endeavor to any entrepreneur that's trying to scale fast and expand outside of their market."

MIKKO PEREZ, Ayannah,
Endeavor Entrepreneur since 2017



Personal Growth

Focus on Scaling Yourself

We recognize that an entrepreneur can only scale his/her company as fast as he/she can scale himself/herself. We provide our founders with the safe space and opportunities needed to work on himself/herself.

- Endeavor hosts week-long **Endeavor-only Executive Education** programs with HBS, Stanford GSB, and INSEAD, focused on leadership, innovation, and scaling up. Additional virtual programs can extend to executive teams.
- Endeavor's closed-door peer groups and mentorings provide founders with a **safe space** to zoom out, reflect and grow as leaders. We also facilitate connections to vetted partners and mentors for individual and group coaching.
- We help Endeavor Entrepreneurs navigate the transition from their selected company and determine their **next steps**. Our entrepreneurs become serial founders, investors, board members and executives in other businesses.



"Endeavor's Executive Education programs are great opportunities to connect with founders all over the world, and to bring back key learnings to our countries."

MARIO BERTA, FlySpaces,
Endeavor Entrepreneur since 2017



"Being an EE is an honor. Being part of a group with a shared goal of delivering impact to the world by working hard and sharing their experience is something that a normal family business mindset would have a hard time to understand, and I see it as a reminder to step up every day."

RONALD ROBINS, Mineski,
Endeavor Entrepreneur since 2019

ELEVATE

We elevate Endeavor Entrepreneurs as aspirational role models and provide avenues for them to mentor and inspire others to reimagine what is possible.

Pay It Forward Platform

Multiply Your Impact Locally and Globally

Endeavor Entrepreneurs' success is not limited to scaling their companies. We provide a platform for them to multiply their impact within and beyond their ecosystem by inspiring, mentoring and reinvesting in the next generation of founders.

Inspiring the Next Generation

We elevate Endeavor Entrepreneurs as role models to **inspire** the next generation of founders; and offer opportunities for them to share their experiences directly with different audiences around the world.

Mentoring Fellow Entrepreneurs

Endeavor Entrepreneurs serve as **mentors** to fellow entrepreneurs who are facing hurdles they have already overcome, and to the future generation of Endeavor Entrepreneurs by reviewing candidates and serving as Selection Panelists.

Investing in the Future

Endeavor Entrepreneurs can **invest** in the future of the organization by allocating space in eligible rounds for Endeavor Catalyst and by becoming LPs in the fund. Some have ultimately been invited to become Board Members of their Endeavor office.

"For me, being an EE means playing a greater role in the betterment of society. I think it's our responsibility to pay it forward. Endeavor has allowed us many wonderful things. It's our duty to mentor and give back to others."

PAOLO HILARIO, Lay Bare,
Endeavor Entrepreneur since 2018



INVEST

We invest in Endeavor Entrepreneurs through our rules-based fund, Endeavor Catalyst.

Endeavor Catalyst

Endeavor Catalyst is Endeavor's rules-based, co-investment fund that invests in the companies of Endeavor Entrepreneurs. Launched in 2012, Endeavor Catalyst has \$500M in Assets Under Management (AUM) across three funds.

Endeavor Catalyst offers a unique opportunity for Endeavor to become financially self-sustaining by investing in the very entrepreneurs it supports.

Proceeds from Endeavor Catalyst provide returns to investors while facilitating Endeavor's expansion into new markets and funding the development of critical infrastructure to support growing operations.

Catalyst invests in:

1. The companies of Endeavor Entrepreneurs
2. Raising a minimum of \$5M+ of equity capital in a single round of financing
3. Led by a qualified, institutional investor

Proceeds from Catalyst:

- Aim to generate strong returns for investors
- Financially support Endeavor's global and local operations
- Reinvest into future Endeavor Catalyst funds

Endeavor Catalyst By the Numbers*

10
Years of Operations

\$500M
Assets Under Management

260+
Investments

35
Markets

190+
Co-Investment Partners

20
Exits

11
Publicly Listed Companies

46
Companies Valued at \$1B+

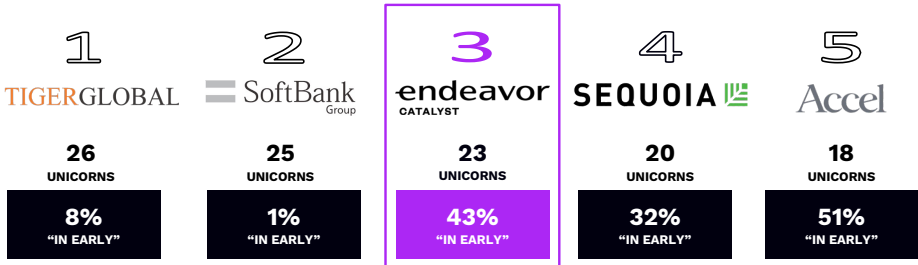
Investing Alongside Leading Funds in the World

The Endeavor Catalyst model of co-investment relies on great co-investors from all of Endeavor's markets across the globe, including but not limited to:

REGIONAL VC FUND SERIES A		GLOBAL VC FUNDS SERIES A/B		GLOBAL GROWTH EQUITY FUNDS SERIES B/C/D	

Endeavor's Role Outside of US, China and India

With 23 Unicorns outside of the US, China, and India - Endeavor Catalyst ranks among the top 5 most prolific Unicorn investors in the Rest of the World (as of June 2021)



With 43% of our Unicorns invested in at Series A or earlier, Endeavor Catalyst is one of the most successful investors at the early stage in unicorns outside of the US, China, and India.

Endeavor Entrepreneurs as Investors

With Endeavor Catalyst opening the doors for Endeavor Entrepreneurs to invest, the multiplier effect has been on full display across all Catalyst funds. **Over 30% of Limited Partners are Endeavor Entrepreneurs!**



Endeavor Catalyst Investments in the Philippines (as of October 2022)



FUND I (2017)



FUND II (2019)



FUND III (2021)



FUND III (2021)



FUND IV (2022)

ADVANCE

We advance the conversation around global entrepreneurship and innovation through original content, leveraging Endeavor’s proprietary data set and insights.

High Impact Pinoy Entrepreneur (HIPE) Stories Podcast

Showcasing the Multiplier Effect

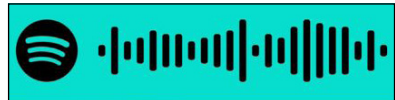
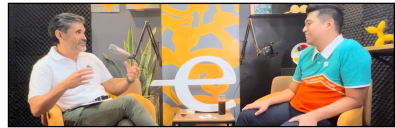
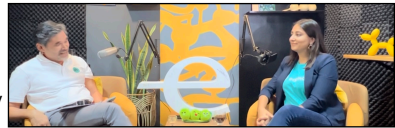
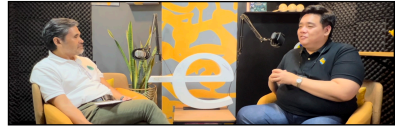
What makes an entrepreneur ecosystem?
What makes an ecosystem thrive?

HIPE Stories is a show about High Impact Pinoy Entrepreneurs. These are entrepreneurs who are based in the Philippines who have the most disruptive ideas, scale their business to a big success, then go on to do something special — they pay it forward by helping the next generation of entrepreneurs.

In the process, they turbocharge the entrepreneur ecosystem and create an economic multiplier effect. At Endeavor, we believe the success of an entrepreneur is measured not simply by the size of their company or their bank account but by the size of their impact on the ecosystem.

HIPE Stories explores what it means to be a catalyst through high-impact entrepreneurship with guests Steve Sy of Great Deals, Roland Ros of Kumu, Bela Gupta D’Souza of Edamama, and ER Rollan of Growsari for its inaugural run.

HIPE | HIGH IMPACT PINOY* ENTREPRENEURS STORIES



“That’s really something that’s ingrained in me... what are you doing to nation build?”

ER ROLLAN, Growsari,
Endeavor Entrepreneur since 2020
High Impact Pinoy Entrepreneur Stories

LOCAL IMPACT

Endeavor Entrepreneurs, particularly the Big Bubbles, create economic impact by creating jobs for local economies, generating revenue for their industry and paying it forward to the next generation of entrepreneurs.

\$513M

Revenues Generated
in 2022 by Active
Endeavor Entrepreneurs

29,000

Jobs Created
in 2022 by Active
Endeavor Entrepreneurs

\$532M

Total Capital Raised
by Active Endeavor
Entrepreneurs

1,250+

Total Mentoring Hours
Donated by Local Mentors

1,100+

Total Mentoring Hours
Received by Local
Entrepreneurs



“Being an EE means building a business not just for profit but making sure there’s a social impact.”

DUSTIN ONGHANSENG, uHoo,
Endeavor Entrepreneur since 2018



“Being an EE is really about making a statement and following that through with action.”

PATRICK GENTRY, Sprout Solutions,
Endeavor Entrepreneur since 2018

GLOBAL FOOTPRINT

Global Introductions

Endeavor opens doors to new commercial opportunities and global expansion through network connections, deep-dive country visits, and specialized industry tools.

FAROUK MERALLI, Founder of mClinica Pharmacy Solutions, joined Endeavor network members from 21 countries in the 2018 Endeavor Outliers event in San Francisco.



40

Markets

500+

Employees

1,300+

Endeavor Companies
Selected

3.4M+

Jobs Created by Endeavor
Companies

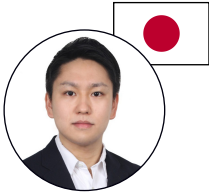
\$42B+

Revenues Generated by
Endeavor Companies
Annually



Endeavor's Cross-Border Services

As a global network, Endeavor Entrepreneurs have access to Endeavor's network of peers, mentors and connections around the world. In the Philippines, we support 2 global entrepreneurs with our cross-border services, leveraging the network to assist them in the Philippine market.



KAZUMASA NAKASHIMA / Global Mobility Service, Japan

Through its proprietary payment assurance and data collection devices and mobility service platform, GMS partners with financial institutions to offer auto loans to those who fail credit screenings. Through its operations, GMS addresses some of society's most challenging issues, including financial inclusion, poverty reduction, and carbon emissions elimination.

NATE CLARKE / TymeBank, South Africa

Tyme is a multi-country digital banking group, focused on bridging the digital divide in emerging markets, by integrating into physical retail ecosystems. Tyme designs, builds, and commercializes digital banks for the mass market, with a particular expertise in serving underserved and under-banked populations. Tyme recognizes the unique challenges of digital banking in emerging markets and builds financial education, a high tech – high touch approach, and efficient cash management solutions to meet the needs of the emerging mass market in these countries.



LOCAL EEs

We Have Selected 33 High-Impact Entrepreneurs from 27 Companies who embody Endeavor's values and have what it takes to further our mission.

2015



NIX NOLLEDO / Xurpas,
San Francisco ISP



VIVEK PADMANABHAN & BRIAN COTTER / PSG Global Solutions, Mexico ISP

2016



STEVE BENITEZ / Bo's Coffee,
Madrid ISP



KENNETH COBONPUE & CHRISTOPHER REITER / Kenneth Cobonpue, Bali ISP



MEREDITH NGO / Adobo Connection,
Bali ISP



FAROUK MERALLI / mClinica (now SwipeRx), Boston ISP

2017



MIKKO PEREZ / Ayannah,
Kuala Lumpur ISP



SIMON BAKKER / Kennemer Foods,
Kuala Lumpur ISP



RICHARD ELDRIDGE / LendoEFL,
New York ISP



MARIO BERTA / Flyspaces,
Sofia ISP



RON HOSE / Coins.ph,
Sofia ISP



PETER CAUTON / Storm,
Miami ISP

2018



PAOLO HILARIO / LayBare,
Manila ISP



ZARK VARONA / Zark's Burgers,
Manila ISP



DUSTIN ONGHANSENG / uHoo,
Milan ISP



PATRICK & ALEX GENTRY / Sprout Solutions,
Buenos Aires ISP



PATRICK LYNCH & TONY ENNIS / First Circle, Cape Town ISP

2019



MAGELLAN FETALINO III / Acudeen,
Quito ISP



RONALD ROBINS / Mineski,
Istanbul ISP



ABETINA VALENZUELA / Equilife Medical,
Riviera Maya ISP

2020



PAUL RIVERA / Kalibr, Riyadh ISP



RAY REFUNDO / Qwikwire (now Aqwire), Riyadh ISP



ROLAND ROS & REXY DORADO / Kumu, Virtual ISP #10

In 2021 and 2022, Endeavor has selected the following amazing entrepreneurs:



ER ROLLAN & SHIV CHOUDHURY / Growsari
Virtual ISP #18 2021

GrowSari is a tech-enabled B2B platform that helps the Philippines' over one million mom & pop sari sari stores get better service, larger assortments, and access to new services, outfitting them with both the infrastructure and tools they need to transform themselves from simple FMCG outlets to comprehensive service hubs for the nation's grassroots communities.



STEVE SY / Great Deals eCommerce Corp.
Virtual ISP #20 2021

Great Deals is the Philippines' leading eCommerce enabler. Great Deals provides brands an end-to-end ecosystem of eCommerce services including sales, marketing, customer service, fulfillment and logistical support. By offering the most comprehensive suite of eCommerce services in the market, Great Deals equips global brands with in-depth tools and strategies to maximize their eCommerce efforts.



GREG KRASNOV / Tonik
Virtual ISP #27 2022

Tonik aims to close the massive gap in consumer lending as the second Bangko Sentral ng Pilipinas (BSP) licensed neobank in the Philippines, offering a purely digital solution for scaling financial services. Through its state-of-the-art, proprietary app, Tonik provides customers with the full range of consumer banking products including savings accounts, term deposits, loans, debit cards, and more.



KEVIN ZHANG / Inteluck
Virtual ISP #30 2022

Inteluck is a B2B first and middle-mile logistics company leveraging proprietary data and technology to optimize supply chain inefficiencies across SEA. Inteluck's products range from trucking to financial services and focus on decreasing costs while maintaining high-quality services for its 300+ large enterprise customers. Founded in 2014, the company operates across Southeast Asia and has raised \$20M+ in funding to date.

MENTORS



DEAN ARAGON
CEO & Vice Chairman,
Shell Brands
International



JJ ATENCIO
CEO, Januarius



BEN AVANCENA
CEO & Senior Partner,
OneAsia Healthcare
Solutions



JIM AYALA
Founder & CEO, Hybrid
Social Solutions



RAYMUND AZURIN
Senior Vice President &
Area Director, Zuellig
Pharma Asia Pacific



KAREN BATUNGBACAL
Senior Vice President,
Optum Global Solutions



MICHAEL BRENNAN
General Manager, BBVA
Singapore



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Co-Founder & Board
Director, Zalora



JESSIE CAPIO
President, P&A Grant
Thornton Outsourcing,
Inc.



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CEO, Amber Kinetics



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Corporation



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CEO, Manila Water



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Coca-Cola Philippines



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PWC



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Chairman, CIBI
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& EVP, Whirlpool Corp.



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President, Nutriasia



GINBEE GO
Executive Vice
President, Bank of the
Philippine Islands



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Guerrero



TONY HARRIS
Founder, Stray Rhino



ANDY HWANG
Former Director of
Business Integrity,
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Navegar



PHILIPP KANDAL
Head of Engineering,
Geo, Grab



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Managing Partner,
Hustle Fund



JIM LAFFERTY
CEO and Board Director,
Fine Hygienic Holding



HOGAN LEE
President & COO,
Glo



DONALD LIM
Chief Operating Officer,
DITO CME



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LIMCAOCO**
President & CEO, Bank of
the Philippine Islands



KENNETH LIOTONGCO
Co-Founder, Kation
Technologies Inc.



DANNY LIZARES
Private Equity Partner,
Sierra Madre



GINA LORENZANA
Independent Director,
Century Pacific Food

ENDEAVOR PHILIPPINES MENTORS THROUGH THE YEARS



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President, Potato
Cornerr



PAOLO MALABUYO
Director of UX,
Google



JOJO MALOLOS
CEO, JG Digital Ventures



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Sunlife Financial



XAVIER MARZAN
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Director & CEO, f(dev)



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Head of Philippines
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GRACE MURPHY
Vice-President, Head of
Multinationals, HSBC



CIAN O'NEILL
Chief of Staff, Microsoft



JOHN ORROCK
Founder, Future Now
Ventures



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Managing Director &
Senior Partner, Boston
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NORI POBLADOR
Managing Partner,
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Asia Fellow, Milken
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SVP, First Philippine
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INA QUIOGUE
Head Strategic Sales,
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Co-President & Director,
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Co-Founder & CEO,
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Wavemaker



LITO SIBAYAN
President, Mabuhay
Capital



HANS SICAT
Managing Director,
ING Bank



PATRICIA SOSRODJOJO
Partner, Connecting
Founders



JUN SY
Founder & President,
Tao Corporation



JUN TAGUD
Former CEO & President,
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CEO, Integrated
Microelectronics



TINA TAN
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Endeavor Philippines Vice
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CEO, First Philippines
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Philippines



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Chairman, Ayala Corporation



**CEZAR "BONG"
CONSING***
President & CEO, Ayala
Corporation



**JOSE TEODORO "TG"
LIMCAOCO***
President & CEO, Bank of
the Philippine Islands



**EUGENIO "GABBY"
LOPEZ***
Former Chairman, ABS-CBN
Corporation



JUN SY*
Founder & President, TAO
Corporation

OUR STAFF



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Managing Director



RONA AUMENTADO
Senior Manager, HR & Operations



JULIA AZARCON
Senior Associate,
Entrepreneur Experience



JUDGE CALIMBAHIN
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Experience



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CAELA TANJANGO*
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Ecosystem Development



RAFFY TANPHO*
Manager, Entrepreneur
Selection & Growth



JOHANNA WIESE*
Manager, Entrepreneur
Selection & Growth

* Former Philippine board members and staff

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We'd like to thank our partners who have supported us in creating this Impact Report and commissioning this year's Philippine Multiplier Map.



and

WILFRED "FRED" UYTENGU

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“Sustainable economies are dependent on high-impact entrepreneurship. What Endeavor does better than any other organization is to create entire cultures of entrepreneurship that spread within and between countries.”

REID HOFFMAN

Co-founder, LinkedIn and Partner, Greylock
Endeavor Global Board Member
Endeavor Catalyst Chairman