



This book belongs to: _____

• A NOTE ON OUR IMPACT REPORT •

This is not your usual corporate or annual reports.

We have made this book an activity-full, hands-on, impact report and we have turn some of the pages in it into a coloring & activity book. Why, you ask? Well, this may sound cheesy, but we feel presenting ourselves this way captures the spirit of Endeavor: playful & collaborative. We treat each of our network member (entrepreneurs, mentors a like) as a unique individual. Now you have the opportunity to personalize this book and make it your own unique book by adding your own touch to it.

If this kind of activities is not for you, that's ok too! - then you can always pass them along to your kids, nieces/ nephews, or that little cute kid in your neighborhood. Who knows they might actually be inspired to be entrepreneurs when they grow up from it! And then of course it is all due to that little activities book you gave to them about high-impact entrepreneurs back in 2016. Here is to celebrating four years of Endeavor Indonesia. Enjoy!

Endeavor Indonesia



ACTIVITY 1. Test your EQ! (Endeavor Quotient)



Tweet your answer to **@Endeavor_Indo** plus hashtag **#ImpactReport!** First 10 lucky people with the correct answer will get *Crazy is a Compliment* book by Linda Rottenberg (CEO and Co-founder of Endeavor)



- Endeavor has a signature event where entrepreneurs meet with mentors in a one-on-one speed mentoring session. What is the name of the event?
 - Scale-Up Conference
 - Scale-Up Impact
 - Scale-Up Clinic
- Which Endeavor Entrepreneur opened a store in the Netherlands?
 - Dr. Grace Judio-Kahl (LightHouse Indonesia)
 - Anton Wirjono (The Goods Dept)
 - Hendy Setiono (Kebab Turki Baba Rafi)
- Which of the following persons is not an Endeavor Global Board?
 - Reid Hoffman (Co-Founder, LinkedIn)
 - Fadi Ghandour (Founder & Vice Chairman, Aramex)
 - Tyra Banks (Founder, Tyra Beauty)
- Which of the following statements best describe the reason why Endeavor call their entrepreneurs High-Impact Entrepreneurs?
 - They create thriving companies that employ hundreds, even thousands of people, and generate millions in wages and revenues.
 - They have the power to inspire countless others as leading role models and together, these entrepreneurs hold the key to sustained economic growth in emerging markets.
 - All of the above
- Endeavor has a passive investment arm that invest only in Endeavor company. What is it called?
 - Endeavor Venture
 - Endeavor Catalyst
 - Endeavor Impulse

Endeavor Indonesia Board Members 2012-2015



Husodo Angkosubroto
PT Gunung Sewu Kencana
Chairman



Harun Hajadi
Ciputra Group
Managing Director



Jimmy Masrin
PT Caturkarsa Megatunggal
Presiden Director & CEO



Svida Alisjahbana
Femina Group
President & CEO



Raoul Oberman
McKinsey Indonesia
Director (Emeritus)



George Tahija
PT Austindo Nusantara Jaya
Director



Hendrick Kolonas
PT Celebes Artha Ventura
CEO & President Commissioner



Dr. Ir. Ciputra
Ciputra Group
Founder & Chairman



Theodore Rachmat
PT Triputra Investindo Arya
Chairman



It has been an amazing four years for Endeavor Indonesia.

I still remember vividly my first meeting with Linda Rottenberg, the co-Founder of Endeavor, in Endeavor's New York Office back in late 2011. At that time, Endeavor had 11 offices in 6 countries, mainly in Latin America, Middle East & North Africa. Asia, she said, should be the next frontier, with Indonesia opening the pathway. I couldn't agree more.

Linda Rottenberg and Peter Kellner started Endeavor with a dream & a sketch on a napkin. They dreamt of markets like Argentina and Brazil having a Steve Jobs-caliber entrepreneurs, and that they will build an organization that would help accelerate the growth of these entrepreneurs through access to mentors and networks.

Fast forward to 2012, Endeavor Indonesia was born from 7 extraordinary individuals who shared this dream and they devote not only their financial resources, but most importantly, their time. They interview entrepreneur candidates, serve on local selection panels, recruit their peers at mentors, host events, become judges at our International Selection Panels, sit in entrepreneurs advisory boards, and more.

And as we reach the milestone of our 4th year anniversary, it is really an honor to share with all of you our first-ever Endeavor Indonesia Impact Report. Today, Endeavor Indonesia has 19 entrepreneurs from 17 companies, supported by more than 50 local mentors. Since inception our network has donated over 1,100 hours to entrepreneurs. Our Endeavor Scale-up Indonesia series has been a great platform to catalyze connections among entrepreneurs, business leaders, and investors. None of this would have happened without the support of the Endeavor Indonesia Board members, our amazing mentors and Endeavor Entrepreneurs, Endeavor network worldwide, and the Endeavor Indonesia team.

Whilst we have a lot to celebrate, we are just getting going. There are still so much to do, so many lessons to learn from. Most of the entrepreneurs we support are based in Jakarta. We would like to support more entrepreneurs from more cities across Indonesia. We believe these entrepreneurs have the potential to make a big difference for Indonesia going forward, and that they too should have access to mentors who can help them succeed. We would like to invite you to join us in this endeavor. Together we can help create more high-impact entrepreneurs in Indonesia.



endeavorindonesia.org



@endeavor_indo



EndeavorIndonesia



/user/endeavorindo

Salam,

Sati Rasuanto

Managing Director (a.k.a Chief Everything Officer)
Endeavor Indonesia



ACTIVITY 2. Who's who?!

Match the face of our team with their role.



Chief
Sourcing
Officer

Chief
Performance
Officer

Chief
Communication
Officer

Chief
Engineering
Officer

Chief
Community
Officer

Chief
Services
Officer



How Endeavor Works

START HERE



For 18 years, Endeavor has proved that sustained economics development is dependent on a vibrant entrepreneurial ecosystem

Since 2012, Endeavor Indonesia Has been searching country's **best and brightest** entrepreneurs,



Covering Southeast Asia, Middle East, Europe, North Africa, USA and Latin America

SELECT



Selects High-Impact Entrepreneurs,



ACTIVITY 3. Hide and Seek!

How many mini High-Impact Entrepreneurs can you find?





Promotes role models who inspire **future generations of entrepreneurs** to continue the cycle

MULTIPLY



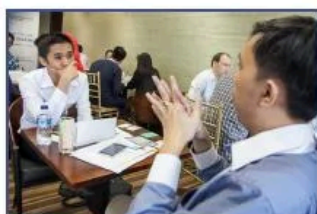
Endeavor Entrepreneurs participate in a **Give-back program**, to support Endeavor's mission & the **High-Impact Entrepreneurship movement**



Share their **success stories**, create a **platform** for them to be **mentors**



6,340
High-quality
jobs created in
2015



Antonius Taufan
(GiftCard Indonesia,
Endeavor Entrepreneur)
served as mentor in
Scale-Up Clinic #3

SUPPORT



Connects them to leading mentors to help them **scale their companies**

IDR 2,2T
in revenues
generated by
Endeavor Indonesia
companies
in 2015

Arief Widhiyasa
(Agate Studio,
Endeavor Entrepreneur)
and Bernard Saisse
(COO & CMO, Microsoft Indonesia)



Yukka Harlanda
(Brodo Footwear,
Endeavor Entrepreneur)
and Iwan Atmawidjaja
(Partner, KPMG)





Why Scaleup Companies are Critical for Job Creation in Indonesia?*

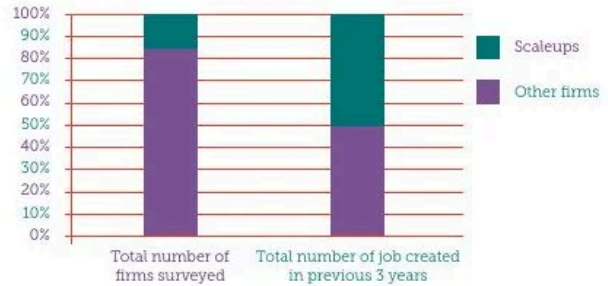
Scaleups¹ are the largest job creators in Indonesia.

A 2009 World Bank survey found that only 16% of Indonesian companies were scaleups but they created 52% of the net new jobs during the previous three years.

Most Indonesian companies do not produce any new jobs.

Only 39% of Indonesian firms in the survey created any net new jobs during the previous three years. Nearly one quarter of the companies surveyed reduced the total number of people they employed and 37% of companies neither added nor subtracted employees.

Scaleup growing at 20%+ per year are the largest job creators in Indonesia, according to a World Bank survey.



¹ For the purposes of this report, a scaleup company is defined as a firm that is more than three years old with an average annual employment growth rate greater than or equal to 20% during the previous three years.

A report from
endeavor
INSIGHT

Supported by
OMIDYAR
NETWORK™

* Excerpt is from a 16-52 Report created in July 2013 from the most recent World Bank Enterprise Survey data from 2009 of 1,355 Indonesian companies.

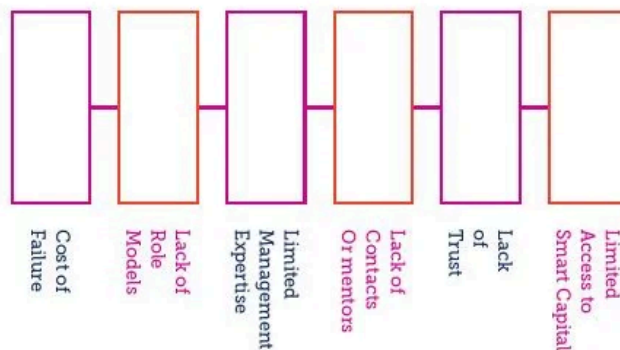
For more info visit
www.endeavorindonesia.otrg/reports

Why High-Impact Entrepreneurs?

HIGH-IMPACT ENTREPRENEURS CAN CHANGE THE WORLD.
THEY SEIZE OPPORTUNITIES TO INNOVATE.

They create thousands of jobs and generate large revenues. They inspire those around them and prove that entrepreneurship is the leading force for sustained economic development.

IN EMERGING MARKETS,
HIGH-IMPACT
ENTREPRENEURS FACE
SUBSTANTIAL BARRIERS
TO GROWTH:



endeavor
INDONESIA



ACTIVITY 4!

Which do you consider as the biggest barrier to growth?
Color the relevant bar.

ENDEAVOR PROVIDES the critical support entrepreneurs need to overcome these challenges and reach their high-impact potential.



Multiple times per year, Endeavor's rigorous, multi-step selection process concludes with International Selection Panels where business leaders interview and select the next class of Endeavor Entrepreneurs.

1. Select

HOW DO WE SELECT ENTREPRENEURS?

PRO-ACTIVE
SEARCH -
REFERRAL -
SELF NOMINATION

SCREENING

1,297

1st OPINION
REVIEW (FOR)

150

2nd OPINION
REVIEW (SOR)

150

LOCAL
SELECTION
PANEL (LSP)

39

INTERNATIONAL
SELECTION
PANEL (ISP)

24

19

High-Impact
Entrepreneurs
from 17
companies
got selected

1.5%

Endeavor seeks potential High-Impact Entrepreneurs through pro-active search, referral from our network, and self nomination by potential candidates

Endeavor team assesses entrepreneurs and their companies to determine preliminary suitability to be Endeavor Entrepreneur

Endeavor staff interviewed 900+ candidates to assess their fit with Endeavor.

Senior-level Endeavor mentors and business leaders conducted interviews of 300+ companies, probing the founders' business strategy, innovation, and growth potential.

Local mentors and board members interviewed candidates leading 100+ companies and selected the most promising to present at an International Selection Panel.

Global business leaders interviewed 204 candidates representing 130 companies at seven 'ISPs.' Candidates must receive unanimous support to be selected at an ISP.

ACCEPTANCE
RATE
ENDEAVOR
INDONESIA
2012-2015



2. Support

Post-selection, Endeavor provides its entrepreneurs with access to talent, mentorship, capital and markets through a series of customized local and global services. (Learn more: endeavorindonesia.org/en/services).

NETWORK & MENTORS

An elite network of local and global business leaders share their knowledge & make necessary connections to help potential high-impact entrepreneurs accelerate their success

TALENT

As a key driver to success, Endeavor provides entrepreneurs with access to various talents: pro bono support from professional firms, partnerships with Harvard Business School & Stanford, etc.

SMART CAPITAL

Endeavor helps entrepreneurs access 'smart capital' from around the world through our investor network & access to Endeavor Catalyst, our passive investment arm.

INSPIRATION

Through our stories & events, Endeavor highlights the power of entrepreneurship, encouraging new ideas, enable synergies and connections. Our Endeavor Entrepreneurs also become role model to the next generation of entrepreneurs.



3. Multiply

90%

of Endeavor Entrepreneurs promote entrepreneurship as speakers, mentors or investors

200K+

Endeavor Entrepreneurs mentor the next generation of entrepreneurs

200%

of Endeavor Entrepreneurs are more likely to invest in other companies.

Successful entrepreneurs reinvest in their communities and networks, multiplying their impact. Endeavor helps its entrepreneurs take on a key role in their ecosystems—90% of Endeavor Entrepreneurs go on to serve as angel investors, mentors, and active promoters of high-impact entrepreneurship.

Endeavor Entrepreneurs global impact metric



Aldi Haryoprato

CEO, Rekan Usaha Mikro Anda (RUMA)

Through technology enables 200K+ Mom and Pop shops to be powerful economic agents for their communities.

Learn about RUMA in Youtube



bit.ly/AldiRUMA_Ytb



ACCESS TO INVESTMENT

RUMA is co-invested by Endeavor Catalyst, Endeavor's innovative impact investment fund that co-invests in Endeavor Entrepreneurs through a neutral, rules-based process.

More about Endeavor Catalyst



endeavor.org/approach/catalyst/



ENDEAVOR
ENTREPRENEUR
OF THE YEAR
2015



Niki Luhur



kartuku
Secure Payments. Simplified.

President Director, Kartuku

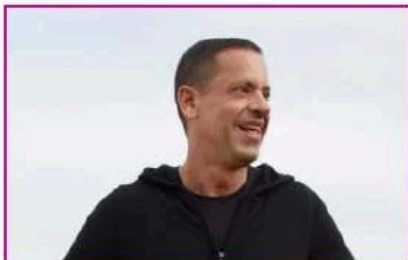
Provides reliable and integrated payment solution for a cash-oriented Indonesian's payment service market.

How does Endeavor help Niki?

Learn more in



http://bit.ly/NikiKartuku_Ytb



ACCESS TO MARKETS: GLOBAL MENTORSHIP

6 months one-on-one mentoring with Sal Giambanco (Omidyar Network) in human capital & talent management.



ACCESS TO TALENT

Kartuku has been engaging with MIT Sloan Glab Program for 3 years. "G-Lab gave us access to a talented and motivated team who actively brought together research in the US and insights from their home market (Brazil) to help Kartuku develop a new product strategy,"

EMPLOYEES 2011

270

EMPLOYEES 2015

634

CAGR REVENUE 2011 - 2014

79%



<http://mitsloan.mit.edu/actionlearning/labs/g-lab.php>



Dr. Grace Judio-Kahl

Founder, LightHouse Indonesia

Supports a healthier Indonesia with medically supervised weight management solutions.

How did Dr. Grace become an entrepreneur?

Check  bit.ly/GraceLightHouse_Ytb to know how



ACCESS TO MARKETS: ADVISORY PANELS

This is the happy grin of dr. Grace Judio, as Jimmy Masrin, our board member & LightHouse advisory board member with oculus googles on, trying lighthouse game prototype that would help people lead healthier lifestyle through educational game on healthy eating!



ACCESS TO EDUCATION PROGRAM

Dr. Grace participated at Harvard Business School Scaling Entrepreneurial Venture program and Stanford Innovation & Growth Program, "Remarkable experience. I learn a lot", she said.



**THE
GOODS
DEPT •**

Anton Wirjono



ENDEAVOR
ENTREPRENEUR
OF THE YEAR
2014

Co-founder & CEO, The Goods Dept

Provides a platform & support system for local designers to expand their reach.

Watch what Anton said about High-Impact

Entrepreneurs in  <http://bit.ly/AntonEEOTY2014>



ACCESS TO MARKETS: ADVISORY PANELS

Endeavor helps Anton to tackle his scaling up issue by providing the superpeople as The Goods Dept advisory board. From left to right: Svida Alisjahbana (President Director & CEO, Femina Group), Noni Purnomo (President Director, Blue Bird Group Holding), Iwan Atmawidjaja (Partner, KPMG)



COTTONINK

MULTIPLIER IMPACT

Anton serves as an inspiration for local designers.

Two of Endeavor Indonesia Entrepreneurs Carline Darjanto and Ria Sarwono's label, Cotton Ink is the first Goods Dept designers.



Qraved

Steven Kim

CEO, Qraved

Provides consumer with relevant review on restaurants and F&B stalls across Indonesia



ACCESS TO INVESTMENT

Qraved announced that it has closed a US\$8 million series B round of funding co-led by US-based Richmond Global Ventures and Gobi Partners from Shanghai.

Richmond Global Ventures is founded by Peter Kellner (left) and David Frazee (right), both co-founder and board member of Endeavor Global.



GIVE-BACK

Steven and Hendy serves as a mentor for next generation of entrepreneurs in Endeavor Indonesia Scale-Up Clinic.

Hendy Setiono



Founder & Group CEO, Baba Rafi Enterprise

Create jobs for undeserved people through the biggest kebab chain in the world.

What is Hendy's advice for young entrepreneurs?

Take a look in  <http://bit.ly/EEIadvice>



ACCESS TO NETWORK

Participated in EY's Ready, Set, Grow program as a semi-finalist and was sent to EY World Entrepreneur Of The Year event in Monte Carlo, 2014.

ACCESS TO TALENT: EY VANTAGE PROGRAM

Hendy got access for 1-2 months on the ground EY advisor helping on leveraging the business development and improving financial report.

YEAR SELECTED

2013

EMPLOYEES AT SELECTION

1.550

EMPLOYEES 2015

1.805

GROWTH SINCE SELECTION

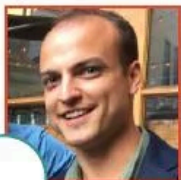
39%

Endeavor Indonesia Entrepreneurs

Since inception, Endeavor Indonesia has 19 entrepreneurs from 17 companies. You've seen 6 of them, here are the others!



ACTIVITY 5. Match the entrepreneurs with their company!



Aaron Fishman

Building a sustainable & ethical agriculture business that offers the highest quality products while improving the welfare of farmers.



Antonius Taufan

Redefining the gift-giving experience by creating end-to-end solutions for the burgeoning gift card ecosystem in Indonesia.



Hanifa Ambadar

Helping Indonesian women make smart beauty decisions through a twisted online media & community platform.



Bede Moore & Susie Sugden

Bravely ditched the corporate job to start an e-commerce company in a newly adopted Indonesian market.



Odi Anindito

The largest local coffee chain in Indonesia, providing high quality coffee with competitive price.



Arief Widhiyasa

Indonesia's leading game development studios that has become the go-to place for business seeking a fun, happy approach to their training & products.



Sugianto Tandio

Provides a long-term solution to waste accumulation through eco-friendly, biodegradable plastic bag.



Elang Gumilang

Provides quality low cost housing for thousands of lower-income Indonesians.



Yukka Harlanda

Providing Indonesian men with stylish, good quality, affordable shoes.



Ria Sarwono & Carline Darjanto

Their ready-to-wear trendy clothing lines evokes confidence for young Indonesian women. They also inspires many other young designers to follow their passion in fashion.



Vincent Iswaratioso

Created a one-stop online payment solution methods that could bring the different payment types together.

ENDEAVOR
ENTREPRENEUR
OF THE YEAR
2014

A.

FEMALEDDAILY.com

G.

GCI

B.

COTTONINK

H.

INDOMOG
ONLINE PAYMENT SOLUTION

C.

coffee toffee

I.

pt. tirta marta
flexible packaging industry

D.

agaté

J.

PARAPLOU GROUP

E.

ELANG GROUP

K.



F.

EAST BALI CASHES

"High-Impact Entrepreneurs don't measure the size of their firm.

They measure the size of their influence"





SCALE-UP INDONESIA series

Designed to support entrepreneurs in scaling-up their business as well as accelerating the development of our entrepreneurship ecosystem in Indonesia. It is our platform to enable more scale-ups to connect with our network.



500+
number of
connection

SPEAKER HIGHLIGHT

CHRIS ZOOK



Head of Global Strategy, Bain & Company, Business Author of "Repeatability, Profit from the Core, Unstoppable".

SCALE-UP CONFERENCE

inspires and provides Indonesian entrepreneurs with world-class experience and knowledge that would help them in scaling-up their business.

Topics ranging from **Building a winning team & culture for your scale-up**, **Why some scale-ups fail & some succeed**, to **Founders' Mentality**.



800+
hours of
connection



SPEAKER HIGHLIGHT

DAVE MCCLURE

Founding Partner,
500 Startups

SCALE-UP INDONESIA GALA: CELEBRATING HIGH IMPACT ENTREPRENEURSHIP

Brings together more than 280 business leaders, entrepreneurs and opinion maker. Endeavor Indonesia annual gala has been the go to gala for entrepreneurship in Indonesia.





SPEAKER HIGHLIGHT

HIROTAKE TAKEUCHI

Professor in the Strategy Unit at
Harvard Business School

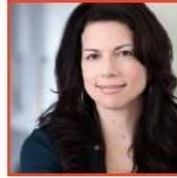
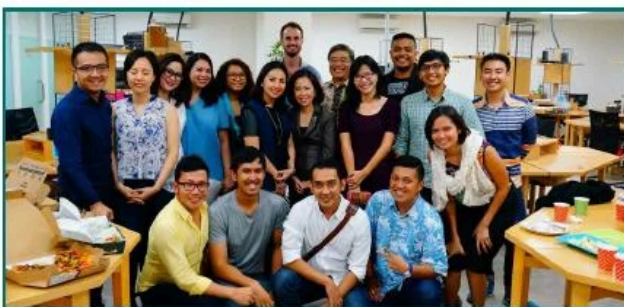
KNOWLEDGE WORKSHOP

is dedicated to Endeavor network to learn from best-in-class expertise from various industries while connecting with like-minded entrepreneurs and businessman.

Past events:

Endeavor x Lead Workshop
designed to help leaders lead at their best.

Knowledge-based Strategy
with Harvard Business School professor Hirotaka Takeuchi



MENTOR HIGHLIGHT

GINA BIANCHINI

CEO and Founder, Mightybell



BERNARD SAISSE

COO and CMO,
Microsoft Indonesia



SCALE-UP CLINIC

is a one-of-a-kind event where entrepreneurs get a chance to have multiple one-on-one speed mentoring sessions with best-in-class mentors from the Endeavor network and beyond.



174
total
events



MENTOR HIGHLIGHT

SUZY HUTOMO

CEO, The Body Shop
Indonesia

NETWORK GATHERING

Brings together Endeavor Indonesia's entrepreneurs, mentors, board members, investors, media partners, and other key opinion leaders in the entrepreneurship industries.



Impact Report

2012

TO

2015



Why Scaleup Companies are
Critical for Job Creation
in Indonesia?

Visit

endeavorindonesia.org/impactreport-2015
for answer keys of all activities