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# ***ENDEAVOR APAC CRISIS RESPONSE & ECOSYSTEM IMPACT REPORT***

***March - May 2020***

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***Leader in Entrepreneur Support Across the Region Since the Onset  
of the 2020 Global Pandemic Crisis***

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# ADAPTING TO THE NEW NORMAL

**The global crisis is changing the way we work and live. Despite this uncertainty, it is important to support entrepreneurs as they navigate through this challenging time.**

Endeavor is uniquely positioned to support entrepreneurs through mentorship and investments, and is well-positioned to harness the power of Endeavor's greater global network that can better provide opportunities for local businesses and communities, so that entrepreneurs not only survive the global crisis, but also emerge stronger and better prepared for the challenges ahead.



# ABOUT ENDEAVOR & ITS ECOSYSTEM ROLE

**Endeavor was founded on the belief that entrepreneurship can thrive and transform communities and economies anywhere in the world.**

Since our inception in 1997, we have provided founders leading high-potential companies around the world with access to the mentors, markets, and capital they need to take their ideas big. One of the most extraordinary results is the community we have created in the process — one that allows entrepreneurs from 37 disparate growth markets and a wide variety of industries not only to find meaningful common ground, but to reinvest their success in one another.

Thriving ecosystems of entrepreneurship rely on high-impact entrepreneurs who pay their success forward, reinvesting their time and capital into shaping the next generation of founders — that's why Endeavor ultimately aims to be led by the very entrepreneurs we have supported.



2018 78th International Selection Panel in Manila – Photography by Nico Mojica



# APAC CRISIS RESPONSE: ENDEAVOR SUPPORT TO ENTREPRENEURS

(MARCH 4 - MAY 22, 2020)

Over the past three months, Endeavor has deployed its strong mentor network and interdisciplinary expertise to support entrepreneurs in the APAC region with the various challenges their businesses have faced during this global crisis.

We've offered curated crisis management resources via webinars and customised mentoring sessions and organized donations for entrepreneurs.

Through these initiatives, we have already supported more than 1000 entrepreneurs.

1,036

*TOTAL ENTREPRENEURS BENEFITED*

83

*TOTAL ENDEAVOR MENTOR  
HOURS DONATED*

8,450

*TOTAL PUBLIC VIEWS OF WEBINARS*

87

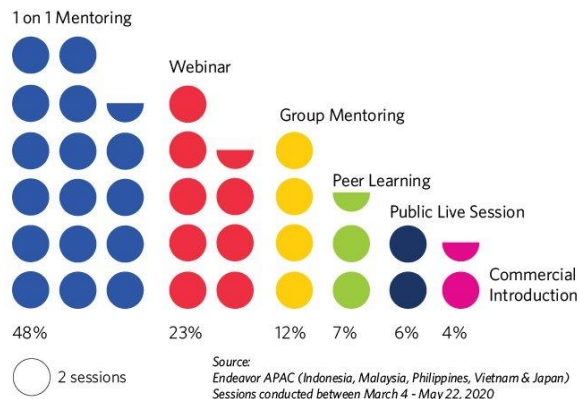
*TOTAL # OF  
MENTORS DONATING TIME*



# ENDEAVOR SUPPORT TOUCH POINTS

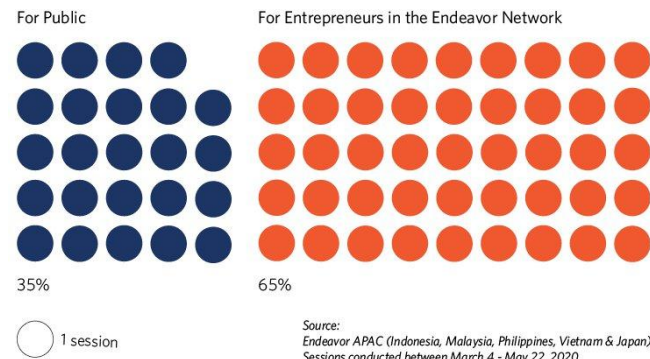
## Entrepreneur - Endeavor Touch Points

Number of Sessions Organized Across The Region To Support Entrepreneurs



## Endeavor Initiatives

Number of Sessions Open for Endeavor Entrepreneurs (Endeavor Entrepreneurs and ScaleUp Endeavor Entrepreneurs) and the General Public



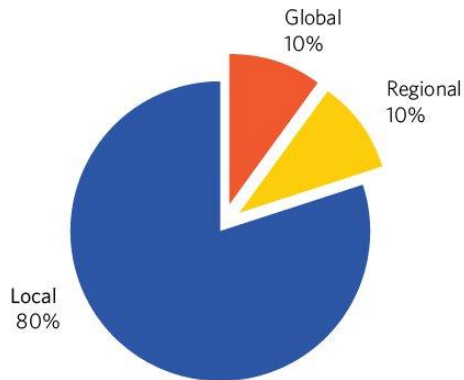
While 1-on-1 mentoring sessions with Endeavor mentors and board members were the most requested, webinars and group mentoring allowed our regional experts to dig deeper into individual issues and help our entrepreneurs identify and troubleshoot urgent problems. Endeavor APAC also received a large outpouring of support from other entrepreneurs in our network, which resulted in a series of successful peer-to-peer learning sessions. Public sessions provided a forum for multiple Endeavor offices and the extended Endeavor network to come together to share concerns, as well as offer support and ideas to help other ecosystem players manage the crisis.



# REACHING AND CONNECTING PEOPLE BEYOND REGION

## Geographical Coverage

Percentage of Total of 83 Mentoring Sessions Catered to the Local, Regional and Global Entrepreneur Ecosystem



Source:  
Endeavor APAC (Indonesia, Malaysia, Philippines, Vietnam & Japan)  
Sessions conducted between March 4 - May 22, 2020

80% of the sessions conducted are curated based on each entrepreneur's in-country, economic context and environment. This curated content is aligned to the immediate needs entrepreneurs face in their respective communities.

In addition, Endeavor also connects local entrepreneurs with resources from our regional and global network. 20% of the sessions conducted were designed share the regional and global practices in navigating through this challenging time.



“

Mark's session was one of the most useful I've attended. Practical but insightful. I think we need more of that kind of workshop.

”

**Magellan Fetalino**  
CEO, Acudeen



# WHAT WERE THE IMMEDIATE NEEDS?

Various essential topics were covered in mentoring sessions for entrepreneurs. Webinar topics were selected based on entrepreneur interests and business urgency.



“

*We were trying to get the best advice, get connected to the right people to make the right decision.*

*We are very grateful that Endeavor team has been very helpful in arranging calls with not just mentors but also with Endeavor Entrepreneurs to bounce ideas as well as common challenges. It really helped us tremendously in the*

*decision-making process and as well as emotionally in running a business because it involves people and livelihood. Having a group of like-minded people to talk about the problem honestly and openly was very helpful and important for us.*

*We're very appreciative of the support Endeavor has given us, especially during the crisis, and looking forward to more support as we go through different types of challenges in many years to come.*

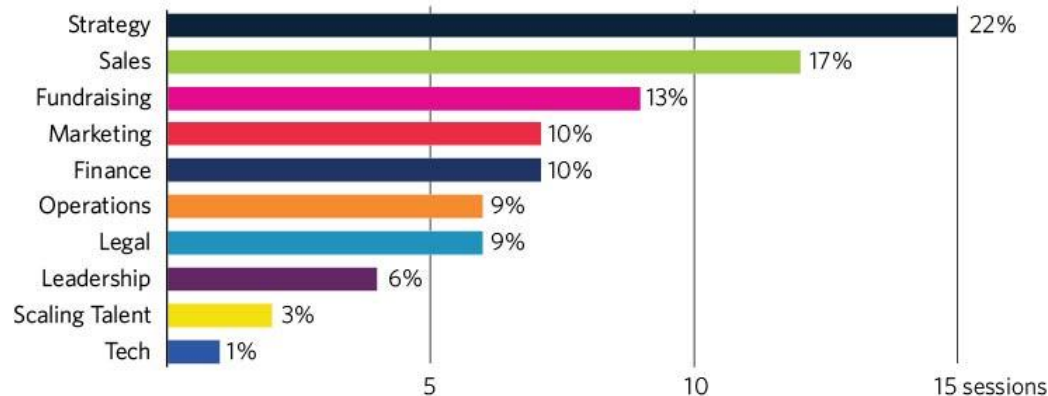
**Nadhir Ashafiq**

Co-founder & Executive Director, TheLorry

”

## Topics Covered

Numbers of Sessions by Topics



Source:

Endeavor APAC (Indonesia, Malaysia, Philippines, Vietnam & Japan)

Sessions conducted between March 4 - May 22, 2020





# FRAMEWORK & REFERENCES

The impact data in this report is collected from activities hosted by five Endeavor affiliate offices in Asia Pacific: **Indonesia, Malaysia, Philippines, Vietnam, and Japan** between March 4 - May 22, 2020. Entrepreneurs supported are founders and management team from various verticals (e.g. Food and Beverage Fintech, Healthcare, Commerce, Agriculture, Education, Enterprise Software and Services, Smart City, etc.) leading tech, tech-enabled, and non-tech companies, and at different funding and business stages.. Mentors are highly experienced individuals, executive leaders, and seasoned entrepreneurs from various backgrounds and expertise who voluntarily contributed their time for Endeavor network.

Find out more about what we do and be a part of our network:



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[Endeavor Philippines](#)



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# SOME CRISIS MANAGEMENT RESOURCES

1. **Decision Making in COVID-19: Strategic Communication.** Webinar session with Ong Hock Chuan of Maverick. Indonesia. [Post-activity recap on Instagram.](#)
2. **Crisis Management in Retail Sector.** Webinar session with Suzy Hutomo of The Body Shop Indonesia. Indonesia. [Post-activity recap on Instagram.](#)
3. **Where Do We Go From Here?** Aggregated from 1 on 1, group mentoring sessions and external resources. Malaysia. 7 mins read. Link to article [here.](#)
4. **Useful Resources To Mitigate The Effects Of COVID-19** Aggregated external resources. Malaysia. 1 mins read. Link to article [here.](#)
5. **Dealing with COVID-19: Best Business Practices** Aggregated from 1 on 1, and mentoring sessions. Malaysia. 2 mins read. Link to article [here.](#)
6. **Entrepreneurs Guide: B2C Sales & Marketing Strategies During A Crisis** Aggregated from group mentoring sessions. Malaysia. 3 mins read. Link to article [here.](#)
7. **Removing Doubts: Making Assertive Decisions During A Crisis** Decision tree tool kit. Synthesised from 1 on 1, group mentoring sessions and external resources. Malaysia. 7 mins read. Link to article [here.](#)
8. **Endeavor Philippines hosts a webinar with Mark Yu, President of SEAOL Philippines Inc.** Webinar session with Mark Yu. Philippines. 7 mins read. Link to article [here.](#)

For more please kindly visit Endeavor local offices for more local resources or Endeavor global Endeavor Entrepreneur Resource Centre [here.](#)



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# *THANK YOU*

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