

endeavor

JORDAN

Issue 1 – June 2009

Upcoming Events

September 30th - October 2nd
Inaugural Jordan ISP



Endeavor Jordan is proud to host the inaugural Jordan International Selection Panel from September 30th to October 2nd at the Kempinski Hotel, the Dead Sea. The International Selection Panel is the culmination of a rigorous multi-step search and selection process in which candidates are considered for their entrepreneurial initiative, business innovation & scalability, and ability to serve as a role model. Held in conjunction with our high-profile office launch, this milestone event is sure to be the first of many wonderful ISPs in Jordan and the MFNA region.

September 30th
Official launch of Endeavor Jordan

Come celebrate high-impact entrepreneurship with us at our official launch of Endeavor Jordan at the lowest point on the planet, amidst the spectacular landscape of the Dead Sea, for an unforgettable event!

Entrepreneurs honored

Both of Jordan's Endeavor Entrepreneurs received distinguished awards for their achievements and contributions to their respective industries. Imad Malhas's IrisGuard, a biometrics technology company, was honored at the Frost & Sullivan UK 2009 Awards Ceremony as the World Iris Recognition Entrepreneurial Company of the Year. Mansour Mansour's Javna, which offers wireless software solutions, was recognized in London at the Mobile Advertising and Marketing Awards for Best Advertising Application and Best Integrated & Across Platform Strategy using mobile marketing. Endeavor Jordan is proud of the achievements of our entrepreneurs.

A thank you to our VentureCorps

Endeavor Jordan is indebted to the firm commitment of our VentureCorps members. We are extremely grateful for their invaluable feedback and time, and are looking forward to maturing our engagement with them as we seek to broaden our presence in Jordan.

Dear friends of Endeavor,

Welcome to the first edition of the Endeavor Jordan newsletter. It is a very exciting time to be a member of the Endeavor Jordan community. We now have two exceptional Jordanian Endeavor Entrepreneurs in Mansour Mansour and Imad Malhas, who now join our portfolio of 435, and rising, high-impact entrepreneurs screened from more than 19,000 candidates from 11 countries since 1997. We have our inaugural Jordan International Selection Panel as well as the official launch of Endeavor Jordan on the horizon. At the ISP we seek to select more promising entrepreneurs to support through our local and international networks. Our public launch will take place on September 30th, and we would like to invite our VentureCorps members and partners to our official launch to celebrate Endeavor in Jordan.



Carmen Saad
Managing Director, Endeavor Jordan

Meet Jordan's Endeavor Entrepreneurs

A Jordanian Wireless Revolution

Jordan's first Endeavor Entrepreneur, Mansour Mansour, CEO of Javna, was among the high-impact entrepreneurs selected at Endeavor's International Selection Panel in South Africa in September 2008. Mansour's selection came only two months after Endeavor Jordan started its operations.



Tapping into the Middle East's fast-growing mobile market, Mansour's Javna is the region's pioneer for wireless data services. Javna was the first in the region to launch applications such as the mobile stock exchange and mobile yellow pages.

Shortly after his selection, Mansour participated in a 3-day Silicon Valley immersion tour organized by Endeavor. "We were able to engage the Endeavor network to knock on the doors of technology sector leaders like Dell, Google, Facebook and e-Bay, among other giants," said Mansour.

A World Leader in Biometrics

From border control to ATMs, Jordan's own Imad Malhas, CEO and founder of IrisGuard, is revolutionizing the way we identify people. We congratulate Imad on his selection as Jordan's second high-impact Endeavor Entrepreneur. His selection took place at the 30th International Selection Panel held in Miami, USA in May 2009.



IrisGuard is a leading biometrics technology company and the world's only privately-held company that offers commercially-proven, fully integrated turnkey solutions in the fast-growing biometric field of iris recognition.

Endeavor Jordan is providing our Endeavor Entrepreneurs with mentorship and customized services to help the entrepreneurs scale their businesses and reach their high-impact potential, which is necessary to drive economic growth in Jordan.

Amidst the financial crisis, Endeavor celebrates entrepreneurship in Miami

Immediately following the 30th International Selection Panel, Endeavor organized an Entrepreneurs Summit in Miami. The Endeavor Entrepreneurs Summit is a biennial event, which brings together Endeavor's world-class network of entrepreneurs, VentureCorps mentors, board members, top academics, and business leaders from 11 countries.

Jordan's newly selected Endeavor Entrepreneur, Imad Malhas, attended the summit and had this to say: "This is a truly invigorating event! The networking opportunity is great, with top business leaders, academics and entrepreneurs coming together to share their insights and experiences. It's great to be supported by a community that shares similar aspirations and faces mutual challenges."

Summit participants took advantage of a wide array of workshops, panel sessions, and networking events. The 2009 Endeavor Entrepreneurs Summit featured global leaders, including Reid Hoffman, Chairman and CEO of LinkedIn, Luis Alberto Moreno, President of the Inter-American Development Bank, and Edgar Bronfman Jr., Chairman and CEO, Warner Music Group and the Endeavor Global Chairman - to name a few.

**SAVE
THE DATE**

September 30th
Official launch of Endeavor Jordan

September 30th - October 2nd
Inaugural Jordan International Selection Panel
Kempinski Hotel Ishtar, the Dead Sea