

e

# Unparalleled

Endeavor Midwest  
10 Year Report

# Endeavor at a glance

Driven by our 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.

Endeavor creates a Multiplier Effect by inspiring high-growth founders to dream bigger, supporting and investing in them to scale faster, and providing a platform to pay it forward — thereby compounding their individual impact.

## Endeavor by the numbers

27

Years of  
Operation

42

Total  
Markets

500+

Employees  
and counting

2,500+

Endeavor  
Entrepreneurs Selected

4.1M

Jobs created by  
Endeavor Companies

\$50B

Revenues generated by  
Endeavor companies annually

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

## Our Values

### Entrepreneur First

We put Endeavor Entrepreneurs at the center of everything we do and make sure we always have their back.

### Go Big

We see crazy as a compliment, risk as opportunity, and impact as unlimited.

### Network of Trust

We are a community built on mutual respect and we always safeguard founders' interests.

### One Endeavor

We are borderless —unified by our belief in the power of entrepreneurship and tech-enabled innovation.

### Pay it Forward

We multiply our impact by empowering the next generation of founders.

### Always Agile

We are dynamic and flexible, adapting to changing market dynamics and fresh data points.

# Endeavor Mission

Endeavor offers high-growth companies a dynamic peer-to-peer community and a suite of demand-driven services. These include access to capital through regional and global funds, investor connections, co-investor introductions, global market entry support, and strategic mentorship.

Above all, Endeavor is a collective that deeply values and fosters entrepreneurship. —————

## We Select

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

## We Support

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

## We Elevate

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

## We Invest

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

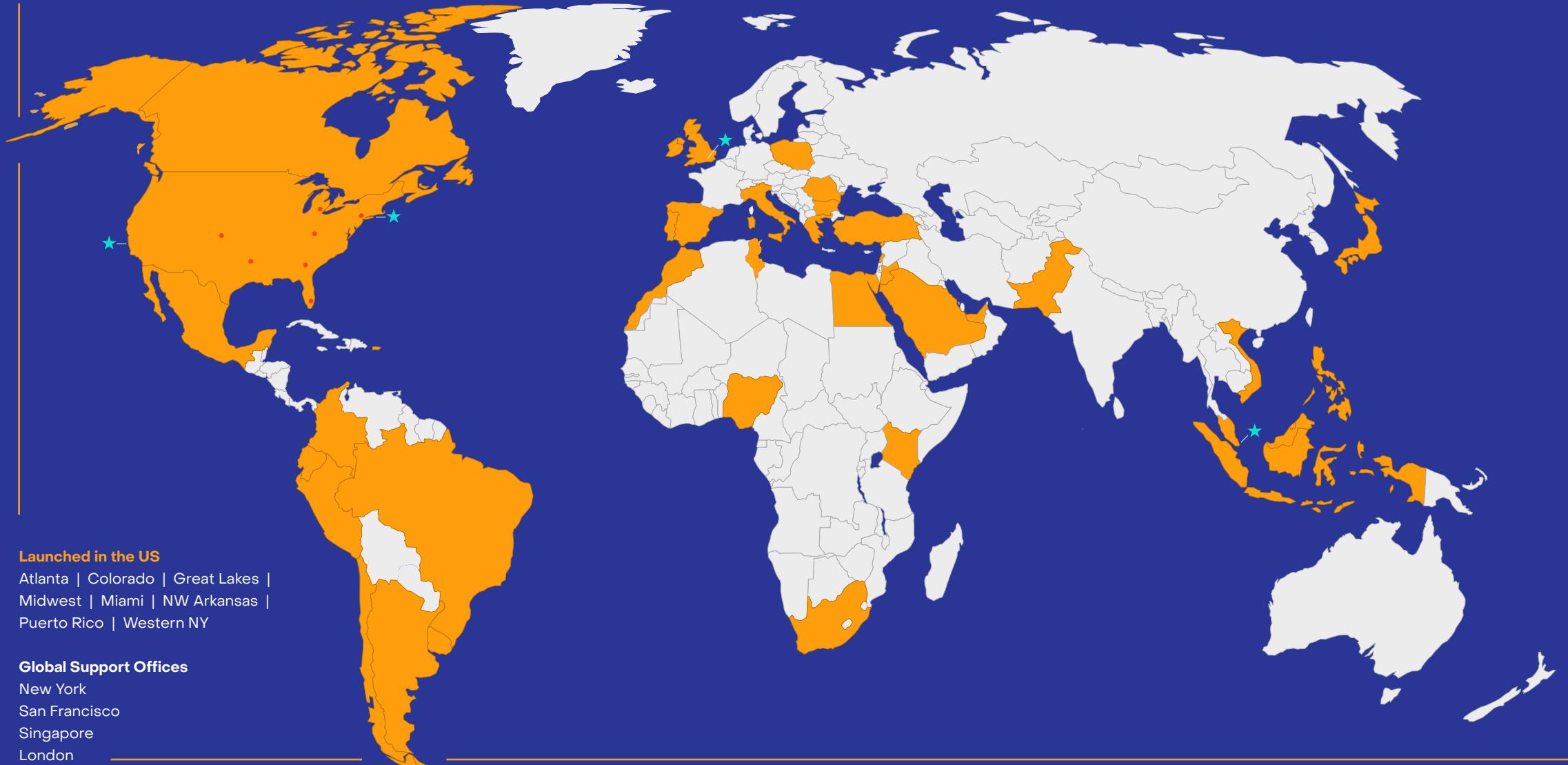
## We Advance

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

# Our Global Footprint

We have offices in emerging and growth markets across Latin America, Europe, Asia, the Middle East, and Africa as well as in underserved markets in the U.S. and Canada.

**Launched Countries** | Argentina | Brazil | Bulgaria | Canada | Chile | Colombia | Egypt | Ecuador | Greece | Indonesia | Ireland | Italy | Japan | Jordan | Kenya | Lebanon | Malaysia | Mexico | Morocco | Nigeria | Pakistan | Peru | Philippines | Poland | Portugal | Romania | South Africa | Spain | Saudi Arabia | Tunisia | Turkey | UAE | Uruguay | Vietnam



# Endeavor Catalyst

Endeavor Catalyst is the rules-based, co-investment fund of Endeavor, set up to invest exclusively in Endeavor Entrepreneur-led companies and to sustain Endeavor's long-term operations in a mission-aligned way.

## Harnessing the Power of Investments to Scale Endeavor's Impact

“Founders love to have Endeavor Catalyst as a shareholder, and Endeavor Catalyst has consistently proven to be a value-add partner. Endeavor is now having an even larger, more positive impact in all of the regions where it operates, through Endeavor Catalyst.”

— Nicolás Szekasy, Kaszek Ventures  
Endeavor Entrepreneur & Endeavor Global Board Member

## Our Rules-Based Investment Process

### We invest in:

Endeavor Entrepreneur companies

Raising equity rounds of \$5M+

Led by a qualified, institutional investor

\$500M+ assets under management

300+ investments in 37 markets

50+ \$1B Companies

24 exits realized

“You’re going to start seeing this role-model effect. People don’t know about companies like El Toro, SkuVault and RxLightning, but these are going to become household names. In turn, the entrepreneurs behind these companies are going to pay it forward. Look at Silicon Valley...they all reinvest. And that really is what’s fueled Silicon Valley more than anything. It’s people mentoring and reinvesting in the subsequent generation...Once you see those big investments, that’s when the world starts really paying attention and saying, ‘Oh, you can build these companies in the Midwest. So, it’s really important that [the Midwest] is part of this global community.”

Linda Rottenberg  
Endeavor Co-Founder & CEO

# Where We Came From:



## The Endeavor Midwest Story

Over the course of Endeavor Midwest's first decade, it has become clear: high-growth entrepreneur-led companies are being built in the Midwest and some will become the next market-changing businesses. It is the founders of these companies that Endeavor relentlessly focuses on – entrepreneurs with the potential to reach escape velocity and break out, forever changing their communities. These entrepreneurs are building the next Humana, ExactTarget, Procter & Gamble, or Texas Roadhouse. They are the changemakers that drive job creation, wealth creation, reinvestment, and inspiration. Instead of looking backward, they are constantly moving forward and investing into the next generation of high-growth companies.

“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 among countries.”

— Reid Hoffman, Co-founder at LinkedIn, Partner at Greylock, Board Member at Endeavor Global



Endeavor Midwest started with a serendipitous meeting that planted the first seeds for a location in Louisville. Jackson Andrews was serving as a Partner and Managing Director at a merchant bank that happened to co-invest in a high-growth company alongside Richmond Global. Richmond Global being the venture capital firm led by Peter Kellner, who is the co-founder of Endeavor along with Endeavor's CEO, Linda Rottenberg. Andrews and Kellner connected at an investor meeting in Atlanta. Kellner began sharing more about Endeavor, how the organization supports entrepreneurs in overlooked markets around the world, and that they had just opened their first United States based office in Miami.

“Peter mentioned that they were looking to launch more U.S. offices and frankly hometown pride welled up. I said, ‘Why don’t you look at Louisville? You should open the next Endeavor US office here. And of course, I invited him to come to the Kentucky Derby as my guest.’

— Jackson Andrews

Over the next few months, Andrews was introduced to Linda Rottenberg, co-founder and CEO of Endeavor, Edgar Bronfman, Board Chair of Endeavor Global, and Fernando Fabre, the President of Endeavor. From Humana to The Parklands, these individuals were shown the gems that Louisville held, along with the impact that Endeavor could make in the region. With Kellner traveling to Louisville for the Kentucky Derby, Andrews took this opportunity to display all that Louisville offered including a private tour of The Parklands with its CEO and founder, Dan Jones, and the co-founder of Humana, David Jones, Sr.

“Jackson brought Endeavor’s co-founder, Peter Kellner, into town, and we took him on a tour of The Parklands where we talked about Endeavor. Jackson saw this as an opportunity to enhance entrepreneurship in Louisville and the Midwest. My dad, David Jones, Sr., always said, ‘Life is not about place, it’s about people. Anything in the world can be accomplished from wherever you are.’”

— Dan Jones, Chairman at 21st Century Parks

This meeting served to get Endeavor’s founders excited about the potential and prospects in Louisville, moreover, it set his sights on the Midwest early on – a region with an immense amount to offer. Another meeting with David Jones Sr., Fernando Fabre, and Jackson Andrews began to solidify the Midwest as a place to create the next Endeavor office in the United States.

“One of the most incredible meetings happened when Jackson called me up one day and invited me to Louisville. He said, ‘we have this lineup of incredible business leaders.’ So I flew to Louisville, and the first meeting we went to was with Mr. David Jones, Sr. where he gave me a list of the top business leaders in Louisville and said, ‘Any one of these people will do the thing that you need us to do. When do we start?’ Never have I had a meeting like the one with Mr. Jones, where in 25 minutes we were done. Never have I been handed a piece of paper and told ‘tell me who you want, and the board will get this done.’”

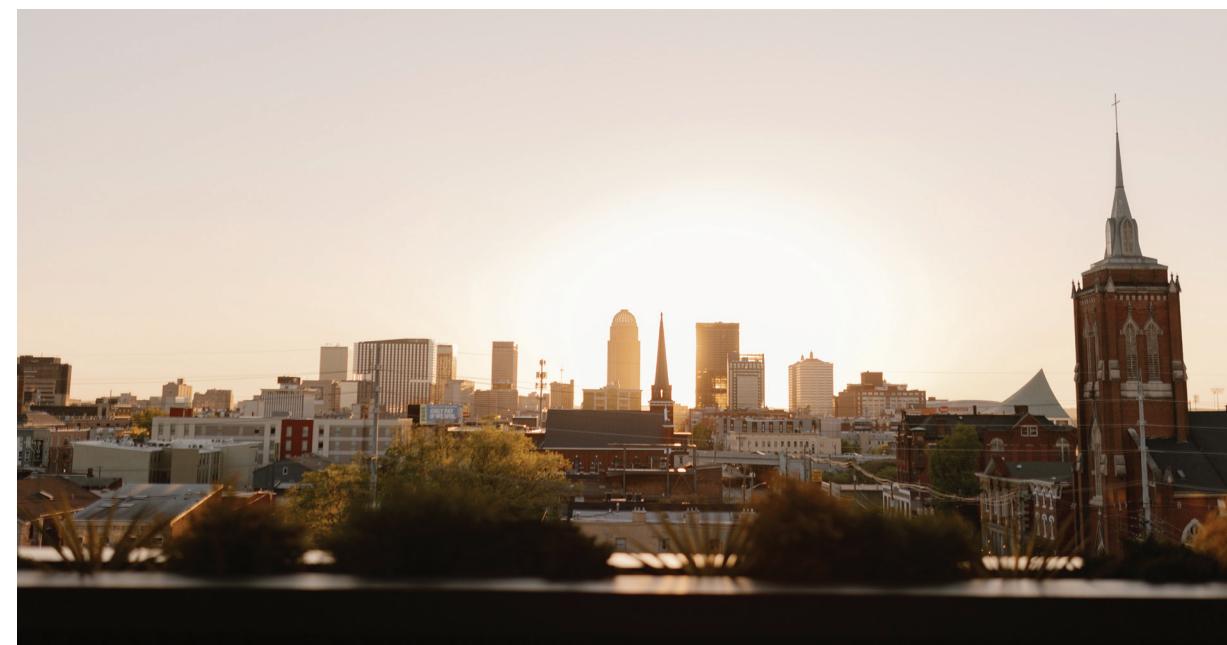
— Fernando Fabre, CEO of Kauffman Fellows,  
former President of Endeavor Global

What remained to finalize Endeavor’s expansion in Louisville was securing an anchor investor to launch the office. Andrews, along with Endeavor’s SVP of Global Expansion, Joanna Harries, met with Kent Lanum and the Paul Ogle Foundation in Indiana to discuss the possibility of funding to launch a new Endeavor U.S. office. The foundation quickly realized the opportunity and joined as the lead founding partner. David Jones, Sr. then led the way, agreeing to serve as the founding Chairman of the Board. Under his leadership, the biggest and brightest business leaders across the region assumed roles on the board. The only role left was the Managing Director, which Jones asked Andrews to accept.

“I sat down with Mr. Jones in his office, and he was sitting in his rocking chair. Great story teller. He was the founding chair, and he asked that I serve as the founding managing director. With Mr. Jones’ leadership, and the incredible founding board, it would have been crazy to say no. And so we hit the ground running.”

— Jackson Andrews

The deal was done – this brand-new Endeavor U.S. office in Louisville could never have known how far they would go over the next ten years.



# Endeavor Midwest Impact

Total Capital Raised

\$1.2 Billion

Entrepreneurial Activity Hours Created

35,822

Annual Revenue

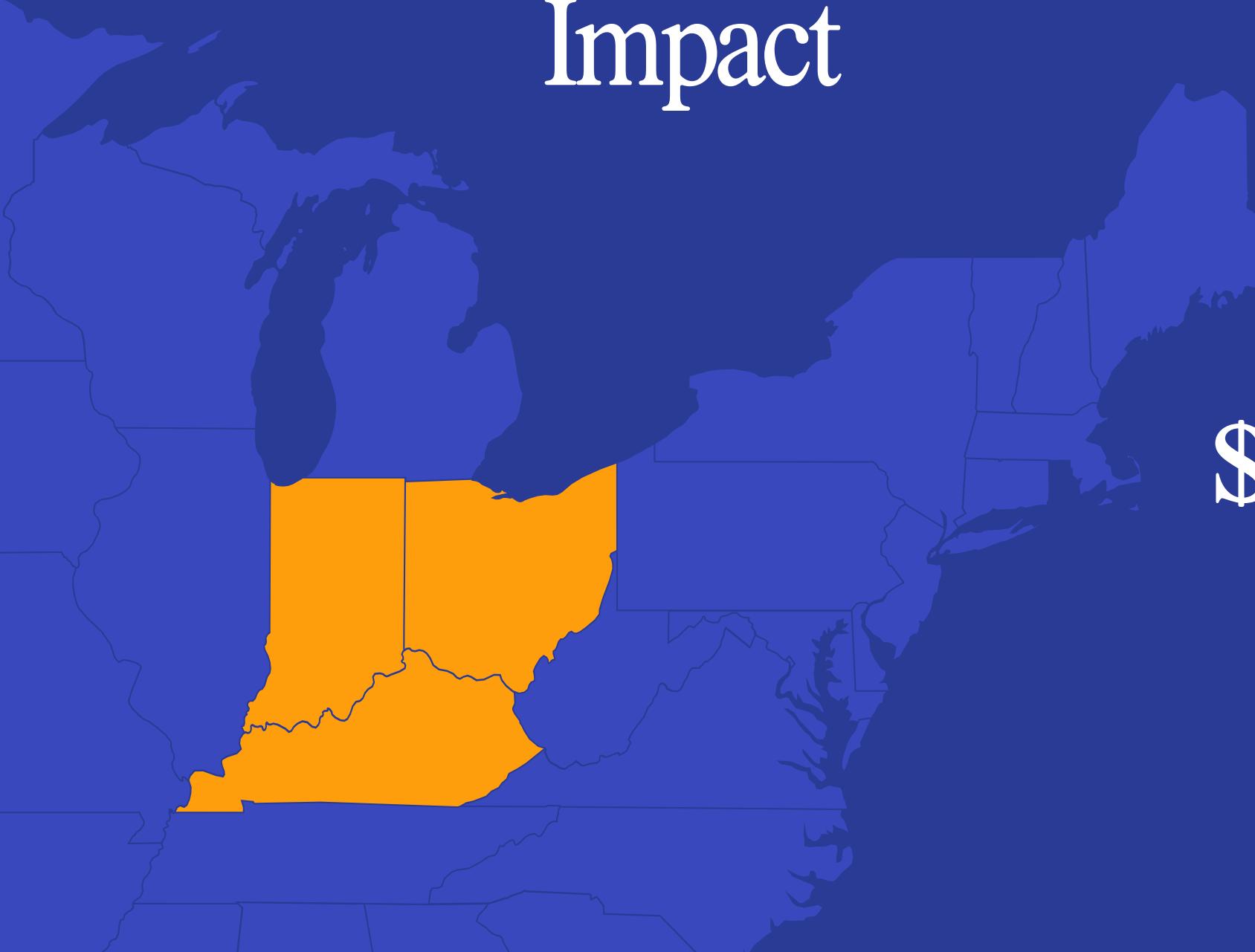
\$345 Million

Jobs Created

1,975+

Direct 1-on-1 Mentoring Hours

2,300





Mr. Jones and Guibert Englebienne, co-founder and CTO of Globant and Endeavor Entrepreneur, at the 79th Endeavor International Selection Panel in Louisville, KY.

# A Conversation with David A. Jones Sr.

*David A. Jones Sr. was the founding board chairman of Endeavor Midwest and was instrumental in building the foundation for Endeavor in our region. Over the years he was engaged with the organization, he donated well over 100 hours of mentorship to entrepreneurs locally and globally.*

*Mr. Jones co-founded Humana Inc., a health insurance company, in 1961 and served as CEO for 37 years and board chair for 44 years. Today, Humana serves over 16 million customers, is ranked in the Fortune 50 largest companies, and employs over 65,000 people.*

***What was your initial reaction when you first learned about Endeavor?***

I had been involved in various entrepreneurial activities over the years, but they were all disorganized. As I received information about Endeavor, its mission, and the work that goes into finding entrepreneurs to fit the model, I thought it could work well here.

***What do you think is the most valuable part of the Endeavor selection process?***

Entrepreneurs have the opportunity to pitch to people who have been there before. It has to be a little scary, yet it is also a great opportunity. When you get together the kind of group Endeavor has, there is an abundant amount of wisdom, experience and a true desire to help.

***Reflecting back on your experience as both Board Chair and as a mentor, what have you enjoyed most over the past three years?***

It has been really exciting to see these entrepreneurs gain confidence, build stronger organizations, create good jobs, and ultimately work towards creating the Humana's of the future. We, too, started as just a tiny company. The most amazing thing about these successes is that they are all improbable, and yet they happen all the time.

***What advice do you have for entrepreneurs?***

Make absolutely sure you have a clear idea of what you are trying to accomplish, and that you serve the needs and values of a customer. All business activity is legitimized by one goal, and that is by providing service to a customer. If you're not doing that, you're not going to get there.

***Any final words of wisdom?***

Life is not about place, it's about people. Anything in the world can be accomplished from wherever you are.

---

*This interview was originally printed in Endeavor Midwest's 2018 Impact Report. Mr. David Jones, Sr. was an inspiration to entrepreneurs in the Midwest and around the world and his legacy continues to inspire founders. An indelible impact.*

# Endeavor U.S.

After fifteen years of expanding around the globe, Endeavor launched the first United States offices in Miami, Louisville, and Detroit. What started out as an experiment to bring the Endeavor model to overlooked U.S. markets has evolved into Endeavor U.S., a collective group of eight offices spanning the U.S. and Puerto Rico. The Endeavor U.S. network has reached a scale that now affords the ability to provide exponentially more resources for all Endeavor Entrepreneurs regionally, nationally, and globally.

Endeavor U.S. grew steadily for several years and then accelerated greatly starting in 2020, launching collaborative shared resources including c-suite peer groups, talent support programs, team retreats, entrepreneur & board member retreats, National Selection Panels, a collective marketing strategy, and capital raising support.

“Over the past few years, the growth of Endeavor in the U.S. has been remarkable. We’re collectively supporting hundreds of high-growth companies in emerging and overlooked regions. Endeavor Entrepreneurs are truly impacting their communities across the country.”

— Jake Budler, Director of Entrepreneur Experience at Endeavor Midwest

In particular, the National Selection Panels, modeled after Endeavor’s renowned International Selection Panel format, have allowed Endeavor to support entrepreneurs more deeply across the U.S. since 2021. Panels have been hosted in Miami, Bentonville, Atlanta, Louisville, Buffalo, and Birmingham. Today, Endeavor U.S. supports 208 companies that have been selected into Endeavor’s global network and generated over \$4.3 billion in revenue and created over 24,000 jobs.

“[Endeavor] supports the crazy, out-of-the-box thinkers who are not afraid to push the boundaries and try new things.”

— Kent Taylor, former Endeavor Midwest Board Member, Founder of Texas Roadhouse



“History tells us that the next big, impactful companies will be built by entrepreneurs right here. This was a big motivation for our past board, this is a big motivation for our current board, and it continues to be a big motivation for our entrepreneurs. Endeavor provides regional, national, and global network effects – **it is unparalleled.**”

Jackson M. Andrews  
Founding Managing Director  
Endeavor Midwest



This is  
Ankur Gopal

CEO of  
Interapt

# Interapt

## El Toro

## Rabbit Hole

## RxLightning

## SoLo Funds

## SkuVault

## Authenticx

“You have to show up, period. I can’t tell you how many times in my entrepreneurial journey that just by consistently showing up in good times and bad, it has led to a new opportunity, led to a solution, led to a new way of thinking, led to a deep relationship, or led to something else that helped me build the next brick of my company.”

— Ankur Gopal

### Talent is Hard, but Talent is Everywhere

Ankur Gopal dreamt of creating a company throughout his entire life. During his studies at the University of Chicago Business School he was taught to manage all types of crises – everyday occurrences in the entrepreneurship world. There was one project in particular that ingrained in Gopal the idea of a crisis:

“We had a class project where we put all our money into a fictional apartment building during the exercise. Our teacher emailed us one day and said that the building had just broken down. We got our insurance checked, but because we were in renovation mode the insurance didn’t cover it. There’s a lesson to be taught. It was just a fictitious class project we were doing, but it still speaks to me to this day.”

When Gopal began his career, he felt prepared for any challenge – starting with a stint at Accenture. Working as an IT consultant at Accenture, Gopal felt that this was not a long term fit for him – he wanted something more. Relentlessly driven, Gopal took the plunge into entrepreneurship, launching his first company and then pivoting to another idea. While both of his early startups were successes, he kept continuing to learn and iterate.

With these entrepreneurial experiences under his belt, Gopal finally launched Interapt. At first, he focused on two unique lines of business, the first being IT consulting and building mobile and web applications; for example he worked with GE Appliances to build their smart home appliance soft-

ware. Interapt's second business line, created a few years after the company was formed, was an innovative talent model to train and deploy individuals without technology backgrounds or access to tech opportunity. This model became a strong solution for the "tech talent opportunity gap" while providing careers to people without access to the technology opportunity.

"We were well positioned to find and train talent and never have a talent gap or crisis. A lot of firms see 40% turnover, we see 4%. That tells me that we're training people the right way. We're putting people on the right projects in the right roles and doing the right things by them and making sure that culture is sound. I think that our two businesses combined create a very unique value proposition for what we do and who we serve."

The formation of Interapt's "Talent as a Service" business model brought demonstrable value to many Fortune 500 customers while simultaneously being life-changing for the people trained and employed in software developments. It seems simply providing more chances to succeed and grow to people is also good business.

Ankur Gopal met Jackson Andrews through various founder events in Louisville, and through this relationship, Gopal began to meet people who would be influential to his company and his life. Gopal attended a dinner that Andrews hosted with a group of global entrepreneurs including Guibert Englebienne, an Endeavor Entrepreneur and the co-founder of Globant (NYSE: GLOB), as well as other influential entrepreneurs. This curated dinner helped to push and grow Gopal and his vision for Interapt. He dove head first into Endeavor, going through the extensive selection process over several years, and completely believed in the mission to empower high-impact entrepreneurs.

"I was one of two companies that presented at the first Local Selection Panel, and I wasn't selected to move forward and the other was. But, I met entrepreneurs from David Jones Sr., to Kent Taylor, to all the other folks in that room who picked apart my business, asked me deep questions, gave me good advice, told me that I was doing well and told me what I wasn't doing well and needed to address if I wanted to grow. That was an immensely valuable moment for me."

Even with the support of Endeavor's powerful network, there were turbulent times in the early years of Interapt. Endeavor was alongside Gopal during several gut wrenching decisions and necessary pivots before it truly began to scale. This side-by-side support, in Gopal's view, was of utmost importance.

"I'm a big fan of going to the network, in times of good and bad. That's something that I've really gotten comfortable with. And I don't think I would have done that on my own without Endeavor's injection in my founder's life cycle. It was through my networking and being transparent with what kept me up at night that people said 'You need to make several hard decisions,' which I may not have wanted to hear, but it was right."

Interapt is continuing to grow – in both revenue and impact. By providing more people with education and high-quality work experiences, they are creating a tech workforce that now spans 40 U.S. states. With a great work ethic and technical skillset, the Interapt team members produce meaningful results for Interapt clients. Interapt is currently entering its next chapter: working heads down to be prepared for the next big opportunity and a big future.

In 2022, Interapt was recognized as part of Endeavor's annual Outlier class, the top-performing companies in the Endeavor network globally.

"[Being an Outlier] is a big deal. I met some amazing friends and made relationships from that group. I built relationships with leaders such as The Edge and John Doerr, and other Outlier entrepreneurs such as Sam Dennigan, Hanif Joshaghani, and Jasper Graf von Hardenberg. I do business with people who have helped me solve problems, I have people who I have helped them solve their problems."

That same year, Gopal was invited to join the Board of Endeavor Midwest. Gopal has always been committed to paying it forward, and as a Board Member he mentors founders across the United States and around the world. This new chapter of mentoring younger entrepreneurs when you have been greatly helped in the past is a lifelong goal of Gopal.

"The give back mentality, the helping people thrive mentality is part of my DNA, I've always liked it. Like Endeavor encourages, I want to scale up, I want to go big, and I want to give back. I know that I can help others, from when I judge a selection panel, or I do a mentorship call. I get to listen to someone on the other side of the table and hear the things that they're going through. I often realize that I not only have gone through the same thing, I have a solution that I can share that might help them and shave off 1-2 years of headache that I may have gone through."

Leading Industry Analysts predict that “by 2026, the tech talent shortage will become a tech talent crisis.” Artificial intelligence accelerates that need, but it will also sprout different jobs from this change. That is why Interapt plans to keep expanding, give more people an opportunity to grow, and build impactful careers in technology.

“There are so many new roles and opportunities coming up. We are adding more capabilities, expanding our footprint, and having more and more clients benefit from our model and mission – providing tech opportunities for everyone. We’re helping our clients stay competitive by reducing their talent problems.”

Gopal firmly believes Interapt will be able to significantly impact the lives of countless people.

“Taking this phenomenal tech success story born in Louisville, Kentucky on the national, global scale, that’s something that drives me. It’s important to me personally, professionally, and also important to the community. We have a lot more work to do. We can be the next billion dollar company.”



**Takeaways** The entrepreneur journey is a difficult road. For every splashy multi-million dollar exit, there was an immense effort for years preceding it. Gopal understands the effort needed to build an impactful company – that is why he has been able to persist and create something so special. Through Interapt, Gopal is putting Louisville and the Midwest on the map as a place where innovation, talent, and opportunity can thrive.

*“I loathe when people say, ‘Louisville is a great place to raise a family.’ That is a backhanded way of saying once you’re done risking, trying, and experimenting in other cities, then come back, ‘settle down,’ get a house, get a stable corporate job and just go live your life. There’s a reason they call that ‘settling.’ On the contrary, this city has plenty to offer, and yes, is a great place to raise a family, and it’s a great place to launch a business, and it’s a community where you can make a real impact. Amazing businesses have been built here in Louisville and there can be many more. That’s what I look forward to supporting.”*



**Founder at Thornton Capital**

# Matt Thornton

*How did you find yourself as the Chair of Endeavor Midwest?*

When I was recruited to work with Endeavor, I had no idea of what venture capital was, and had no idea that this vibrant, startup and entrepreneurial community was just below the surface in Louisville.

I was working in a mature business in a mature industry that had never taken outside capital. So all of this was new to me, you know, I've never even heard of venture capital. So one, it was wonderful to see that all of this activity was going on inside of our city, and that Mr. Jones had brought this organization to town. It was a great learning opportunity for me and several others on the board as well as an opportunity to help young entrepreneurs scale their businesses.

*As the office approaches 10 years what has been the part you enjoyed the most in your time with Endeavor? What are you most proud of?*

Everything goes back to the entrepreneur, there's a lot of business with Endeavor. But at the end of the day, we are there to serve entrepreneurs. Our office has the most Endeavor Entrepreneurs in the country. But what's really good is helping all of the entrepreneurs, it's not a pass / fail or win / lose. Any piece of advice, any connection, any introduction that any of our board, or staff can make for one of those entrepreneurs that helps them further their business is a win. And if that doesn't make you feel good, I don't know what does.

*What advice do you have for entrepreneurs?*

Entrepreneurs are like colors of the color wheel, they come in every single one, as do their issues and the help that they need. The one bit of advice we would give to all of them is just stay in the game. The company, the products, the services may never be quite right. Sometimes, in fact, it fails. But what we see with great entrepreneurs is they just keep trying – their life is a series of pivots.

*Any final words of wisdom?*

I would tell anyone in our community, if you are looking for civic or charitable engagement and activity that you should be involved with Endeavor. There is a lot of charities around the civic organizations that want your money and your time, but I think they're all unlikely to have the impact that Endeavor has. Endeavor helps entrepreneurs grow their businesses, which in turn grows jobs, which in turn grows wealth, right inside of our community. You can see and feel the impact on day one.

---

# This is Stacy Griggs

## CEO of El Toro



# Interapt El Toro

# Rabbit Hole

# RxLightning

# SoLo Funds

# SkuVault

# Authenticx

## Bootstrapping High-Growth

El Toro is a remarkable company for Louisville, the Midwest, and the country. Launched in 2012, Dan Kimball, David Stadler, and Sean Stafford combined their skills to build a company bigger than themselves. Their mission: find a better way to target and measure digital advertising. They knew that their solution could undoubtedly save customers money, help grow businesses with measurable ROI, and greatly improve marketing analytics.

As the El Toro team was beginning to grow, however, they needed another individual to help lead the company and expand it to new heights – Stacy Griggs was the perfect match.

“My partners brought me in because they wanted somebody who was an adult. I said, ‘Well, what is an adult?’ They said, ‘Well, you have shirts with buttons.’ They had a fantastic idea, and I helped to form it into a great company.”

— Stacy Griggs, CEO at El Toro

Prior to El Toro, Griggs worked in leadership roles at a number of tech companies including cBeyond, Hosting.com, and MaximumASP, while also serving in the Coast Guard Reserves, as a volunteer firefighter, and medical first responder for over 30 years.

As El Toro continued to evolve, they sought to truly scale and truly make an impact. As the company was growing, Endeavor emerged in Louisville and it greatly piqued the interest of Griggs and his partners.

“It was something that was brought to Louisville by Jackson Andrews, David Jones Sr., Matt Thornton, Kent Taylor – basically every entrepreneur that I wished I could be. I knew that if these entrepreneurs were involved with it, then it’s something that I certainly wanted to learn about.”



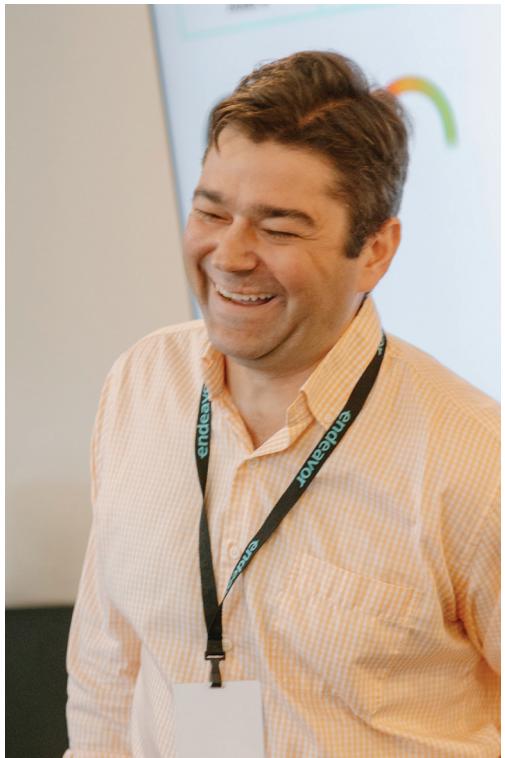
Griggs knew that El Toro was in a competitive industry, but the team's vision was special – and Endeavor could see the impact that El Toro was creating. In 2016, El Toro was accepted into the Endeavor network at an International Selection Panel in Dubai. With Endeavor behind them and with their grit, ingenuity, and ‘think bigger’ mentality, El Toro rapidly scaled. At one point, they were the 13th fastest growing tech company in the United States. It was through rigorous expansion that the team learned about the evolution of a business as growth accelerates.

“Those inflection points as you scale, from your first office, to your third office. As you start to add functions that you never had before, such as a legal function, or chief security officers. Those are all aspects that bigger companies have, but when you’re only 30 employees you don’t have. It’s really a story of your professionalism.”

## Takeaways

Today, El Toro continues to grow. By thinking bigger they are driving impact, creating high-quality jobs, and reinvesting in the community and future. As a serial entrepreneur, Griggs has not only been building El Toro – he has embarked on a new venture alongside his partners, AboutBit. AboutBit is a cryptocurrency mining company that helps reduce the energy consumption and carbon footprint of traditional crypto mining. As Griggs finds new companies, he gains more knowledge and capability to be more impactful on projects he finds himself engaged with – Griggs always continues to learn.

In 2020, Griggs joined the Endeavor Midwest board. As a successful founder with a wealth of experience, he is an inspiration – and also mentor and investor – to new founders. Backed by his leadership, El Toro is a Midwest born and built high-growth software company. Through their focus and skill, Griggs and his team have found incredible success. This team will continue to skyrocket – it is in their DNA to Scale Up, Go Big, and Give Back. ——————



## Founding Managing Director

# Jackson Andrews

*Why is the give back mentality such an important aspect in Endeavor's work?*

The journey doesn't end at scale, a successful IPO, or an exit. The journey keeps going. The role you play changes, and giving back is paramount. That absolutely means financially, that reinvestment into the community is incredibly important. It's also the reinvestment of your time, and your network and your life lessons learned through your journey. When you reinvest, it doesn't just create a financial virtuous cycle, it creates a virtuous cycle of knowledge, where all these lessons learned are being shared. If the reinvestment stops that's when you see cities and communities in decline. Lastly, we want Endeavor to shrink the globe and be that outlet. The last thing you want are these companies and entrepreneurs to flame out, stall out, or to move out. So reinvestment helps break that cycle. The gift is to give back.

*Why is participating with Endeavor a great civic growth for Louisville, the Midwest, and the globe?*

No matter what cause you cherish in your community, the root is entrepreneurship. Without that job creation, and that wealth creation, none of the reinvestment piece works. Because where is the reinvestment piece gonna come from? If you think about all of the various aspects of a community, the financial root cause is successful entrepreneur created businesses, which reinvest into a community. You need a community that provides and creates new, exciting, and engaging job opportunities for growth. When a company employs 150 people, that's 150 families. Then those families have the resources to invest in the community as well. So this cascade, this waterfall that occurs from supporting and helping companies grow is almost unquantifiable in terms of what ultimately happens in our community.

*What advice do you have for entrepreneurs?*

The least expensive thing you can do for your business is to think bigger. There is absolutely no downside. It costs you nothing.

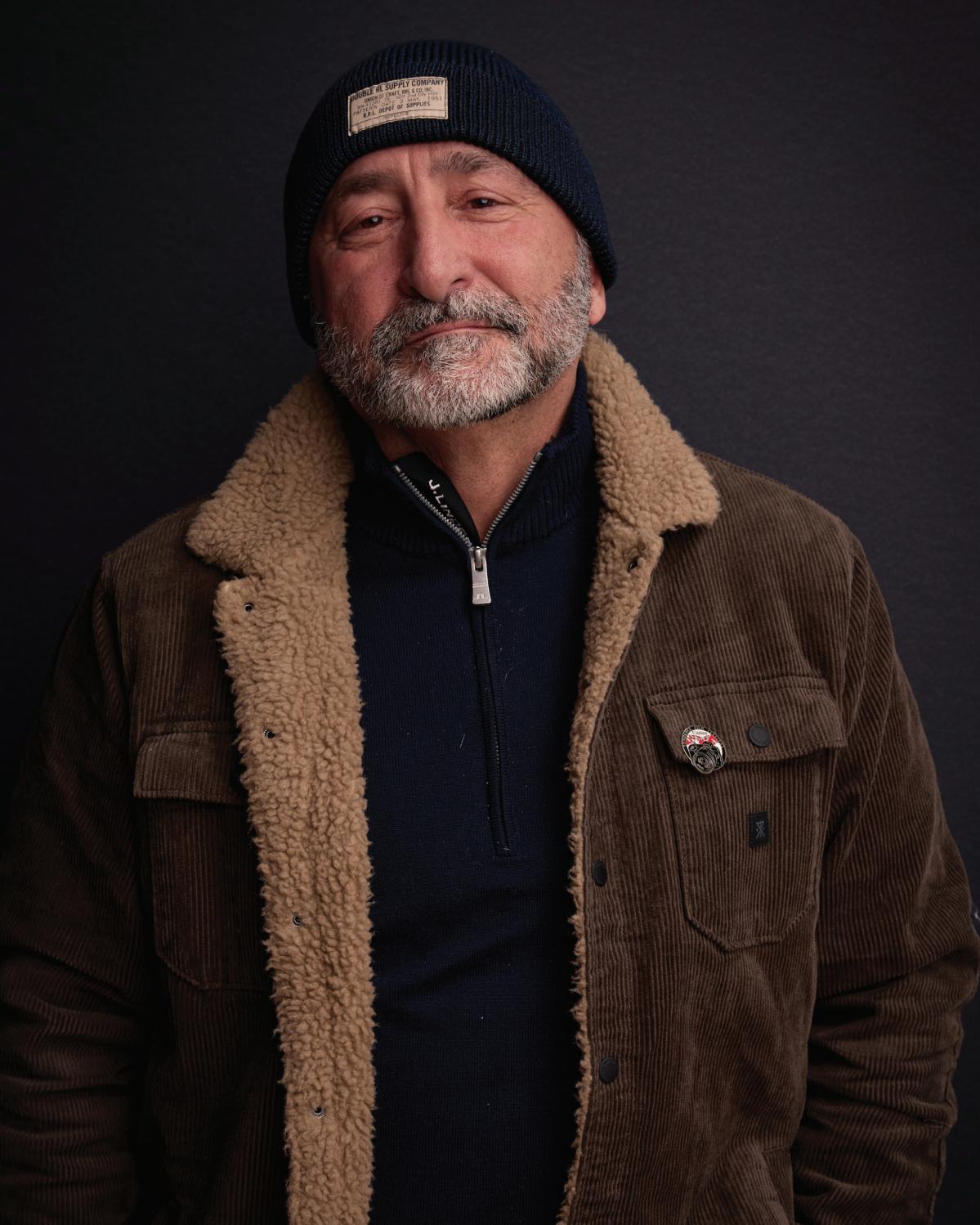
*What is a great story with Endeavor that you have that cannot be found anywhere else?*

There are just too many to choose from. From the times with Mr. Jones, and so many other members of the board, both here and around the world. Being able to spend time, support, and learn from entrepreneurs, and being fortunate enough to be let into their world is a privilege. They're letting you into a very private and personal journey, they're building these companies, and that is super personal. They are putting everything in and then are inviting you into the room and trusting you to positively impact their business – it is a huge responsibility and a huge privilege.

*Any final words of wisdom?*

Don't put boundaries on yourself. Thinking bigger is free. You are not bound by geography. You are not bound by location. You are not bound by anything. Get out there and create.

---



This is  
Kaveh Zamanian

CEO of  
Rabbit Hole

# Interapt El Toro Rabbit Hole RxLightning SoLo Funds SkuVault Authenticx

“When I moved to Kentucky, I had the opportunity to connect with some of the old masters and they taught me how to make whiskey. That’s when I realized that light bulb moment: 51% corn and 49% possibility. I saw an opening that no one was addressing, so we rolled up our sleeves and got to work.”

— Kaveh Zamanian

## 51% Corn and 49% Possibility

Rabbit Hole's vision was to become one of the most impactful American whiskey brands in the world and in the process elevate American whiskey. Through education and experience, Kaveh Zamanian hopes to usher a new era of spirits for all consumers. His vision began in 2012, driven by monotony in the bourbon industry and a significant opportunity that he saw to expand bourbon's flavor profiles.

From an early age growing up in California, Zamanian was exposed to great hospitality. From long hours spent in restaurants as a child to working in bars though college, he refined his palette and eventually his affection for fine wine and spirits. He didn't pursue this passion at first – he studied to become a psychologist, following a career path laid before him by well-intending relatives. Always entrepreneurial, Zamanian built his own clinical practice with a specialty in the field of psychoanalysis for two decades.

As a psychologist and academic, he understood the emotional nuances and relational dynamics of human beings, particularly as it pertains to personal desire and longings which are fundamental elements of branding and marketing. Despite his thriving career, a greater entrepreneurial dream was still stuck inside him. Zamanian's wife, a Kentucky native, introduced him to bourbon, launching a two decade love affair between the couple and America's native spirit. Eventually, he took a more serious sojourn into bourbon and American whiskey and in the process recognized that there was an opportunity in the category, and the spirits industry at large. He moved to Kentucky in 2008 and in time had the opportunity to work with a handful of bourbon legends. Through his experience with the old masters, he came to the revelation that in simple terms, bourbon is 51% corn, 49% possibility. What he recognized is that within the parameters of what constitutes bourbon, there is room to play around with the balance of the bourbon mash bill creating tremendous opportunity to create a range of whiskey expressions simply using different grain bills.

Opportunity abounded, in 2012, Zamanian finally took the leap and founded Rabbit Hole Spirits and began the process of building a state of the art distillery in the heart of Louisville, Kentucky. An urban distillery, Rabbit Hole has been named the architectural icon of the Kentucky Bourbon trail. Zamanian describes the facility as a craft distillery designed to scale. It is set up like a culinary kitchen, making genuine small batch whiskey expressions, while visitors are lifted off the manufacturing floor, eventually landing on top of the distillery, enjoying a glass of fine bourbon with a birds eye view of the production process and the cityscape. After more than a half-decade of hard work, the company's Louisville-based distillery was officially opened in 2018. Upon launching, Rabbit Hole's distillery was the 16th largest bourbon distillery in the world. By being able to produce 27,000 barrels directly in the heart of Louisville, Rabbit Hole became a global competitor in the red-hot bourbon market.

Zamanian was introduced to Endeavor through mutual connections in Louisville. He was drawn to Endeavor by its highly tailored resources for high-growth entrepreneurs,, including individual mentorship, fundraising assistance, and a collaborative community. In the early years of Rabbit Hole, the community of like-minded founders was valuable for him. After being selected into Endeavor at the Louisville International Selection Panel in 2018, Zamanian immediately took full advantage of the network. He attended education programs curated for Endeavor Entrepreneurs like "Scaling Entrepreneurial Ventures" at Harvard Business School and met like-minded founders who contributed to Rabbit Hole's successes.

"Surrounded by a group of talented individuals who test and challenge your ideas helped to sharpen my focus to stay on task, while creating a sense of vigor and excitement to keep pushing ahead."



A meeting with David Jones, Sr., the founding Board Chair of Endeavor Midwest and co-founder of Humana, was instrumental to Zamanian and his venture. Jones described Rabbit Hole as the "Tesla of Bourbon," – clear validation that gave him a sense of confidence that he's on the right track.

Zamanian describes Rabbit Hole's ascent after being selected into the Endeavor global network as a meteoric rise. In 2019, Pernod Ricard, the second largest spirit company in the world, acquired a majority stake in Rabbit Hole, cementing its status as an emerging, high-growth company in the spirits industry – both in the United States and internationally. Furthermore, only ten years after he started the company, he was inducted into the Kentucky Bourbon Hall of Fame, class of 2022, the fastest pace to get in the hall. This gave Rabbit Hole greater notoriety and credibility, but also shook an old industry by showing that an outsider has made it in the club by disrupting and raising the bar for one of the oldest and entrenched industries in the country.

Endeavor selects visionary entrepreneurs with innovative concepts, and helps them to grow and succeed at an accelerated rate. The organization values founders like Zamanian, with industry-changing vision and a pay-it-forward mentality.

**"There's something lovely about creating something from nothing, building a business from scratch, seeing the benefits of hard work and vision come to life and have a positive impact on people and contribute to a community."**

In 2023, Zamanian joined Endeavor Midwest's board where he continues to pay it forward, mentoring and connecting to the next generation of innovators. He believes in the power of continuity – both for his own business and for the entrepreneurial tradition in the Midwest and wherever it manifests.

While he remains the Founder of Rabbit Hole Distillery, in the coming days, he is stepping down as the CEO and stepping in a new role as the Chief Whiskey Officer for Pernod-Ricard's newest division, the North American Distillers. In this capacity he will lead the charge for liquid creation and innovation on all American Whiskey brands in the company portfolio. This role marks a significant step in his career and contributes to Louisville's growth as a global spirits hub for innovation. This is not only a monumental step for Zamanian personally, but it is even more important for the growth and development of his beloved Bourbon City. Zamanian is an Endeavor success story – a global entrepreneur who cares about his community and invests in a brighter future for many more.



## Takeaways

Becoming a successful entrepreneur often seems to be an unconquerable task. Kaveh Zamanian's journey exemplifies how passion and creativity lead to remarkable innovation and large-scale impact. For Zamanian, it took an entire first career before he dove into his founder journey with Rabbit Hole Distillery. By opening doors to a network of like minded entrepreneurs, Endeavor was able to support Zamanian as he changed the landscape of the spirits industry. Zamanian is truly an exemplary high-impact entrepreneur.



CEO at Kauffman Fellows

# Fernando Fabre

*From your beginnings founding your first company in addition to teaching students within Naucalpan, how did you find yourself at Endeavor Mexico, and later, the president of Endeavor Global?*

With Endeavor Mexico, I always say that I was at the right place at the right time. Endeavor Mexico launched operations around 2002. In 2004, they were looking for a new managing director, and that time the entrepreneur world was coming right out of the .com crash. But I was lucky enough that I opened an accelerator in 2000

right before the .com crash, so I had funding. This meant that between 2002 and 2004, there were two organizations working with high impact entrepreneurs in Mexico, and I was one. Luckily, they chose me, and after that I worked there for six years.

Linda Rottenberg had been asking Brazil and I to work for her for almost two years, but the role was COO to help her out with operations, and people generally want to talk to the CEO – I wasn't going to be able to do my job. And then one of our board members, John Reese came up with a solution and said, 'well, let's expand the role instead of COO, you become president of a network.' When they offered me that role of president I said, that makes a whole lot more sense. So it was a weird story of how change of scope and the role was going to be the right thing for me. And I joined in 2010.

*Please explain your mission and the past president, and how you sought to expand across the US, abroad, and namely, the Midwest?*

My mission as president was, number one, to make sure that we had the same Endeavor experience for everyone. That was probably the most important, and it meant the alignment of every team member in the world, to one core mission, to one set of values. The second was to expand the platform of value for our entrepreneurs. The third was overseeing all the operations and initiatives that we were going to launch including Endeavor Catalyst, Endeavor Outliers, and each new office.

We started to expand all over the world, particularly in the Middle East and Southeast Asia. I can remember exactly when we were approached by friends of Linda if we would consider expanding into Europe, into Greece. And that was a big change of mind shift. And I remember Linda and myself pushing for this to happen, because we said, 'we've been focused on this idea of emerging markets, developing markets. And Greece, how do we define this? Is it a developed nation, or is it an emerging market or was sort of in-between?' Eventually we opened an office in Greece. So that was the first time that there was a really big step of getting rid of this concept that we just opened in emerging markets. Instead, we said we're opening markets where entrepreneurship and venture capital are not very well established.

Then came the question of the United States. I remember having a discussion with another board member, Peter Kellner. He brought the Knight Foundation, one of the largest foundations in Miami. And he said, 'Why is it that we're not operating in the US?' We said, 'well, we operate there, we're a global office. We have New York and San Francisco, we offer services.' He said, 'No, no. Why don't we have the selection of entrepreneurs?' And I thought about it for a moment. I said, 'You know what? The reality of the Endeavor model is that when we say we operate in Mexico, or in Spain, but the reality is that we're operating in Endeavor, Mexico City, we're operating in Endeavor, São Paulo. We're not operating in all states of the country because we're focused on the city.' So we went through a whole debate: can Endeavor open a city in the US? There were people against it, but eventually we weren't. We were able to launch in Miami, and once that happened, it opened the door to all over the United States. Then it was Detroit and Louisville, then Atlanta.

In the case of Louisville, it was fairly straightforward. Jackson Andrews, who had attended events with Endeavor in the past. He came to a international selection panel, and later he knocked on my door and said, 'Hey, we need to talk. How are we going to bring Endeavor into Louisville?' I looked at our criteria and said, 'yes, it fits.' Because Louisville's criteria meets our criteria, here's what we need. "We need the top business leaders in the region to agree that they're going to lead these efforts. Agree that they're going to be responsible to become board members, and that they're going to fund the operation. And if you get them to commit, then we're game.' Jackson said, 'Is that it?' Then he went on and got to work.

*Being an individual that has truly made a tremendous impact on entrepreneurship across the globe, what would you say has been the part that you have most enjoyed personally, and throughout your time with Endeavor?*

Without a doubt, is the relationship still with the Managing Directors. 70% of my job was talking every day to managing directors. At some point we had 35 MDs, and I wanted to be on the call with every one of them once a month. So that meant that every day I had one or two calls with a different managing director, and those calls would go on for an hour and a half at least. I left at the end of 2018. So that's six years ago. And to this day, I have regular calls with 10 or 12 of them. To me, there is nothing as valuable as that.

#### *What advice do you have for entrepreneurs?*

Focus on culture, the culture of the organization, and the work that you do to attract and retain the best people.

Additionally, if you attract and retain the best talent, you're going to find the customers. And if you can find the customers on the market, you're gonna get funding. The number one thing that an entrepreneur should focus on is organizational culture, and the attraction and retention of their employees of their talents. You do that and it will all fall into place.

*What is a great story with Endeavor that you have that cannot be found anywhere else, ie the internet?*

I remember it was three brothers. We told them, 'you're gonna go to an ISP, and the ISP is gonna be in Marrakech.' We tell these guys, 'so you have to fly from Louisville to Morocco.' It was the first time in their history that they needed to get out their passports. These were about 30 year old guys, and they're telling their friends and families that they're traveling to the Middle East tomorrow. 'What are you talking about? What are you crazy?' And they went to Marrakech. I remember them telling Jackson and I that this was the best experience of their lifetime, and how important the value of meeting people from other parts of the world is. They saw how entrepreneurs think the same, there was no nationality, there were no borders. I remember them so excited. While they weren't selected, they still said that 'It was totally worth it. It was the absolute best experience.' I love that story so much.

#### *Any final words of wisdom?*

There's nothing wrong in recognizing that a lot of the success we see is related to luck. It sounds awful, because then what happens to meritocracy? Nobody gave me anything away. I work really hard to do what? My genius built this. Yeah, we think of luck as having any role in our lives. But luck exists. So how do you grab onto luck? How do you prepare yourself to get lucky? I believe that getting lucky is a skill. So in short, my advice to people would be to make sure that you become very good at becoming very lucky.

---

This is  
Julia Regan

CEO of  
RxLightning.



# Interapt El Toro Rabbit Hole RxLightning SoLo Funds SkuVault Authenticx

“It’s easy for people to get on board with our mission. It’s simple to say that patients shouldn’t have to wait for life saving medications. We shouldn’t be using paper, phone calls, and faxes to get patients on oncology medicines. What we need, as an organization, as an industry, as a country, is to do better for our people.”

— Julia Regan

## A Lightning-fast Healthtech Journey

RxLightning is a perfect example of being at the right place at the right time. After 20 years in healthcare technology, Julia Regan knew that the industry was cumbersome and inefficient. She recognized that healthcare's bloated processes had a direct and negative impact on people's health – particularly for patients who needed access to high-cost specialty medications.

“Our mission is to help patients get affordable access to high-cost specialty medications as quickly as possible.”

Regan had the experience to disrupt and radically revolutionize the antiquated specialty medication industry. Her solution was to create a digital platform that connected all stakeholders to help patients receive their medicine faster – saving time, money, and lives. Before Regan's realization, specialty medication was dominated by faxes, in-person signatures, and red tape roadblocks.

“As a result of my career [in healthtech], I'm an educated consumer of healthcare, I knew the process and delays still happened. What would it be like for someone getting a new diagnosis, they're emotionally struggling, and then they don't understand the complicated process? How much harder is it going to be for them to navigate getting their necessary medication? When I looked at the market and the problem, most organizations were trying to solve this problem – there were always barriers and issues.”

In early 2020, Regan took the plunge: along with her co-founder, Brad Allen, they launched RxLightning to fix inefficiencies and get patients access to life-saving medicine faster. Just months into the company's life, the pandemic shocked the world. This, however, was a blessing in disguise for RxLightning – Regan was able to make lightspeed progress as healthcare rapidly turned to digital solutions over in-person inadequacies.

Their technology facilitated specialty medication processes digitally, shrinking the time to receive medications from weeks to days – and even sometimes just hours. The startup quickly flourished, securing multiple high-profile contracts and raised \$1M in funding within a nine month period of time. Rxlightning had lightning momentum.

From the outset, as a first-time founder, Regan looked for support and startup communities to tap into. While she had extensive healthcare experience, being a technology founder was a completely new challenge.



"I lived in Greenville, Indiana, so at first I was connected with a resource in Columbus, Indiana. I got placed into their startup community, and through that community I was finally plugged into the Louisville network. I began the journey with nothing, I researched and prayed for direction and fortunately was very blessed with a great network of people from the very beginning."

As RxLightning continued to scale, Endeavor was recommended to Regan by other local founders. Her high-growth company, big vision, and world-changing opportunity were a natural fit for the organization.

"We were moving so fast. My questions were: what's the next hire I need to make? And how much money should I raise? In what vehicle should I raise that? Very early on, Endeavor was very helpful, connecting me to people to help guide me based on their own experiences."

In mid-2022, Regan was selected as an Endeavor Entrepreneur after pitching RxLightning at Endeavor's International Selection Panel in Greece. Throughout her selection process, Regan was able to meet with experienced founders around the world – from Puerto Rico to Egypt – to advise and guide her journey.

RxLightning hasn't slowed down. Their successes have warranted numerous recognitions, including being recognized as an EY Entrepreneur of the Year in 2023 and winning five Techpoint Mira awards in the span of three years. Along the way, the company raised a \$17.5M Series A round to support the company's growth and further remove barriers to life-saving therapies.

"The support and encouragement from Endeavor that, yes, you have a great idea, and yes, you're going to be able to do this – it was amazing. Having that validation and those cheerleaders behind the scenes kept me going early on, and was extremely valuable."

Not only has Endeavor supported Regan's founder journey and the growth of RxLightning, it has also provided Regan a way to give back to the community and mentor other founders.

"There are entrepreneurs that I'm 12 or 18 months ahead of and they're able to lean on me, which is probably more relevant for them than if they leaned on an entrepreneur that's four or more years ahead of them. The way that Endeavor has created their entrepreneurial network, entrepreneurs that are affiliated with it are all motivated to help, because at some point they've received something from the network"

Additionally, the Endeavor network has also led to partnerships and connections for RxLightning that go beyond simply mentorship.

“I've met founders through Endeavor that we've partnered with, hosted events with, and have helped move each other's missions forward. It's hard to describe the value of the network, I didn't fully understand or appreciate it until I was part of it and experiencing it for myself.”



**Takeaways** Regan and RxLightning seek to continue pushing the boundaries of healthcare and executing on their ambitious goals. By continuing to improve their platform, expand to more doctors, and help more patients access medications, RxLightning will not only continue its growth but also drastically improve U.S. healthcare. Regan aims for a meaningful outcome aligned with Endeavor's goals – to generate more jobs, spread more wealth, and inspire more founders. Her vision and company have come from hard work, talent, and above all else, the right combination of individuals to create something special.

*“When you start a company, you have to wear all the hats. As we grew I was able to hire great people to wear some of those hats and build a team that could help us achieve our next goals and the milestones...we have great investors and a great board that has set us up for success.”*

It's clear to see RxLightning's impact. Through her own personal experience, Regan is able to help others in a direct and important way. By leading the charge for not only the healthcare industry, but for other entrepreneurs across the United States, Regan is creating a new chapter for countless individuals and businesses – she is truly an inspiration. 

---



**Founder and Chair at  
21st Century Parks**

# Dan Jones

*How did you find yourself as a founding board member of Endeavor?*

Jackson was very innovative and wise to spearhead the office, bringing in first Peter [Kellner], and then principally my dad but then me as well. At that time we didn't know we were going to be on the board, but as it evolved, we made the decision to do that to make sure we supported the idea.

*As the office approaches 10 years what have you enjoyed the most in your time with Endeavor?*

The absolute most fun part of Endeavor is listening to the entrepreneurs stories and pitches. What I used to say, when I was on the board after those meetings, is that I wished I was on the other side of the table because you have all these young, but very dynamic people with really big ideas and lots of energy.

*What advice do you have for entrepreneurs?*

Entrepreneurs tend to have big ideas and big, big dreams, but you have to bring them down to earth. The way you do that is to simplify and to focus. My father [David Jones, Sr.] would tell you that focus is the most important word in the English language. And I think that is very true. Entrepreneurs' time is scarce. Everybody has different ideas within the organization, so it is the leader's role to focus it.

*What is a great story with Endeavor that you have that cannot be found anywhere else, ie the internet?*

I would say the first meeting with Peter Kellner at the Parklands. It was funny, we were all just crammed into a car, Jackson is spinning this tale about bringing Endeavor to Louisville, while Peter is telling us about what Endeavor has done. And I'm telling my story about The Parklands and what we're doing. The meeting of those two ideas definitely was one of the sparks that birthed Endeavor Midwest, and I'm proud of that fact.

*Any final words of wisdom?*

I think that the solutions to a lot of our problems are going to come from unexpected places, and that sort of idea of unexpected places is what I call the edge. Entrepreneurs dwell on the edge, they're continuously disrupting their respective fields. People in Endeavor are on the leading edge of the edge, and because of this America is totally different than it was 20 years ago or 40 years ago. That's all because of innovation and entrepreneurship.

---

'I think that the solutions to a lot of our problems are going to come from unexpected places, and that sort of idea of unexpected places is what I call the edge. Entrepreneurs dwell on the edge, they're continuously disrupting their respective fields.."



This is  
Rodney Williams

Co-Founder of  
SoLo Funds.

This is  
Travis Holoway

CEO of  
SoLo Funds.



# Interapt El Toro Rabbit Hole RxLightning **SoLo Funds** SkuVault Authenticx

## Funding the Future

SoLo Funds emerged from a desire to create a better solution for small-dollar loans often exchanged between friends and family – or worse, procured from loan sharks. During the 2010s, while excelling in their own individual careers, Rodney Williams and Travis Holoway recognized this was a problem for millions of Americans – and decided to act. Solo Funds was born. Holoway's decision to become an entrepreneur led to the birth of a true community that connects those in need of small amounts of money with those willing to provide it – a true win-win. Their mission is rooted in community empowerment, aiming to foster financial autonomy for all through collective effort.

“We have a 93% repayment rate and a median funding time of less than 20 minutes, with 82% of members being from underserved zip codes.”

It required immense fortitude for Holoway and Williams to create the change they envisioned, driven by the consequences of their inaction. While seeking support for Solo Funds, Williams and Holoway discovered that substantial startup resources were available in the Midwest – their home region. The spark was an entrepreneur-focused accelerator program that provided their first funding. Soon after, they migrated from Columbus to Cincinnati, the duo's old stomping grounds, where they found an incredible amount of talent to recruit for Solo Funds.

The pair then set their eyes on another accelerator: Techstars' program based in Kansas City. The program truly set their vision in motion and allowed the team to move once again, this time to Los Angeles, where Solo Funds could continue to grow their company and their impact. Both Holoway and Williams had their sights set on a *global* business.

Prior to becoming an entrepreneur, Rodney Williams built a high-flying corporate career at Procter & Gamble, where he was able to work with a Brazilian startup. That startup hosted an Endeavor-led event, exposing Williams to the organization for the first time. This helped him realize the power of an entrepreneur-focused organization like Endeavor. In 2012, Williams left P&G to found his very first venture, LISNR, a technology company that specializes in data transmission using ultrasonic audio technology. With many applications, from ticketing to finance, payments, and music, LISNR immediately had global potential.

In yet another serendipitous moment, Williams participated in EY's Entrepreneur of the Year program and met Endeavor Midwest's Managing Director, Jackson Andrews, who reminded Williams of the power of Endeavor's network – he was all in. Williams went through Endeavor's rigorous diligence process and was ultimately selected as an Endeavor Entrepreneur with LISNR. LISNR and Rodney went on to be twice recognized on the CNBC's Disruptor 50 List while being supported by Endeavor with access to global mentors, investors and founders.

While still overseeing LISNR's growth, Williams finally teamed up with Travis Holoway to co-found Solo Funds. The duo engaged Endeavor during the heart of the pandemic, bringing Solo Funds into the network in 2021. Endeavor's network hit the ground running – supporting Solo Funds' Series A funding round with capital mentors and direct investor introductions, and a direct investment through Endeavor's rules-based venture fund, Catalyst.

"The Series A was monumental for our business, because it really started to pour gasoline on what we had just got working. Endeavor coming in as an investor was a really important piece of that, as they took a significant portion of the Series A. That was really, really meaningful for us to get that done."

Always seeking growth, SoLo Funds has been able to shake the foundations of finance. The Midwest has the highest number of payday lenders across the entire country. Their marketplace model, focused on serving the underserved and combating predatory lending, has succeeded in providing more choice and autonomy to people across the United States. In 2024, Travis was named to Big Path Capital's 100 Top Impact CEO Ranking, in recognition of the company's positive disruption to the economic system and truly paving the way to impact. This alone shows that the mission and vision of the founders is not only being accomplished, but is undeniably thriving.

"We've put more than \$500 million back into the hands of people who need it. But we've done it without a bank ever facilitating any of our transactions and lending off of our own balance sheet. That is the power of community."

In 2023 SoLo Funds was named as an Endeavor Outlier, a prestigious group of the top Endeavor companies from around the world. Endeavor Outliers are recognized for their exceptional growth and ability to thrive in unexpected places. These companies are promoted to inspire countless other Endeavor founders to think bigger and scale faster. For Holoway and Williams, it has been invaluable to benchmark themselves against and learn from their peers across the entire Endeavor network.

"If we didn't create SoLo Funds, it would be really, really tough for me to go the rest of my life, always thinking what if I would have done it? How much impact could we have had? And I think we're getting a glimpse of just what a sliver of that could have been right. You know, it feels really good to go to sleep at night knowing that someone had food today because of what we've created, someone has a roof over their head because of what we've created."

— **Travis Holoway**



“Endeavor has made many, many, many, many connections for us. We have connected with founders that are now friends, some of which have become investors – it has all been incredibly helpful. Our network has just grown.”

Additionally, Endeavor's network has been a paramount support system for Solo Funds' international growth. In 2022, the duo tapped into Endeavor's teams in Kenya and Nigeria, where they were able to develop relationships that led to their initial expansion into Africa. Solo Funds teamed up with fellow Endeavor company, Paga, to launch the platform in Nigeria. Holoway and Williams were able to find and build relationships with other founders – facilitated by Endeavor's network built on trust and an entrepreneur-first mindset.

Led by Holoway and Williams, the future of SoLo Funds is incredibly bright. They have persistently pursued growth and impact, from the Midwest to L.A., Nigeria and beyond.

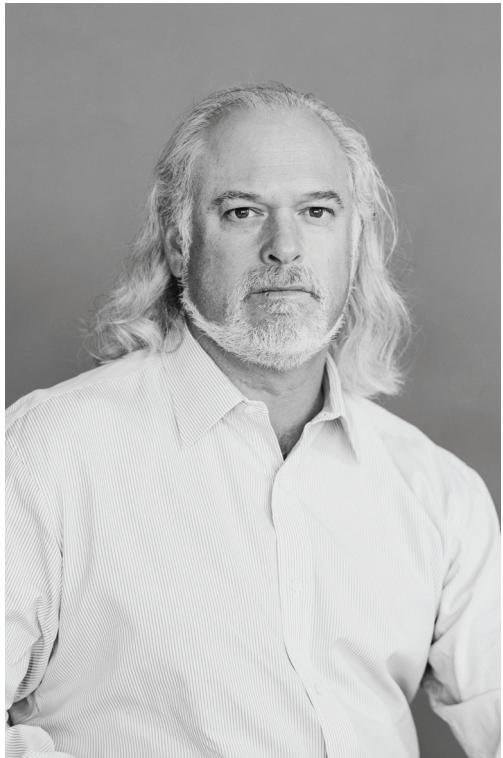
“We're valued from a market opportunity and a risk standpoint, as an American company in the U.S. market with U.S. dynamics. Investors are talking about the 200 million Americans – but what about the 5 billion global middle class people? We have to prove that [Solo Funds] can tackle the global market. When we are successful, that will open us up to global investors [and global impact].”



## Takeaways

SoLo Funds is extraordinarily excited for its future, not only in the United States, but for the possible future across the globe. Holoway and Williams are hungry, and they will do everything they can to further their reach and community connectivity – no matter the borders.

SoLo Funds finds themselves at the forefront of the future of finance – providing economic autonomy for millions. They are on the path to global growth, helping people from all walks of life to access small-dollar loans from a community of lenders. In the words of Travis, “I think part of what makes [Endeavor] special is the breadth of the network.”



**Founder and CEO of  
Smith-Manus Surety Bonds**

# Brook Smith

*How did you find yourself as a board member and Past Chair of Endeavor?*

I made an investment in a local business that had been around Endeavor – Interapt. Ankur [Gopal] said, “You would probably like Endeavor, it may be good for you. It would be good for you to just get involved with some thought process on how these businesses are looked at.” I’m not really one to join boards, organizations. I’ve done it before, but sometimes I get disappointed just because it doesn’t seem like they are as efficient and productive as they should be. So I was a bit reluctant. But as I started looking at the model and how it operates, it was actually doing something. I can learn a lot from this, and hopefully, I can add a little bit to it.

I was called up to be the next chair after David Jones Sr., and I realized that it was going to be a large responsibility – big shoes to fill. The neat thing about Endeavor is you have street fighting entrepreneurs like me, and then you also have people like Matt Thornton, who have been very successful and significant in the corporate and public world. I think the most amazing thing is through Endeavor you get so many different perspectives.

*As the office approaches 10 years what has been the part you enjoyed the most in your time with Endeavor? What are you most proud of? What do you see for the next 10 years?*

The camaraderie. It’s been great to get to know people that are on the board, the staff, the entrepreneurs – in addition to all the others that I have come to work with that are in positions of traveling business. But also talking and working with the entrepreneurs. I love them.

*What advice do you have for entrepreneurs?*

I would say stop listening to people about what your valuation should be that aren’t writing the checks to fund your business. It’s important to think about what your business is worth, but it’s more important to think about who your investors are going to be. If you overvalue your business, you’ve kind of put yourself behind the eight ball, from there on out. Raising money for future rounds can be very difficult when you miss this mark.

*What is a great story with Endeavor that you have that cannot be found anywhere else, ie the internet?*

One thing that comes to mind is Ankur always has a turkey fry on the morning of Thanksgiving. There’s usually a number of us that go, and it’s a time for us to have bourbon a little earlier than we normally would. These are special moments of unconditional entrepreneur kinship. That’s what Endeavor brings to the table, the opportunity to be exactly who you are, and say something without feeling like you’re going to be judged by it.

*Any final words of wisdom?*

In today’s world, you can’t really control your environment. The only thing you can control is how you react to a situation. The reality is, the things that are most challenging are most often the moments that you look back on and truly develop yourself as an individual and an entrepreneur. We all have to learn how to deal with our emotions and the people who we continuously interact with.

---



This is  
Andy Eastes

Co-Founder  
of SkuVault.

# Interapt El Toro Rabbit Hole RxLightning SoLo Funds **SkuVault** Authenticx

## **Ship it. Sell it. SkuVault**

SkuVault was born from the need for optimization. Andy Eastes and Slava Ivanyuk were contracted from a humble ecommerce company selling shoes online. While Eastes was working with the owner for a while, it was when the company grew that they realized the importance of a true inventory system – a gap the duo quickly accepted to create.

“We were running an ecommerce company, and this was before an inventory system. There was one point where we had four full-time employees, and they would have to move Nikes and Pumas. If we got a bunch of new Pumas in, we had to move all the Nikes over to keep the Pumas together – zero ROI. That was the beginning of realizing that we have a big problem, and we were going to solve it.”

After this realization, Ivanyuk and Eastes created their first software prototype that would pave the way for SkuVault. From there, the pair spent eight years bootstrapping SkuVault into a fully fledged software-as-a-service inventory management company focused on serving ecommerce businesses. Throughout this time, Eastes and Ivanyuk had to constantly push and pull resources, from hiring developers, to building a high-quality product with a limited budget. Despite the barriers as first-time tech founders, the team persevered and continued to grow throughout the years.

Following nearly a decade of bootstrapping, SkuVault hit a massive milestone in 2018 – raising a \$8M Series A funding round, with participation from Endeavor Catalyst, Louisville-based Poplar Ventures, and Ballast Point Ventures. Up until that point, Eastes and Ivanyuk had expertly grown the company, built a talented team, and had put a solid foundation in place. However, the funding round would take them to the next level.

“When we connected with all of the Series A round investors in Denver they said ‘You’ve been bootstrapped for eight years. You built up these leaders. But also there’s limitations on their experience level.’ The board really pushed us. They said to spend the money, and get experienced SaaS leaders in here. That made a huge difference.”

Beyond that, SkuVault's investors highlighted the importance of raising prices for their product. Ecommerce industry leaders knew the value of SkuVault – and price had to match the product. Following the advice, the team raised prices for all customers, new and existing, by 50% – and saw a near-zero customer churn. This remarkable increase in revenue and confidence boost allowed SkuVault to hit hyper growth.

SkuVault's initial interaction with Endeavor was hesitant. They had heard stories of venture capital firms pushing companies to grow too fast and burning them out just for profit. But as Eastes and Ivanyuk began to engage with Endeavor, it became clear that it was a highly curated network full of true mentorship and founder-first support.

**“When you take investment, the investors form a board of directors – we didn’t have any of that. We saw that Endeavor can help us instead of typical startup investors. Endeavor was the first time we had outside help and they did so before we raised capital.”**

In 2016 Eastes and Ivanyuk passed an International Selection Panel in Boston and officially became Endeavor Entrepreneurs and part of the global network. The co-founders were connected to experienced mentors and entrepreneurs, from software investor Dale Boden to legendary CEO Matt Thornton. This mentorship was pivotal for SkuVault's development.

**“We went in and talked to Dale Boden and he said, ‘What’s your CAC to LTV ratio?’ And I said, ‘I don’t know what you’re talking about.’ That was a big realization, we needed to formalize a reporting process.”**

---

**“I distinctly recall talking with Matt Thornton and about the culture inside his company. We didn’t really put a lot of thought into how to influence our culture. Through a series of meetings with him discussing how he manages culture inside his company, Matt gave us amazing ideas on what we can do in our company.”**

**— Slava Ivanyuk, Co-founder of SkuVault**

As founders and leaders, Eastes and Ivanyuk continued to mature as their business grew – and their focus began to shift towards giving back. They recognized the role of the high-quality mentorship that Endeavor had unlocked for them. In their own ecosystem, the pair were beginning to be mentors and inspiration for the next generation of startup founders.

**“Right now we are focused on how we can help in the community and help grow more entrepreneurs that become role models for the next generation.”**

Due to the strength of Eastes, Ivanyuk, and their team, SkuVault was acquired by Linnworks in September 2022. The acquisition was the culmination of over 11 years of grit, hard work, and building a valuable product. SkuVault had become a dominant player in ecommerce inventory management and were rewarded for the value they brought to the market.





## Takeaways

Following the acquisition of SkuVault, Eastes joined the Endeavor Midwest board of directors, formalizing his commitment to supporting more founders through their journeys. Both Eastes and Ivanyuk continue to be active mentors for both startups in the Midwest, as well as other Endeavor Entrepreneurs around the world.

The co-founding duo credits the success of SkuVault to both their team and mentors. If not for the countless people surrounding Eastes and Ivanyuk, their dream simply could not have been realized. SkuVault's success comes from its people – the humble and talented founders, the stellar team, and the mentors surrounding them along the way.

This is  
Amy Brown

CEO of  
Authenticx.



# Interapt El Toro Rabbit Hole RxLightning SoLo Funds SkuVault **Authenticx**

“I look back on my life and there are so many different jobs, companies, and experiences. Some of them felt like complete failures at the time, but now I look back and all of it mattered, all of it contributed to where I’m at today, and it all contributed to my ability to lead effectively at Authenticx.”

## Using AI to Truly Listen

Amy Brown's grit, determination, and perseverance have catapulted her into being a healthtech founder and the CEO of Authenticx. She is building the industry-leader solution for patient feedback, leveraging AI to help healthcare organizations truly listen to the voice of the customer.

“Our mission is to bring the voice of customers in the healthcare system into boardrooms and decision-making rooms of the organizations that serve them. And we do this using AI to help listen to the everyday conversations at scale across these enterprises.”

In 2018, after decades in healthcare operations and leadership roles, Brown recognized a genuine problem in healthcare to solve: actually listening to patients. With healthcare experience across both enterprise and government, Brown had the industry know-how to build a solution that would disrupt healthcare and make changes for good.

However, as a family breadwinner, Brown faced challenges in becoming a full-time founder. Using savings to support her family, Brown worked with a contractor to build a low-code platform that would eventually become Authenticx. Using this simple solution to begin “listening” to patients, Brown quickly began to sign paid contracts – the demand was evident. In 2019, she was ready to hire a Chief Technology Officer to turn the early platform into proprietary AI software – Authenticx was off to the races.

In 2020, Amy Brown was selected into Endeavor’s second Midwest ScaleUp program for early-stage founders.

“2020 was a major, pivotal moment for our business. Endeavor was supportive during that time: the mentors that I was introduced to through Endeavor were some of the most impactful conversations that helped me survive.”

Since then, Authenticx has boomed. The company has grown to over 130 employees, raised nearly \$30M in funding, and was ranked as #349 in Inc 5000’s fastest growing companies in 2023. In 2024, Authenticx was awarded with the Tech Company of the Year at the 25th annual Mira Awards, firmly cementing their place as a Midwest and national healthtech leader. As Authenticx has scaled, Endeavor’s network has supported and cheered their progress.

“I’ve appreciated [Endeavor’s] presence in the Midwest, in our region, the continued offering of resources, introductions, connecting founders to founders, all of that has been great.”

Brown’s founder journey is far from over, and she continues to seek opportunities and impact. In particular, she knows that Authenticx’s AI technology can help other industries.

“I want to have created an entirely new way for corporations to use their voice and conversation data. I have a vision for Authenticx to be the leader in that, and well beyond healthcare someday. But what excites me most is the idea of corporations leveraging a data source that has been around for a while but has been sitting on a shelf. It’s the most human data source they have. It’s literally the voices of their customers.”

## Takeaways

Authenticx’s growth continues – doubling their customers and annual recurring revenue in 2023, quickly becoming a formidable player in healthtech and AI. As a first-time tech founder, Brown credits her experience and understanding of the industry pain points for much of her success.

*“I think we would have failed as a business had I not sat in the seats of my future buyers. I used to be the people we now sell to, so I know the problem so well. I can speak their language, which absolutely helped me make revenue in the early days of Authenticx.”*

---

# The Companies that Make Us

## International Selection Panel

### Rivera Group

Cybersecurity  
Sellersburg, IN  
Date Selected: 09:15  
International Selection  
Panel: Marrakech,  
Morocco

Rivera Group is a nationally-recognized, award-winning IT services provider with deep roots in the U.S. military. Our work spans DoD and civilian agencies, where we specialize in value-added, cost-effective enterprise cyber defense solutions. Since our founding in 2002, we've leveraged our passion for innovative IT and our diverse talent to exceed the challenging needs of our clients and ensure mission success.



### Interapt

B2B Software  
Louisville, KY  
Date Selected: 12:20  
International Selection  
Panel: Beirut, Lebanon /  
Virtual ISP

Interapt helps the Fortune 2000 solve their tech talent problem and improve their Diversity, Equity, & Inclusion programs, by finding and upskilling talent that is typically overlooked by the tech community. Interapt Skills is a business line solely dedicated to workforce development, helping companies and cities build quality tech talent via an innovative apprenticeship model.



### Workrede

B2B Software  
Louisville, KY  
Date Selected: 12:15  
International Selection  
Panel: Mexico City,  
Mexico

For more than a decade, companies have depended on Workrede to simplify access to their employees. They are proud to serve these innovative companies and deliver transformational business outcomes that positively impact their bottom lines.



### RxLightning

Healthcare  
New Albany, IN  
Date Selected: 07:22  
International Selection  
Panel: Costa Navarino,  
Greece

RxLightning serves as a single destination for healthcare providers to enroll patients for any specialty medication, brand or generic, at any specialty pharmacy. Their platform is a single solution that simplifies, streamlines and automates the complex and manual process of specialty medication enrollment across manufacturers, hubs, and specialty pharmacies.



### AppHarvest

Food Production  
Morehead, KY  
Date Selected: 10:19  
International Selection  
Panel: Atlanta, USA

AppHarvest is a sustainable food company in Appalachia developing and operating some of the world's largest high-tech indoor farms, designed to grow produce using sunshine, rainwater and up to 90% less water than open-field growing while producing yields up to 30 times that of traditional agriculture on the same amount of land without agricultural runoff.



### Capture Higher Education

B2B Software  
Louisville, KY  
Date Selected: 10:19  
International Selection  
Panel: Atlanta, USA

Capture offers best-in-class marketing and recruitment solutions and expert services, powered by the industry's only Behavioral Intelligence Platform, to help higher ed institutions identify, convert, and enroll the right students.



### SkuVault

Warehouse &  
Logistics Software  
Louisville, KY  
Date Selected: 09:16  
International Selection  
Panel: Boston, USA

SkuVault is a cloud-based inventory and warehouse management software designed to reduce inventory out-of-stocks and increase warehouse operation efficiency with eCommerce integration capability.



## RealizedCare

Healthcare  
Elizabethtown, KY Date Selected: 12.19  
International Selection Panel: Riviera Maya, MX

RealizedCare is a leader in building evidence-based, immersive, digital therapeutics designed to create a more resilient world, liberated from fear and pain. Their suite of clinically validated therapeutics offers access to treatments on a spectrum across mental wellness and mental and behavioral conditions.

## El Toro

AdTech  
Louisville, KY Date Selected: 03.16  
International Selection Panel: Dubai, UAE

El Toro is changing the game of digital advertising. Using offline data on-boarding capabilities and patented one-to-one marketing technology, El Toro matches physical addresses to IP addresses with extreme precision. This enables brands to send banner and display ads directly to a list of high-value prospects.

## AboutBit

Smart Cities  
Louisville, KY Date Selected: 03.21 Second Company

Provider of cryptocurrency mining energy services intended to reduce the carbon footprint. The company builds mining pods powered by natural gas wells and flared gas energy, which are alternative sources of energy that produce fewer carbon emissions than coal-fired plants, enabling miners to reduce their environmental impact with mining pods.



## LISNR

IoT  
Cincinnati, OH  
Date Selected: 06.18  
International Selection Panel: Milan, Italy

LISNR is a business to business company that specializes in data transmission using ultrasonic audio technology; it is an ingredient that can be used in pay formats within stores, data transmission within headphones, and the ability to transmit ticket data within concerts or other venues.



## SoLo Funds

Fintech  
Los Angeles, CA  
Date Selected: 11.20  
Second Company

SoLo is a community finance platform where our members step up for one another. We enable financial services for real people, powered by people. SoLo Funds is a financial service provider enabling a marketplace where members can request and fund emergency needs.



## Switcher Studio

Enterprise Software & Services  
Louisville, KY  
Date Selected: 04.19  
International Selection Panel: Madrid, Spain

Switcher helps businesses and creators make and monetize affordable, high quality video & livestreams – all from their own website. Switcher helps you create communities and connect meaningfully with customers through video.



# MXD Process

Manufacturing  
Louisville, KY  
Date Selected: 04.18  
International Selection  
Panel: Manila, Philippines



MXD Process is a comprehensive partner for beginning to end process solutions. They offer a wide range of services including custom industrial mixing equipment, stainless steel tank manufacturing, and process automation at any scale.

# HANDLE

Healthtech  
Louisville, KY  
Date Selected: 05.17  
International Selection  
Panel: London, England



HANDLE Global is a healthcare supply chain analytics and solutions platform that works with the Federal Government and private sector to tackle the most challenging problems. Their team is led by former provider, manufacturer, and technology executives. Handle is leading efforts to redefine the healthcare supply chain as it changes in real time.

# Rabbit Hole

Food & Beverage  
Louisville, KY  
Date Selected: 05.18  
International Selection  
Panel: Louisville, USA



Rabbit Hole is a bourbon, whiskey, and spirits distillery inspired by modern approaches to whiskey making. Rabbit Hole's ambitious vision to become a global leader in the antiquated bourbon industry. They operate out of a state of the art 55,000 square foot facility in Louisville, Kentucky.



# The Companies that Make Us

## National Selection Panel

### Authenticx

Healthtech  
Indianapolis, IN  
Date Selected: 06.21  
National Selection Panel:  
Indianapolis, IN

Authenticx is the new standard for humanizing conversational intelligence in healthcare by analyzing millions of customer interactions (like voice, chat, or emails) to surface immersive and intelligent insights at scale. Authenticx was founded to aggregate, analyze and activate customer interaction data to surface transformational opportunities in healthcare.



### EightTwenty Solar

Smart Cities  
Louisville, KY &  
Oklahoma City, OK  
Date Selected: 05.23  
National Selection Panel:  
Bentonville, AR

EightTwenty is a vertically integrated, tech-enabled solar developer and platform that empowers businesses, nonprofits, and homeowners to turn to solar energy. The founders recognized that – despite the accessibility of solar energy – it is a widely underutilized renewable resource. As part of its vertically integrated strategy, EightTwenty spun out Brightwell Capital Partners, a tax equity investment company that unlocks solar funding for a brand new segment, nonprofits.



### True Essence Foods

Food Technology  
Indianapolis, IN  
Date Selected: 11.23  
National Selection Panel:  
Atlanta, GA

True Essence Foods' proprietary food technology enables sustainable, global access to fresh, flavorful food through two IP-protected solutions: Flavor Balancing, that removes off-flavors from food products, and Flavor Symmetry, a novel dehydration process. True Essence Foods licenses on-site industrial equipment to food and beverage manufacturers – and multinational food companies are clamoring for systems



### Limitless Minds

B2B Software  
Louisville, KY  
Date Selected: 04.24  
National Selection Panel:  
Louisville, KY

Limitless Minds is the premier mental fitness insights and performance software solution for Fortune 1000 Companies. The Limitless Minds platform provides access to world-class mindset and performance coaches from across the NBA, NFL, MLB, MLS and Olympics – through a SaaS platform, experiential workshops, and an AI-driven performance coaching tool.



### Supersocial

B2B Software  
Columbus, OH  
Date Selected: 10.23  
National Selection Panel:  
Louisville, KY

Supersocial is a metaverse company that develops, publishes, and operates cutting-edge games, experiences and virtual worlds on Roblox. Supersocial is recognized as the leading developer of premium content on the Roblox platform, creating Ghostopia and NARS Color Quest, and soon with Toikido's Piñata Smashlings, among others.



# Current Board & Partners

Matt Thornton (Current Chair) - Thornton Capital

Andy Eastes - SkuVault / Linnworks 

Ankur Gopal - Interapt 

Brook Smith (Past Chair) - Smith-Manus / RSLP Ventures

Doug Grissom - Madison Dearborn

Greg Pope - EY

Jackson Andrews - Endeavor

Kim Halbauer - Fifth Third Bank

Kaveh Zamanian - Rabbit Hole Distillery / Pernod-Ricard 

Ron Turnier - What Chefs Want!

Stacy Griggs - El Toro 

---

EY & Fifth Third Bank

 - Endeavor Entrepreneur

David A Jones, Sr. (Founding Chair) - Humana

 Brian Brackeen - Lightship Capital

Chuck Denny - PNC Bank

Dan Jones - 21st Century Parks

Dave Calzi - EY

Hank Dudgeon - Rubicon Global

Joe Kelley - Kelley Construction

Kent Lanum - The Paul Ogle Foundation

Kent Taylor - Texas Roadhouse

Nate Morris - Rubicon Global

Peter Kellner - Richmond Global / Endeavor co-founder

Ryan Bridgeman - Manna Inc.

Sandra Frazier - Tandem Public Relations

John Schnatter - Papa Johns

---

Access Ventures, Blue Sky Network, The Gheens Foundation, The James Graham Brown Foundation, The Paul Ogle Foundation, & PNC

# Previous Board & Partners

# Global Board

Edgar Bronfman Jr.

Accretive LLC  
**Board Chair**

Guillaume Pousaz

Checkout.com  
**Endeavor Entrepreneur**

Javier Olivan

Facebook

Joanna Rees

West

Linda Rottenberg

Endeavor

Martin Escobari

General Atlantic

Matt Harris

Bain Capital Ventures

Nicholas Beim

Venrock

Nicolas Szekasy

Kaszek Ventures  
**Endeavor Entrepreneur**

Reid Hoffman

LinkedIn; Greylock  
**Chair, Endeavor Catalyst Fund**

Shu Nyatta

Softbank

Veronic Serra

Pacific Investments & Innova Capital





# A Timeline of Endeavor Events

From 2014 to 2024

2014

**First introduced to Endeavor, Atlanta, USA:** Jackson Andrews serendipitously meets Endeavor's co-founder, Peter Kellner.

**Kentucky Derby Week, Louisville, USA:** Endeavor's co-founder experiences Louisville's finest hospitality and meets with stakeholders.

**Endeavor International Selection Panel, New York City, USA:** The first ISP for the region. Jackson Andrews attends.

2015

**(01) Milken Global Conference, Los Angeles, USA**

**(02) Endeavor Entrepreneur Retreat, Westchester County, New York, USA:** Steve Huey (Capture), Mac Thompson (White Clay), and Jackson Andrews (Endeavor) attend.

**(03) Endeavor International Selection Panel, San Francisco, USA:** Kent Lanum (Paul Ogle Foundation / Founding Board Member) and Jackson Andrews attend and meet the global network.

In just one decade, Endeavor Midwest has played a pivotal role in supporting entrepreneurs in the Midwest and globally. From world-class Industry Tours to National and International Selection Panels, Endeavor Midwest has consistently over-performed: bringing the world to the Midwest and showing the Midwest off to the world. The outcome is that entrepreneurs are inspired, capital and opportunity flow into the region, and more people's lives are impacted by a small group of entrepreneurs on a mission to build great companies. We call this the Multiplier Effect.

**(04) Endeavor International Selection Panel, Marrakech, Morocco:** Dr. Joey Rivera (Rivera Group) selected as a the FIRST Endeavor Entrepreneur from our region

**(05) Endeavor International Selection Panel, Mexico City, Mexico:** Jonathan Erwin and Patrick Goodman (Workrede) selected as Endeavor Entrepreneurs

**(06) Endeavor Global Gala, New York City, USA (2015–2024):** Dr. Joey Rivera (Rivera Group) and Kaveh Zamanian (Rabbit Hole) have been globally recognized at the Endeavor Gala and many more from our office attend.



2016

**(07) International Selection Panel, Dubai, UAE:** Stacy Griggs (El Toro) is selected as an Endeavor Entrepreneur.

**(08) International Selection Panel, Madrid, Spain**

**(09) Harvard Business School, Scaling Entrepreneurial Ventures, Cambridge, USA:** Six Endeavor Entrepreneurs from the Midwest have attended Endeavor's premier Executive Education program.

**(10) International Selection Panel, Boston, USA:** Andy Eastes and Slava Ivanyuk (SkuVault) are selected as Endeavor Entrepreneurs. Board member Nate Morris (Rubicon) serves as a Panelist and Kent Lanum (Paul Ogle Foundation) attends.

# 2016

cont.

**(11) Food & Beverage Industry Tour, Louisville, USA:** Endeavor Midwest hosts entrepreneurs from 20 countries. Board members participating include Ryan Bridgeman, David Jones, Sr., John Schnatter, Kent Taylor, Matt Thornton, and Ron Turnier.

**(12) International Selection Panel, Medellin, Columbia:** Sean O'Leary (Edj) is selected as an Endeavor Entrepreneur. Board member Matt Thornton (Thornton Capital) serves as a Panelist.

**(13) Global Investor Network, Palo Alto, USA:** Kyle Green (Handle Global) attends both the Investor Network and ISP as well as Will Bowmer (Lincoln International).

**(14) International Selection Panel, Palo Alto, USA:** Kyle Green (Handle Global) attends both the Investor Network & ISP.



07



08



09



10



11



12



14

**(17) Kentucky Derby, Louisville, USA:** Board member Chuck Denney (PNC) hosts Steve Case & Revolution Capital along with Endeavor Entrepreneurs Dan Kimball and Stacy Griggs (El Toro).

**(18) International Selection Panel, London, UK:** Kyle Green (Handle Global) is selected as an Endeavor Entrepreneur.

**(19) International Selection Panel, Beirut, Lebanon:** Our candidate, Ankur Gopal (Interapt), is asked to 'Come Back' yet makes connections and friends to this day such as Patrick McGinnis (coined FOMO). Ankur ultimately becomes an Endeavor Entrepreneur at a virtual ISP in 2020.

**(20) International Selection Panel, Brooklyn, USA:** Endeavor Entrepreneur Dr. Joey Rivera (Rivera Group) attends. Board member Dan Jones (The Parklands) serves as a Panelist.

**(21) Globant Converge Conference, New York City, USA:** Guibert Englebienne (Globant) and Jackson Andrews (Endeavor) link up at the NYSE. Globant IPOed on the NYSE in 2014.

**(22) EY Strategic Growth Forum, Palm Springs, USA (2017-2024):** Midwest winners include Rivera Group, El Toro, Interapt, Rabbit Hole, RxLightning.



15



16



17



18



19



20



21

# 2017

**(15) International Selection Panel, Rio de Janeiro, Brazil:** Board member Dave Calzi (EY) serves as a panelist. Jobi is discovered.

**(16) Endeavor Entrepreneur Retreat, Half Moon Bay, USA:** Endeavor Entrepreneurs Dr. Joey Rivera (Rivera Group) and Andy Eastes (SkuVault) attend, along with Madison Hamman (Blue Sky).

# 2018

## (23) International Selection Panel, Manila, Philippines:

Mark Franco (MXD Process) selected as an Endeavor Entrepreneur.

## (24) Endeavor Catalyst Investor Meeting, San Francisco, USA:

Joey Rivera (Rivera Group) and Kyle Green (Handle Global) attend.

**(25) Kentucky Derby & International Selection Panel, Louisville, USA:** We host over 120 people from over 20 countries for Endeavors 79th International Selection Panel. Kaveh Zamanian (Rabbit Hole) is selected as an Endeavor Entrepreneur. Founding Board Chair, David Jones, Sr. served as a Panelist.

## (26) Rise of the Rest Tour, Louisville, USA

### (27) International Selection Panel, Milan, Italy:

Rodney Williams (LISNR) is selected as an Endeavor Entrepreneur.

**(28) International Selection Panel, Detroit, USA:** Nick Mattingly (Switcher Studio) and Joe DeLoss (Hot Chicken Takeover) attend.

**(29) Endeavor Global Board Meeting, Sand Hill Road, USA:** Endeavor Great Lakes MD and Jackson Andrews (Endeavor Midwest) present Endeavor U.S. to Global Board at Greylock.

**(30) Denver StartUp Week, Denver, USA:** Rodney Williams (LISNR) & Jackson Andrews (Endeavor) participate on a panel.

**(31) Cincy StartUp Week, Cincinnati, USA:** Kyle Green (Handle Global), Jackson Andrews (Endeavor), and Patrick Henshaw (Render) serve on panel.

**(32) International Selection Panel, Cape Town, South Africa:** Joe DeLoss (Hot Chicken Takeover) selected as an Endeavor Entrepreneur.



23



24



25



26



27



28



30



32

# 2019

## (33) International Selection Panel, San Francisco, USA:

John Willmoth (Poplar Ventures) serves as a Panelist.

## (34) International Selection Panel, Madrid, Spain:

Nick Mattingly (Switcher Studio) selected as an Endeavor Entrepreneur.

## (35) Catalyst Investor Meeting, San Francisco, USA

## (36) International Selection Panel, Tokyo, Japan:

Justin Delaney (Wabi Capital) and Jackson Andrews (Endeavor) attend.

**(37) GLI GLIDE Trip, Silicon Valley, USA:** Endeavor helps bring Louisville to Silicon Valley hosted at EA Headquarters with the help of Rusty Rueff. Nick Mattingly (Switcher Studio), Stacy Griggs (El Toro), Joanna Rees (West), and more.

**(38) International Selection Panel, Atlanta, USA:** Leonard Napolitano, Steve Huey, and Eric Shriner (Capture Higher Ed) and Jonathan Webb (Appharvest) selected as an Endeavor Entrepreneurs.

## (39) International Selection Panel, Riviera Maya, Mexico:

Aaron Gani (RealizedCare) selected as an Endeavor Entrepreneur.



33



34



35



36



37

# 2020

(40) AppHarvest Headquarters Opens, Morehead, KY: The Endeavor team and many startup community members attend to see Jonathan Webb (AppHarvest) open their first farm.

(41) Virtual International Selection Panel: Ankur Gopal (Interapt) selected as an Endeavor Entrepreneur after coming back from the Beirut ISP in 2017.



40

# 2021

(42) Endeavor U.S. Retreat, Cape Cod, USA.



42

# 2022

(43) National Selection Panel, Miami, USA: Board members Greg Pope (EY), Ankur Gopal (Interapt), Brian Brackeen (Lightship Capital) serve as panelists.

(44) International Selection Panel, Costa Navarino, Greece: Julia Regan (RxLightning) selected as an Endeavor Entrepreneur.

(45) Endeavor Global Retreat, Athens, Greece: Endeavor Greece celebrates their 10 year anniversary with a reading of Pericles by Adrian Brody at the Odeon of Herodes Atticus theater.



43

44

45

46

48

# 2023

(49) Endeavor Mexico 20 Year Anniversary, Mexico City, Mexico: Board member Brook Smith (Smith-Manus) and Jackson Andrews attends.

(50) National Selection Panel, Bentonville, USA: Kent Cissell and Tony Capucille (EightTwenty Solar) selected into Endeavor U.S. Network.

(51) Global Food & Agriculture Industry Tour, Indianapolis, USA: Entrepreneurs from four countries attend in Indianapolis. Board members Ron Turner (What Chefs Want) and Kaveh Zamanian (Rabbit Hole Distillery) share their stories.

(52) Black Tech Week, Cincinnati, USA



49

50

51

52

# 2023

cont.

(53) Endeavor US Founder Retreat, Chicago, USA

(54) National Selection Panel, Atlanta, USA:

Board member Ron Turnier (*What Chefs Want*) serves as a panelist.

(55) U2 Concert at The Sphere, Las Vegas, USA:

Midwest Board Members Ankur Gopal, Greg Pope, & Doug Grissom attend along with Endeavor CEO & Co-Founder Linda Rottenberg and Endeavor Ireland Board Chair (*The Edge*) performing

(56) Rally Innovation Conference, Indianapolis, USA:

Endeavor partners with Harry Wilson (*Limitless Minds*) to host a Performance Mindset Dinner for founders and investors.



53

54

55

56

(62) National Selection Panel, Birmingham, USA

(63) Endeavor Midwest 10 Year Anniversary, Louisville, USA

(64) International Selection Panel, Miami, USA 2024



57



58



60

# 2024

(57) SXSW, Austin, USA: Jackson Andrews (Endeavor) spoke on a panel about Entrepreneurship and Venture Capital in Middle America. Board member Greg Pope (EY) attended.

(58) National Selection Panel, Louisville, USA: Harry Wilson (*Limitless Minds*) selected to join Endeavor U.S. Network. Board members, Ankur Gopal (*Interapt*), Stacy Griggs (*El Toro*), Doug Grissom (*Madison Dearborn*), Kim Halbauer (*Fifth-Third*), Ron Turnier (*What Chefs Want*), and Endeavor Entrepreneur Julia Regan (*RxLightning*) serve as panelists.

(59) National Selection Panel & Team Retreat, Buffalo, USA

(60) International Selection Panel, Dublin, Ireland: Ankur Gopal (*Interapt*), Greg Pope (EY), Theresa Reno-Weber (*Goodmaps*), Jackson Andrews, Justin Brown, and Jake Budler (Endeavor), and Matt Rubin (*True Essence Foods*)

(61) Endeavor U.S. Founder Retreat, Austin, USA: Yon Raz-Fridman (*Supersocial*), Nick Mattingly (*Switcher Studio*), and Jackson Andrews (Endeavor) attend the retreat

# 10 Year Afterwards

## The Next Decade



“If you catalyze an ecosystem of thousands of entrepreneurs, they create hundreds of thousands of jobs and inspire the next generation of entrepreneurs. And if you do that – you change the world.”

---

---

Nick Beim, Partner at Venrock,  
Board Member at Endeavor Global

“When you then look back over the course of the past 10 years at how far Endeavor in the United States has come: it’s pretty remarkable. It’s pretty amazing. Now there are eight United States offices, there is so much national support provided to entrepreneurs”

— Jackson Andrews

Over the past decade, we have seen incredible growth. Endeavor is bringing more founders together from across the world and truly seeing inspirational change led by entrepreneurs. By encouraging high-growth founders to *think bigger* and *scale faster*, Endeavor is helping catalyze an entrepreneurial boom.

With a strong foundation in place from our first decade, the next ten years will see even more founders who will impact their communities, drive economic growth, and inspire the next generation of entrepreneurs. The future of Endeavor is simple: continuing to support more founders as they Scale Up, Go Big, and Give Back.

“The impact Endeavor creates through supporting high-growth entrepreneurs is transformational for our community. Endeavor played a huge role in my entrepreneurial journey.”

— Andy Eastes, Co-founder of SkuVault,  
Endeavor Entrepreneur &  
Endeavor Midwest Board Member



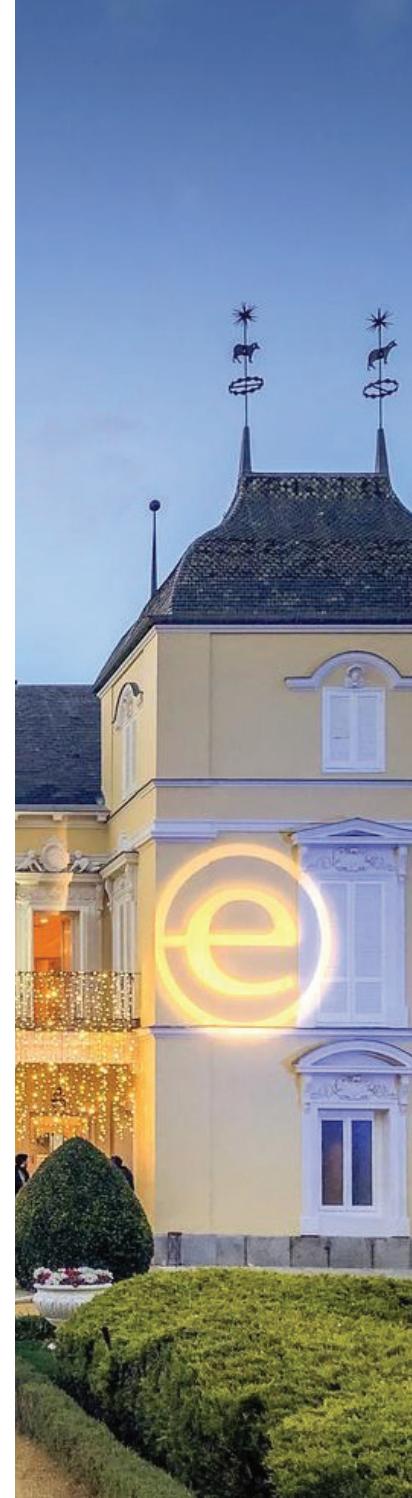
# Afterward Define the Future.

There are great companies and great entrepreneurs everywhere – around the world and here in Middle America, there are emergent entrepreneur-led ecosystems. And while a growing contingent of investable opportunities continue to build, venture capital formation and founder-focused resources have not matched supply and demand with 74% of venture capital going to just four States (CA, NY, MA, TX)<sup>1</sup>. This imbalance has created an opportunity gap with meaningful upside for entrepreneurs, investors, and stakeholders alike.

Encouraging outside capital and talent – particularly from “the coasts” – remains important but is a one-way strategy. It is time to invest in ourselves. As the demand side for capital and supply side of high-growth companies converge, this delta represents an opportunity to invest in Midwest talent, participate in their growth, and be value-add partners on the ground.

2020 and 2021 were disruptive but also served as an accelerant for investment, talent, and entrepreneurial activity in Middle America. The coasts are taking note of these changes in behavior and the quickening collapse of geographic barriers to talent and capital. Famed venture capitalist Fred Wilson calls it the “Rise of Everywhere<sup>2</sup>” and states that these changing dynamics will create “a massive increase in the geographic range of where investors can and will invest.”

There will never be less opportunity; there will only be more. There will also never be less technology than there is today; there will only be more. This wave of technology is clearing barriers to entry and empowering a generation of entrepreneurs. These entrepreneurs are building the future – they are building the next great business. It makes imminent sense to invest in these ecosystems and fast-growing opportunities ahead of the curve.



We have lived and watched these dynamics unfold in Middle America and around the world as entrepreneurs ourselves and through our work at Endeavor – collectively supporting founders in more than 40 countries and 8 U.S. markets. Endeavor's own rules-based venture fund, Catalyst, has \$500 million in assets under management and a portfolio of 58 "unicorns" – companies valued over a billion dollars. As the entrepreneurs and networks in these overlooked markets scale in talent, density, and size, the natural result is the emergence of greater venture capital. We understand these trendlines: what is emerging in Middle America is no different.

Being on the ground and early movers in the Midwest is a superpower. It provides information asymmetry, networks, and opportunities others often do not see or understand so precisely. Fast growth companies and entrepreneurs are becoming ever more prevalent. There will never be less; there will only be more. You can accept the present or you can breakthrough, invest, and define the future. It is time for our community to invest in our entrepreneurs, our talent, our markets, and build the future.

---

— Jackson M. Andrews

<sup>1</sup>SSTI / Pitchbook NVCA Venture Monitor Q4 2023

<sup>2</sup>Fred Wilson "The Rise of Everywhere" – <https://avc.com/2020/12/the-rise-of-everywhere/>



Team & Credits

---

Jackson Andrews

Jake Budler

Justin Brown

Laura Forbes

Jake Ronan

TJ Nieset

Kate Gahimer

Sara Croft

---



*This printing sponsored by Print Vendor*

---

Serving Kentucky, Indiana, & Ohio  
552 E. Market St. | Louisville, KY 40202  
[louisville@endeavor.org](mailto:louisville@endeavor.org)