

# SCALE ▲ UP

by endeavor

TURN HIGH POTENTIAL INTO HIGH IMPACT

## Who We Are

Endeavor is the Leading Global Community Of, By, and For High-Impact Entrepreneurs.

We unlock the transformational power of entrepreneurship by selecting, supporting, and investing in the world's top founders and providing them a platform to pay it forward.

## What We Do

After selecting high-growth founders, we help them scale faster, connecting our entrepreneurs to other founders, investors, and mentors who have walked in their shoes, saving them years of mistakes.

## Why It Matters

When the high-growth entrepreneurs of today support the high-growth entrepreneurs of tomorrow, they multiply their impact, transform communities, and create what we call the Multiplier Effect, the process whereby successful entrepreneurs inspire, mentor, and invest in the next generation.

## Our Global Footprint

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



## Our Impact

Endeavor and its entrepreneurs have created millions of high-quality jobs and kickstarted entrepreneurial ecosystems globally.

**2,500+**

high-impact entrepreneurs selected from 100k+ companies screened

**4.1M+**

jobs created by Endeavor Entrepreneurs

**\$50B+**

in revenues generated by Endeavor Entrepreneurs annually

**78+**

unicorns (companies valued at \$1B+)

**3,000+**

world-class mentors

**600+**

team members on the ground in 42 markets around the world

## Scale Up by Endeavor

Join a community of the world's fastest-growing, high-potential entrepreneurs. Scale Up by Endeavor is a set of support programs designed to boost the trajectory of early-stage, high-potential entrepreneurs through curated mentorship, a peer-to-peer community of fellow founders, and the necessary resources to develop and execute a long-term growth plan.



### Hands-On, Region-Specific Support

The program is designed with local expertise around the needs of the Indonesian ecosystem, with a deep understanding of its unique market dynamics, investor landscape, and Indonesia-specific resources, as well as customization to the individual challenges and opportunities for each participating founder.



### Community of Fellow Founders

Gain access to a strong, long-lasting network of fellow founders, peers, mentors, and advisors.



### A Launchpad into Endeavor

The program is often a first touchpoint to the Endeavor pipeline and network, and serves to share Endeavor's values and mission of inspiring the world's fastest-growing entrepreneurs to dream bigger, scale faster, and pay it forward.



### Curated Mentorship

The Endeavor network provides guidance from curated mentors who have walked the same path. All Scale Up participants receive customized, hands-on mentorship from successful founders or seasoned business leaders to overcome their growth challenges, from culture to fundraising to all of the unforeseen bumps in the road of entrepreneurship.



### Fundraising Support

Access a curated regional investor network, personalized investor introductions, fundraising mentorship, and access to **MatchCAP** - The biggest annual investor-founder matchmaking in SEA.



### Designed for Early-Stage Founders

Crafted specifically for early-stage, high-potential entrepreneurs working to overcome their growth challenges, and ready to exit the "startup phase" to unlock and achieve sustainable scale.

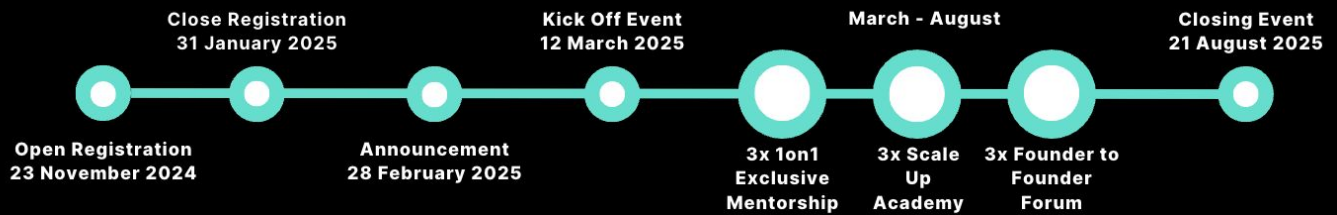
## Criteria

- Established product-market fit
- Scalable business model
- Innovative and high-growth companies
- Actively generating revenue

## Program Commitment

- Approximately 3 hours per month for 5 months (a total of 14 hours)
- Program fee of IDR 20 millions (\$1250)

## Timeline



Apply now for Scale Up by Endeavor Batch #8 here:

[bit.ly/ScaleUpRegistration\\_ID](https://bit.ly/ScaleUpRegistration_ID)

Watch the kick-off event highlight of previous batch by clicking this link:

[bit.ly/ScaleUpKickOff](https://bit.ly/ScaleUpKickOff)

## Scale Up Is Your First Step Into Our Endeavor Community



At Endeavor, the most promising founders from the country are invited to participate in our selection process to become Endeavor Entrepreneurs, a lifelong program dedicated to leaders committed to building great businesses and paying it forward to their community.

## 3 Years of Scaling Up High-Potential Entrepreneurs in Indonesia

**7**

Batches

**188**

Entrepreneurs

**97**

Companies

**116**

Mentors

**318**

Mentoring Sessions

**112**

Peer-to-Peer Sessions

**328**

Investor Introductions

**568**

Hours Donated

**9/10**

Will recommend to others

## Community Of, By, and For High-Growth Founders



**Arip Tirta & Ghufron Mustaqim**

Co-Founders of Evermos  
Scale Up Alumni 2021  
Endeavor Entrepreneur 2022



**Wisnu Nugrahadi & Dimas Pramudya**

Co-Founders of Staffinc  
Scale Up Alumni 2021  
Endeavor Entrepreneur 2024



**Tubagus Syailendra & Ashab Alkahfi**

Co-Founders of Chickin  
Scale Up Alumni 2022  
Endeavor Entrepreneur 2024



**William Tjajadi**

CEO & Founder of FIT HUB  
Scale Up Alumni 2022  
Endeavor Entrepreneur 2024



Endeavor helped me scale up my business as a first-time founder. I met brilliant mentors that helped me, pushed me, and believed in me to scale up Modinity Group. In 3 years, since I joined Scale Up by Endeavor, the company grew more than 10x and I'm aiming for Buttonsscarves to go to the global stage.

**Linda Anggrea**

CEO and Founder of Modinity Group (Buttonsscarves)  
Scale Up Alumni 2021, Endeavor Entrepreneur 2023

## Join a Community of the World's Fastest-Growing, High-Potential Entrepreneurs



## Frequently Asked Questions

### Do I have to be Indonesian to apply?

No, you don't have to be Indonesian to participate. As long as you are a founder with a company focused on the Indonesian market, you are welcome to apply.

### Can I bring my co-founder along?

Yes, you can! We welcome up to two co-founders per company, as long as one of you holds the CEO position.

### Do you do curation for each batch?

Yes, each batch is thoughtfully curated. Our selection committee conducts a thorough evaluation of every application, carefully considering each candidate's merits to ensure alignment with the program's standards and criteria. We will inform you of the outcome, whether or not you are accepted into the program.

### How are the 14 hours of time commitment spanned over 5 months? Will the sessions be conducted online or offline?

We have designed the program to be flexible, balancing online and offline sessions. Here's the breakdown:

- **Service Planning Meeting (30 minutes) - Online**  
Meet with your dedicated account manager to create a personalized roadmap for your journey.
- **Kick-Off (1 hour) - Offline**  
A chance to connect with fellow founders and buddies in person, and gear up for the program ahead.
- **1-on-1 Exclusive Mentorship (3 × 1 hour) - Offline/Online**  
Up to three one-hour sessions with a mentor tailored to your industry, business model, and challenges. These monthly sessions are like "pit stops" to tackle business hurdles, brainstorm ideas, and refine strategies.
- **Founder-to-Founder Forum (3 × 1 hour) - Offline**  
Small group sessions with other fellow founders, guided by an Endeavor Entrepreneur as your buddy. Groups are designed to avoid conflicts of interest and get the maximum learning experience for you.
- **Scale Up Academy (3 × 1.5 hours) - Offline with Hybrid Option**  
Three expert-led sessions on different topics, with an invitation to bring your C-level/senior leaders..
- **Closing Event (2 hours) - Offline**  
A graduation ceremony to celebrate achievements, followed by a networking session with the Endeavor network, including Endeavor Entrepreneurs, mentors, and partners.

## Frequently Asked Questions

### **How does Endeavor match me with an Exclusive Mentor?**

An Endeavor account manager will carefully match you with a mentor who aligns with your industry, business model, specific challenges, and expertise. We also conduct a conflict-of-interest check before finalizing the pairing.

### **How does this program differ from the Endeavor Entrepreneur program?**

This program serves as an entry point for potential entrepreneurs who may later join the Endeavor Entrepreneur program. It provides a glimpse of the Endeavor experience with access to Endeavor Indonesia network, whereas the full Endeavor Entrepreneur program offers access to both local and global networks. After completing this program, your Endeavor account manager will stay in touch to help determine the best time for you to advance to the Endeavor Entrepreneur selection process.

For more information about Endeavor and the Endeavor Entrepreneur program, visit our [Global website](#) and [Indonesia website](#).

### **If I am based out of Jakarta, do I need to travel?**

Yes, you'll need to travel for certain events and meetings. The program includes an in-person Kick-Off event, 3x Founder-to-Founder Forums, 3x Scale Up Academy sessions (with hybrid options), and a Closing Event in Jakarta. However, the 3x Exclusive Mentorship sessions can be done remotely or in person based on your and your mentor's availability.

