



This project is co-funded by the European Union

**SURGE**

“Scale-Up Roadmap for Growing Enterprises (SURGE) is a 3-year program co-funded by the European Union’s “Innovation for Enterprise Growth and Jobs” program “Innovate Jordan” and implemented by a consortium led by Endeavor Jordan and includes Oasis500 and BeyondCapital. SURGE aims to foster the demand-driven growth and scaling of 45 High-Potential Growth Companies (HPGCs), throughout the 3 years (15 companies per year), by strengthening their core business functions, and assisting them to identify and seize new market opportunities.

LED BY **endeavor**

IMPLEMENTING PARTNERS



beyond  
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## SURGE APPROACH



Custom Tailored Support



Roadmap for every HPGC



Engagement of Leadership Suite

## SERVICES

### Needs Diagnostic

Using globally proven assessment frameworks, each HPGC will receive a Needs Diagnostic for internal and external challenges in order to devise a mile-stone driven, customized development roadmap for every HPGC, in addition to a financial plan review report.

The tools used will:

- 1- Guide an HPGC through pointed questions across key facets of its business to,
- 2- Identify priority growth levers for its business to,
- 3- further identify key actions needed to drive tangible growth.

### Mentorship

Based on their Needs Diagnostic, each HPGC is matched with a mentor with a carefully curated engagement plan.

### Advisory Board

Where identified as needed, an optional Advisory Board is put together for an HPGC to provide guidance and support to achieve certain strategic milestones, or address key pain points.

### In-House Consulting

Each HPGC will be assigned an in-house international expert for 8 weeks to provide in-depth support to optimize a priority area including Unit Economics, Customer Experience optimization, Finance Strategy, Process, HR and technology among others.

This activity will also include identifying priority markets, support in sales and pitching capabilities, and implementation of high-level adjustments.

### Key Staff Coaching

Key staff of HPGCs will receive extensive one-on-one coaching to address core business challenges related to Technology, Finance, HR, Business Development, and Strategy among others.

Where relevant, HPGCs will have in-depth coaching on effective selling strategies, in addition to a technical audit.

### Local B2B Matching

HPGCs will be proactively introduced to other companies in Jordan to facilitate local expansion through carefully curated B2B networking and matching events.

### Market Exploration

Market exploration trips will be organized based on identifying potential expansion markets for each HPGC. Market trips will include:

- 1) General market information sessions on Tax, Policy & Regulations, Export Laws, & Culture,
- 2) Individual 1:1 meetings with potential partners and investors in those markets.

### Access to Capital

HPGC will enroll in an Investment Readiness Program covering Healthy Tax Practices, Accounting Best practices, and Impact Investment.

HPGC will also have access to various financing and investment opportunities.

## SELECTION CRITERIA

### COMPANY PROFILE



< 100 EMPLOYEES



2+ YRS IN OPERATION



> US \$100,000  
ANNUAL TURNOVER



POST-IDEATION STAGE  
WITH MVP



TECH OR TECH-ENABLED  
BUSINESS



HIGH POTENTIAL FOR  
SUCCESS IN A SHORT-TIME

### ENTREPRENEUR PROFILE



VISIONARY



INSPIRATIONAL



ETHICAL STANDING



LEADERSHIP POTENTIAL



CAPACITY TO DEVELOP



SOCIALLY RESPONSIBLE

## APPLICATION PROCESS

**01**

### Eligibility

SURGE Team cross checks application with selection criteria to assess eligibility to join the program

**02**

### Evaluation

SURGE Team evaluates eligible applications against a set of KPIs (level of innovation, team & business leadership, market & growth potential, business fundamentals maturity, potential impact on Jordanian market, financial practices maturity)

**03**

### Interview

Shortlisted candidates will undergo 1:1 interview with the SURGE Team

**04**

### Pitch

Candidates pitch their companies to SURGE Selection Committee, consisting of representatives from Endeavor, BeyondCapital, and Oasis500