



Annual Report

FY2017/2018



ABOUT THIS ANNUAL REPORT

Welcome to EO's Annual Report FY2017/2018. This report looks at the progress EO made during our fiscal year that ran from 1 July 2017 to 30 June 2018. It shows how the organization has continued to evolve during the current year as we build the foundation for a stronger future. We hope this report serves as a useful resource for members, member leaders, staff and stakeholders who wish to share a comprehensive understanding of our organization and all it offers.

The report provides a snapshot of the programs, events and once-in-a-lifetime opportunities offered exclusively to EO members as well as our contribution to the broader entrepreneurial ecosystem. It includes details on how our membership continues to grow (pages 6-7) plus our financial statement for the year (page 13).

CONTENTS

Our Vision 2020.....	4
Community of Contributors	5
New Membership Makeup	6
Totality of the Entrepreneur	8
Instant Connectivity	10
Broadcast with Impact	11
Financial Statement.....	13

ABOUT EO

Entrepreneurs' Organization (EO) is a global, peer-to-peer network of more than 13,000 influential business owners in 185 chapters in 58 countries (as of January 2019). We help entrepreneurs be their best self personally and professionally by providing peer-to-peer learning, easy access to experts, and networking opportunities at regional and global events.

OUR VISION:

To build the world's most influential community of entrepreneurs.

OUR MISSION:

To engage leading entrepreneurs to learn and grow.

EO FOR THE ENTREPRENEURIAL ECOSYSTEM



STARTUPS

Early stage startup and student entrepreneurs

Learn from established entrepreneurs via the Octane Blog and EO Podcasts

ACCELERATORS

Business owners earning between US\$250,000 to US\$1 million in annual revenues

Scale rapidly with tools, accountability and community through EO Accelerator

QUALIFYING ENTREPRENEURS

Business owners earning over US\$1 million in annual revenues

Learning and growth in business and beyond

MESSAGE FROM THE GLOBAL CHAIR

I am proud that EO empowers us all to grow into better versions of ourselves in business, family life, community and health.

My role, and that of EO staff, the Global Board and every committee and regional council, is to support the organization's mission of engaging leading entrepreneurs to learn and grow into their best selves, in business and beyond. We do this by enhancing peer-to-peer learning and engagement, providing access to experts and enabling networking across chapters, countries and regions. The successful tie ups with Singularity University and Harvard Business School are two examples.

We entrepreneurs are doers, problem-solvers and creative thinkers who love to conquer challenges. We never give up. As we galvanize more and more of the 400 million entrepreneurs worldwide in our spirit of community to build a better world, nothing can stop us. Yes, we are more than 13,000 members in 185 chapters and 58 countries, but through EO, we become one. In my native Philippines, we call it Bayanihan - a spirit of cooperation, dedication to community and willingness to help, without expecting anything in return.

Members coming together to help fellow members in Nicaragua as the country faced civil unrest is one example of this EO spirit. We have many members also helping the community at large by aligning themselves with the United Nations Sustainable

“ Together, we transform the human story.”

Development Goals (UN SDGs) of eliminating poverty, providing quality education and a better environment. Our Global Citizen of Year, Vishal Chordia, is another powerful example of community building and sustainable entrepreneurship. His efforts are reinvigorating the economies of multiple rural areas and positively impacting the lives of over 200,000 people in low-income groups.

As we work toward EO's Vision 2020 of nurturing a more diverse membership and connecting with members through transformative offerings, we encourage you to share the gift of EO, for every entrepreneur needs an EO community.

As entrepreneurs, we know that diversity is a competitive advantage and inclusion is not just a nice-to-have, it is the fuel for growth. We are inclusive of our community and of each entrepreneur's family. We emphasize inclusion of our spouses/life partners and children in our learning events. We promote diversity

by encouraging women to take on leadership roles in our organization. Through initiatives like NextGen Forums, we are sharing EO with our children and connecting with young, up-and-coming entrepreneurs.

We've established the framework and have grown the community. Now, together, we are building something beyond ourselves, beyond innovation and beyond personal success. The spirit of Bayanihan means that we are not defined by our chapter, our region, or our country. We are borderless. We are all one community, unified in the spirit of becoming better entrepreneurs, leaders, spouses, partners, parents, friends and members of society. Together, we transform the human story.

We are one EO!

—ROSEMARIE “BUBU” ANDRES, EO GLOBAL CHAIR, FY2018/2019

“The opportunity to serve our members as Global Chair of this amazing organization, to be a part of changing people's lives, and impacting the world, has been the most rewarding experience of my life.”

—BRIAN BRAULT, EO GLOBAL CHAIR, FY2017/2018



OUR VISION 2020

Vision 2020 is EO's four-year strategic plan that runs from July 2016 to June 2020. Over the following pages, you will find examples of how we are working toward achieving these priorities in order to create one brand, one culture, one EO.



FY2017/2018 HIGHLIGHTS

2,259
NEW MEMBERS,
bringing our total members up to 13,526.

13
NEW CHAPTERS—
a new record: Assam, Toronto Plus, Sri Lanka, West Tokyo, Cairo, Andhra Pradesh, Inland Empire, Vietnam, Goa, Okanagan, Islamabad, Lebanon, South East Europe.

53
COUNTRIES
represented in our Global Student Entrepreneur Awards Finals.

We expanded our global presence into
7 NEW COUNTRIES:
Bulgaria, Egypt, Lebanon, Romania, Serbia, Sri Lanka and Vietnam

1,569
ACCELERATOR PROGRAM PARTICIPANTS this year (a new record), with 131 graduates welcomed as EO members.

825 FORUM TRAININGS
serving the 88% of members who participate in chapter Forums.

MESSAGE FROM THE CEO

Carrie Santos

It has been my pleasure to serve as your Chief Executive Officer starting in November 2017. I appreciate members who took the time to share what they love about EO and where things can be improved. Work has already begun behind the scenes, like switching our chart of accounts to activity-based budgeting and building basic enterprise-wide project management tools. We will continue to invest in resources that help our member leaders, support our staff and make entrepreneurs aware of the gift of EO. Our diverse network is innovating and improving - we are grateful to be a part of this amazing learning organization.



COMMUNITY OF CONTRIBUTORS

SHIFTING THE MEMBER MINDSET TOWARDS CONTRIBUTING TO THE EO COMMUNITY AND BEYOND

Member leader community

The 2018 Global Leadership Conference (GLC), held 16-19 April in Toronto, Canada, was one of the larger events in EO history, serving more than 1,400 member leaders and 150 spouses and life partners. Highlights included talks from founder of EO, Verne Harnish, our first President, Kimberly Hickok Smith, Andy Bailey, Eric Whitacre and several other prestigious speakers. The two-day, intensive training conference is held for EO members who volunteer to be leaders in their chapter or region. High-caliber leadership content and a unique experience of networking with other leaders of leaders makes GLC one of the top entrepreneurial conferences of the year.

EO trainer community

EO continues its strong focus on maintaining and pushing the excellence of its trainer community to ensure the integrity of our learning and development programs for members:

- » 127 chapters completed traditional Strategy Summits—14 more than last year—and we held 11 Mid-Year Summits.
- » 8 new Strategy Summit facilitators from 7 different EO regions were fully on-boarded in FY2017/2018, growing the community to a total of 45 facilitators across each of the 9 EO regions.
- » There were 825 Forum trainings—conducted by 46 trainers worldwide.

Mentorship

EO's Mentorship program fosters relationships aimed at high-level leadership and personal development. Mentees and mentors meet monthly to work toward personalized, measurable and attainable goals and to establish personal accountability. In FY2017/2018, EO launched four new chapter-based mentoring programs, bringing the total to 86 chapters. We made 910 mentor-pair matches and held 40 mentorship-related events, with 970 members participating, including 141 women. MentorCloud, EO's newly launched virtual mentorship program, enhances member experience by enabling mentor or mentee matches from the worldwide EO community outside of members' chapter-based programs.

Global Citizen of the Year

EO's 2018 Global Citizen of the Year is Vishal Chordia of EO Pune, India. Vishal drove 25,000 km (15,534 miles) on "The Great Khadi Pilgrimage" meeting over 8,000 villagers and craftspeople. He helped cultivate a culture of entrepreneurship and incite sustainable socio-economic change in rural communities across his home state of Maharashtra. Vishal also led the planning and design of India's first honey park, a tourist destination. Sales at this and other parks will assist 200,000 low-income people. "I wake up every morning with this crazy zest for life because as more people realize their potential, we will all enjoy a better world," Vishal stated. International development and trade expert Kimberly Hickok Smith, our first President in 1990, presented the award.



NEW MEMBERSHIP MAKEUP

NURTURING A MORE DIVERSE MEMBERSHIP BASE THROUGH EVENTS, PROGRAMS, COMMUNICATIONS AND OTHER ACTIVITIES

EO is the world's only peer-to-peer network exclusively for entrepreneurs. Members enjoy access to the latest member-only content, networking opportunities, personal and professional development resources, and admission to exclusive once-in-a-lifetime events.

Chapter launches

As EO membership continues to expand, new chapters form to provide members with a local resource to learn and grow. EO chapters strengthen the global business landscape by supporting local businesses and encouraging job growth. In this fiscal year, we launched a record 13 new chapters (see page 4) and expanded EO's presence in seven new countries: Bulgaria, Egypt, Lebanon, Romania, Serbia, Sri Lanka and Vietnam.

MyEO Premier Groups

The ultimate tool for personalizing member experience, MyEO Premier Groups serve as special vehicles to promote initiatives, facilitate integration of new members and engagement of seasoned members. MyEO Premier Groups currently include Women of EO (460+ members), Entrepreneurs≤30 (140+ members) and MyEO Engage (70 members).

MyEO Women of EO is committed to significant growth in the number of women entrepreneurs in the organization through engagement, empowerment and ongoing dialogue. With its current structure of 19 regional ambassadors, global events and highly engaged members, Women of EO is a strong community bringing value not only to women entrepreneurs but to EO overall. The third annual Women of EO Leadership Summit in Napa, California attracted more than 100 women from chapters across the world. The event earned a 9.7 rating from attendees—with speakers, experiences and MyEO Events surpassing expectations.

MyEO Entrepreneurs≤30 brings together members who are or under the age of 30 worldwide, creating a community that connects online and offline, builds bonds and offers life changing meet-up events—including a trip to Cuba this year—to address the unique challenges they confront.

MyEO Engage connects EO members interested in making a difference and is open to people passionate about creative positive impact. This fiscal year, a framework was also established for MyEO Engage and the External Engagement Committee to help bring more members together in the support of the UN SDGs.

EO GSEA

EO's Global Student Entrepreneur Awards (GSEA) is our flagship program for nurturing the next generation of entrepreneurs. A total of 1,500 "studentpreneurs" participated in 110 national and local qualifying competitions across 94 chapters for the chance to advance to the EO GSEA Global Finals, held 14-16 April 2018 in Toronto, Canada. The final stage of the competition welcomed students from 53 countries. To provide studentpreneurs with a taste of the take-home value EO Accelerator offers, GSEA global finalists enjoyed a session facilitated by an Accelerator trainer, providing actionable benefits for their businesses. The 2018 GSEA winner, Axel Antonio Garcia Burgos from Puerto Rico, runs PRation LLC, which commercializes space technologies for terrestrial use. The company's first product, Hydropearl, is revolutionary in its ability to provide enough water and fertilizer for food crops from seedling to harvest. It will be used to grow food in formerly non-arable areas of the globe where rainfall is scarce and soil is infertile, helping to end food shortages worldwide.

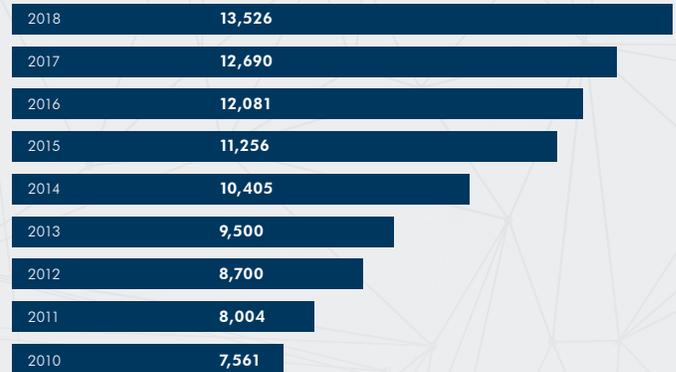
EO Accelerator

EO's Accelerator program empowers entrepreneurs with the tools, accountability and community to aggressively grow their businesses to more than US\$1 million in sales. Accelerator closed the year with a record 1,569 active participants. The program's graduation rate to full EO membership remains steady at 16 percent, with 131 new graduates joining an EO chapter in FY2017/2018. Accelerator had the most new program launches ever in 12 new locations, and rolled out its new Accelerator Standard Tools and Resources (STAR) program. STAR was created to support chapters by giving them the resources to meet the standards required to start and maintain an Accelerator program.

SPOTLIGHT ON MEMBERSHIP GROWTH

EO is proud to focus on quality growth in its membership, reflecting our priority to promote programming for women entrepreneurs and those under age 30*.

* In FY2018/2019, this goal changed to new members under 35.



NEW MEMBER RECRUITMENT



EO'S GLOBAL FOOTPRINT*

Total Members:	13,526
Number of Countries Represented:	57
Number of EO Chapters Worldwide:	179
Number of Chapters Launched in FY2017/2018:	13
Average Member Age:	43
Median Sales:	US\$5 million per year
Total Number of Employees:	3.4 million
Average Member Employees:	262

* These numbers reflect our end of year position at 30 June 2018.



TOTALITY OF THE ENTREPRENEUR

DELIVERING TRANSFORMATIVE OFFERINGS FOCUSED ON ALL ASPECTS OF THE ENTREPRENEUR'S LIFE

Forum

Forum is the bedrock of peer-to-peer experience sharing. It remains EO's most highly rated member benefit with 88 percent of members participating in a chapter Forum. Moderator-trained EO members guide the meetings, which emphasize confidentiality, personal responsibility and a Gestalt mindset. With two new leadership-focused programs and one family-focused program, EO now offers a total of nine Advanced Forum Series options, all of which dive deeper into specific targeted topics. This year's introduction of the One Forum Framework enables EO to better support this crucial member benefit by organizing Forum types more effectively. With this enhancement, every member has access to an ideal Forum experience that is tailored to address their specific needs.

Bridge Forum

Helping members build Forum-strength relationships outside their chapters and countries, we have added three additional Bridge Forums in China, Europe and the US this fiscal year. Larger than a standard Forum, Bridge Forums meet three times a year in a different city and/or country and include socials and learning in the multiple-day program.

MyEO

MyEO enables members to personalize their EO journey by forming MyEO Groups, and planning MyEO events that cater to unique interests both locally and globally. Looking to the future, EO established the framework for premier MyEO Groups - Families of EO and Industries, and implemented a new MyEO Communities structure to provide organic support for the growing number of MyEO Groups, their champions and members. FY2017/2018 concluded with 380 MyEO Events and 280 MyEO Groups, a 10 percent increase in member initiatives over last year. Thirty-seven percent of members participated in MyEO Events and Groups and an EO Pulse survey in Q4 estimated 78% of members used MyEO offerings. The MyEO regional and chapter chairs structure grew with 10 MyEO Experts and 116 MyEO Chairs. A new digital platform, MyEO Matrix, was also launched this year to help members make meaningful connections and improve their overall MyEO experience. The platform allows members to update their profiles, identify others with similar personal and professional interests and communicate with them directly for MyEO events. Spouses/life partners and adult children (ages 18-25) also gained access to the MyEO platform in October 2018.

Executive education

At the core of EO's mission is an unrelenting commitment to helping entrepreneurs on every level learn and grow both personally and professionally. EO's executive education programs offer intense learning that brings members to new levels of leadership by challenging assumptions, testing traditional ways of doing business and introducing new thinking. EO offered five executive education programs this fiscal year, with 356 members attending. We also secured a new offering starting in November 2018, EO@Harvard Business School: Inspiring Entrepreneurial Strategy, in addition to supporting two regional executive education offerings through grants. Participants in EO's executive education have reported the Entrepreneurial Masters Program to be "the single most impactful program experienced in EO" and a "life changing experience which had an amazing impact on business, family and personal life."

Chapter learning events

As an organization focused on providing transformational growth opportunities, chapter-organized learning events are critical for delivering value specifically tailored to local members. This year, our 179 chapters successfully executed more than 3,300 such events around the world covering topics ranging from leadership and business strategy to health and wellness.

Global events

Our signature global events, EO universities and explorations, bring hundreds of members together for once-in-a-lifetime, high-energy inspirational learning and cultural experiences at exciting locations around the world. This year, Hyderabad University attracted over 400 entrepreneurs and was highly rated, averaging 8.35 out of 10. The Jordan Exploration had 96 members and was rated 9.14 out of 10. Guests benefited from experiential learning opportunities and unparalleled relationship building.

Regional events

Designed and hosted by members, for members, regional learning events speak directly to the needs and interests of our nine EO regions. Typically offering inspirational speakers, combined with lavish socials and nightlife, regional events are an accessible option for enriching member experience. This year's events included EO Alchemy—San Diego; EO XCentric—Austin; EO NERVE—Ft. Lauderdale; LACademy—Panama City; EO Unlimited—Tel Aviv; EO One Level Up—Athens; EO Grow—Dubai; Asia Bridge Campus—Bali; Discover China Series—Dalian; Taipan Master Class—Kuala Lumpur; EO Ignite—Perth (Australia); and RIE—Jaipur. More than 3,000 members participated this year, our highest attendance yet.

EO partners

In FY2017/2018, new regional and global partnerships were established with HubSpot and Samepage, providing product discounts for members and revenue share to EO. Through our Hubspot partnership, we extended product discounts to EO Accelerator participants and chapters. Contributions from local partners exceeded US\$4 million this year as chapters leveraged sponsorships for local learning events and speaker engagements. EOxpo at both Hyderabad University and GLC Toronto provided members, exhibitors and partners an opportunity to showcase their brands and learn about an array of EO products and services in an experiential setting. The MyEO Lounge at EOxpo this year offered members a chance to better understand the new MyEO Matrix while a "meet and greet" space allowed members to interact with speakers at the event.



INSTANT CONNECTIVITY

ENABLING MEMBERS TO CONNECT TO PEOPLE AND RESOURCES TO ACCOMPLISH GOALS ANYTIME, ANYWHERE AND WITH ANYONE

EO Events app

EO piloted an Events app with three regional events in the USA this year. The app serves as an official mobile hub for EO event information for members and staff. It provides access to real-time event updates, event agendas, venue maps, speaker information, and attendee interaction with peer-to-peer messaging onsite. Following the success of the pilots, the Events app will be rolled out to six more regional events in FY2018/2019.

Product enhancements

Aimed at driving member value through instant connectivity and continuing education, several product enhancements were rolled out to members in FY2017/2018. These include a Forum scheduling tool, EO's virtual learning platform, MyEO Matrix, a Path of Leadership website, improved PEAK reporting and regional event websites.

GDPR compliance

In early FY2017/2018, EO engaged in an initiative to comply with the European Union's new General Data Protection Regulation (GDPR). EO has performed a gap analysis to map internal data collection and processing and created a policy to establish and maintain a single source of documentation of personal data classification. Implementation of email encryption functionality, data security management, data breach detection, security incident and event management was also undertaken as part of this initiative.

Speaker database

EO's mission is to engage leading entrepreneurs to learn and grow. To continue providing world-class learning at EO events, the speaker database has been enhanced this year to add convenience and value to both EO members and speakers. By simplifying the process of adding a speaker, we saw close to 250 additional speakers in FY2017/2018. The database also allows members to find new speakers and share feedback on speakers previously booked to ensure members are informed when booking their learning events. Members can create and email custom EO branded digital invitations and export their list of speakers for distribution and review.

The database enhancements also benefit speakers, who can add social media handles for Twitter, LinkedIn and Instagram and ask members to "like" their profile. Some of the highest ranked speakers this year included Derek Harp, John Choate and Peter and Susan Glaser.

BROADCAST WITH IMPACT

SHARING EO CONTENT TO IMPACT MEMBERS AND THE BROADER ENTREPRENEURIAL ECOSYSTEM

Virtual learning

EO is, at its core, a peer-to-peer based learning organization. Since members cannot always attend events in person, virtual learning provides enhanced value for members on the go. This year, EO launched its virtual learning platform, enabling member access to exclusive EO content from anywhere in the world. With more than 350 learning experiences to choose from, the platform had more than 5,000 user visits in its first three months.

EO also launched its Spanish-language podcast, Maestros del Escalamiento, in May, joining the EO 360° and Wonder podcast series that feature compelling interviews of entrepreneurial thought leaders. Downloads of EO's podcasts reached an all-time high of 42,985 for the year.

External relationships

Engagement with external organizations helps our members make connections beyond the EO network while also creating opportunities to contribute and give back to the global community. In FY2017/2018, we led sizable delegations to key events, including a reception at the United Nations where we pledged our support for the United Nations Sustainable Development Goals (UN SDGs) and continued close working relationships with the Global Entrepreneurship Network and Ashoka. We participated at four major conferences this year—the Inc. 5000, Global Entrepreneurship Summit, Web Summit 2017 and the Startup Grind Global Conference. Our presence at these events offered members discounted participation rates and helped increase EO's brand visibility by hosting mentorship and Accelerator workshops for attendees. Other key initiatives for the year included our joint commitment with the International Council for Small Business (ICSB) to maximize positive impacts for people, communities and the environment through entrepreneurship. EO also supported the U.S. State Department's Young Leaders of the Americas Initiative

(YLAI). Through the YLAI initiative, young entrepreneurs from the Latin American and Caribbean region were paired with US-based EO members for mentoring sessions over a five-week fellowship. In a bid to create more value for members, EO has also initiated partnership discussions with the World Bank Group and its private sector arm, the International Finance Corporation (IFC).

Traditional, online and social media impact

We are working hard to grow EO's thought leadership in the entrepreneurial ecosystem. Through our media efforts both online and offline, the past year:

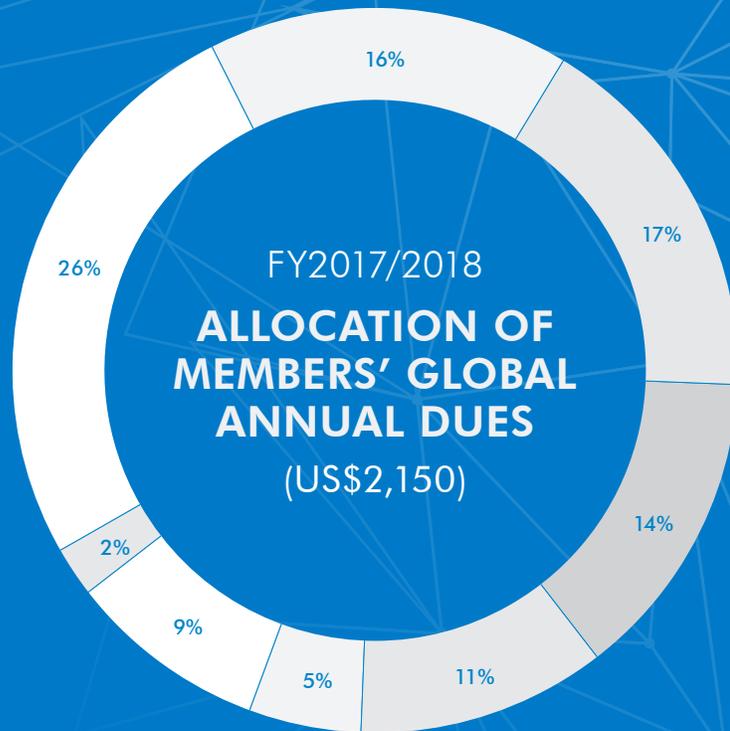
- » EO's branded Inc.com page offered members an opportunity to raise their profile by authoring posts: more than 100 members produced articles in FY2017/2018, generating 232,000 total page views.
- » Our robust and growing social media presence—Facebook, Twitter, LinkedIn and Instagram—grew by 52 percent and received 75,905 total engagements throughout the fiscal year.
- » EO and its members earned more than 8,000 media mentions, 545 of which were original print and online content.
- » Octane Blog, which gets traffic from around the world, features first-person stories of growth and learning from EO members and thought leaders. Averaging 104,000 page views annually, its users increased significantly in FY2017/2018—by more than 400 percent—compared with last fiscal year.



FY2017/2018 FINANCIAL STATEMENT

The financial data reported here represents Entrepreneurs' Organization's financial activity for 1 July 2017 through 30 June 2018 and the financial position as of 30 June 2018. The financial health of EO is the direct result of a loyal and growing membership who are engaged in educational and peer-to-peer learning opportunities offered around the globe.

- Chapter and Member Support: 26% (US\$559)
- Organizational Leadership and Operations: 16% (US\$345)
- Learning and Leadership Opportunities: 17% (US\$366)
- Forum/MyEO: 14% (US\$301)
- Member Communications/PR/GSEA: 11% (US\$236)
- Technology: 5% (US\$108)
- Reserve for Future Investment: 9% (US\$193)
- Alliances and Partnerships: 2% (US\$42)



FY2017/2018 FINANCIAL RESULTS

Revenue

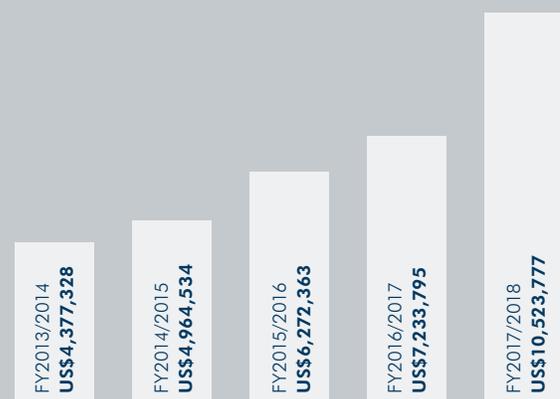
Member Learning Experiences	US\$4,139,134
Entrepreneur Ecosystem	US\$1,960,307
Member Services	US\$31,452,508
Chapter Services and Leadership Development	US\$888,976
Support Center	US\$295,557
Total Revenue	US\$38,736,483

Expenses

Member Learning Experiences	US\$4,343,162
Entrepreneur Ecosystem	US\$2,271,764
Member Services	US\$5,774,575
Chapter Services and Leadership Development	US\$6,482,188
Global Leadership	US\$2,222,059
Support Center	US\$14,352,753
Total Other (Income)/Expense	US\$35,446,501

Reserve growth

Strong reserves ensure continuity of programs in lean years, funds for new initiatives, ongoing investments in technology solutions and a healthy organization. Healthy organizations of our size strive for three to six months of operating cash in the reserve account and EO is making significant progress building up its reserves to that level.



BOLDLY GO!
THIRST FOR LEARNING
MAKE A MARK
TRUST AND RESPECT
COOL



Entrepreneurs' Organization
500 Montgomery Street #700
Alexandria, Virginia, 22314 USA
+1.703.519.6700
www.eonetwork.org