OUR MISSION

IDENTIFY, SUPPORT, AND RETAIN ENTREPRENEURIAL TALENT IN NEW ORLEANS
OUR SERVICES

Accelerator  IDEAseessions  IDEAtour  NOEW  Community Events
This year, we laid the groundwork for expanded growth of our programs and services. The work of The Idea Village continues to build a vibrant entrepreneurial community.
This year we focused our efforts on laying new foundations

Our initiatives included moving NOEW to its new campus at the CAC, transitioning CEOs, creating a new format for our accelerator program, and making Demo Day open to the public.

With a mission to help entrepreneurs and those who believe in them, we continue to drive economic impact and create jobs through innovation and entrepreneurship.

Our vision for the next decade is to plant more seeds that allow us to do what we do for many more ventures, so New Orleans continues to thrive as a place where bright ideas turn into successful companies.

As we expand our programs, we are excited about moving into the first true innovation corridor in the city and continuing to serve as an entry point to the entrepreneurial ecosystem that we kickstarted 17 years ago.

As a step toward expanding our offerings, we developed a more robust community education program this year. We also signed a deal with The Domain Companies to move our offices to The Shop, a new co-working space at the Contemporary Arts Center, securing the physical manifestation of the “village.”
NOEW 2017 ENGAGED A LARGER, BROADER, MORE DIVERSE AUDIENCE THAN EVER BEFORE.

The content, branding, and partnerships were broadened and elevated, positioning NOEW as a true ecosystem convener and sustainable asset for the community and city at large.
OVERALL IMPACT

8,061 ENTREPRENEURS supported

$26.7M TOTAL RESOURCES provided

$225M ECONOMIC IMPACT on the region
ACCELERATORS
THE IDEA VILLAGE’S ACCELERATOR PROGRAMS ARE HIGHLY COMPETITIVE
in an effort to identify the most capable entrepreneurs and create the most jobs.

OUR 2017 ACCELERATOR PROGRAMS

IDEAx

DIGITALMEDIAx
in partnership with NOLA Media Group

ENERGYx
in partnership with the Southeast Louisiana Energy Initiative

CAPITALx
Of the 243 entrepreneurs that have gone through the program:

78% still in **IN BUSINESS**

90% still based **IN NEW ORLEANS**

Collectively, these entrepreneurs have:

- Raised over **$185M** in private capital
- Created over **3,000** jobs
- Generated more than **$208M** in annual revenue
IDEAx is an intensive, industry-agnostic 12-week accelerator program for New Orleans-based founders focused on creating scalable and fundable businesses.

White Rabbits uses its custom built database, Magic Bank, to research and provide the most unique gifts, best restaurants, service providers, venues, and specialty experiences globally.

craftDIY, Daniel Galvez & Sam Olmstead
CraftDIY curates do-it-yourself kits designed by local artists, prefabricated & sold on a platform similar to Blue Apron or Hello Fresh. They put Pinterest in your mailbox.

Doorman Designs, Alex Geriner
Doorman Designs builds custom and unique furniture for residential and commercial projects that evoke a sense of place, while giving centuries old materials a new life. Alex and his team of craftsmen strive to bring manufacturing back to New Orleans with their production line.

Junction Place Sports, Josh Tolbert
Junction Place Sports is a mobile youth sports company based on partnerships with existing schools and youth organizations to provide service for sports/PE needs not currently met.

NavaTarang, Pradnesh Mohare
Low-frequency/bass woofers and subwoofers are big, bulky, expensive and not suitable for all applications. NavaTarang’s innovative technology enables paradigm-changing thin and drastically lightweight bass delivery systems.

FollowMyCal, Richard Carthon
FollowMyCal is a company with the goal of making the best social and shareable calendar.

White Rabbits, Nicole Rock & Kristen Bykowski
White Rabbits uses its custom built database, Magic Bank, to research and provide the most unique gifts, best restaurants, service providers, venues, and specialty experiences globally.
Dreamster Media, Brandon Bulliard
Dreamster Media is an online media network and production company that produces content for the podcast market, addressing the needs of a specific avatar.

iDwell, Anne McQueen
iDwell was created to help people find furnished or unfurnished rental properties. At iDwell, people seeking places to lease are connected to rental properties and the businesses that surround them.

The Host, Brittney Greene
The Host serves as the middleman between local companies offering pro services and individuals in the hospitality industry catering to unique service requests and guest needs. They serve as the online scheduling, payment, and service platform that independent contractors link to homeowners and vacation rental operators in this industry.

Scenehound, Michael Underwood
Scenehound is a mobile application that monitors how busy bars and restaurants are in real time, allowing customers to find an atmosphere to suit individual specific moods.

WannaDoStuff, Chinwe Onyenekwu
WannaDoStuff is a quick and easy way to meet people to do new things. This app provides a social circle to people who are interested in going to events in the city with others and to provide a platform for events to be advertised.

DIGITALMEDIAx
A 12-week accelerator program, in partnership with NOLA Media Group, for New Orleans-based founders with solutions that empower, engage, and inform a local audience by providing innovative information solutions readily accessible on a mobile platform.
A 12-week accelerator program, in partnership with the Southeast Louisiana Energy Initiative, for Louisiana-based companies operating in the oil and gas industry.

**Cleargistix, Steven Toups**
Cleargistix intelligently connects the field to the office, providing a more efficient digital means for companies still utilizing paper and other outdated technologies to capture revenue, activity, safety, compliance, payroll, and other information in the field.

**Haring Laboratories, Chris Haring**
Haring Laboratories designs and manufactures cutting-edge hydrogen engine efficiency products. The flexibility of their hydrogen systems comes from their proprietary electronic control boards, designed specifically to meet all the demands that even the most stringent industries require. Their mission is to make carbon burning engines highly efficient in the utilization of their fuel, thus creating better fuel economy, lower emissions, and cleaner running engines.

**L&M Environmentals, Margo Moss & Lee Lemond**
L&M is an environmental consulting company providing specialized services in regulatory compliance and response management. They provide precise, personalized service to regulated industrial facilities, government entities, and Oil Spill Response Organizations (OSROs) in the Gulf Coast Region. L&M is developing the LDAR program which addresses the new 2016 EPA NSPS Methane Regulations in an innovative way for the oil & gas industry.

**The Offshore Exchange, Brittan Breaux**
The Offshore Exchange provides a logistics management platform (SaaS) and online marketplace (B2B) to implement shared logistics models and optimize offshore services.
Acrew – Crystal McDonald
Acrew is adding depth to the hiring process by adding "the people" factor upfront in addition to the traditional resume and application.

ComplyPod – Margo Moss & Lee Lemond
NVIROleaks by ComplyPod is the first in a new line of innovative apps aimed at assisting the oil and gas industry with managing the challenges of environmental compliance.

Doorman Designs – Alex Geriner
Doorman Designs, led by Geriner and his team of trained craftsmen, has developed a line of quality furniture that is designed, built, and sourced from materials throughout the Gulf South.

eNre – Eliel Oliveira; Salvatore Peraino; Thomas Carton; Harshal Shah; Beth Nauman Kristin Lyman & Rebekah Angove
eNre's clinical trials technology platform benefits research organizations who attempt to recruit 57 million patients annually by automating patient enrollment, accelerating engagement, minimizing staff workload, optimizing patient touchpoints, and reducing enrollment costs by up to 60 percent.

Catalyst:Ed – Leona Christy
Catalyst:Ed matches education organizations with vetted experts for short-term, mission-critical needs.

Culture Chest – Rose Espiritu
Culture Chest is a monthly subscription service delivering culturally diverse books and educational resources to the doorsteps of teachers and early learners.

CAPITALx
A 10-week accelerator program for select high-growth, New Orleans-based founders who are actively in the process of growing their businesses through angel, venture, or debt funding.
ExemptMeNow – Sevetri Wilson
ExemptMeNow has one mission - to simplify the creation and maintenance of nonprofit organizations.

LendStand – Aaron DeLong & Blake Stanfill
LendStand provides working capital solutions for small- to medium-sized companies working on public projects.

Scenehound – Michael Underwood
Scenehound is a mobile application that monitors how busy bars and restaurants are in real time, allowing customers to find an atmosphere to suit individual specific moods.

Grok + Banter – Staacy Cannon
Grok + Banter is a technology startup using IoT and big data to turn real-world consumer behavior into insights that drive growth and revenue.

Pine Biotech – Elia Brodsky; Alfred Tauber & Leonid Brosky
Pine Biotech is transforming healthcare using molecular precision and big data to inform disease diagnostics, personalized treatment options, and clinical decision support.

SuperEats – Aaron Gailmor & Charlie Ruehr
SuperEats makes familiar snacks with nutrition-packed, natural, and honest ingredients.
“My business would not exist — much less be as successful — without The Idea Village, bottom line.”

Michael Underwood, Scenehound
IDEASESSIONS – 1:1 CONSULTING

Our network of local business experts provided 44 HOURS of direct consulting services to local, idea-stage entrepreneurs.

TESTIMONIALS

“My mentor was able to transform the way we thought about our idea and give us actionable next steps that we are confident we will be able to execute while working lean. Honestly, it was incredibly beneficial.”

“My mentor was extremely knowledgeable on the subject and helped us perfect our ideas and business model. We came out of the session with a lot more than we expected.”
COMMUNITY EDUCATION

In an effort to instill the entrepreneurial mindset at all levels of the community, The Idea Village built out a robust community programming calendar.

We hosted a series of monthly workshops and networking events covering a range of topics including:

- Marketing
- Software Development
- Finance
Attendee grew to **14,266**

- **51** strategic partners
- More than **200 speakers**
- **$482,975** awarded in funding and services to entrepreneurs

**126 unique events** offered throughout the week

**National Keynotes**

- BLAVITY
- GE
- NETFLIX
- Rotten Tomatoes
- Salesforce
- Slack

**199 of the region’s most innovative startup ventures** in arts, education, food, healthcare, technology, and water management
“Since its inception, The Idea Village has worked with other organizations to further new business activity and innovative thinking in New Orleans, leading to job growth and wealth creation. NOEW is an opportunity to celebrate that work and to encourage the sharing of best practices.”

- Karl Hoefer, Region President of IBERIABANK.
FY 2017 FINANCIALS

**TOTAL REVENUE:** $2,681,665

**TOTAL EXPENSES:** $2,401,223
OUR SUPPORTERS

$100,000+
Anonymous
Michele Reynoir and Kevin Clifford
Penny and Jim Coulter
Delta Regional Authority
Ewing Marion Kauffman Foundation
IBERIABANK

$50,000+
Cox Business
The Hearst Foundations
LookFar
NOLA Media Group
Solomon Group
French Market™ Coffee
Jones Walker
JPMorgan Chase & Co.
New Orleans Convention & Visitors Bureau

$25,000+
Brees Dream Foundation
Bond Moroch
Gillis, Ellis & Baker, Inc.
Innovation Catalyst
Ochsner Health System
RosaMary Foundation
Story Block Media

$10,000+
AOS
Baldwin Haspel Burke & Mayer, LLC
Margaret and Ken Beer

$5,000+
Airbnb
Baptist Community Ministries
Baton Rouge Entrepreneur Week
Bellwether Technology

Blue Cross and Blue Shield of Louisiana
Kia and Christy Brown
EO
EY
Frilot, LLC
Intralox
Leslie and Scott Jacobs
Kabacoff Family Foundation
Laitram
Mary Freeman Wisdom Foundation
mumms® Software
Roger Ogden
Postlethwaite & Netterville
Jennifer and Doug Walner
Jill and Sim Whatley
Jill and Burton White
Whitney Bank
Working Californians

$2,500+
Be Well Nutrition
Gail and John Bertuzzi
Suzanne and Michael Brown
Chaffe & Associates
Edie and David Darragh
Shaun and Foster Duncan
Sally and Ron Forman
Heidi and Tripp Friedler
Jill and Sam Giberga
The Leonard and Jerry Greenbaum Family Foundation
Maureen and Whit Huguley
Joel Catering and Special Events
Koerner Capital
OUR SUPPORTERS

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Lowe Stein
Martin Mayer
Sean Meenan
Suzanne and Michael Mestayer
Linda and Michael Miller
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Leigh and Robby Moss
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Emily and Kevin Ryan
Aimée and Mike Siegel
Warner Thomas
James Treuting
Mr. and Mrs. St. Denis J. Villere, III
Ginny and Kevin Wilkins
Yelp Foundation

$1,000+
Adams and Reese LLP
Audiosocket
Baker Donelson
Better Day™ Health
Jackie and Mike Bezos
Big Easy Blends
Carole B. and Kenneth J. Boudreaux Foundation
Lynne Burkart
ChapterSpot
CotingaSoft
Geocent
Hibernia Bank
Stephanie and Jim Huger
Andrea Huseman, One Canal Place Office Tower
inFRONT
iSeatz
Kickboard
Kushner LaGraize, LLC - Certified Public Accountants and Consultants
Adrien Lanusse and Ken Cerniglia
Sally and Jay Lapeyre
Leblanc + Smith
Jennifer and Brian Melius
Lavonzell Nicholson, Play NOLA Sports
Peggy B. Rosenthal
Timothy P. Ryan
Servato Corp.
Spectrum Interactive
Stifel
Susco
T-Mobile
Theodent
Tierra Resources
TurboSquid
Windsor Court Hotel
zlien

$500+
Anonymous
Cameron and Pierce Adams
Lauren Baum
Andre Champagne
Julia Clavo, Spicy Dark Cosmetics
Greater New Orleans Hotel & Lodging Association
Dr. Darvis Harvey

$250+
Mark Anderson
Jon Atkinson
Harry Barkerding
Taylor Beery
Jeanne and Allen Bell
Peter Bodenheimer
Brad Brewster, Bent Media
Sheila and Ronnie Burns
Cajun Fire Brewing Company
John F. Clarke
Brian Danos
David DeSchoolmeester
Sara and Ajay Deshpande
John Elstrott
Don Engler - Wegmann Dazet - The Entrepreneur's CPA
Eskew+Dumez+Ripple

$100+
Vince Hayward
Keaty Patent Firm
Sheldon Lykes
Marrero Land & Improvement Association, Limited
Shelley Pigeon
Revelry
Laurie and Peter Ricchiuti
Mr. and Mrs. Robert Saer
Mr. and Mrs. William Sizeler
Doug Stokes
David Sylvester
Anne and Keith Wargo
Hugh Weber
Tim Williamson
OUR SUPPORTERS

Eskew+Dumez+Ripple
Lyn Evans
Fluence Analytics
Greater New Orleans Foundation
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Scott Henderson
Susan Hess
George Hutter
Paul Jordan
Michael Kearney
Kristopher Aaron Khalil
Laconia Capital Group
Charles Lapeyre
Bradley Latham, Lafitte Brewing Company
Jaime Maxwell, Visiting Angels
Dr. Lori McBride
Omar Morales
Gregory Morey
Alan and Marline Mumford, Landscape Images
Kevin H. Pollard
Liz Puccianti, Incite Fusion
Perry Sholes, SPHR
Anna Steele
Howard Thompson, Crescent Sterling, Ltd.
Robbie Vitrano
Jackie and Richard Yancey
y@!

$10+
Anonymous
Anonymous

Mary Anne Mushatt
Mihran Naljayan
Mark Newberg
Orleans Club
Emily Rebert
Alex Reed
David Rieveschl
Darlene and Marc Robert
Salesforce.org
Curry W. Smith
Heather Smith
Mary Stanek
Staytooned-Designs
Nicole Swartz
Anh Phuong Ta
Robert Warren
2017 - 2018 BOARD OF DIRECTORS

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Managing Director, Global Head of Healthcare, General Atlantic

Tim Williamson
President, NOLA Media Group
This year, in order to have an even stronger impact on our entrepreneurs, we are debuting a new model for our accelerator: one 6-month, industry-agnostic accelerator running from October 2017 through April 2018. The extended format allows us to delve deeper into the problems that entrepreneurs face and create a more robust growth plan for each venture.

**A peek inside our new space**

We have moved into Domain Companies’ new 40,000 square foot co-working space, The Shop at the CAC (Contemporary Arts Center) – the physical manifestation of the “village” originally conceived by The Idea Village to support entrepreneurship and innovation in the New Orleans community. Here, we will run our IDEAx Accelerator, pair mentors with ventures, and host the entire entrepreneur ecosystem.
THE IDEA VILLAGE IS DEDICATED TO FOSTERING ENTREPRENEURSHIP

Building strong leaders and companies, and convening a network of forward-thinking partner organizations. Our work has paid off tremendously in the form of a flourishing entrepreneur ecosystem. Now, we are eager to expand our footprint with our redesigned accelerator program and collaborative new space.
WITH YOUR CONTINUED SUPPORT, WE WILL BUILD THE NEW ORLEANS OF TOMORROW.