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This year The Idea Village celebrates 19 years of encouraging New Orleanians to, ‘trust their crazy ideas.’

What started on a bar napkin at Loa Bar and a dream for the future, has become an important pillar of our local economy: Today, our 261 accelerator alumni generate over $251,000,000 in annual revenue and employ just shy of 2000 people. Innovative startups like Lucid and Levelset, have become part of the fabric of New Orleans, of our community. What would New Orleans look like in 2019 if The Idea Village had never existed?

Throughout this period, The Idea Village has served an important role, paving the way, encouraging the development of fertile startup resources, and connecting early stage entrepreneurs both to national best practices and to the local community.

New Orleans pioneered the concept of an ‘accelerator’ 6 years before the founding of Y-combinator in 2005 and 7 years before the conception of Techstars in 2006. In the early years, Techstars, based in Boulder, CO, investments, combined with a relentless focus on world class mentorship, ranged between $6,000 and 18,000. Today, that portfolio is reportedly worth over $18 billion. This is a testament to how small investments at the right moment, can have a dramatic impact.

The Idea Village’s 2019 13 company ‘cohort’ has raised 6.5 Million. While locally driven and operating in a capital constrained environment, this meets or exceeds the average capital raised for Techstars graduates in Q1 2019.

The Idea Village does not take equity for the services we provide. We drive returns, not for ourselves, but for a community we believe in, and a place we choose to call home. We invest in startups so that the New Orleans of tomorrow will be better than the New Orleans of today.

What does New Orleans look like with 5 more Lucid(s)?

I don’t know, but I want to find out.

Thank you to the amazing network of entrepreneurs, mentors, stakeholders, and supporters that have made this past year possible.

Thank you for believing in our Village,
A LETTER FROM THE CHAIRMAN OF THE BOARD

Dear Partners,

It has been an incredible 20 years of serving more than 12,000 entrepreneurs, having raised more than $250M in capital, and creating more than 1,900 employment opportunities through The Idea Village companies. Looking back on these 20 years of The Idea Village, I can say it has been an honor to be a part of that history and serve as Chairman of the Board.

In 2019, The Idea Village sparked exciting momentum within our New Orleans entrepreneurial ecosystem. We started strong with transitions in The Idea Village leadership — Jon Atkinson as Chief Executive Officer (CEO) and later joined by Brenna Kane as Chief Operating Officer (COO). We also welcomed Robert A. "Bobby" Savoie, CEO of Geocent, to The Idea Village Board. A successful 2019 New Orleans Entrepreneurship Week (NOEW) in partnership with Tulane University led us to form an alliance together in co-producing many more future NOEWs for the New Orleans entrepreneurial community. The Idea Village’s continued growth through partnership with Shell sparked the ability to restructure our accelerators, and focus on later stage and tech-enabled startups. With a new, robust accelerator program for the city of New Orleans, The Idea Village can further support and expand the possibilities for our entrepreneurs.

Looking back on my entrepreneurial journey as Founder and CEO of Lucid, The Idea Village played a critical role and inspired me to do the same for others. As the largest employer amongst The Idea Village companies network, I am proud of the company Lucid has become with the city of New Orleans. Through supporting my journey and Lucid, The Idea Village has also invested in hundreds of employees that are learning what it takes to grow a business in New Orleans and beyond.

The long-term value of The Idea Village ecosystem and accelerator can be best seen through the story of Vignesh Krishnan. Former Chief of Staff at Lucid, Vignesh started his own company, SampleChain. As CEO of SampleChain, Vignesh joined The Idea Village 2019 VILLAGEx cohort and raised a successful round of financing. This cycle of creating and supporting our new entrepreneurs is crucial for our city. Because a win for one of our city’s entrepreneurs is a win for all.

I am truly excited for the growing momentum of our city’s entrepreneurial ecosystem and to see many more entrepreneurs join the network of The Idea Village. Together we can build innovative businesses to reinvigorate our city’s economy and development, and be the Village for one another.

Thank you,

PATRICK COMER
CEO, Lucid
Chairman of the Board, The Idea Village
WHO WE ARE

The Idea Village is a New Orleans based 501(c)3 nonprofit founded on the principle of supporting regional startups and the big thinkers that power them. We draw inspiration from the city we call home, and with the support of our team we mobilize a village of people who are relentlessly resourceful and committed to building industry-leading companies.

Our goal for you is a simple one: success through rapid growth. When you come to The Idea Village we will support your passion-fueled drive for building innovative businesses, because we believe your big idea will bring about (an exceptional) future for New Orleans.

OUR VALUES

(WIN) WITHOUT EGO
Remember where you started and never stop improving.

(Celebrate) RESOURCEFULNESS
The road to success is difficult and demands relentless innovation. That’s why every win, big or small, is cause for celebration.

(Future-Oriented)
We believe in those who are passionate about innovation because we believe in the future of (an exceptional) New Orleans.

(Village) MINDSET
It really does take a village. We mobilize a specialized network that is committed to you and building industry-leading companies.

(Opt-In) CULTURE
We work overtime to provide our entrepreneurs, colleagues, and community the opportunities to be successful. All you have to do is say yes.

(LOVE) NEW ORLEANS
New Orleans is our ‘why’. This city breathes authenticity into every aspect of life. We embrace anyone that chooses to call New Orleans home.
2018-2019
ACCOMPLISHMENTS & UPDATES
CELEBRATING 19 YEARS IN ENTREPRENEURSHIP

This past year we celebrated our 19th birthday! Over those 19 years, we are proud to have been the catalyzers of growth and acceleration for entrepreneurs in Greater New Orleans. Since our founding we have provided over $32.5 million in resources to more than 12,000 entrepreneurs, including more than 93,000 free consulting hours from experienced legal, marketing and related professional experts. At the heart of those 19 years has always been the entrepreneurs. After the economic devastation post-Katrina, it was the entrepreneurial spirit in this city that created jobs, generated revenue, disrupted industries, and advanced New Orleans as a whole towards a brighter future.

As we look to the future, our mission remains the same: To identify, support, and retain entrepreneurial talent in New Orleans. We envision new entrepreneurs acting as civic leaders and continuing to pay it forward to their community, creating a vibrant and inclusive ecosystem. With support, entrepreneurs generate revenue and jobs in the economy and are magnets for talent and capital that connect a community to embrace change and tackle problems head-on. At our core we are helping entrepreneurs succeed, because when they succeed New Orleans moves towards a more exceptional future.

We are extremely privileged to play a role in this ecosystem and to get to work with the innovators who are shaping the future of this community. Thank you to those who have donated, mentored, volunteered, and consulted with us over the years and helped us bring this organization and the community to where it is today. Our Village is what it is because of all of you.

CHEERS TO 19 MORE YEARS!

ALMOST 1 IN 5 ENTREPRENEURS have gone on to start another company
MORE THAN HALF OF THE IDEA VILLAGE ENTREPRENEURS have mentored or invested in another organization locally
OVER $178,000,000 OF ECONOMIC IMPACT generated by The Idea Village organizations
DIVING INTO OUR IMPACT | BY THE NUMBERS

12,457
ENTREPRENEURS SERVED

$240M
CAPITAL DOLLARS RAISED

$251M
ANNUAL REVENUE IN 2018

1,960
INDIVIDUALS
currently employed
by The Idea Village
alumni companies

1 IN 5
IDEA VILLAGE
ENTREPRENEURS
have gone to start
another business

MORE THAN HALF
HAVE INVESTED, MENTORED OR FOUNDED ANOTHER COMPANY IN THE GREATER NEW ORLEANS REGION.

$32.5M
IN RESOURCES PROVIDED

261
COMPANIES
have gone through
our accelerator programs

93,000
MENTOR HOURS PROVIDED

OVER $178M OF ECONOMIC IMPACT
ADDED TO THE ECONOMY BY THE IDEA VILLAGE ORGANIZATIONS
PROUD TO BE GAN

In January of 2019, The Idea Village was accepted into GAN, a highly-curated community of independent accelerators, partners and investors with one collective focus: Creating opportunities for startups around the world to access the human and financial capital they need so that they can build powerful businesses and make a meaningful impact, “wherever they call home.”

Joining the highly selective GAN network has allowed The Idea Village to work with leading industry experts and offer New Orleans-area startups international opportunities in training, networking and investing. GAN has allowed us to take best practices from all over the globe and bring them home to the entrepreneurs of New Orleans.

“As one of the oldest accelerator programs in our network, and an organization with exciting new leadership, The Idea Village shares the knowledge, commitment, professionalism, and ideals along with a genuine passion for building startups required by our members to collectively achieve success...

Operating a quality accelerator program isn’t easy — but The Idea Village has a demonstrated track record of improving businesses in the New Orleans region for nearly 20 years. And that’s something to celebrate.”

PAT RILEY  CEO, GAN
NEW FACES

As our plans and strategy continues to grow, so does our team! We are very excited about our newest hirers, board members and promotions in 2019:

BRENNA KANE
CHIEF OPERATING OFFICER

Brenna moved to New Orleans immediately post-Katrina for college and fell in love with a city that desperately needed help fostering new economic development. She received her MBA in Entrepreneurship from Loyola, she is inspired everyday to continue to build the entrepreneurial ecosystem and help bring New Orleans to the forefront of the startup stage.

TAMRA OLIN
DEVELOPMENT AND STRATEGIC PLANNING ASSOCIATE

After graduating from UC Berkeley with a degree in Environmental Economics and Policy, Tamra moved to New Orleans with the Venture for American Fellowship. She manages the back end of fundraising, finance, and operations for the organization.

HAILEY KLEMENOK
PROMOTIONS AND PROGRAMS COORDINATOR

Hailey, a native of California, moved to New Orleans in 2017 to begin a term with AmeriCorps. She fell in love with all this city has to offer and decided to stay! As the Promotions and Programs Coordinator, she fulfills marketing and social media needs, as well as assist in the implementation and execution of New Orleans Entrepreneur Week and the accelerator programs.
THE NEW NOEW

New Orleans Entrepreneur Week, Presented by JPMorgan Chase & Co. (NOEW) is our annual event celebrating entrepreneurship, innovation, and technology in New Orleans. NOEW engages a dynamic and significant network of entrepreneurs, investors, corporations, nonprofits, students, and professionals to support growing companies and elevate entrepreneurial successes.

In 2019, The Idea Village piloted a partnership with A.B. Freeman School of Business, Tulane University to produce one of our best NOEW events yet! NOEW 2019 had over 3500 attendees from 23 states and 3 countries. $300,000 in funding and services were awarded to entrepreneurs over six days with 62 events happening across New Orleans.

THROUGH THIS PARTNERSHIP, TULANE AND THE IDEA VILLAGE CAN LEVERAGE OUR COMPLEMENTARY STRENGTHS TO HAVE A GREATER IMPACT IN NEW ORLEANS AND ACROSS THE GULF SOUTH.

ROB LAKLA
Executive Director, Albert Lepage Center for Entrepreneurship and Innovation A. B. Freeman School of Business, Tulane University

3500 ATTENDANTS
$300,000 IN FUNDS AND SERVICES TO LOCAL ENTREPRENEURS
23 STATES 03 COUNTRIES
118M MEDIA IMPRESSIONS FROM MORE THAN 80 ARTICLES & INTERVIEWS
NOEW 2019 kicked off with “NOEW in Your Neighborhood.” These events were hosted by partners in Broadmoor, Bywater, Central City, Central Business District, Lakeview, Treme, Uptown, and St. Bernard Parish. NOEW culminated with a two-day Summit in the Ace Hotel.

<table>
<thead>
<tr>
<th>NOEW IN YOUR NEIGHBORHOOD</th>
<th>30</th>
<th>19</th>
<th>08</th>
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<tbody>
<tr>
<td>PARTNERS</td>
<td>CITYWIDE EVENTS</td>
<td>NEIGHBORHOODS</td>
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<th>NOEW SUMMIT</th>
<th>02</th>
<th>133</th>
<th>62</th>
</tr>
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<tbody>
<tr>
<td>DAYS</td>
<td>SPEAKERS</td>
<td>SESSIONS</td>
<td></td>
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ACCELERATOR PROGRAMS

In 2018, The Idea Village ran two accelerator programs ENERGYx and IDEAx*.

IDEAx*

is our flagship industry-agnostic accelerator program for highly scalable startups with innovative, technology-enabled business models. Our program maximizes mentoring by industry leaders and is structured as an intensive, 16-week program running from January to April.

ENERGYx

is our energy industry accelerator program, in partnership with Shell GameChanger, for entrepreneurs with innovative and truly disruptive technological ventures for the future of energy. These specialised companies worked alongside the IDEAx cohort, while additionally working with Shell experts. For the 2019 cohort, we sourced innovative companies with technology for Underground Piping Inspection and Robotics Automation. structured as an intensive, 16-week program running from January to April.

*SIDEAx was rebranded as VILLAGEx for the 2020 cohort year
2019 ACCELERATOR COMPANIES

3D Media designs, develops, and implements virtual reality training simulators for oil and gas, power generation, and the petro-chemical industry.

ARIX Technologies is creating an external pipe crawling robot and data visualization system to help oil & gas companies more safely and efficiently inspect above-ground pipes. [http://www.arix-tech.com](http://www.arix-tech.com)

DigCargo is revolutionizing freight logistics through its digital collaborative platform by driving efficiency and visibility which fuels freight logistics providers ability to grow, manage uncertainty, and better serve their clients. [https://www.digcargo.com](https://www.digcargo.com)

Don’t Get Mad Get Paid

DGMGP is changing the way single parents collect child support money by locating parents who are evading orders, and their employment and assets, to generate necessary legal documents to in turn seize the assets. [https://dontgetmادgetpaid.com](https://dontgetmادgetpaid.com)

Gulf Offshore Research Institute (GORI) is a nonprofit whose goal is to acquire dormant offshore rig platforms in the Gulf, restore them and sell them to public or private entities. [http://gulfoffshoreresearch.com/](http://gulfoffshoreresearch.com/)

“I AM NOW WELL-POSITIONED TO RAISE CAPITAL FOR MY START-UP."
**ORTHOBISTRO**
OrthoBistro's flagship product, the OMSAD Scanner, is a fully autonomous, non-invasive physical exam station that allows clinicians, physical therapists, and patients the ability to collect, analyze and reproduce patient data while improving the standard of care and optimizing clinical work flow.
https://www.orthobistro.com

**RentCheck**
RentCheck provides security and serenity to renters and landlords alike with a standardized process ensuring lasting financial benefit.
https://getrentcheck.com

**SampleChain**
SampleChain is a technology company in the market research (MR) space that helps enhance data quality and efficiency.
https://www.samplechain.co

**Stilio**
Stilio is a platform network that connects Realtors with vetted, professional real estate photographers. https://www.trayaway.com/ TrayAway enhances the hotel guest experience and ensures beautiful hotel hallways are never cluttered with dirty room service trays.
https://stilio.com

**The Idea Village is a wonderful asset to the City of New Orleans.**
Our start-up is now laser focused on what we need to accomplish in order to achieve success.

**VPT®** is a global leader in providing power conversion solutions for use in avionics, military, space, and industrial applications.
http://www.mirplatforms.com
IDEAinstitute

2019 saw the inaugural class of IDEAinstitute. IDEAinstitute is a seven-week, online education program that takes early-stage founders through step by step modules covering ideation, business model development, customer discovery, validation, market sizing, and basic deck creation. IDEAinstitute broadens our reach by offering programming for very early-stage founders, building a healthy pipeline of companies to graduate into the accelerator program. Participants leave with a strong understanding of their business model, market positioning, and customer archetypes.

I learned a lot about being focused on my customers' needs and not being overly focused on the features of my product. I highly recommend this program for any entrepreneur or anyone looking into business development.

DANIEL DREHER
Co-Founder & Partner, Sustainable Handprints, LLC

I TEACH AT IDEAinstitute BECAUSE I LOVE NEW ORLEANS
and I know that homegrown entrepreneurs who have gumption and the tools they need to succeed can make the gulf south even better than it already is.

FELIPE MASSA, PH.D.
Professor, Loyola University of New Orleans

GOING ‘ALL-IN’ AS A PARTICIPANT IN IDEAinstitute’s “LAUNCHING THE LEAN START-UP” COURSE WAS THE PERFECT NEXT STEP I NEEDED TO BEST FOCUS MY INTENTIONS AND ATTENTION ON THE RIGHT ACTIONS IN MY OWN LEAN START-UP.
The biggest take-away tool for me is using the Business Model Canvas (BMC) through multiple iterations allowing my team to develop all the key areas of our enterprise — and test different assumptions about core value propositions with potential customers.”

DANIEL DREHER
Co-Founder & Partner, Sustainable Handprints, LLC

AFTER ATTENDING THE IDEA VILLAGE:
IDEAinstitute’s 6 WEEK PROGRAM MY BUSINESS IS LAUNCHING.
I learned a lot about being focused on my customers' needs and not being overly focused on the features of my product. I highly recommend this program for any entrepreneur or anyone looking into business development.

BRENDAN MOORE
MA, MPS

THE IDEA VILLAGE
IDEAinstitute
with support from
PAN AMERICAN LIFE INSURANCE GROUP
A 6-session hands-on journey into the startup development process
REGISTER BY 3.31.19
IDEA sessions

One-on-one strategy sessions with mentors and experts who give strategic guidance around specific challenges and/or opportunities that an entrepreneur is facing. This program is a proven way to directly serve entrepreneurs who are not participating in our highly-selective accelerator programs.

I VALUE THE OPPORTUNITY TO HELP ENTREPRENEURS FOCUS ON IMPACTFUL NEXT STEPS THAT CAN TAKE THEIR VENTURES TO THE NEXT LEVEL. THERE’S A LOT OF GREAT ENERGY IN THE IDEA sessions AND IT’S BEEN GREAT TO BE INVOLVED.

MATT CAMPBELL
Associate, Trepwise

WITH SUPPORT FROM THE PERKINS FUND

In 2018-2019, we’ve welcomed over 450 attendees to our events (thus far!).

FEBRUARY
Social Media for Business Explained with Jeff Januszek

MARCH
Funding for Startups with NO/LA Angel Network and Jones Walker LLP

MAY
Financial Lending Landscape for Small Business: Communicating With Your Banker and Identifying the Right Funding Source for Your Business with Regions Bank, Trufund, SBDC Louisiana and SBA Louisiana

JUNE
Why D&I Isn’t Enough with Sabrina Short and BLACK TECH NOLA

COMMUNITY CONTENT

This past February we launched our Community Content Series thanks to the generous support of Regions Bank. Community Content is a series of free events open to the public that features local and national business professionals who cover a wide variety of industry-relevant topics. Attendees can expect to receive expertise and advice that can help guide them further on their entrepreneurial journey, as well as networking and drinks to follow!
## FINANCIALS

### REVENUE

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<td>Foundations</td>
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<tr>
<td>Individual</td>
<td>$299,685</td>
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<tr>
<td>Corporation</td>
<td>$572,305</td>
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<tr>
<td>Fees</td>
<td>$4,625</td>
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<tr>
<td>Other Income</td>
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**Total Revenue for Operations** | **$1,263,025**

### OPERATING EXPENSES

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<tr>
<td>G&amp;A</td>
<td>$109,627</td>
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<td>Development</td>
<td>$137,089</td>
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<tr>
<td>Marketing</td>
<td>$101,212</td>
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**Total Operating Budget** | **$1,197,618**
OUR BOARD

DAVID BARKSDALE
Managing Director, Alluvian Capital

LAUREN BAUM
Senior Marketing Director, Apartment List

MARGARET SAER BEER
Marketing Consultant

KEVIN CLIFFORD
President and Chairman, American Funds

SIG GREENEBAUM
Head of Global Live Events, Blizzard Entertainment

BILL HINES
Managing Partner, Jones Walker

CATHY ISAACSON
Director, Middle East Investment Initiative

PRES KABACOFF
Executive Chairman of the Board, HRI Properties

CHRIS LAIBE
CEO, inFRONT

MERRITT LANE
President and CEO, Canal Barge Company

COOPER MANNING
Principal, AJ Capital Partners

TI MARTIN
Co-proprietor, Commander’s Palace

JEN MEDBERY
Founder, Kickboard

AMITH NAGARAJAN
Executive Chairman, Rasa.io

JOHN PAYNE
President and COO, VICI Properties

MATT SCHWARTZ
Principal, The Domain Companies

MICHAEL SIEGEL
President, Corporate Realty

ROBERT A. “BOBBY” SAVOIE, PHD
CEO, Geocent

ALLEN SQUARE
CEO, Square Button

WARNER THOMAS
President and CEO, Ochsner Health System

MARIANNE VAN METER
Founder and Managing Director, Legacy Capital

N. ROBBERT VORHOFF
Managing Director, Global Head of Healthcare, General Atlantic

TIM WILLIAMSON
Co-Founder, The Idea Village
OUR TEAM

JON ATKINSON
Chief Executive Officer

BRENNA KANE
Chief Operating Officer

HAILEY KLEMENOK
Promotions and Programs Coordinator

TAMRA OLIN
Development and Strategic Planning

OUR SUPPORTERS

STARTUP CIRCLE

BOYSIE BOLLINGER
PATRICK COMER
COULTER FAMILY FOUNDATION
Entergy

JONES WALKER
JPMorgan Chase & Co.
Ochsner

CHANGEMAKERS

PERKIN FAMILY GRANT
EUGENIE & JOSEPH JONES FAMILY FOUNDATION
REGIONS

INNOVATORS

GOLDRING FAMILY FOUNDATION
CATHY & WALTER ISAACSON
IBERIABANK
KABACOFF FAMILY FOUNDATION
KELLER FAMILY FOUNDATION

ELLY & MERRITT LANE
LUCID
NEW ORLEANS & COMPANY
MACHELLE & JOHN PAYNE
PHELPS DUNBAR
JENNY & ROBBERT VORHOFF

COLLABORATORS

ALLISON & JON ATKINSON
BARKSDALE FAMILY FUND
DAVID BARKSDALE
NEIL & LINDA BAUM

CAROLE & KENNETH BOUDREAUX FOUNDATION
CANAL BARGE
CORPORATE REALTY
CNA
DEAR WORLD

SAMUEL GIBERGA

GOLDMAN SACHS
inFRONT
iSeatz
Louisiana

FINKE & MCMENEMON LLC

GE Digital
SAMUEL GIBERGA

KMPG

SHI

NEW ORLEANS
AMAPHIKO
JENNY & TIM WILLIAMSON

ZEHNDER
THANK YOU