I BELIEVE IN THE FUTURE OF (AN EXCEPTIONAL) NEW ORLEANS

2019-2020 ANNUAL IMPACT REPORT

THE IDEA VILLAGE
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As we reflect on 20 years of service to over 13,000 entrepreneurs, one central theme continues to come to mind: reinvention. Entrepreneurs are a source of constant reinvention. Skilled founders are relentless about continuous personal improvement. Startup companies search for constant iteration. Together, founders and startup companies are a source of renewal for our community as a whole.

In 2020, society has come to embrace the pivot. From a global health crisis, economic collapse of key industries, and natural disasters, to a public awakening of the horrors of racial injustice, we are entering a world in which the power of reinvention appears poised to be applied writ large.

Yet, amid the challenges there is also optimism. Throughout the past year, we have seen countless stories of companies overcoming overwhelming odds, reinventing themselves to meet our community's needs and paying it forward to serve others. I am excited to share the stories and successes of our founders throughout this report.

Now more than ever, investing in industries of the future is crucial to New Orleans. Digitally native, innovative, and growth-oriented companies are the cornerstone of a more resilient, vibrant, and dynamic local economy. Our 277 accelerator alumni companies employ over 3,400 individuals, bring in more than $267 million in revenue, and have collectively raised over $352 million dollars in capital. Together, we are building a new model for how to build successful startups outside of traditional innovation hubs. We are adopting global best practices, capitalizing on local assets, and building our own repeatable and scalable process for seeding our industries of the future.

New Orleans is an exceptional place, and we have an opportunity to build an even better future. While nationally, the technology industry and startups in particular are overwhelmingly white and built by people from homogenous backgrounds, New Orleans was ranked as a top 10 city for African Americans and Women in tech and number one in the U.S. for tech employment growth in 2018. We can and will continue learning from the lessons of the past and the lessons of our peers to build net new industry leading companies that diversify our economy while building a culture that is intentionally inclusive.

Join me in supporting our founders as they work day in and day out to reinvent the world around us.

JON ATKINSON
CEO, The Idea Village
COVID-19: ADAPTING AND MOVING FORWARD

New Orleans is no stranger to adversity, and with the detrimental impact of the COVID-19 outbreak in our city, New Orleans’ entrepreneurs have once again shown their capacity for resilience during times of hardship and uncertainty. This year has presented challenges that have forced us all to reexamine our roles, pivot our plans, and find new ways to support one another. We are proud to be a part of a network of innovators who are committed to supporting our community during this time. And like all hardships New Orleans has faced, we know we'll emerge on the other side stronger. We're carrying the resilient spirit of our city with us into any challenges the future holds.

HERE ARE JUST SOME OF THE WAYS THE INSPIRING ENTREPRENEURS FROM OUR VILLAGE ADAPTED THEIR BUSINESS MODELS TO HELP THE NEW ORLEANS COMMUNITY IN THE FACE OF COVID-19

DOCPACE worked to slow the spread of COVID-19 by keeping waiting rooms clear. DOCPACE allows patients to have a virtual waiting experience so they can know when their care providers are ready to see them. This optimizes patient flow and minimizes the number of interactions individuals must have while getting medical care.

Oh Shoot! added moving and storage services to their offerings for Tulane students when dorms were unexpectedly shut down due to COVID-19. They also partnered with Plant the Peace to help organize the donation of thousands of pounds of necessities to those in need during the crisis.

Sunscreen machine makers, Stop and Block, and the team of clean water & coastal restoration innovators at Geaux Water, both adapted to COVID-19 by pivoting the use of their technology to create hand sanitizer dispensers.
When COVID-19 forced bars and music venues to close, Culturalyst quickly added the ability for artists to stream events on their platform via Facebook Live with an added feature for tipping – payment options were listed on the event page to encourage donations from the audience in support of the artists.

Junction Place Sports opened a brick and mortar "Academy Camp" to support students whose families require a care option outside of the home for virtual learning.

The Pet Krewe team was able to donate thousands of masks to support those on the front lines of the pandemic by shifting and leveraging their manufacturing of pet costumes and toys to PPE.
THE BLACK LIVES MATTER MOVEMENT:
SPEAKING OUT FOR INJUSTICE EVERYWHERE

Our community is grieving the horrific deaths of Black Americans and people of color that have resulted from centuries of systemic racial injustice. The recent spotlight on these widespread inequalities has given us the opportunity to take a critical look at any ways The Idea Village has contributed to injustice, and the role we can play in addressing these troubling realities through actively incorporating anti-racism into our programming as a nonprofit that supports tech-enabled entrepreneurs and startups. We know for a fact that startup communities have a diversity problem that stems from the inequality in the tech sector, educational institutions, and access to capital. As an organization, we recognize that we have a lot of learning to do. We are committed to listening, and we can and will do better.

We know that companies with **high levels of diversity and an inclusive work environment are more innovative** and make better decisions. This is something we must all strive for and it starts with basic rights and designing our social system around respect for each other.

Strong communities are the foundation that allows innovation to thrive. We are working to build a more diverse and inclusive community and are committed to taking these steps:

- **Increase representation on our board of directors**
- **Increase diversity of our team** to bring more voices to the table.
- **Commit to improve the tracking of diversity across our programs** because, "what gets measured gets managed."
- **Create better pathways to increase mentors and investors of color** because studies show that you don’t just need the entrepreneurs to be diverse, but they need mentors that look like them and investors willing to believe in them.
- **Invest in building a pipeline** that intentionally recruits and supports founders of color focused on building scalable startups.
- **Examine our own practices for inclusivity** and help our cohort companies build inclusive environments within their own organizations that help more people access jobs within the technology sector.
Dear Partners,

Though an annual report ought to address a full calendar year, it is truly jarring to calculate the magnitude of change and challenge we’ve endured since just this past spring. Over the past several months we’ve had to rewrite the script on how we work, learn, and connect with one another. We’ve experienced unprecedented levels of economic upheaval and uncertainty, forcing many to make difficult decisions. We’ve been met with the stark and urgent reminder that our country’s racial fabric is broken and profoundly hurting as we’ve been called to reckon with the senseless killings of George Floyd, Breonna Taylor, and the pervasiveness of systemic racism. While in times like these it is easy to feel lost and hopeless about the future, I continue to find reasons to feel a tremendous sense of possibility and optimism for the future of our community.

This past September I had the opportunity to host a panel discussion with some former Lucid colleagues who have since become entrepreneurs and business leaders in the New Orleans tech space since leaving Lucid. The opportunity to reconnect and collaborate on how we can position our community to not just survive, but thrive in the coming months was deeply heartening and invigorating. I was struck by the unique strength, resiliency, and culture we continue to develop as a business community and how our community truly is one of our greatest assets. We’re a city that knows how to inspire one another, how to support each other’s endeavors, and how to rally around an important cause. We also know that in times of crisis and chaos, we need to be ready and eager to step up and lead with vigor and enthusiasm.

So that’s why as we prepare to head into the new year, I challenge myself and The Idea Village community to continue to look to each other for inspiration and support, and collaborate on how we can continue to evolve as a city and business community in light of the challenges that surround us. In 2021 we can all do our part to create new opportunities for our community, knowing that it takes a Village to succeed.

PATRICK COMER
CEO, Lucid
Chairman of the Board, The Idea Village
2020 IN REVIEW
## IMPACT BY THE NUMBERS
### 20 YEARS OF SERVING ENTREPRENEURS

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<tr>
<th>Statistic</th>
<th>Value</th>
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<tr>
<td>Entrepreneurs served</td>
<td>13,342</td>
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<tr>
<td>Mentor hours provided</td>
<td>94,220</td>
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<tr>
<td>Alumni companies still in business</td>
<td>66%</td>
</tr>
<tr>
<td>Resources provided</td>
<td>$32.9M+</td>
</tr>
<tr>
<td>Companies gone through accelerator programs</td>
<td>277</td>
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<tr>
<td>Capital dollars raised</td>
<td>$352M</td>
</tr>
<tr>
<td>Individuals currently employed</td>
<td>3,410</td>
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<tr>
<td>Annual revenue in 2019</td>
<td>$267M+</td>
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We are proud to see a flywheel effect in our accelerator programs – our founders continuously pay it forward to the next generation of entrepreneurs.

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.
COMMUNITY CONTENT

Community Content is a free monthly networking and educational event series that serves as an open door for community members to learn, connect and improve their businesses. With the generous support of Regions Bank, we were able to serve over 600 attendees across 11 events. Following the COVID-19 outbreak in March, our series moved seamlessly to the virtual environment, and we were able to continue networking with our enthusiastic audience on a monthly basis.

WITH SUPPORT FROM Regions

WHEN YOU ARE STARTING SOMETHING, YOU CAN FEEL REALLY ALONE, AND IT’S INCREDIBLY IMPORTANT TO BE ABLE TO COME TO A FORUM AND MEET NEW PEOPLE AND REALIZE YOU’RE NOT ALONE.

BARRIE SCHWARTZ
Founder & CEO, My House Events

42,6616 IMPRESSIONS from Community Content related posts across our social accounts from July 2019 –June 2020

JULY  Keynote
Digging into the Press
Leigh Isaacson, DigDates

AUGUST Keynote
Strategy Sessions: Sips and Solutions
Lauren Siegel & Team, trepwise

SEPTEMBER  Panel Discussion
Scaling Your Food Business
Barrie Schwartz, My House Events
Caroline Rosen, Tales of the Cocktail
Erika Lassair, Diva Dawg
Joaquin Rodas, Bacchanal & Elysian Bar

OCTOBER  Pitch Competition
Fall IDEAinstitute’s Mini Demo Day

NOVEMBER  Panel Discussion
Diversity is a Business Decision, SoGal Launch
Summer Suleiman, The Distillery
Amy Domangue, Jessie
Simone Spence, Don’t Get Mad, Get Paid

DECEMBER  Networking Event
Entrepreneurial Ecosystem Holiday Extravaganza!

JANUARY  Keynote
Business Strategy for Startups
Franco Silva, Mexssub

MARCH  Panel Discussion
Building a Winning Team and Culture
Scott Wolfe and Team, Levelset

APRIL  Virtual Panel Discussion
Preparing to Fundraise in a Cash Crisis
Louisa Smith, NO/LA Angel Network
Mike Katz, Benson Capital Partners
Peter Liu, Pritzker Group Venture Capital
Jimmy Roussel, The New Orleans Startup Fund
Mike Eckert, NO/LA Angel Network
Graham Ralston, Regions Bank

MAY  Virtual Panel Discussion
How to Build a Team Virtually - Hiring in the Face of Uncertainty
Evie Poitevent Sanders, GNO Inc.
Josie Delaune, Geocent
Jack Carrere, Prokeep
Mike Walker, Raistone Capital
Zach Hollwedel, Whetstone Education

JUNE  Keynote
Digital Marketing in the Times of COVID-19: What We’ve Learned and What’s Next
Will Scott and Paula French, Search Influence
IDEA sessions directly serve entrepreneurs from the community whose business models fall outside the scope of our accelerator programming. This year, we provided 18 hours of direct consulting on behalf of the entrepreneurs in partnership with trepwise.

THE RESILIENCY SERIES

In the wake of COVID-19, The Idea Village partnered with Nexus LA, Opportunity Machine, and Silicon Bayou News to produce a weekly “Resiliency Series” to give entrepreneurs facing new, pandemic challenges an opportunity to learn from founders with experience in finding opportunities during crisis, network with fellow entrepreneurs, and support each other. The Resiliency Series was born out of a unique, collaborative effort amongst the regional entrepreneurial ecosystems of South Louisiana.

- **RESILIENCY DURING COVID-19:** Entrepreneurs who have survived and thrived during previous crises such as Katrina
- **CUTTING THE BURN RATE AND EXTENDING THE RUNWAY:** Maximizing cash flow during the crisis to ensure survival
- **WHAT’S NEXT:** Planning for our future
- **GOING VIRTUAL AND OTHER COVID-19 HACKS TO KEEP YOUR BUSINESS ROLLING**
In partnership with Venture for America and Launchpad, we were excited to bring 48 Hour Launch back to New Orleans this year. 48 Hour Launch is an intensive weekend where individuals join cross-functional teams and come together to create a viable business. Notable companies, including Waitr, have been started at similar events. Over two days, teams convened to market-test their ideas, met with mentors to form strategy, and presented their findings to an audience of key stakeholders in the New Orleans startup community. 48 Hour Launch is accessible to all members of the community, from a person with an idea, to experienced entrepreneurs and software developers, to anyone who wants to learn about startups.

NOT ONLY WAS I PUSHED TO VALIDATE MY CONCEPT, WORKING WITH A NEW TEAM ALSO EXEMPLIFIED MY SHORTCOMINGS AS A LEADER. NOW THAT I’VE RECEIVED THIS CRUCIAL FEEDBACK ON MYSELF AND MY BUSINESS, I FEEL SO MUCH MORE CONFIDENT IN PURSUING MY GOALS AND ACTING ON THE MISSION OF MY BUSINESS.

ZIGGY ALLEN'LUNDY
Founder, Link

I CAME IN WITHOUT A PITCH AND FELT FLAT FOOTED. I WALKED AWAY FEELING ENERGIZED AND WITH FRESH IDEAS.

DAVID SCHULTE
Founder, Medi-Check
IDEAinstitute

IDEAinstitute is a 10-week pre-accelerator program that helps aspiring founders take an idea and turn it into a scalable business. After the success of the previous year’s cohort, we decided to grow this program to two sessions, in Fall 2019 and Spring 2020. We served 59 entrepreneurs in total through the courses this year, and we are proud to say that over 80 students have graduated from our pre-accelerator since its inception. This year, we also added opportunities for individualized mentoring in financial modeling and pitch coaching, as well as a Mini-Demo Day with a cash prize at the end of the course.

We are excited about the opportunities that IDEAinstitute brings for building our pipeline. Graduates from the Fall 2019 course made up 25% of our highly selective 2020 VILLAGEx accelerator class.

SCHOLARSHIP FUND

As a way to lift entrepreneurs up during the COVID-19 crisis, we created the IDEAinstitute scholarship fund. We were able to award 20 full scholarships and 4 partial scholarships to those most impacted by COVID-19. This upcoming year, we are doubling down on our efforts to increase diversity in this critical early-stage program, and believe IDEAinstitute is essential to engage a pipeline of entrepreneurs from different backgrounds and empower them to build game changing businesses.

A VALUE BEYOND ANY PRICE, FOR ANYONE WHO THINKS THEY HAVE AN IDEA WORTH PURSUING.

SEAN O’HARA
sVäUlt Home Safety System
Building on the success of our pilot program in 2019, we teamed up with Shell GameChanger for another year of ENERGYx, a customized accelerator program that seeks innovative solutions for pre-identified problems faced by Shell's global business units. Our 2020 partnership focused on companies with emerging novel technologies for coastal construction and water management with the potential to improve the capital efficiency of coastal restoration and asset protection work offshore. Using Shell as a conduit to deploy game changing ideas, this program builds on local talent with the goal of helping catalyze a new innovation cluster in our region.
VILLAGEx

The Idea Village's flagship offering, VILLAGEx, invites an annual cohort of competitively selected tech-enabled startups to participate in an intensive, 16-week accelerator program. Our goal is to provide the infrastructure, training, and support businesses need to scale their operations. VILLAGEx's extensive and highly customized programming is designed around the needs of established startups that are starting to show traction.

VILLAGEx, previously IDEAx, was rebranded this year, to demonstrate our commitment to building a community of later-stage, high-growth, scalable ventures. The program started in person in January and was seamlessly converted to a virtual program in March. In response to COVID-19, we extended the duration of the program by 6 weeks and doubled down on the number of resources available to our companies. We also helped our companies navigate their COVID response, including providing critical information, developing their own strategic and operational approach and navigating relief efforts such as the Paycheck Protection Program.

COVID-19 has highlighted the critical importance of economic diversification and protecting the pipeline of innovative, digitally-native businesses to our community and to the resilience of our local economy.

VILLAGEx culminates in a Demo Day, where founders are given the opportunity to demonstrate their company's growth to date and potential for future success to potential investors and the community.
VIRTUAL DEMO DAY

In response to COVID-19, Demo Day was held virtually — the online, invitation-only event had over 500 views. Leveraging professional production resources, our platform connected hundreds of stakeholders with our startups and we were able to hear some incredible pitches and celebrate the work our companies had completed since January, despite incredible adversity. Patrick Comer, founder and CEO of Lucid, served as our guest MC, incorporating both wit and wisdom. The virtual format allowed for an even larger audience to tune in for our company showcase, and each founder received a fully produced copy of their pitch as a durable asset for future introductions. Watch a recording of the full livestream, or check out individual pitches here.
2020 VILLAGEx ACCELERATOR COMPANIES

Addiguru is solving a big need in the fast growing metal 3D-Printing industry by creating monitoring solutions to determine defects in real time using cameras, sensors and artificial intelligence.
www.addiguru.com

Blockpad is the future of spreadsheet software, where apps and documents work together to let teams do their best work.
blockpad.net

THE IDEA VILLAGE IS AN INDISPENSABLE RESOURCE. STARTING A BUSINESS IS ALWAYS A ROLLER COASTER, BUT THE ACCELERATOR HAS SURROUNDED US WITH GREAT PEOPLE AND RESOURCES TO HELP US SUCCEED.

CHARLES BABBITT
Founder and CEO, Blockpad

Check champions home service owner-operators through mobile apps that help them grow and run their business from the cab of their truck.
www.hellocheck.co

THE TEAM AT VILLAGEx HELPED US TRANSFORM OUR BUSINESS. OUR PRODUCT IS BETTER, OUR MODEL IS MORE SCALABLE, AND THE OPPORTUNITY IS EVEN BIGGER THAN WHEN WE ENTERED.

MATTHEW ARMSTRONG
Co-founder and CEO, Check

IDEA VILLAGE IS THE BACKBONE OF THE ENTREPRENEURSHIP ECOSYSTEM IN NEW ORLEANS.

SAM BOWLER
Founder and CEO, Culturalyst

[ CULTURALYST ]

Culturalyst is digital infrastructure for local cultural economy, creating transparency and shared value for every actor in a cultural ecosystem.
culturalyst.com
Gilded empowers businesses to transact globally, using blockchain to unlock more efficient business operations. Our seamless invoicing, payment, and accounting software helps businesses get paid faster and more transparently, with dramatically lower fees.
gilded.finance

Oh Shoot! is a broad service provider tailored for life on college campuses. Oh Shoot! Specializes in delivering affordable services and high wages to college students.
ohshoot.io

The Idea Village Accelerator is a valuable program for startups at any level. Whether your startup needs to launch, execute or level up; they will help you achieve those goals.

Del-Metri Williams
Founder and CEO, Rx Interactive, Inc.
WE ARE SO GRATEFUL FOR THE IDEA VILLAGE AND FOR THE OPPORTUNITY TO PARTICIPATE IN THE ACCELERATOR PROGRAM. FROM THE VERY BEGINNING, IT WAS CLEAR THAT THE ORGANIZATION WAS ON TOP OF EVERY DETAIL AND WOULD PROVIDE SO MUCH VALUE THROUGHOUT OUR JOURNEY. Everyone involved in the organization brings professionalism, experience, knowledge, resources and sage advice to our startup community.

ANNA STEELE
COO, The Youni Company

SafePush, LLC is a biomedical product development company based in New Orleans, Louisiana. SafePush develops biomedical products to prevent catastrophic and lethal patient outcome results with worldwide application in critical care settings.

Unlock’d is redefining how real estate is sold by connecting buyers directly to sellers and walking them through the entire sales process saving them thousands in Realtor commissions. unlockd.tech

Youni Underwear creates attractive, absorbent underwear for men and women experiencing incontinence and other leaks.
2020 ENERGYx COMPANIES

CC-CleanTech is an independent consulting and project management firm focused on renewable energy, sustainable construction, and environmental management. They assess the operating environment and recommend appropriate technologies, systems, and products.

Chustz Surveying, LLC. seeks to fuse light detection and ranging (LiDAR) and hyperspectral sensors to offer a newer, more complex way to collect data about environmental landscapes. www.chustzsurveying.com

Geaux Water aims to address industrial waste water and produced water treatment needs. Their patented technology cleans polluted water and upcycles its waste. geauxwater.com

Natrix combines nature with digital manufacturing to protect coastal assets. natrix.io

THE IDEA VILLAGE POSITIONED US ALL TO GROW, CREATE JOBS, AND, MOST IMPORTANTLY, SOLVE THE CRITICAL PROBLEMS FOR THE PEOPLE IN OUR COMMUNITIES IN PROFOUND AND INCALCULABLE WAYS.

LEONARD NELSON
Founder and CEO, Natrix
A NATIONAL MENTOR NETWORK

The work we do would not be possible without the amazing network of our mentors. We are proud to bring a diverse realm of expertise to entrepreneurs from within and outside of New Orleans. COVID-19 has highlighted how vast, far-reaching and dedicated our mentor network is. This year, we are proud to have more than doubled our available hours from our mentors who worked tirelessly to support our entrepreneurs.

17 of our mentors this year are alumni of our accelerator programs. We love to see our founders paving the way to support new entrepreneurs in the Greater New Orleans area, and we are excited to see our network expand in the upcoming year.

16 DIFFERENT LOCATIONS

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<td>BATON ROUGE, LA</td>
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<td>NEW ORLEANS, LA</td>
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<td>SOUTHPORT, CT</td>
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<td>THIBODAUX, LA</td>
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A NEW LOOK BRINGING IN THE DECADE

Our team spent the summer of 2019 breaking our brand down to its core. We reassessed not only The Idea Village's overall aesthetic, but the factors that inform them - who we are, our mission, and our core values. Our brand refresh gives a nod to the past, while embracing the vibrant future that lies ahead for our city and its entrepreneurial ecosystem.

With the brand refresh we also built out a new website, giving easy access for entrepreneurs at all levels to find out more about our programs and processes.

GIVING PURPOSE TO THE "X"

A symbol that has stood the test of time. An X marks the answer when an idea lands. An X multiplies entities, making the outcome exponentially greater. An X signifies the crossing of paths and the ultimate decision of which direction should be chosen to move forward.

Our X signifies the intersection between entrepreneurs and industry experts; culture and creativity; New Orleans and the global startup community at large.

OUR X BRINGS TOGETHER OUR NETWORK - OUR VILLAGE.
I am thrilled to be the next Chair of The Idea Village Board and excited to build upon The Idea Village's twenty-year history of supporting our region's most innovative entrepreneurs and companies. Startup creation and growth has been and continues to be a critical component of the future success and resilience of our regional economy. For over two decades, The Idea Village has consistently supported our community's entrepreneurs with the tools they need to grow and sustain the ventures they believe in.

As you can see from this report, the collective impact of that work has been enormous. With over 13,342 entrepreneurs served, The Idea Village has accelerated 277 companies and provided 94,220 hours of high quality mentoring. And 66% of those companies are still in business today, providing high-quality jobs and expanding our region's base of innovative, growing companies.

Our startup ecosystem has come a very long way over the years, and we are as close as we have ever been to becoming a fully emerged hub for startup creation and growth. While many of the region's most successful startup companies like Lucid, iSeatz, and Levelset continue to expand, we have seen other, newer generation startups begin to achieve significant scale as well. Some examples of companies that have received Idea Village support and went on to raise significant investment rounds in just the past year include:

- The 2017 Idea Village Big Idea winner Ready recently raised a $54 million Series C round of capital from Google Ventures, Frist Cressey Ventures, Town Hall Ventures and others at a valuation of over $350 million.

- Idea Village accelerator alumnus, Resilia, raised an $8 million Series A round led by local venture capital firm Callais Capital – this is one of the largest investments in a black, female-led company in 2020.

- The VILLAGEx 2019 cohort has already raised $8 million in early-stage capital since their graduation in May 2019.

Although the success of our startup ecosystem should not only be measured by the size of investment rounds and valuations, these recent announcements are certainly an indicator of healthy momentum in this sector of our economy even in the midst of a national economic crisis and global pandemic.

The ultimate measure of our region's success is whether we are creating inclusive pathways of opportunity for anyone with an innovative vision and the persistence to see it through. The Idea Village will continue to be here to support those entrepreneurs and to do so in a way that welcomes anyone, regardless of sex, race, religion, creed, or sexual orientation. The murder of George Floyd and ensuing national conversation on race have made us even more committed to creating a startup ecosystem as an example of equity and inclusivity for other communities to follow. Startups are one of the key sources of job and wealth creation, and we must do more to ensure that access to resources for startup growth and capital are available to all.

I look forward to working with the many long-time supporters of The Idea Village and the newest generation of entrepreneurs in our region to realize our vision of a fully emerged, inclusive, and self-sustaining entrepreneurial ecosystem. Thank you to everyone who has supported The Idea Village along the way and for your continued faith in the power of entrepreneurship.

DAVID BARKSDALE
Managing Director, Alluvian Capital
Incoming Chairman of the Board, The Idea Village
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

BREANNA KANE
Chief Operating Officer

HAILEY KLEMENOK
Promotions and Programs Coordinator

KYLE MURPHY
Business Development Coordinator

TAMRA OLIN
Development and Strategic Planning Associate

MALLORY ROSS
Design and Events Coordinator
OUR SUPPORTERS

THE FORTUNE 500
STEVEN & DAVID BARKSDALE
COULTER FAMILY FOUNDATION
GOLDRING FAMILY FOUNDATION
JONES WALKER
JPMorgan Chase & Co.

THE INDUSTRY LEADER
Bloomberg Philanthropies
DONALD T. BOLLINGER
PATRICK COMER
DOMAIN COMPANIES
CATHY & WALTER ISAACSON
LUCID

THE SCALEUP
ADVANCE
IVERIABANK
EUGENIE & JOSEPH JONES FAMILY FOUNDATION
KABACOFF FAMILY FOUNDATION
POULSEN FAMILY FOUNDATION
LAITRAM

SERIES A
ALLISON & JON ATKINSON
LAUREN BAUM
KEN & MARGARET BEER
BLUE CROSS BLUE SHIELD
HIA & CHRISTIAN BROWN
SALLIE & RON FORMAN
SAMUEL GIBERGA
ELLEN & COOPER MANNING
INFRONT

THE STARTUP
APC
CAROLE & KENNETH BOUDREAUX FOUNDATION
BCV
ADRIEN LANUSSE
KPMG
Linden Capital Partners
SUSCO
ZEHNDER

THE BIG IDEA
JENNIFER MEDBERY
FINKE & MCCMENEMON LLC
Symple
# Financials

## Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations</td>
<td>$211,100</td>
</tr>
<tr>
<td>Individual</td>
<td>$208,234</td>
</tr>
<tr>
<td>Corporation</td>
<td>$514,800</td>
</tr>
<tr>
<td>Fees</td>
<td>$6,961</td>
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<tr>
<td>Other Income</td>
<td>$22,957</td>
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</tbody>
</table>

**Total Revenue for Operations** $964,052

## Operating Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Core Programs</td>
<td>$575,522</td>
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<tr>
<td>G&amp;A</td>
<td>$117,909</td>
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<tr>
<td>Development</td>
<td>$89,639</td>
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<tr>
<td>Marketing</td>
<td>$82,320</td>
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</tbody>
</table>

**Total Operating Budget** $865,390

## Total Net Income

**$98,662**
THANK YOU