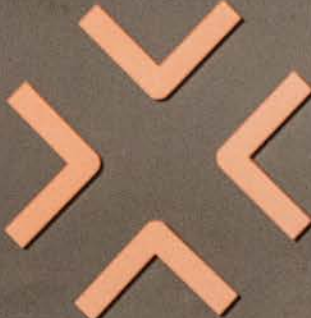
A woman with dark hair, wearing a bright red, short-sleeved, knee-length jumpsuit, stands on a stage. She is smiling and holding a black microphone in her right hand. The background is a lush green wall of foliage with scattered orange and white flowers. Above her is a dark grey sign with the text 'THE IDEA' on the left, a stylized orange 'X' logo in the center, and 'VILLAGE' on the right. The 'X' is composed of four chevron-like shapes pointing towards each other.

THE IDEA  VILLAGE

**2020-2021**  
ANNUAL IMPACT REPORT

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## A LETTER FROM THE CEO



One of The Idea Village's most hallowed core values is the idea of "Winning without Ego." 2021 is a year that has challenged our collective ability to 'win' and tested the humility of our leaders. Striving to "lead with empathy" has been a constant theme this past year.

As we work to **INSPIRE. START. and SCALE.** high potential local ventures, we hope to also be able to empower our founders as tomorrow's empathetic leaders.

I am incredibly proud of what our founders and our team have been able to accomplish in the past year. We have increased our clarity of purpose, galvanized support for scaling local ventures by locking in \$1.8M in philanthropic support to grow VILLAGEx, and supported 9 amazing companies from across the region who collectively raised close to \$10M in outside capital by Demo Day.

We have also re-invested in the local pipeline for innovation by "amping up" our IDEAInstitute early stage program, now serving over 70 founders per year across two cohorts.

Despite the challenges of the pandemic, our first ever virtual NOEW brought together leading thinkers from around the globe and shared a taste of New Orleans with our friends around the world. Including headliners like Brad Feld, Christina Wallace, and Lisa Jackson, "set" in local venues and sharing the stage with local artists and musicians, NOEW 2021 was one of the most ambitious virtual events to come out of New Orleans during the height of the pandemic era. A key asset for inspirational capital, NOEW featured entirely "new to NOEW" speakers and over 50% Black voices highlighted on stage.

The pandemic has underscored the dangers of complacency and the importance of diversity facilitating resilience. It is a long journey, but like most "meaningful change" it is built by determination, one step at a time. That is why we are committed to building a startup community

As we look ahead, it is building a brighter future for New Orleans, while maintaining the uniquely local tension between authenticity and innovation that drives us. A better New Orleans built by those that choose to call New Orleans home.

Please join me in celebrating our founders – their resilience, their optimism, and their ability to see the world the way it could be. Thank you for being part of our Village.

**JON ATKINSON**  
CEO, *The Idea Village*





## A LETTER FROM THE CHAIRMAN OF THE BOARD



In his seminal business book, *Good to Great*, Jim Collins talks about the Flywheel Effect to describe how great companies create continuous sources of renewal and innovation within their business. While large initial investments are required to get the wheel of innovation moving, once the flywheel has gained speed and momentum it becomes self-sustaining and hard to slow down.

We are well into the third decade of Idea Village's journey to identify, support and retain our region's most promising entrepreneurs, and I see signs all around us that despite the many challenges that we face, our region's flywheel of innovation continues to spin faster. Thanks to the significant investments of time, energy and resources of those that began this movement, our progress toward creating a self-sustaining ecosystem of innovative entrepreneurs and ventures has become hard to slow down.

In addition to several active angel investment groups and startup studios like Revelry Labs in our community, our region now hosts multiple venture capital funds that are actively investing in promising Idea Village entrepreneurs at the Series A level and above. This year we saw two VILLAGEx alumnae secure Series A rounds led by local venture capital firms. Benson Capital led a \$1.5 million round in Hampr and Callais Capital led a \$1.5 million investment in Something Borrowed Blooms. **In total, the VILLAGEx 2021 cohort raised \$9.5M by the end of the program in May.**

These investments in Louisiana startups are leading to meaningful job opportunities and successful exits. **Idea Village alumnae are currently employing over 3,500 people in our market** while they continue to add job opportunities regionally and nationally. The Idea Village recently launched an alumni company job board, where you can find **75+ current job opportunities in the New Orleans area and 300+ jobs across the country.** In 2021, we were thrilled to celebrate very successful exits for two New Orleans-based technology businesses - Turbosquid and Whetstone. New Orleans entrepreneurs are building significant enterprises that are valued by their customers, creating meaningful jobs and building resources in our community.

The Idea Village is committed to ensuring that access to these networks, resources and capital are available regardless of an entrepreneur's identity or background. The 2021 New Orleans Entrepreneur Week celebrated the diversity of our founder community and the unique challenges faced by BIPOC and female founders. We are very excited to partner with AT&T this coming year to pilot our IDEAfuel program, providing non-dilutive grants to BIPOC founders in our Idea Institute seed stage accelerator program.

In a year filled with so much uncertainty, it is inspiring to see the entrepreneurial ecosystem around New Orleans continue to produce so many stellar results. While storms and other challenges will certainly continue to test this region, the momentum built by our entrepreneurial spirit will continue to see us through.

**DAVID BARKSDALE**

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



# ALUMNI SPOTLIGHT

## Resilia

- + In the Spring of 2020, Resilia successfully raised an \$8M round from Mucker Capital to further their mission to make non-profits work more efficiently.<sup>1</sup>
- + This year, Resilia was included in Fall 2020's Forbes Cloud 100 list as a part of the 20 Rising Stars Category.



New Orleans-based Resilia raises \$8 million from Mucker Capital to make nonprofits more efficient



Our inclusion in this year's list is an important step not only for Resilia but also for all of the talented tech founders and entrepreneurs coming out of this region, **THE GROWTH OF THE TECH ECOSYSTEM IN THE SOUTH AND SOUTHEAST CONTINUES TO REACH NEW HEIGHTS AND WE ARE THRILLED TO BE A PART OF THAT INNOVATION.**<sup>2</sup>

**SEVETRI WILSON**  
Founder and CEO, Resilia

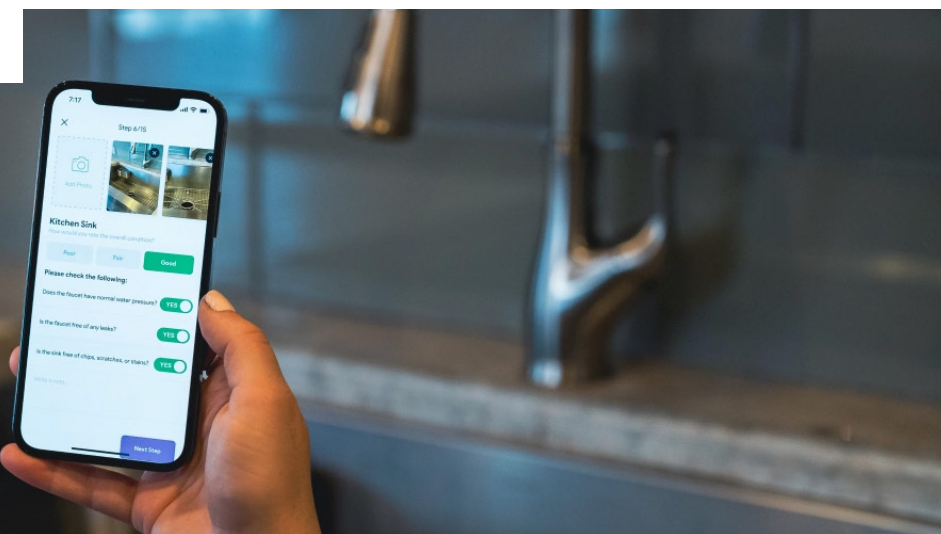


RentCheck raises \$2.6M in seed funding to help renters get their security deposits back

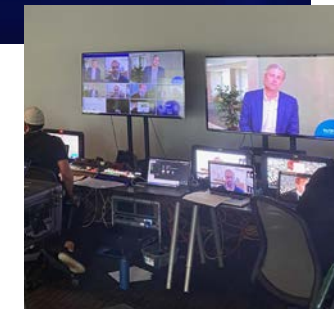
Mary Ann Azevedo @dayreporter / 11:00 AM EDT • August 6, 2021



- + This summer, RentCheck raised \$2.6M in seed funding with participation from a series of angel investors, corporate investors, and institutional investors such as Irongrey, Context Ventures and Techstars.<sup>3</sup>
- + Last fall, RentCheck co-founder Lydia Winkler was selected by Techstars & Barclays as one of 30 women for the inaugural cohort of #FemaleFounderFirst.<sup>4</sup>



- + In the fall of 2020, Whetstone Education was acquired by SchoolMint of Lafayette, LA.



**THE COMBINATION OF WHETSTONE AND SCHOOLMINT POSITIONS THE COMBINED COMPANIES TO FURTHER INNOVATE AND EXPAND THE IMPACT OF STRATEGIC ENROLLMENT MANAGEMENT IN K-12.** Strategic Enrollment Management helps schools and districts strengthen and stabilize their year-over-year enrollment health by eliminating barriers to find best-fit schools and helping to create positive classroom environments.<sup>5</sup>



- + New Orleans Entrepreneur Week hosted the inaugural Research Technology Summit led by Lucid in which we had 600+ attendees and garnered an audience from all over the world.



**THE ACQUISITION OF TURBOSQUID, WHICH EMPLOYS ABOUT 40 IN NEW ORLEANS AND A SIMILAR NUMBER IN OTHER LOCATIONS GLOBALLY, GIVES SHUTTERSTOCK A BIGGER PRESENCE IN DIGITAL IMAGE MARKETS THAT ARE GROWING FASTER THAN TRADITIONAL PHOTOS AND VIDEO.**<sup>6</sup>



**MATT WISDOM**  
Founder and CEO, Turbosquid



- + Earlier this year, Turbosquid was acquired by Shutterstock for \$75 million.



# 2021 IN REVIEW

## MEASURING OUR IMPACT 21 YEARS OF SUPPORTING ENTREPRENEURS

**14,955**  
ENTREPRENEURS  
SERVED

**95,130**  
MENTOR HOURS  
PROVIDED

**\$33M+**  
IN RESOURCES  
PROVIDED

**286**  
COMPANIES  
have gone through  
our accelerator programs

**\$439M**  
CAPITAL DOLLARS  
RAISED

**3,550**  
INDIVIDUALS  
currently employed  
by The Idea Village  
alumni companies

**\$367M**  
ANNUAL REVENUE  
IN 2020

The New Orleans ecosystem is blooming each year with entrepreneurial ventures and breeding new talent for the next generation. We are so proud of the relentless entrepreneurs who continue to bring innovative ideas to the region.

**1 IN 5** IDEA VILLAGE  
ENTREPRENEURS  
have gone on 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 networking event that serves as an open door for the community to connect and learn. **We were excited to continue our partnership with Regions Bank and Pan-American Life Insurance Group** to host our Community Content series from June 2020 – December 2020 in a virtual setting. Thanks to the generosity of our sponsors, we had **500+ registrants across 5 exciting events.**

WITH SUPPORT FROM



# 25K

**SOCIAL MEDIA IMPRESSIONS** from Community Content related posts across our accounts from June 2020 – December 2021



**JULY** Pitch Competition  
*Spring 2020 IDEAInstitute's Mini Demo Day*

**AUGUST** Keynote  
*Believable Branding*  
Scott Couvillon, Trumpet Advertising

**OCTOBER** Panel Discussion  
*Women and Wealth: Closing the Investment Gender Gap*  
Stephanie K. Coln, Regions Bank  
Anthony Kumse, Regions Bank  
Missy Epperson, Regions Bank

**NOVEMBER** Pitch Competition  
*Fall 2020 IDEAInstitute's Pitch Night*

**DECEMBER** Networking Event  
*Virtual Entrepreneurial Ecosystem Holiday Party!*

## IDEAsessions

IDEAsessions are one-time, one-on-one 60-minute strategy sessions designed to support entrepreneurs with a specific problem. In these sessions, founders receive feedback and coaching in our areas of expertise such as branding, marketing, business model coaching, capital raising guidance, pitch coaching and ecosystem mapping. This year, IDEAsessions became a function of our internal team giving our team the chance to connect directly to the entrepreneurs themselves. **Since last July, we've helped 19 entrepreneurs form the community navigate their most pressing business challenges.**

**19**  
**ENTREPRENEURS**  
**SERVED THROUGH**  
**IDEAsessions**



# INSPIRE. START. SCALE



# IDEAInstitute

Through the generous support of Pan-American Life Insurance Group, Regions Bank, and the Delta Regional Authority, The Idea Village concluded its 2021 fiscal year's IDEAInstitute Program. IDEAInstitute is a 10-week idea-stage accelerator program that helps founders and aspiring entrepreneurs turn their ideas into high-growth, scalable business models.

In Fall 2020 and Spring 2021, 79 entrepreneurs graduated from this program; and we are proud that, since its inception in 2019, 159 founders have completed this idea-stage accelerator.

One of our top priorities is to increase the diversity of our programming – we know IDEAInstitute is essential to engaging a pipeline of entrepreneurs from different, diverse backgrounds and supporting them as they create businesses. This year, we doubled down on those efforts by offering 44 scholarships to IDEAInstitute, totaling \$10,125.

WITH SUPPORT FROM



**\$10K**  
IN SCHOLARSHIPS  
AWARDED

**159**  
ENTREPRENEURS  
have gone through  
IDEAInstitute since  
its inception

# INVESTING IN MEANINGFUL MENTORSHIP

We see IDEAInstitute as the early stage of our pipeline, and this year we invested heavily in this program as part of our ongoing efforts to bolster the overall equity of our entrepreneurial ecosystem. Part of that investment included the introduction of **Coach Week**, where for the first time, our idea-stage accelerator participants were able to attend one-on-one coaching sessions with industry experts and leaders in their fields to ask questions, network, and make high-value introductions. **Over the two sessions, we offered 100 hours worth of coaching with over 50 mentors.**

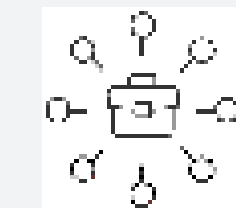


**WE ARE LIGHTYEARS AHEAD OF WHERE WE WOULD'VE BEEN HAD WE NOT BEEN A PART OF IDEAInstitute. THE KNOWLEDGE, COACHING, NETWORK AND GOOD ENERGY WAS A GAME CHANGER FOR US."**

**AARON KOENCK**  
COO, Workaru

**100+**  
HOURS OF  
MENTORSHIP  
throughout  
IDEAInstitute overall

**50+**  
MENTORS  
offered 1:1  
coaching sessions



**100**  
NET PROMOTER  
SCORE (NPS)  
from IDEAInstitute  
Spring 2021

# PITCH NIGHT

Both seasons of IDEAInstitute closed out with Pitch Night, where select entrepreneurs from each cohort presented their startups to judges and the community. At each Pitch Night, we awarded two winners with cash prizes. Ginger, founder of Good Curb from Fall '20 took home \$500 and Stephanie Hilton from Spring '21 received a \$1,000 prize at this culminating event. Between Fall 2020 and Spring 2021 sessions, **15 entrepreneurs pitched to a virtual audience of 120+.**



**IDEAInstitute HELPED ME IDENTIFY THE MISSING PIECES TO CONSIDER FOR MY BUSINESS.**

The content was incredibly helpful and thought-provoking while the pace of the program allowed for small iterations week after week. IDEAInstitute should be considered for anyone starting a business and looking for startup education, accountability and community support!"

**GINGER COLTON**  
Founder, Goodcurb



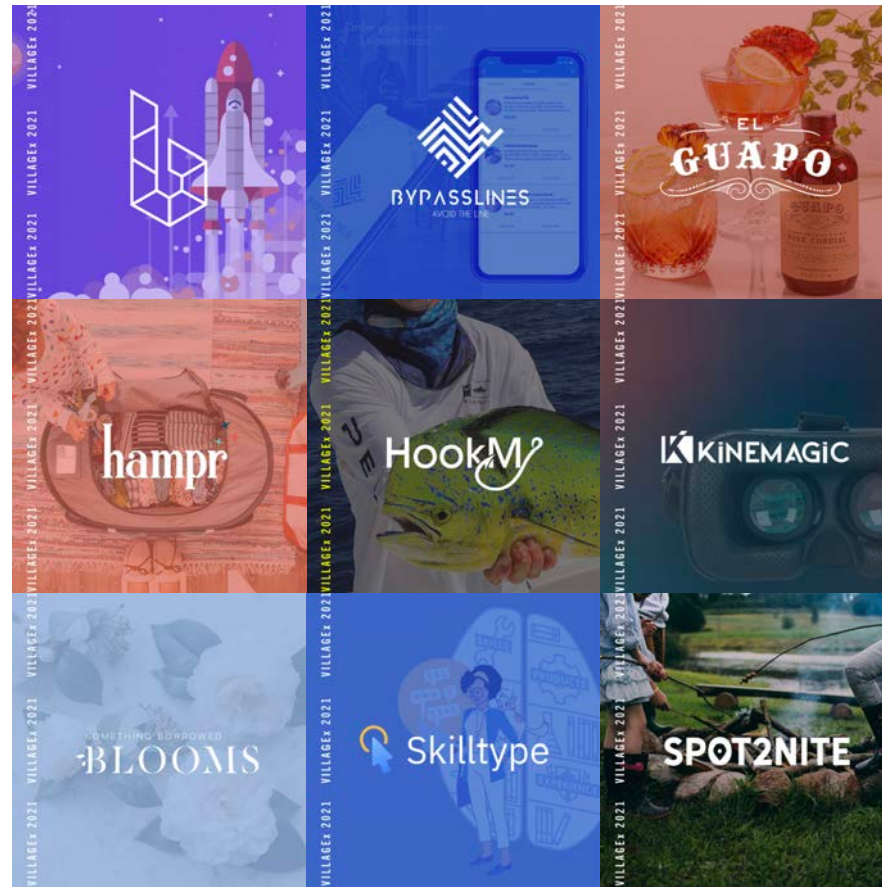


# VILLAGEx

We are so humbled to have enrolled 9 startup companies into the VILLAGEx cohort of 2021. VILLAGEx, our 4-month accelerator program, consists of a number of structured programs and opportunities for founders to opt-in, from mentor office hours, to meeting with advisory boards, to coaching and receiving fundraising support. Though we began our program virtually, we were extremely fortunate to be able to transition to a hybrid model with a handful of in-person social and networking events taking place throughout.

In the first half of the program, founders in the VILLAGEx program focus on business development, connecting with Entrepreneurs in Residence (EIRs), and maximizing program resources. In the latter half of the program, founders focus on fundraising through meetings with Investors in Residence (IIRs), pitch and pitch deck refinement, and Demo Day preparation. At Demo Day, which is attended by investors and community stakeholders, founders are given the opportunity to demonstrate their company's growth to-date and potential for future success.

We continue to support our companies beyond the accelerator's conclusion through fundraising support, network introductions, and alumni programming. We dedicate time to evaluate and make adjustments to the VILLAGEx program, as needed, and review the teams involved to prepare for the next cohort of startups.



## 9 VILLAGEx 2021 COMPANIES

CREATED  
**80+**  
ACTIVE JOBS

GENERATED  
**\$2.5M**  
IN ANNUAL REVENUE

CREATED  
**\$9.5M**  
IN CAPITAL RAISED



# DEMO DAY

On May 12th 2021, we hosted our first fully in-person event since COVID-19, Demo Day, the conclusion of VILLAGEx. Demo Day was free and open to the community, and we had 230 people join us to hear pitches from VILLAGEx founders, network, mingle, and celebrate the Gulf region's up and coming startups.





## 2021 VILLAGEx ACCELERATOR COMPANIES



The Idea Village forced us to take a step back from the coding and handle some of the other aspects of the business. **THE MENTOR NETWORK WAS INCREDIBLE AND HELPED US EXPAND OUR UNDERSTANDING AND STRATEGY TO THE BUSINESS NOW AND AT LATER STAGES.**

**REED STEPHENS**  
Co-founder, Bloks



Bloks is a software that helps entrepreneurs easily create mobile apps for their dream business.  
[bloksapps.com](http://bloksapps.com)



BypassLines specializes in on-premise ordering allowing customers to conveniently see all food/retail stores within a venue to order, pay and simply pickup.  
[bypasslines.com](http://bypasslines.com)



**GREAT SYSTEM, GREAT PEOPLE, GREAT PROGRAM.**

**SPENCER DAVIS**  
Co-founder, BypassLines



El Guapo manufactures, distributes and sell New Orleans' contemporary brand of cocktail bitters, syrups and mixers.  
[elguapobitters.com](http://elguapobitters.com)



hampr is an on-demand laundry platform with next day wash, dry, fold service.  
[tryhampr.com](http://tryhampr.com)



**BEST POSSIBLE EXPERIENCE TO SHAPE OUR COMPANY INTO AN INVESTABLE AND SCALABLE TECH COMPANY. MASSIVE BENEFIT TO OUR COMPANY AND CULTURE.**

**PARKER DAVIES**  
Founder and CEO, HookM



HookM is an all in one resource for the Fishing Charter industry, from a booking platform for clients to a business management tool for owners and beyond.  
[hookm.com](http://hookm.com)



Kinemagic is a software that uses XR innovation in facilities to eliminate risks before construction begins and train operators before they encounter real-life scenarios.  
[kinemagic.com](http://kinemagic.com)



Skilltype is a software company that offers talent management solutions for the library industry.  
[skilltype.com](http://skilltype.com)



**VILLAGEx PROVIDED OUR COMPANY THE SUPPORT AND RESOURCES NEEDED TO PROPEL TO THE NEXT STAGE OF GROWTH.**

Through the program and mentor network we were able to improve our infrastructure and foundation, providing for a more mature company ready for aggressive scaling. The relationships we've developed will long outlast the accelerator program and will continue to pave the way for a lifetime of growth and success."

**LAKEN SWAN**  
Co-founder & CEO, Something Borrowed Blooms



Something Borrowed Blooms is a Rent & Return online floral shop specializing in silk wedding flowers for rent, saving couples over 70% compared to a traditional florist.  
[somethingborrowedblossoms.com](http://somethingborrowedblossoms.com)



Spot2Nite is an innovative mobile app built by avid RV'ers that allows RV Travelers to discover and book the best RV spots in real-time.  
[spot2nite.com](http://spot2nite.com)





## 2021 THEMES

### STARTUP COMMUNITY 2.0

How do New Orleans and other cities like it learn from the increasingly refined best practices of those who are thriving in the innovation age?

### FUTURE-PROOFING NEW ORLEANS

What steps are we taking now to secure this vibrant, innovative, and more inclusive future?

### THE POWER OF NOW

How are companies across all industries working within their own walls as well in their communities to break down societal barriers and create more equitable systems?

### IT'S ALL ABOUT THE ROUX

How do we continue to preserve and support their presence in stride with the advances of tomorrow?

### KEEP YOUR HEAD UP

How did the makers, doers, and dreamers of the world adapt this trait and lead their brands through the challenges of the past year?

New Orleans Entrepreneur Week is an annual celebration of the entrepreneurial spirit of New Orleans. In the wake of COVID-19, NOEW 2020 was cancelled and NOEW 2021 was transformed into a virtual experience, with options to safely engage in person. **NOEW featured 80 sessions with 137 speakers over a span of 5 days, including keynote sessions from Brad Feld, Nina Compton, Walter Isaacson, Eldora L Ellison, Marlon Nichols, and Christina Wallace.**

We were so excited to bring the community together this year to connect safely after a year of social distancing. As we've seen over the last 18 months, difficult times have a way of breeding entrepreneurship – and we know innovative solutions can help us solve our greatest challenges. Our goal for NOEW 2021 was to champion culture and creativity in the New Orleans landscape to harness the spirit of entrepreneurship, and to give our audience the chance to engage in meaningful ways.



**IF YOU START TREATING EACH AND EVERY PERSON IN YOUR CITY AS THOUGH THEY'RE PART OF IT... THE COMBINATION OF ALL THOSE PEOPLE IS SO POWERFUL.**

**BRAD FELD**  
Managing Director,  
Foundry Group

**80+**  
SESSIONS

**137**  
SPEAKERS

**2100+**  
REGISTRANTS FROM  
34 COUNTRIES

**3200**  
SESSION VIEWS



**47%**  
OF SPEAKERS  
IDENTIFIED AS  
BLACK OR AFRICAN  
AMERICAN

**51%**  
OF SPEAKERS  
IDENTIFIED AS  
WOMEN

**\$19.5K**  
RAISED TO  
SUPPORT THE LOCAL  
ECONOMY

**211K**  
SOCIAL MEDIA  
IMPRESSIONS  
on NOEW's  
channels alone

**1.5MM**  
TOTAL REACH  
FOR EARNED  
MEDIA



## ONE-OF-A-KIND ACTIVATIONS

Given the primarily virtual setting for NOEW 2021, the event had some unique features compared to previous years. Attendees were able to **support the local hospitality industry** by ordering delivery from NOEW restaurant partners during **daily evening keynote segments called "NOEW @ Night"**. Each segment **concluded with a performance from local culture bearers**, ranging from a chef demo, to a fashion show, to multiple musical acts at venues throughout the city.

Additionally, NOEW joined forces with GNO Inc. to connect job seeking attendees with local tech and innovation companies in the **WorkNOLA Talent Den**. And New Orleans based tech giant, **Lucid**, launched the inaugural **Research Technology (ResTech) Conference** as part of NOEW programming, which explored the current status and infinite future of this growing industry.





## IT TAKES A VILLAGE

Here at The Idea Village, we know that in order to move far, we must move together. We are so grateful to our incredibly talented network of mentors that support our founders and help to drive the success of high-growth startups.

These innovation leaders, along with 60+ additional mentors, have worked overtime to ensure the success and growth of local startups. Idea Village alumni companies have raised over \$27M in capital and created over 280 jobs over the last 3 years with their support.



**THE IDEA VILLAGE IS THE HEART OF THE LOUISIANA STARTUP ECOSYSTEM. THEY DO INCREDIBLY IMPORTANT WORK BRINGING TOGETHER FOUNDERS, INVESTORS, AND EXPERTS WHO ARE PASSIONATE ABOUT SUPPORTING ENTREPRENEURSHIP.**

**LESLIE CAMPISI**  
Entrepreneur in Residence (EIR),  
The Idea Village

## VILLAGEx CAPITAL CAMPAIGN

Fiscal Year 2020 saw the successful completion of a \$1.8 million campaign to fund VILLAGEx for three years. Early leadership giving for this campaign helped catalyze additional support from other local and national donors leading to \$1.8M in less than 12 months. In total, 23 individuals, corporations, and foundations came together to make this funding possible.

The critical VILLAGEx funding event has created a strong and hopefully lasting base of support providing a critical runway to build VILLAGEx into a world class program. We thank the generous contributors to the VILLAGEx campaign for their belief in the VILLAGEx vision, and for their confidence in The Idea Village.

### EIRs



LESLIE  
CAMPISI



BRODERICK  
MCCLINTON



COREY  
TISDALE



DAVID  
DART



SOUMITRA  
SENGUPTA

### IIRs



MIKE KATZ



TOMMY CAMPBELL



PETER LIU



JOE TRUHE

## PARTNER ENGAGEMENT

### HBCU STARTUP INTERNSHIP WORKSHOP WITH GNO INC.

In early June of 2021, GNO Inc., Xavier University of Louisiana, Dillard University, and South University of New Orleans launched the first cohort of participants in the HBCU Entrepreneurship Internship Program. In a day-long bootcamp, The Idea Village helped to facilitate a series of panels, workshops, and networking opportunities to prepare a group of 12 HBCU students for their summer internships at tech startups in the New Orleans area.

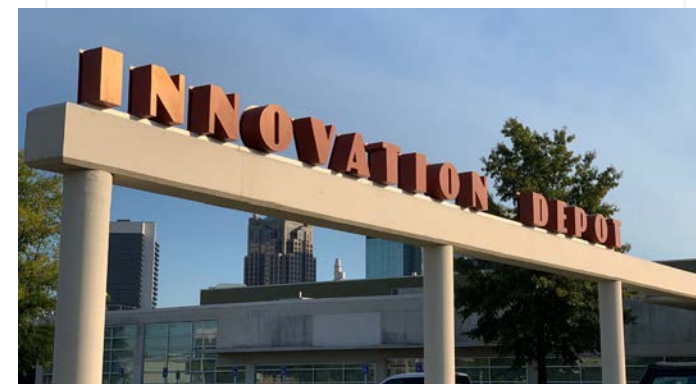


**WE ARE GRATEFUL FOR THE IDEA VILLAGE'S PARTNERSHIP, ALONGSIDE ADDITIONAL SUPPORT ORGANIZATIONS, IN CREATING THE HBCU STARTUP INTERNSHIP PROGRAM.**

This initiative provided students with real-world exposure to the entrepreneurial mindset and culture that is at the heart of our city's growing startup ecosystem. The twelve remarkable participants represent the high caliber of talent that our regional HBCUs generate consistently. We owe a special thank you to the companies who hosted the students for providing robust learning experiences that extend far beyond the classroom.

**JASMINE BROWN**

Public Policy Manager, GNO Inc.



### SOUTHEAST HEALTH INNOVATION TOUR

This past fall, we partnered with Sopris Capital and Adaption Health to launch the Southeast Health Innovation Tour. This tour seeks to connect healthcare entrepreneurs in the South who are focused on addressing needs among vulnerable populations directly with access to capital, contacts in Medicaid, and opportunities to scale. The selected companies had the opportunity to meet with representatives from the project team in small, semi-private investor meetings.

Applicants came from Birmingham, Chattanooga, Little Rock, Memphis, New Orleans and Tallahassee. We were so thrilled to host one leg of this tour at our Workspace, The Shop CAC, and engage our network to be a part of this incredible initiative. Bringing together entrepreneurs within a region with this level of industry specialization is an important step in creating the concentration necessary for a thriving innovation engine.





## OUR BOARD

**CHAIRMAN | DAVID BARKSDALE** Managing Director, Alluvian Capital

**VICE CHAIRMAN | CATHY ISAACSON**  
Vice Chair, Middle East Investment Initiative

**LAUREN BAUM**  
Senior Marketing Director, Apartment List

**MARGARET SAER BEER**  
Marketing Consultant

**CHRISTIAN BROWN**  
Managing Director, NOLA Holdings LLC

**PATRICK COMER**  
Founder & CEO, Lucid

**SALLY FORMAN**  
Chief of Protocol, City of New Orleans

**SIG GREENEBAUM**  
Head of Global Live Events,  
Blizzard Entertainment

**TARA HERNANDEZ**  
President, JCH Properties

**BILL HINES**  
Managing Partner, Jones Walker

**CHRIS LAIBE**  
CEO, inFRONT

**MERRITT LANE**  
President and CEO, Canal Barge Company

**COOPER MANNING**  
Principal, AJ Capital Partner

**TI MARTIN**  
Co-proprietor, Commander's Palace

**JEN SCHNIDMAN**  
Founder, Kickboard

**ROBERT A. "BOBBY" SAVOIE, PhD**  
CEO, Geocent

**MATT SCHWARTZ**  
Principal, The Domain Companies

**MICHAEL SIEGEL**  
President, Corporate Realty

**ALLEN SQUARE**  
CEO, Square Button

**WARNER THOMAS**  
President and CEO, Ochsner Health System

**HANK TORBERT**  
President, Alta Max LLC

**MARIANNE VAN METER**  
Founder and Managing Director, Legacy Capital

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

**TIM WILLIAMSON**  
Co-Founder, The Idea Village

## OUR TEAM

**AUBREY ALLISON**  
Communications Manager

**COREY JAMES**  
Program Manager

**BRENNA KANE**  
Chief Operating Officer

**KYLE MURPHY**  
Business Development  
Coordinator

**JON ATKINSON**  
Chief Executive Officer

**ADAMA KAMARA**  
Programs and Promotions Associate

**LISA MCCAFFETY-SCOTT**  
Development Manager

**ELLA SWIMMER**  
Executive Assistant





# OUR SUPPORTERS

## THE FORTUNE 500

STEPHANIE & DAVID  
BARKSDALE



PATRICK  
COMER

COULTER FAMILY  
FOUNDATION



GOLDRING FAMILY  
FOUNDATION

CATHY & WALTER  
ISAACSON

JONES  
WALKER

JPMORGAN CHASE & Co.

Ochsner  
Health



## THE INDUSTRY LEADER

Bloomberg  
Philanthropies

DONALD T.  
BOLLINGER

EUGENIE & JOSEPH JONES  
FAMILY FOUNDATION

Laitram®

SALLY & JAY  
LAPEYRE

LATTER & BLUM

LEGACYCAPITAL  
INVESTMENT BANKERS

LUCID

PAN  
AMERICAN  
LIFE INSURANCE GROUP

MACHELLE & JOHN  
PAYNE

PHELPS DUNBAR



REGIONS

ROSAMARY  
FOUNDATION

STANDARD MORTGAGE  
CORPORATION

JENNY & ROBERT  
VORHOFF

## THE SCALEUP

ADVANO

ALLISON & JON  
ATKINSON

LAUREN  
BAUM

KEN & MARGARET  
BEER

CAROLE B. & KENNETH J.  
BOUDREAUX

EDGAR III & ASHLEY  
BRIGHT

JUSTIN  
DANGEL

SHAUN & FOSTER  
DUNCAN

EY  
Building a better  
working world

ALAN  
FRANCO

ELLA WEST FREEMAN  
FOUNDATION



LESLIE  
JACOBS

KABACOFF FAMILY  
FOUNDATION

KELLER FAMILY  
FOUNDATION

ELLY & MERRITT  
LANE

ELLEN & COOPER  
MANNING

NEW  
ORLEANS  
& COMPANY

WESLEY  
PALMISANO

PERKIN  
FUND

LESLIE & HUNTER  
PIERSON

CHRIS  
READE

LORI & BOBBY  
SAVOIE

AIMEE & MIKE  
SIEGEL

GARY N.  
SOLOMON SR.

SANDY  
VILLERE II

JENNY & TIM  
WILLIAMSON

EMILY & SCOTT  
WOLFE

GINNY WISE & KEVIN  
WILKINS

## SERIES A



PAGE  
LANSDALE



GUSTAF W. MCILHENNY  
FOUNDATION

## THE STARTUP



LINDA & NEIL  
BAUM

JOHN B.  
ELSTROTT, JR.



FINKE &  
MCMENEMON LLC

TARA  
HERNANDEZ

MAUREEN & WHIT  
HUGULEY



Kushner LaGraize, L.L.C.  
CERTIFIED PUBLIC ACCOUNTANTS AND CONSULTANTS

ADRIEN  
LANUSSE

JOHN. C  
MCNAMARA

JENNIFER  
MEDBERY

DEBRA & RICK  
REES

SUSCO

Symple





## REVENUE

|                                     |                    |
|-------------------------------------|--------------------|
| Foundations                         | \$280,198          |
| Individual                          | \$767,713          |
| Corporation                         | \$267,485          |
| Fees                                | \$8,768            |
| Other Income                        | \$51,619           |
| <b>TOTAL REVENUE FOR OPERATIONS</b> | <b>\$1,375,783</b> |

## OPERATING EXPENSES

|                               |                    |
|-------------------------------|--------------------|
| Core Programs                 | \$731,814          |
| G&A                           | \$256,171          |
| Development                   | \$97,931           |
| Marketing                     | \$68,651           |
| <b>TOTAL OPERATING BUDGET</b> | <b>\$1,154,567</b> |

**TOTAL NET INCOME**      **\$221,216**

## SOURCES

<sup>1</sup>Shieber, Jonathan. "New Orleans-Based Resilia Raises \$8 Million from Mucker Capital to Make Nonprofits More Efficient." TechCrunch, TechCrunch, 12 May 2020, <https://techcrunch.com/2020/05/12/new-orleans-based-resilia-raises-8-million-from-mucker-capital-to-make-nonprofits-more-efficient/>.

<sup>2</sup>"New Orleans Startup Resilia Named One of 20 Rising Stars as Part of Forbes' Cloud 100 List." Business Wire, 21 Sept. 2020, <https://www.businesswire.com/news/home/20200921005048/en/New-Orleans-Startup-Resilia-Named-One-of-20-Rising-Stars-as-Part-of-Forbes%E2%80%99-Cloud-100-List>.

<sup>3</sup>Azevedo, Mary Ann. "RentCheck Raises \$2.6M in Seed Funding to Help Renters Get Their Security Deposits Back." TechCrunch, TechCrunch, 9 Aug. 2021, <https://techcrunch.com/2021/08/09/rentcheck-raises-millions/>.

<sup>4</sup>"30 Entrepreneurs Selected for Female Founders First Programme by Barclays and Techstars." Techstars, 10 Nov. 2020, <https://www.techstars.com/newsroom/30-entrepreneurs-selected-for-female-founders-first-programme-by-barclays>.

<sup>5</sup>"SchoolMint Acquires Whetstone Education, Expanding Positive Classroom Capabilities." Business Wire, 7 Jan. 2021, <https://www.businesswire.com/news/home/20210107005063/en/SchoolMint-Acquires-Whetstone-Education-Expanding-Positive-Classroom-Capabilities>.

<sup>6</sup>Mcauley, Anthony. "New Orleans Tech Company TurboSquid Bought by Shutterstock for \$75m." NOLA.com, 26 Jan. 2021, [https://www.nola.com/news/business/article\\_444bfb32-600e-11eb-9900-f7e764e72d76.html](https://www.nola.com/news/business/article_444bfb32-600e-11eb-9900-f7e764e72d76.html).

## PHOTO CREDITS

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Sevetri Wilson headshot courtesy of Resilia

Rentcheck imagery courtesy of Bryce Ell Photography

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**THANK YOU**

