

TABLE OF CONTENTS

3	Letter from the CEO
4	Letter from Patrick Comer, The Chairman of the Board
5	Who We Are Our Values
6	2018-2019 Accomplishments & Updates
7	+ Celebrating 19 Years of Entrepreneurship
8	+ Diving into our Impact by the Numbers
9	+ Proud to be GAN
10	+ New Faces
11	+ The New NOEW
12	+ Accelerator Programs
16	+ IDEAINSTITUTE
17	+ IDEASessions
17	+ Community Content
18	Financials
19	Board
20	Team
20	Supporters

A LETTER FROM THE CEO

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,



JON ATKINSON
CEO, *The Idea 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**
who have gone through our accelerator
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:



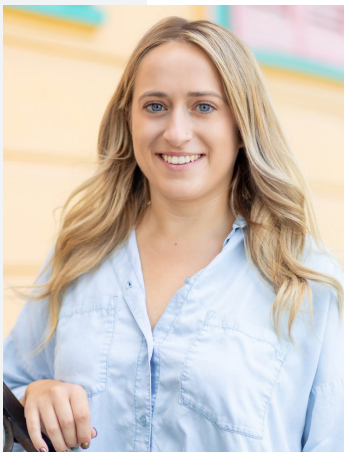
BRENNA KANE **CHIEF OPERATING OFFICER**

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.

NOEW IN YOUR NEIGHBORHOOD

30
PARTNERS

19
CITYWIDE EVENTS

08
NEIGHBORHOODS

NOEW SUMMIT

02
DAYS

133
SPEAKERS

62
SESSIONS

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.



SINCE GRADUATING IN MAY OF 2019 OUR LAST COHORT HAS...

CREATED
38
JOBS

RAISED
\$6.5M
IN FUNDING

ESTIMATED VALUE ADDED TO THE ECONOMY

40+
JOBS

OVER
\$4.37M

WITH SUPPORT FROM THE



* IDEAx 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>



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>



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://dontgetmadgetpaid.com>

GULF OFFSHORE RESEARCH INSTITUTE

Bringing More Life to the Gulf

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://gulfoffshorereseach.com/>



THANKS TO IDEAX, I AM NOW WELL-POSITIONED TO RAISE CAPITAL FOR MY START-UP."



The Idea Village, along with its sponsors like Shell GameChanger, is providing the city with the opportunities that have only been available to a select few in the traditional entrepreneurial cities / regions.

IT IS MAKING LARGE INVESTMENTS IN HUMAN CAPITAL IN THE FUTURE CAPABILITY OF THE CITY AND STATE."



IDEAx HELPED US IDENTIFY PATHS THAT WE DID NOT KNOW EXISTED."

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>



IDEAx PROVIDED US WITH THE RESOURCES, INTRODUCTIONS, AND EXPOSURE TO SIGNIFICANTLY MOVE OUR BUSINESS ALONG IN 6 MONTHS AND REACH OUR GOALS."



SAMPLECHAIN

SampleChain is a technology company in the market research (MR) space that helps enhance data quality and efficiency.

<https://www.samplechain.co>



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."



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>



(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.



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*

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



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*



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

IDEAsessions

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.

trepwise[™]

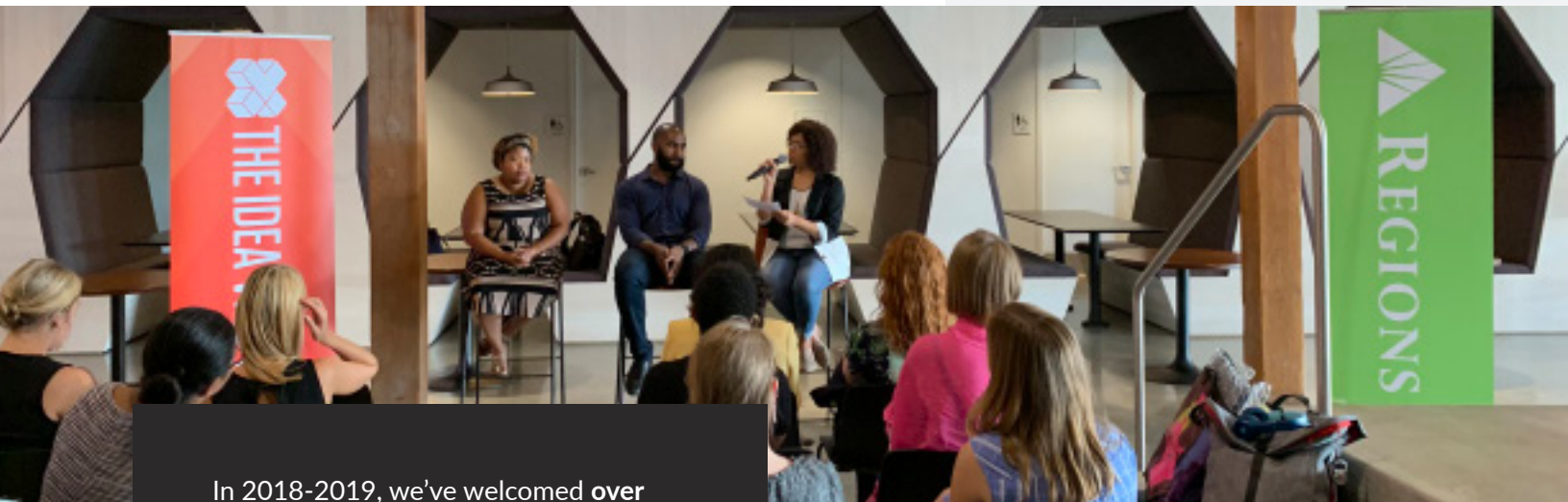
WITH SUPPORT FROM THE PERKINS FUND



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 IDEAsessions AND IT'S BEEN GREAT TO BE INVOLVED.

MATT CAMPBELL

Associate, Trepwise



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!

WITH SUPPORT FROM  **REGIONS**

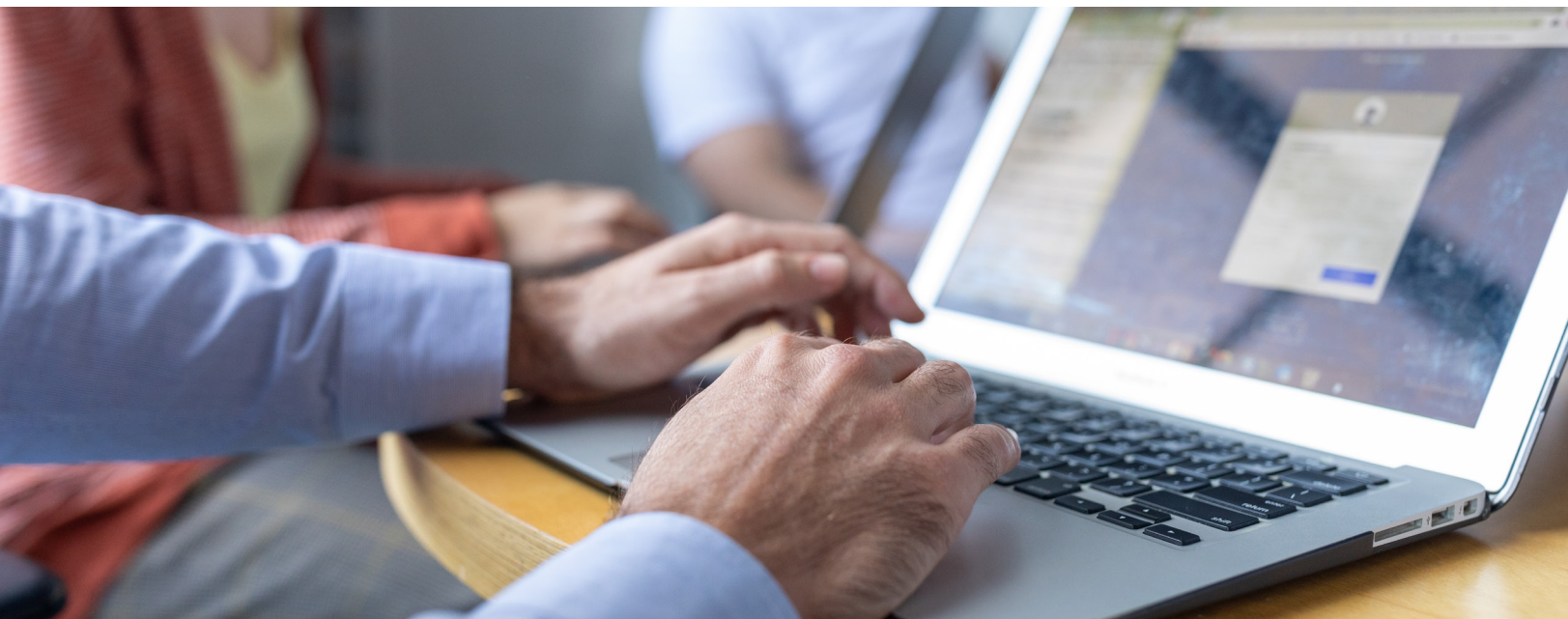
FINANCIALS

REVENUE

Foundations	\$215,500
Individual	\$299,685
Corporation	\$572,305
Fees	\$4,625
Other Income	\$170,910
TOTAL REVENUE FOR OPERATIONS	\$1,263,025

OPERATING EXPENSES

Core Programs	\$849,690
G&A	\$109,627
Development	\$137,089
Marketing	\$101,212
TOTAL OPERATING BUDGET	\$1,197,618



OUR BOARD

CHAIRMAN | PATRICK COMER Founder & CEO, Lucid

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. ROBERT VORHOFF

Managing Director, *Global Head of
Healthcare, General Atlantic*

TIM WILLIAMSON

Co-Founder, *The Idea Village*

OUR TEAM

JON ATKINSON
Chief Executive Officer

HAILEY KLEMENOK
Promotions and Programs Coordinator

BRENNA KANE
Chief Operating Officer

TAMRA OLIN
Development and Strategic Planning

OUR SUPPORTERS

STARTUP CIRCLE

BOYSIE
BOLLINGER

PATRICK
COMER

**COULTER FAMILY
FOUNDATION**



**JONES
WALKER**

JPMORGAN CHASE & Co.



CHANGEMAKERS



**PERKIN
FAMILY GRANT**

**EUGENIE & JOSEPH JONES
FAMILY FOUNDATION**



INNOVATORS

JACKIE & MIKE
BEZOS



SALLY & RON
FORMAN

ELLA WEST FREEMAN
FOUNDATION



**GOLDRING FAMILY
FOUNDATION**



CATHY & WALTER
ISAACSON

IBERIABANK

**KABACOFF FAMILY
FOUNDATION**

**KELLER FAMILY
FOUNDATION**

ELLY & MERRITT
LANE



**NEW ORLEANS
& COMPANY**

MACHELLE & JOHN
PAYNE

**PHELPS DUNBAR
LLP**



JENNY & ROBERT
VORHOFF

COLLABORATORS



ALLISON & JON
ATKINSON

**BARKSDALE
FAMILY FUND**

DAVID
BARKSDALE

NEIL & LINDA
BAUM



KEN & MARGARET
BEER

CAROLE & KENNETH BOUDREAU
FOUNDATION



CANAL **BARGE**

CORPORATE REALTY

CNA

DEAR WORLD

DIRKS companies

**DOMAIN
COMPANIES**

SHAUN & FOSTER
DUNCAN

**EO
Louisiana**



FINKE &
MCMENEMON LLC



SAMUEL
GIBERGA

**Goldman
Sachs**

inFRONT

iSeatz



KPMG

Kushner LaGrange, LLC
CERTIFIED PUBLIC ACCOUNTANTS AND CONSULTANTS

ADRIEN
LANUSSE

**TECA CAPITAL
INVESTMENT BANKERS**

Albert LePage Center for
Entrepreneurship & Innovation
FREEMAN SCHOOL OF BUSINESS

LOOKFAR
THE AI AGENTS MARKET

LOYOLA
UNIVERSITY
NEW ORLEANS

ELLEN & COOPER
MANNING

GUSTAF W. MCILHENNY
FOUNDATION



JENNY & TIM
WILLIAMSON



