



THE IDEA VILLAGE

IMPACT REPORT

FY22-23

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JULY 1, 2022 — JUNE 30, 2023

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LETTER FROM THE CEO

The close of the 2022–2023 fiscal year marks an exceptional moment for The Idea Village because **we’re starting to see the system work.**

Building startups and a robust local innovation pipeline is an innately replicable process. In my 5 years as CEO, The Idea Village has honed our methodology and series of strategic programs to Inspire, Start, and Scale successful startups. Together, we are building the infrastructure that supports local founders building venture-scale businesses from the point of inception through the first \$1M in capital raised.

This is important because our community is approaching a tipping point. Daniel Isenberg of the Babson Entrepreneurial Ecosystem Project quantifies the “tipping point” for startup communities as “one new high potential venture entering the (eco)system every year for every 50,000 to 150,000 of population.”¹ This means that to sustain success and create ‘stickiness’ in our overall startup community, the Greater New Orleans region – with a 2020 census population estimate of 1,271,845 – **must develop the infrastructure to cultivate and launch 10+ new high-potential ventures each year to reach the point of self-sustaining momentum.**

Since 2018, over 12,000 people have entered or engaged with the regional ecosystem through NOEW; IDEAInstitute has supported or educated 432 founders in taking their first step towards building an innovation-driven business; VILLAGEx has built a lifelong learning community of 66 companies still taking a shot at something big. This year’s VILLAGEx alumni alone have

gone on to raise \$97M in outside capital, creating 478 new high potential regional jobs.

Using Isenberg’s language, we define a “high-potential venture” as a startup with industry-leading potential that raises at least \$1M in venture backing. **Thus, building a system capable of increasing the number of companies each year that raise at least \$1M in outside capital has increasingly become our North Star.** Since 2018, we have supported 21 companies that have reached this milestone. We need to continue to accelerate this flywheel. While achieving this metric does not guarantee every company will be successful, it does mean that – on average – **our community will win.**

Today, we are focused on two key drivers of success: 1) systems thinking and 2) blending local passion with connected regional identity. By combining these objectives, we believe that we can develop the talent, customers, capital, and access to interesting problems that will set our community up for success over the long haul.

Now is the time to double down on the system that is working, so that we can close this gap while momentum is still building.

¹ Isenberg, Daniel. “The Entrepreneurship Ecosystem Strategy as a New Paradigm for Economic Policy: Principles for Cultivating Entrepreneurship.” Babson Entrepreneurship Ecosystem Project, 2011, pp. 9–10, www.innovationamerica.us/images/stories/2011/The-entrepreneurship-ecosystem-strategy-for-economic-growth-policy-20110620183915.pdf

JON ATKINSON
CEO,
THE IDEA VILLAGE



LETTER FROM THE CHAIRMAN OF THE BOARD



Since joining the Idea Village board in 2017, I have had a ringside seat to the development of successful startups in New Orleans and the surrounding region. Particularly since stepping into the role of Chair in July 2022, I have been impressed by the work of Jon Atkinson and his team at The Idea Village - in concert with other entrepreneurial thought leaders in the region - to unite the resources and efforts of the ecosystem to create a whole that is far stronger than the sum of its parts.

This holistic perspective has given us a much clearer view of the challenges in moving to the next phase. It is clear that right-size and right-stage capital has been a missing piece of our ecosystem for some time. That is why, **beginning in fiscal year 2024, I'm thrilled to see The Idea Village formally evolve into a funded accelerator** - while remaining committed to producing high-quality programming for the earliest of "idea"-stage to growth-stage, revenue-producing startups.

Through the newly formed "Momentum Fund," The Idea Village will be able to offer opportunities for investment to each company that completes the VILLAGEx accelerator program, meets pre-determined investment criteria, and agrees to the defined investment terms. The fund will be trigger-based, making investments based on the company's ability to attract outside capital with larger amounts allocated to top companies. Companies that have completed an accelerator program and

have access to investment capital have proven to be more successful than those that have one or the other. **The anticipated \$100 million of new investment capital being deployed by Momentum Fund and other investment funds in our region will be transformational to our broader economy, while providing unique opportunities for investors to participate in the gains.**

There has been no better time to invest in the proven system that The Idea Village has built to support venture-scale entrepreneurship in New Orleans and across the Gulf Coast. For more than 20 years, The Idea Village has been a **relentless** champion for founders, for the broader entrepreneurial ecosystem, and for the economic development spurred by homegrown industry-leading founders. Now is the time to double down on the type and scale of support that will propel The Idea Village into a sustainable new era of impact, influence, and sustainability - and position the region's entrepreneurial ecosystem for lasting future success.

I hope you'll join me in building the next stage of The Idea Village's journey and making a permanent impact on our city and region.

MARIANNE VAN METER
MANAGING PARTNER,
LEGACY CAPITAL INVESTMENT BANKERS

BOARD CHAIR,
THE IDEA VILLAGE

BUILDING A VENTURE ECOSYSTEM

THEORY OF VENTURE ECOSYSTEM DEVELOPMENT

A thriving venture ecosystem is not something that develops on its own; it is built with intentionality by founders, communities, and leaders just like yourself. While the people, support, and belief in the potential for a place to continually build game changing outcomes are critical components of success, there are also strategic areas of development that collectively build on each other and self-perpetuate venture ecosystem growth. Here are the four critical, interlocking areas that we at The Idea Village believe are critical for the development of a healthy and thriving venture ecosystem:

TALENT

There is no question that founders are the heartbeat of taking new ideas from the back of a napkin to billion dollar outcomes. “Founders First” is a core philosophy for The Idea Village for many reasons; however, it’s important to celebrate the full spectrum of talent that it takes to build industry-leading companies —from co-founders and other early-stage leadership, to software developers and other tech talent, to non-technical roles such as community managers and customer success providers, and numerous more.

By investing in the human capital that is the lifeblood of a growing startup ecosystem, we can see that talent is often recycled across multiple companies and continues to be the fertile ground from which new companies will rise and thrive. This is also why The Idea Village has invested resources in creating and maintaining an active job board that is updated regularly with open positions from our alumni companies, and why we are committed to partnering with others who directly support talent development.

CUSTOMERS

For early-stage companies, **a key element to scaling is having access to a critical mass of customers with shared addressable needs.** This is true whether customers are consumers or other businesses. At The Idea Village, we strive to ensure that our entrepreneurs are not only tapped into the Gulf South business ecosystem for customers but are also thinking about and ready to tap into national or global markets.

CAPITAL

Committed and courageous capital is essential to supporting a sustainable ecosystem that enables startups to test market theses, grow and iterate, and ultimately thrive. Capital is often thought of as the most critical type of support for creating an industry-changing company; while startups at different stages can

benefit greatly from a wide variety of resources (including mentorship, accelerators, and relevant professional services), capital is eventually necessary for companies to reach the next stage of growth. Thriving startup communities require a variety of venture funding mechanisms, from Angel to Series A, B, C, and beyond.

ACCESS TO INTERESTING PROBLEMS

Here in New Orleans and across the Gulf South, we have no shortage of access to interesting problems. But what locals experience as chronic pain points and daily frustrations, actually create an incredibly fertile ground for innovation and new thinking to thrive. The creativity of our region can be a huge asset towards harnessing vibrant entrepreneurial energy; however, we need strong partners across industry, corporate, government, and the social sector to set clear challenges for innovations and

problem statements for entrepreneurs to respond to. **Access to interesting problems is the raw material of consistently great ideas with the potential to generate meaningful market value.** Targeted problems with market-based solutions have the potential to engage unique collaboration across multiple types of stakeholders, pique the interest of new talent, and ultimately differentiate our region from global competitors.

VENTURE ECOSYSTEM GROWTH HIGHLIGHTS

Last year, we described the “flywheel” effect underway in our startup community, with over \$2.5 billion in exits in the 2021 calendar year alone. This year, we see that momentum continuing to build as we work towards the “tipping point” (see Letter from the CEO, page 5) of venture ecosystem sustainability. Through our own events and programs, we’ve seen remarkable milestones that signal an increase in entrepreneurial activity and innovation across the Gulf South:



NEW ORLEANS ENTREPRENEUR WEEK (NOEW) 2023

Our annual 6-day Innovation x culture festival, which is held in the heart of New Orleans, drew more than 4,100 registered entrepreneurs, business owners, industry leaders, and many others. This represents a 58% increase in registered attendees compared to last year. Even more exciting is that 55% of the NOEW 2023 attendees were first-time participants, representing a significant interest in the eight themes including climate tech, culture tech, health innovation, and more. NOEW continues to serve as a critical way to massively increase participation at the very top of the programs’ pipeline and bring new people into our venture ecosystem, in addition to connecting New Orleans’ business leadership to national and global trends.

IDEAInstitute REGIONAL EXPANSION

Supporting homegrown entrepreneurial companies across Louisiana and beyond remains a high priority for how we plan to continue expanding the pipeline of entrepreneurial talent across the region. This year marked a significant milestone for the IDEAInstitute early-stage accelerator: through strategic partnerships with organizations in the Northshore, Baton Rouge, and Bayou Region, the IDEAInstitute program successfully expanded its reach to 59 early-stage founders in these new geographic areas, bringing the total participation in the Spring and Fall cohorts to 171 founders (a 42% increase in ventures worked with from last year). Additionally, we saw an 81% increase in hours given during Coach Week, including 18 new coaches from these regional partners, to give dedicated guidance to early-stage entrepreneurs from across the region. This expansion is playing a pivotal role in cultivating a connected, regional venture ecosystem and bringing world-class startup training to aspiring entrepreneurs across the Gulf South.

IDEAfuel

In 2023, the IDEAfuel program doubled down on its commitment to creating a more equitable venture ecosystem for BIPOC (Black, Indigenous, People of Color) founders in the Gulf South. In only its second year of existence, IDEAfuel doubled the number of founders served, capital awarded, and representative mentors partnered with founders. With the generous support of The Regions Bank Foundation, Dell for Startups, and a dedicated village of mentors, 4 founders were awarded \$15,000 each of non-dilutive funding in addition to dedicated mentorship, essential business tools, and targeted programming.



VILLAGEx

VILLAGEx continues to grow in both its realized impact and ambition for the overall venture ecosystem, homegrown out of New Orleans and across the Gulf Coast. This year brought further clarity to the vision that the “north star” for the VILLAGEx program is to stay laser-focused on companies that aim to raise \$1M or more in venture capital. The 13 companies in the 2023 cohort to date have collectively raised over \$14M in capital. The launch of next year’s Momentum Fund will only serve to accelerate funding and scalable growth opportunities for both recent VILLAGEx alumni and those yet to come.

LONG-TERM VALUE, WEALTH CREATION, & THE ECOSYSTEM CYCLE

The lifecycle of a startup moves (not always directly) from inspiration to ideation to years of hard work and building.... and then finally, for the select few, to exit.

In these pages, you'll see The Idea Village alumni who have reached that game-changing milestone. As stated last year, FY21-22 was a major inflection point for the greater New Orleans region's startup community. We

are now seeing both talent and wealth being recycled back into the ecosystem and beginning to feel the tangible impacts of real momentum at play. It is critical that we continue investing in this system that is working to seed the continual creation of new startups with the potential to transform industries, while simultaneously paying it forward to the next generation's entrepreneurs of tomorrow.

ALL ALUMNI EXITS



CONGRATULATIONS TO MOST RECENTLY EXITED ALUM IN FY22-23:



\$1.7 BILLION

TOTAL ALUMNI EXIT VALUE

LIFETIME STATS* FOR ALL EXITED ALUMNI:

\$131 MILLION TOTAL CAPITAL RAISED

1,266 TOTAL JOBS CREATED

\$254 MILLION ANNUAL REVENUE

*As per last reported or most recent publicly available data.

"We participated in the Idea Village accelerator program in 2011-2012 right before we founded the company. As a young, first-time entrepreneur that experience was extremely valuable. The highlights of the program were the weekly meetings with experienced mentors as well as the excellent coaching and feedback on our pitch. The Idea Village helped hone these skills, which helped us down the road when we raised institutional and strategic venture capital on our way to an exit."

ALEX REED

CO-FOUNDER, PRESIDENT, & CEO OF FLUENCE ANALYTICS

YEAR IN REVIEW

TOTAL VILLAGEx OUTCOMES

Since the beginning of VILLAGEx in FY18-19, the **66** companies that have officially gone through a VILLAGEx program (but not yet exited) have collectively*...

RAISED **\$97+ MILLION** IN CAPITAL

CREATED **478** DIRECT JOBS

GENERATED **\$38+ MILLION** IN ANNUAL REVENUE



**Based on survey collection and publicly available information of active alumni; these numbers represent our best estimation of core metrics from startups who have gone through our later-stage programs and have not yet exited.*

TOTAL IDEA VILLAGEx HISTORY: 23 YEARS

OF ENTREPRENEURS SERVED: **18,435**

OF MENTOR HOURS PROVIDED: **97,256**

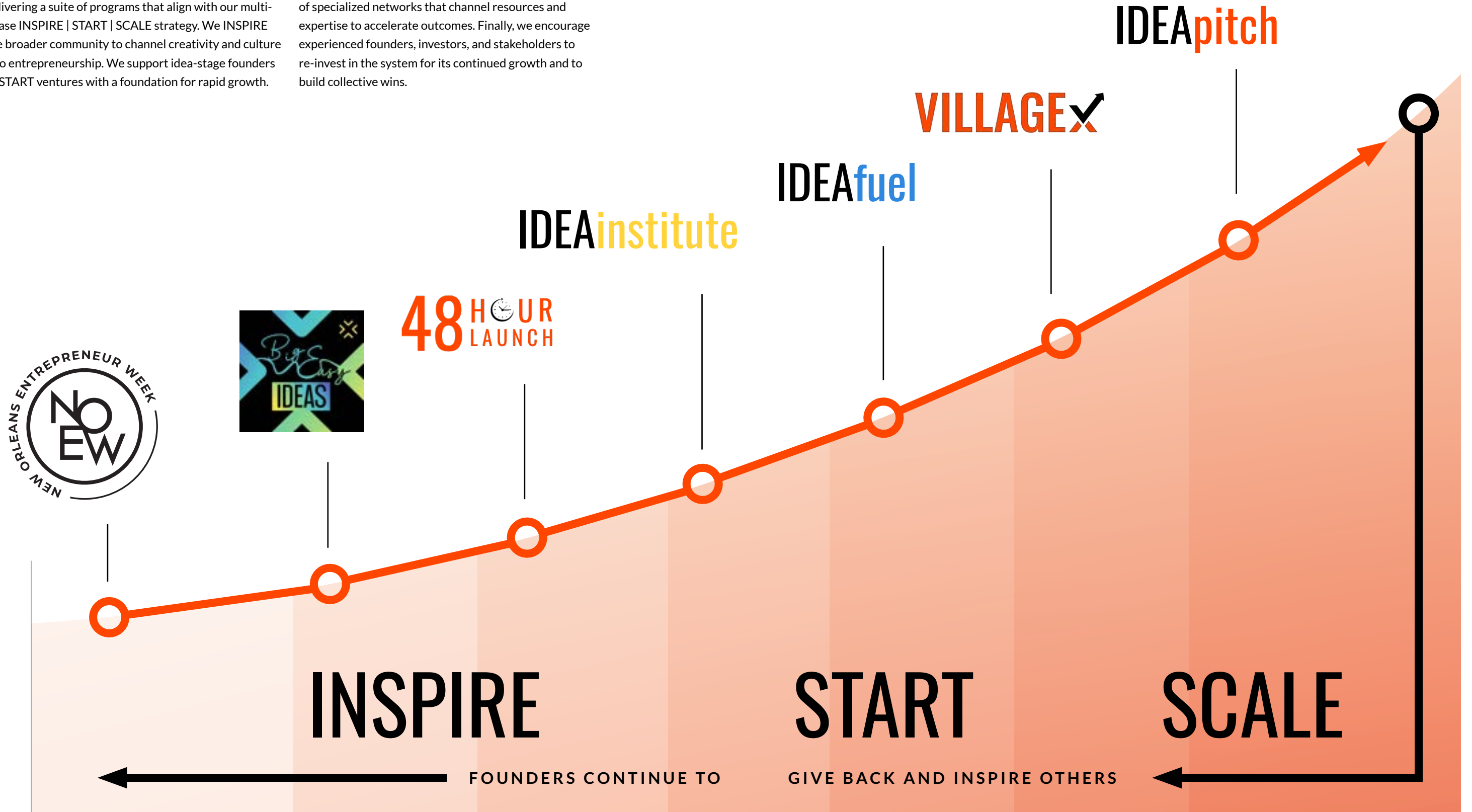
TOTAL RESOURCES PROVIDED: **\$33.5M**



THE IDEA VILLAGE PROGRAMS PIPELINE

The Idea Village cultivates a robust startup pipeline by delivering a suite of programs that align with our multi-phase INSPIRE | START | SCALE strategy. We INSPIRE the broader community to channel creativity and culture into entrepreneurship. We support idea-stage founders to START ventures with a foundation for rapid growth.

And we help ventures SCALE by harnessing the power of specialized networks that channel resources and expertise to accelerate outcomes. Finally, we encourage experienced founders, investors, and stakeholders to re-invest in the system for its continued growth and to build collective wins.



NEW ORLEANS ENTREPRENEUR WEEK (NOEW)

INSPIRE



6 DAYS

20 VENUES

70 SESSIONS

210 SPEAKERS

4,100+ REGISTRANTS

58% INCREASE FROM NOEW 2022

2,700+ TOTAL ATTENDEES

79% INCREASE FROM NOEW 2022



PRESENTED BY JPMORGAN CHASE & CO.

“HOW DO YOU ENCOURAGE MORE INNOVATION IN LOUISIANA? DO MORE OF THIS.”

— GOVERNOR JOHN BEL EDWARDS



CHECK OUT THE NOEW 2023 WRAP VIDEO AND WRAP DECK:



New Orleans Entrepreneur Week (NOEW) celebrated a fantastic 12th year, highlighting our entrepreneurial community’s ability to connect and lead at the intersection of innovation and culture. NOEW is a core part of how The Idea Village cultivates inspirational capital across the city, fills the “top of the accelerator funnel” for the entrepreneurial-minded and entrepreneur-curious, and showcases New Orleans’ leadership across startups, industry-leading businesses, and high-growth ventures.

Thanks to NOEW 2023 Title Sponsor - JPMorgan Chase & Co. - we saw tremendous growth across audience size, content generated, and activation opportunities. 55% of the NOEW 2023 audience was attending for the first time, and on average our audience spent 2-3 days with us across the week. This year, we were able to create the first-ever NOEW Fest – exploring a new “after hours” format that intentionally connected New Orleans’ vibrant music scene with the entrepreneurial community.

NOEW has always served as an annual convening point for the local entrepreneurial ecosystem, while attracting major speakers, investors, and partners from across the region and beyond. Through our partnership-driven NOEW in Your Neighborhood series, 20 community organizations hosted 19 aligned events at 17 venues across the Greater New Orleans Region, on everything from Web 3 to raising capital to stormwater management and more. This year also featured unique activation opportunities, such as an “EATrepreneurs Hall” and an “Innovation Marketplace,” that together showcased 21 entrepreneurs across multiple venues, directly selling their goods and pitching their businesses throughout the event.

NOEW continues to evolve in ways that serve New Orleans’ rapidly expanding entrepreneurial ecosystem, and we look forward to seeing where the community takes this event over time. Finally, a huge thank you to all of the sponsors and partners who made NOEW 2023 possible!



NEW ORLEANS ENTREPRENEUR WEEK (NOEW)

8 NOEW 2023 THEMES:

- CULTURE TECH
- CLIMATE TECH
- HEALTH INNOVATION
- ENTREPRENEURS
- STARTUPS FOR IMPACT
- INVESTING IN INNOVATION
- FUTURE OF LOCAL BUSINESS
- SAASY ENTREPRENEURS



“NOEW is a really high quality event that supports and connects New Orleans’ entrepreneurial ecosystem. It’s an invaluable resource that encourages entrepreneurial activity and growth in significant, tangible ways. I absolutely love this event and come every year. Thank you for this important contribution to our city!”

— NOEW 2023 ATTENDEE

“NOEW remains the gold standard for entrepreneurs and aspiring entrepreneurs who want to maximize their potential and success. Amazing speakers, informative sessions, invaluable networking and incredible entrepreneurial energy, with pitch competitions that can change the trajectory of entrepreneurial endeavors. Thank you, Idea Village!”

— NOEW 2023 ATTENDEE



SCALE

IDEApitch

Bomb Ass Fro, iCAN Technologies, and Glass Half Full are the three 2023 VILLAGEx startups that were selected as finalists for IDEApitch – The Idea Village’s highly competitive startup showcase that offers select VILLAGEx companies a premier platform to publicly launch their startup and take part in the renowned New Orleans’ pitch competition.



CONGRATULATIONS TO THE IDEAPITCH 2023 WINNER: GLASS HALF FULL!



INSPIRE

BIG EASY IDEAS

This year, we took a major step forward in leveraging the thought leadership content created annually by NOEW, into an evergreen platform for anyone to listen to year-round. By creating an accessible media product out of our signature live event, we are now able to make thought leadership content available from anywhere, increasing The Idea Village's reach and supporting our long-term objectives of program scalability, regional pipeline growth, and national/global connectivity for our startups.

The Big Easy Ideas podcast focuses on all things related to startups, innovation, entrepreneurship, technology, and culture. Tune in to hear from a diverse range of successful business leaders, startup founders, investors, culture bearers....and more! Big Easy Ideas features a host of industry-specific expertise, from climate tech, to Web3, to CPG - and aims to inspire founders at all stages across New Orleans, the Gulf Coast, and beyond.

Since launching in November 2022, Big Easy Ideas has already received over 2,000 total listens across 22 episodes. Season announcements for Big Easy Ideas go out to the nearly 20,000 subscribers across The Idea Village's core email list, and each episode is promoted to the 41,000+ followers across The Idea Village and NOEW's combined social channels.



LISTEN NOW:



Rise of the Rest New Orleans & Beyond
WITH STEVE CASE AND WALTER ISAACSON



Climate Leadership in Louisiana
WITH GOVERNOR JOHN BEL EDWARDS,
WALTER ISAACSON, AND STEVE CASE

START

IDEAinstitute

In this year's IDEAinstitute program, over 170 diverse founders from across the region participated in the IDEAinstitute curriculum to learn how to scale their early-stage ideas into game-changing companies. During both the Fall 2022 and Spring 2023 cohorts, participants learned the Lean Startup Methodology, sought advice from respected business and startup coaches, networked with like-

minded founders, and got connected to best-in-class resources to help transform their ideas into scalable ventures. As the culmination of each cohort's program, founders were given the opportunity to apply to pitch their startups at Pitch Night. Selected founders had the chance to compete for top prize to help further support their venture.

IDEAinstitute FY22-23 STATS:

171 FOUNDERS

152 COMPANIES

42% INCREASE IN BUSINESSES SERVED FROM FY 21-22

54% FIRST-TIME ENTREPRENEURS



CULTIVATING EARLY-STAGE VENTURE IDEAS BEYOND PARISH LINES

As a mission-oriented organization, we are committed to expanding the scope of founders we work with to scale their startup ideas. This year marked a major milestone for us to partner with leading regional organizations in the Northshore, Thibodaux, and Baton Rouge to grow access and support for entrepreneurs across Louisiana through a network of local satellite programs. Founders across the region now have the opportunity to take part in world-class startup training and learn the fundamentals of growing an idea into a scalable business, while also connecting locally with mentors, peers, and resources to support their entrepreneurial journey.

60 founders took part in a regional place-based cohort and participated in the full IDEAinstitute curriculum through a hybrid format to learn the core curriculum and network with peers. Local entrepreneurs also receive direct coaching and mentorship through local advisors, curated by regional partners, who provide access to custom local resources for business growth.



SPECIAL SHOUTOUT AND THANK YOU TO DELL FOR STARTUPS, WHO WAS A SPONSOR AT THIS YEAR'S PITCH NIGHT AND GIFTED DELL TECHNOLOGY TO SELECT MEMBERS OF OUR VILLAGE!

PITCH NIGHT WINNERS:



The Move
FALL 2022 WINNER
 FOUNDER: HASHIM WALTERS

The Move is an app that aims to disrupt the party/"going out" culture forever. The Move connects individuals to events in their respective areas and ensures they never miss a critical social event.



MommyFluent
SPRING 2023 WINNER
 FOUNDER: SHAY CLAIBORNE

MommyFluent is a NOLA-based online toy store for infants and toddlers that strengthens a parent's bond with their infants & toddlers through play and helps improve children's learning skills by offering a variety of open-ended, non-electric, and age-appropriate toy brands.

TO DATE, REGIONAL IDEAinstitute COHORTS HAVE SUPPORTED:

36 FOUNDERS ON THE NORTHSHORE

11 FOUNDERS IN THE BAYOU REGION

13 FOUNDERS IN BATON ROUGE





IDEAinstitute LIFETIME METRICS

IDEAinstitute is rapidly building the pipeline of scalable startups.

SINCE ITS INCEPTION IN FY18-19, IDEAinstitute HAS SUPPORTED:

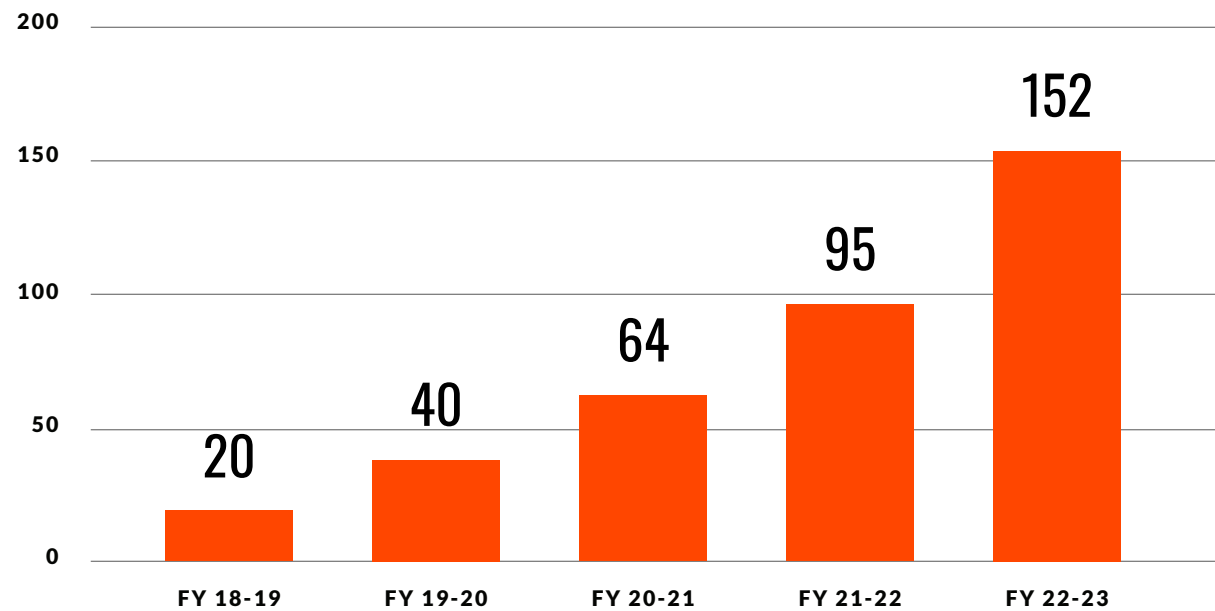
432 IDEA-STAGE FOUNDERS

55.3% IDENTIFY AS BIPOC

52.1% IDENTIFY AS WOMEN OR NON-BINARY

371 COMPANIES

IDEAinstitute TOTAL COMPANIES



IDEAinstitute ALUMNI SUCCESS: \$50K+ RAISED OR LATER-STAGE ACCELERATOR

Success for IDEAinstitute is measured in total founders who go through the program, diversity of those founders, and the number of companies that go on to hit a post-program metric that is a strong indicator of future success. The Idea Village defines this for a growing, idea-stage company to be raising \$50k or more in seed capital or acceptance into a later-stage accelerator program.*

** Later-stage program could be through The Idea Village or another comparable accelerator.*

CONGRATULATIONS TO THE FOLLOWING IDEAinstitute ALUMNI WHO HAVE REACHED THIS CRITICAL MILESTONE:

- | | | |
|----------------------------------------|----------------------|-------------------------------|
| BEA'S BAYOU SKINCARE | MS RIZE, LLC | SPOT2NITE |
| BEHR HEALTH SYSTEMS | NESTOR | STEM ECOSYSTEM DATABASE (MVP) |
| DAWN AUDIO | PORT LOOKOUT | STEM LIBRARY LAB (STARTUP) |
| ENJOY CERES (FORMERLY CEREAL LLC) | RCOAST | THE MEETERY |
| GNOMIC (FORMERLY ACCELERANT EDUCATION) | REVOLUTIONARY HEARTS | THE MISSISSIPPI COMPANY |
| HOT SEATS (FORMERLY ANYTIME GAME) | RX INTERACTIVE | WAKE UP AND READ THE LABELS |
| KMBOOBIES | SAFEPUSH | WONDERWINDOW |



START

IDEAfuel

This year, we proudly welcomed four founders into IDEAfuel, doubling the cohort size compared to last year! Launched in 2022, IDEAfuel is an accelerator program designed specifically for Black, Indigenous, and other People of Color (BIPOC) who are building startups in the Gulf South region. Presented by Regions Foundation, with additional support from JPMorgan Chase & Co and Dell for Startups, this program offers founders across SaaS and CPG industries the opportunity to connect with mentors, learn from their cohort members, and receive non-dilutive funding to support their growth. The aim is to prepare them to build for scale and be ready to raise a seed round of investment capital.

Across a highly competitive pool, the IDEAfuel 2023 cohort – RIZE, KMboobies, Port Lookout, and bEHR Health Systems – were chosen across a strong pool of applicants. Each company was paired with a dedicated mentor throughout the 12-week program and granted \$15,000 to support their company's growth.

You can read more about these founders by heading to ideavillage.org/ideafuel.











THANK YOU TO OUR 2023 IDEAfuel SPONSORS



JPMORGAN CHASE & Co.



2023 IDEAfuel COMPANIES

<p>RIZE</p> 	<p>KMBOOBIES</p> 	<p>PORT LOOKOUT</p> 	<p>BEHR HEALTH SYSTEMS</p> 
			
<p>SOFIA VISCUSO Founder and CEO</p>	<p>KAELIN BASS Founder and CEO</p>	<p>SRINEE BAJAJ Founder and CEO</p>	<p>KWAME TERRA Founder and CEO</p>

VILLAGE

Over the course of just four months, 13 growth-stage startups from across the Gulf South formed the VILLAGEx 2023 cohort, where they focused on accelerating their companies rapidly and positioning their startups for future growth. The founders selected for this cohort are solving unique challenges with innovative tech solutions and business models within industries such as Climate Tech, Financial Innovation, Consumer Packaged Goods (CPG), B2B Market Technology, and others.

Throughout the accelerator, all VILLAGEx founders had access to foundational workshops and curated programming across marketing, legal, finance, fundraising, and other vital areas to help strengthen the business' growth. Each startup also received custom guidance and one-on-one mentorship from highly specialized Entrepreneurs-in-Residence (EIRs) and Investors-in-Residence (IIRs), in addition to having the opportunity to build strong and meaningful relationships with the entire pool of Idea Village mentors.



"I've been blessed to be a part of three Idea Village programs, including the inaugural IDEAfuel grant and mentorship program. I've seen first-hand how The Idea Village team adapts fast and builds programs that meet specific needs they have the guts not to ignore. I think every soul that works there works so hard and with such kindness. VILLAGEx further demonstrated the reach that our local startup hub has. I met with so many unique advisors and really learned the "meat and potatoes" of raising money.

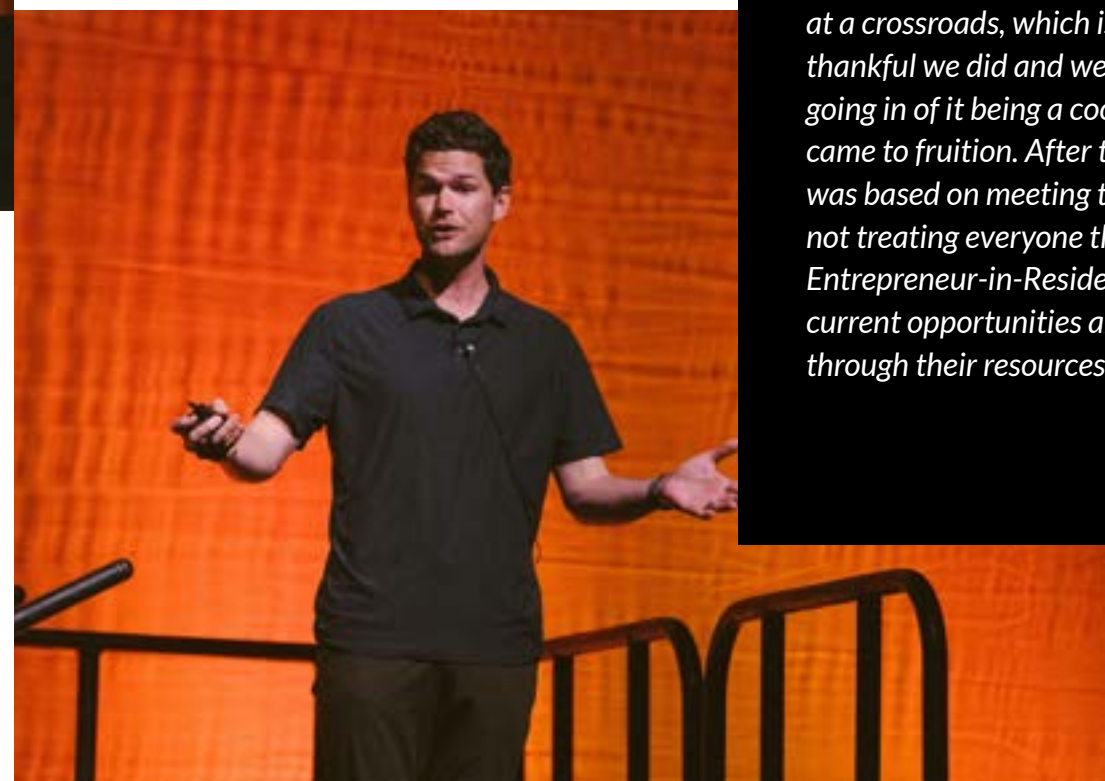
I made changes to my business plans with my newfound info and even had access to legal time in the accelerator to put the new plans in place...I could really go on and on about all of the key introductions that have come from VILLAGEx, including one that secured my first investor commitment. [The Idea Village's] dedication to seeing their alumni succeed is real and not fluff. I really appreciate them and I'm grateful for being 'leveled-up' in VILLAGEx. "

Arielle Brown
CEO & Founder, Bea's Bayou

SCALE

"The Idea Village has been extremely valuable to my company. From the staff to the mentor network, the connections I have made have gotten me further in the past 4 months than I would have imagined. I'm grateful to have been selected for the accelerator and I HIGHLY recommend it if you're serious about scaling your company."

Sydni Raymond
Founder & CEO, Bomb Ass Fro



"I was a bit skeptical coming in given our company was a little more mature than most involved. However, we were at a crossroads, which is why we decided to apply. And so thankful we did and were included. The concerns I had going in of it being a cookie cutter type program never came to fruition. After the kickoff event, the structure was based on meeting the company where they were and not treating everyone the same. The Idea Village & [our Entrepreneur-in-Residence] took a deep dive into our current opportunities and gave us a path to discovery through their resources and channels."

Andrew Warmath
CEO, Carmigo

VILLAGEx 2023 STATS



PROGRAM METRICS:

NET PROMOTER SCORE: 71 / 100

PROGRAM VALUE: 9.5 / 10

FUTURE ENGAGEMENT:

DESIRE TO MENTOR: 100%

DESIRE FOR ALUMNI: 100%

81

ACTIVE JOBS CREATED

CAPITAL RAISED

\$14.7+
MILLION

\$5.4+
MILLION

IN ANNUAL REVENUE

DEMO DAY:

Over 200 community members, business leaders, investors, and more joined us for the culmination of VILLAGEx 2023 at Demo Day. Held on May 11th, 2023 at the Civic Theater, founders pitched live on stage to commemorate their growth through the accelerator and set the scene for what's to come.

To watch a 4-minute pitch from any of the VILLAGEx 2023 companies, visit ideavillage.org/demoday2023 or scan this QR Code!



2023 COMPANIES



BEA'S BAYOU

Bea's Bayou Skincare is a cosmetic company bridging the gap between probiotics and herbs to bring scalp relief for the eczema community.



CARMIGO

Carmigo is an online vehicle marketplace connecting sellers and dealers in the easiest way possible.



CERES

At Ceres, we empower sustainable snacking. We are the first cereal brand that provides our consumers with 20 grams of protein and 0 grams of sugar.



BOMB ASS FRO

Bomb Ass Fro is a natural hair care company with non toxic hair products for the perfect wash and go hair style.



GLASS HALF FULL

Glass Half Full recycles glass into sand and gravel for coastal restoration, disaster relief, construction, and more.



GENOMIC EDUCATION

Gnostic is a career bootcamp to help people with a computer science foundation land their first job as a software developer.



ICAN

iCAN Technologies is a full life cycle Talent Management and Talent Development solution for your team.



JURISDEED

JurisDeed is a software platform digitally delivering real-time legal intelligence enabling real estate professionals to buy, sell, or satisfy legal requirements with distressed real estate nationwide.



KUBANDA CRYOTHERAPY

Kubanda Cryotherapy is bringing the first minimally invasive tumor treatment to pets. Kubanda Cryotherapy can be used in cosmetic bumps, palliation, debulking, and tumors and offers faster healing than surgery, chemo, or radiation.



OS BENEFITS

OS BENEFITS is a marketplace for independent hospitality businesses to support their teams with affordably priced preventative care, crisis insurance, and lifestyle services.



RCOAST

RCOAST is a climate-tech intelligence company that measures and predicts optimal mitigation strategies for eroding coastlines.



THE SAFETY POUCH

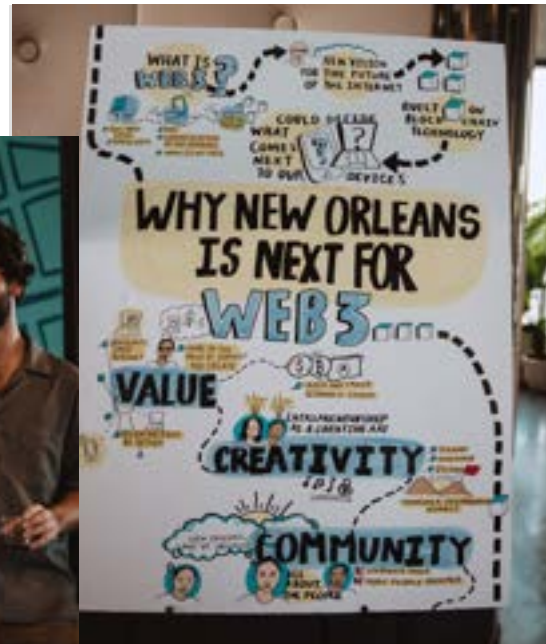
The Safety Pouch mission is to create safer and more efficient traffic stops.



WAKE UP & READ THE LABEL

Wake Up is a clean eating hub empowering people to feel good.

BUILDING THE PIPELINE



#WEB3 48 HOUR LAUNCH

To create a strong pipeline of Web3 companies, cultivate New Orleans-based Culture Tech entrepreneurs, and encourage the ideation of new Web3-enabled products and businesses, The Idea Village hosted the first #WEB3 48 Hour Launch on September 9th - 11th, 2022.

The #WEB3 48 Hour Launch was an intensive weekend where individuals joined cross-functional teams and worked under the clock to develop viable Web3-enabled products or businesses. Over a single weekend, teams were formed, market tested and validated their idea, and presented their findings to an audience of Web3 enthusiasts in New Orleans' entrepreneurial ecosystem.

48 Hour Launches are critical formats for giving people a "taste" of entrepreneurship and seeding resources to ignite a sense of what's possible and what it takes to run a scalable company.

Learn more about the #WEB3 48 Hour Launch and The Idea Village's Culture Tech strategy by heading to ideavillage.org/culturetech-web3



MAYOR'S FUTURE TECH CHALLENGE

Through generous support from the Wisner Foundation, we were able to facilitate the first-ever Mayor's Future Tech Challenge to help catalyze a new era in the city's cultural economy. The competition's initial design focused on creating better 'on-ramps' for Web3 and support greater access to future-oriented technology for under-resourced demographics within the artist and creator community.

The first awards were distributed through a pitch competition at New Orleans Entrepreneur Week (NOEW) 2023, in which five teams competed for a grand prize and two runners-up, based on innovative ideas and businesses that are rooted in New Orleans around frontier technologies such as Web3, Augmented Reality (AR), and Artificial Intelligence (AI).

The winning team - founded by Kisha Mavryck Richardson - was awarded \$25,000 to further her startup. Additionally, David Darragh from Team Gleason and Tony Zanders from LibNFT, each won \$10,000 to support their growth.

We look forward to running a similar competition in 2024, and continuing to foster the creative technologists, business-minded artists, and forward-thinking entrepreneurs who will build and scale future technologies to connect the New Orleans' cultural economy with global opportunities.



BUILDERS BACKERS BREWS

Builders Backers Brews is an important programming format that cultivates pipeline and invites people to spend an evening in a collaborative and entrepreneurial mindset, while engaging with critical problems that need to be solved. In October 2022, in partnership with Scale New Orleans, we organized our first Climate Tech-themed Builders Backers Brews and attracted over 40 participants from diverse backgrounds, including engineers, practitioners, and researchers with deep experience in energy, environment, and other climate-related fields.

Over the course of the evening, participants went through a mini-challenge related to solving for the "dead

zone" in the Gulf of Mexico, an area that - due to runoff from fertilizers and other pollutants - has below-to-no oxygen that is drastically impacting marine species and the Gulf's ecosystem.

After an evening of forming teams and ideating solutions, each team presented to the larger group. This targeted call for innovation was matched with a federal funding opportunity, should the teams want to go further in solving a real-world climate challenge with an entrepreneurial solution. This single evening event was a dynamic way to further connect the local and regional community who are passionate about using innovation and technology to help the Gulf South region become more resilient to climate challenges.

PARTNERED PROGRAMS



IDEAfellows

In partnership with Loyola University New Orleans' College of Business, the IDEAfellows program paired four MBA students with startups in the VILLAGEx 2023 cohort. Throughout 4 months, these students had the opportunity to grow their professional portfolio of work and earn a small stipend by working alongside startup founders to advance specific projects centered around market research, competitive analysis, and/or customer discovery. In addition to providing direct support to startups, the IDEAfellows program helps connect emerging talent to the local venture pipeline.

IDEAcorns

The IDEAcorns MBA Consulting Challenge, presented by Dr. Bobby and Lori Kent Savoie, is an immersive event created by The Idea Village and presented by Loyola University New Orleans that gives MBA students from across the country the opportunity to apply their knowledge and skills to advance small and/or early-stage New Orleans companies with a minimum of \$250,000 in revenue and a desire to develop a robust "scale-up" strategy.



WORK IN TECH

Throughout FY22-23, The Idea Village partnered with the community-driven "Work in Tech" networking event to provide promotional, logistical, and financial support for this quarterly convening of the New Orleans tech community. Aimed at fostering a more connected startup hub, this event connected working professionals across existing tech startups from the Greater New Orleans area as well as people interested in starting a career in tech. The Work in Tech event continues to grow organically, and plays an important role in the talent cultivation that is a critical pillar of our venture ecosystem.

HBCU INTERNSHIP PROGRAM

For the third consecutive year, The Idea Village partnered with Greater New Orleans Inc. to kick-off a 10-week HBCU Startup Internship program for rising juniors and senior students from historically Black colleges and universities across the area. This year, six students from Dillard University, Southern University at New Orleans, and Xavier University of Louisiana committed to summer internships with New Orleans-based startups. The Idea Village hosted three packed days of customized programming at the beginning of their internship to lay the groundwork for greater awareness of the startup ecosystem and help prepare them for a successful professional experience in our startup community. The goal of this program is to increase the inclusiveness of our venture ecosystem, provide pathways for HBCU students into startups, and provide real time experience to foster entrepreneurial ideation and development.

FRESH MINT FEST

The Idea Village was an early and committed partner in developing the first-ever Fresh Mint Fest in October 2022, New Orleans' only Web3 immersive street festival. Our collaboration included hosting a panel featuring targeted business leaders from around the Greater New Orleans region to discuss the possibilities for Web3 to have a major impact on New Orleans' businesses and the greater economy. The Idea Village continues to support ways for Web3 to advance a more decentralized and democratic internet, and the broader field of "Culture Tech" that is reshaping how consumers and creators of culture interact.





MEET THE HUMANS

THE IDEA VILLAGE'S ANNUAL DINNER

The Idea Village's Annual Dinner brings together board members, mentors, VILLAGEx founders, and donors for an evening of connections and celebration. Thanks to the generosity and ongoing support of Ti Martin, this dinner is held at the award-winning and historic Commander's Palace restaurant.

In May 2023, for the first time The Idea Village presented awards to highlight members of our Village who each embody one of The Idea Village's core values and who go above and beyond to help our venture ecosystem thrive.

THE INAUGURAL VILLAGE AWARDS WENT TO:

WIN WITHOUT EGO AWARD: SOUMITRA SENGUPTA

VILLAGE MINDSET AWARD: CHRISTA COTTON

VILLAGE MINDSET AWARD: LYDIA WINKLER

OPT-IN AWARD: STEVE BACHMANN

CELEBRATING RESOURCEFULNESS AWARD: DAVID DART

FUTURE-ORIENTED AWARD: DAVID BARKSDALE

LOVE OF NEW ORLEANS AWARD: TIM WILLIAMSON



THE IDEA VILLAGE DONOR BOARD | FY22-23



THANK YOU TO ALL OF OUR GENEROUS DONORS AND SUPPORTERS WHO MAKE THIS WORK POSSIBLE.

THE FORTUNE 500



THE INDUSTRY LEADER



THE SCALEUP



THE SERIES A



THE STARTUP





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THE IDEA VILLAGE TEAM

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Chief Executive Officer

VALERIA ALI
Strategic Marketing Associate

MEGAN BALCH
Program Director

JESSICA BELAND
Manager of Operations

RHENITA BRADE
Program Manager

LIZ MAXWELL
Director of Community and Communications

LISA MCCAFFETY-SCOTT
Director of Development

SEAN MULLIGAN
Program and Events Coordinator

DINO PATERNOSTRO
Policy Consultant

NAOMI SCHEINMAN
Program Specialist

FINANCIALS

*AT TIME OF PRINTING, THESE NUMBERS HAVE NOT UNDERGONE A FINAL AUDIT AND ARE SUBJECT TO CHANGE.

REVENUES

NOEW	\$357,999
VILLAGEX	\$683,823
IDEAINSTITUTE + PIPELINE PROGRAMS	\$543,380
GENERAL GIVING	\$263,008
PROGRAM FEES	\$53,873
OTHER	\$53,047
TOTAL	\$1,955,130

EXPENSES

CORE ACTIVITIES	\$1,490,921
DEVELOPMENT	\$265,784
GENERAL & ADMINISTRATIVE	\$315,480
TOTAL	\$2,072,185

PHOTO CREDITS

Shout out to our creative contractors who partner with The Idea Village year-round to capture our work across programming, events, and more.

SCARLET RAVEN PHOTOGRAPHY
@SCARLETRAVENN



THE IDEA  VILLAGE

WWW.IDEAVILLAGE.ORG