

THE IDEA VILLAGE



2021-2022

ANNUAL IMPACT REPORT

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LETTER FROM THE CEO



The Idea Village is an exceptional community, committed to the support of startups and the vitality of a place we choose to call home. As a non-profit accelerator, The Idea Village is one of a few unique organizations around the country to have achieved the level of consistent success in supporting startups that we have been fortunate to achieve over the last 20 years.

In the last two years alone, we have seen proof that: 1) “the model works,” and that supported startups can sow the seeds of new economic vitality with \$1.7 billion in new wealth realized by The Idea Village alumni in the last fiscal year. We have also seen proof that: 2) our work is “accelerating the flywheel,” by serving 21 companies whose average outcomes include \$850k in capital raised and an average of 7 employees per company¹. This represents nearly double the national average for both for profit and non-profit accelerators². Combined with a “perfect” 100 Net Promoter Score from the VILLAGEx 2022 cohort, it demonstrates that what our community comes together to do is truly leading on a global level.

With an estimated cost per job created of \$3,900 and 30x expected two-year return on philanthropic capital, the non-profit accelerator is one of the most efficient ways to invest in economic vitality.

This year, we synthesized a new “Inspire. Start. Scale.” strategy, relentlessly focused on building the startup pipeline and expanding the region’s startup community. From deepening community ties and developing *inspirational* capital at New Orleans Entrepreneur Week (NOEW), to giving founders the tools and confidence to *start* through programs like IDEAinstitute and IDEAfuel, and then creating opportunities to *scale* through VILLAGEx and industry-focused initiatives to reach outcomes like the ones stated above, The Idea Village applies a holistic approach to the development of venture scale companies.

These exceptional outcomes are enabled by an unwavering commitment to putting founders first and afforded by the incredible generosity of our committed donors who believe in our ability to build world-class programs, companies, and outcomes.

Looking ahead, The Idea Village’s next phase of success will come from shifting our focus to regional growth and organizational sustainability. Our Inspire | Start | Scale strategy can be replicated by both cultivating strong, locally-rooted industry identities and connecting a growing number of innovation initiatives across the region. The growth of The Idea Village as a regional

¹Average outcomes are measured per startup served, based on progress within 12 months of program completion (in alignment with national and global standards).

²GAN 2021 Infographic: <https://www.gan.co/data/2021-accelerator-data-infographic/>, 10/11/22; 2021 and 2022 VILLAGEx alumni companies have raised over \$17.8 million in capital, creating over 154 active jobs and generating over \$7.6 million in annual revenue.



brand and the development of New Orleans as a go-to place for specific types of industry-leading startups will only strengthen our regional ecosystem and cement New Orleans' place on the map as the Gulf South's premier innovation hub.

In parallel with this, we must institutionalize this infrastructure for the long-term. The Idea Village needs a business model that can be sustained across generations of companies, for decades to come. A great startup is focused on the horizon and relentlessly committed to their long-term growth and success. The work of supporting startups deserves no less than adopting that same perspective, and I look forward to charting a new path towards The Idea Village's long-term sustainability with you.

Thank you for being part of our Village.

A handwritten signature in black ink, appearing to read 'Jon Atkinson'. The signature is fluid and cursive, with a prominent 'J' and 'A'.

JON ATKINSON

CEO, *The Idea Village*

LETTER FROM THE CHAIRMAN OF THE BOARD



It has been an honor to Chair The Idea Village's Board of Directors these past two years, and I am so proud of the work that is reflected in this Impact Report. Thanks to a generous community of donors and a talented staff and mentor network, The Idea Village continues to deliver high-quality programs that are tailor made for our unique startup ecosystem.

The diverse set of entrepreneurs participating in these programs value the support they receive, and they are making incredible progress in building their businesses. The 2022 VILLAGEEx cohort gave the accelerator its strongest reviews ever (100 Net Promoter Score) and those entrepreneurs have already raised more than \$8.4 million in capital since Demo Day in May '22. This performance is on par with the most reputable accelerator programs in the country and is a true asset for our city and region. None of this happens without the talented and dedicated team at The Idea Village, supported by an incredible board and an army of hardworking volunteer mentors.

We'll mark the 2021-22 cycle as the years that the New Orleans startup ecosystem went from promise to reality. With exits led by Lucid, Levelset, Kickboard and several other Idea Village graduates, New Orleans startups broke the scales of what we thought was possible in our region. And it is incredible to see those same teams reinvesting proceeds from liquidity events back into the next generation. Most notably, the \$750,000 in investment prizes that were distributed at IDEApitch and backed by Scott Wolfe, Patrick Comer, and other local entrepreneurs and startup champions shows what it means to "pay-it-forward".

Companies that have participated in The Idea Village's programs have generated over \$500 million in capital raised and 3,671 jobs. Your commitments of time, talent, and philanthropic dollars are producing meaningful results for our region. I hope you will continue to join us in helping to identify, support, and retain our region's most talented entrepreneurs.

Best,

A handwritten signature in black ink, appearing to read "David Barksdale".

DAVID BARKSDALE

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



2021 THE YEAR OF EXITS

Over the course of the 2021 calendar year, the greater New Orleans startup community generated over **\$2.5 billion** of realized value through a record-breaking series of acquisitions.

After 20 years of investment, brazen dedication, relentlessness, and a ton of hard work – New Orleans has proven that it is a place where startups can thrive. This is the culmination of dedicated vision and decades of focused work by thousands of people who shared a common belief and came together to build something that did not exist before. With new momentum and now tangible proof points to show that “you can build it here” – the flywheel is officially turning! Today’s trailblazers are paving the way for New Orleans entrepreneurs to continue building on that success, for the next 20 years and beyond.

7 OF THE 11 EXITED COMPANIES IN 2021 ARE ACTIVE ALUMNI, INVOLVED IN THE BOARD, OR HAVE LEADERSHIP ROLES AFFILIATED WITH THE IDEA VILLAGE



NEW ORLEANS' FIRST UNICORN! LUCID EXITS FOR

\$ 1.1B



THE FLYWHEEL IS OFFICIALLY TURNING!

FOUNDERS AND INVESTORS FROM THE FIRST WAVE PAY IT FORWARD



\$750,000 IDEApitch

Paying It Forward: Exited Founders, Early Investors, and Startup Stakeholders Continue the Flywheel Momentum by Doubling Down on IDEApitch

The founders of Lucid and Levelset, two alumni of The Idea Village whose companies sold for a combined \$1.6 billion in 2021, came together with local investors and long-standing local startup champions to pledge \$750,000 of investment capital to The Idea Village's annual IDEApitch competition.

"This commitment is about both 'adding a 0' to what startups and founders can expect in New Orleans and demonstrating that investing in New Orleans is a good investment."



PATRICK COMER

Chairman of the Board of CINT Group;
Founder & Former-CEO of Lucid

The Idea Village Capital Group was inspired by the remarkable series of New Orleans based startup exits in 2021 to “double down” on re-seeding the entrepreneurial ecosystem with well prepared, well capitalized rising stars.

The three IDEApitch 2022 finalists drawn from New Orleans and the surrounding region were Jamm Around, a network management platform for music creators, Cluey Consumer, a data-driven platform that empowers socially conscious consumers, and Iconic Moments, an NFT marketplace for museums and other cultural institutions. The founders of these three high-potential startups gave compelling pitches to a full house at the Ace Hotel during New Orleans Entrepreneur Week (NOEW) on March 25th, 2022. This year, ALL THREE competitors at IDEApitch were awarded investment prizes, with the first-place startup winning \$400,000 and the two runner ups receiving \$175,000 each. The grand prize was awarded to Jamm Around, founded by New Orleans natives Brent Craig, Donovan Williams, and Marlon Butler.

The investors who came together to create The Idea Village Capital Group include: Patrick Comer, Scott Wolfe, Gayle Benson, Cathy and Walter Isaacson, Amith Nagarajan, Michael Gollner and Faith Savage, and Dr. John Ellstrot. Comer and Wolfe are both IDEApitch alumni who helped launch their respective companies from the IDEApitch stage.

“This is an investment, not just in the next generation of companies themselves, but in scaling the infrastructure to support them and making it more sustainable.”



SCOTT WOLFE

Founder of Levelset



FY21/22 YEAR IN REVIEW
MEASURING OUR IMPACT OVER

22 YEARS

**SUPPORTING
ENTREPRENEURS**



16,366

ENTREPRENEURS
SERVED

3,671

PEOPLE CURRENTLY EMPLOYED
BY IDEA VILLAGE ALUMNI

\$500.1M

CAPITAL DOLLARS RAISED
BY IDEA VILLAGE ALUMNI

\$507M+*

TOTAL ANNUAL REVENUE
BY IDEA VILLAGE ALUMNI

298

LATER-STAGE COMPANIES
HAVE GONE THROUGH OUR
ACCELERATOR PROGRAM

96,083

MENTOR HOURS
PROVIDED

\$33.2M

IN RESOURCES
PROVIDED

“The Idea Village changed my life, period. They gave me everything I needed to succeed, and also showed me how to best utilize the skills and tools I already had. I learned so much in such a short time and I am forever thankful to the organization and staff.”



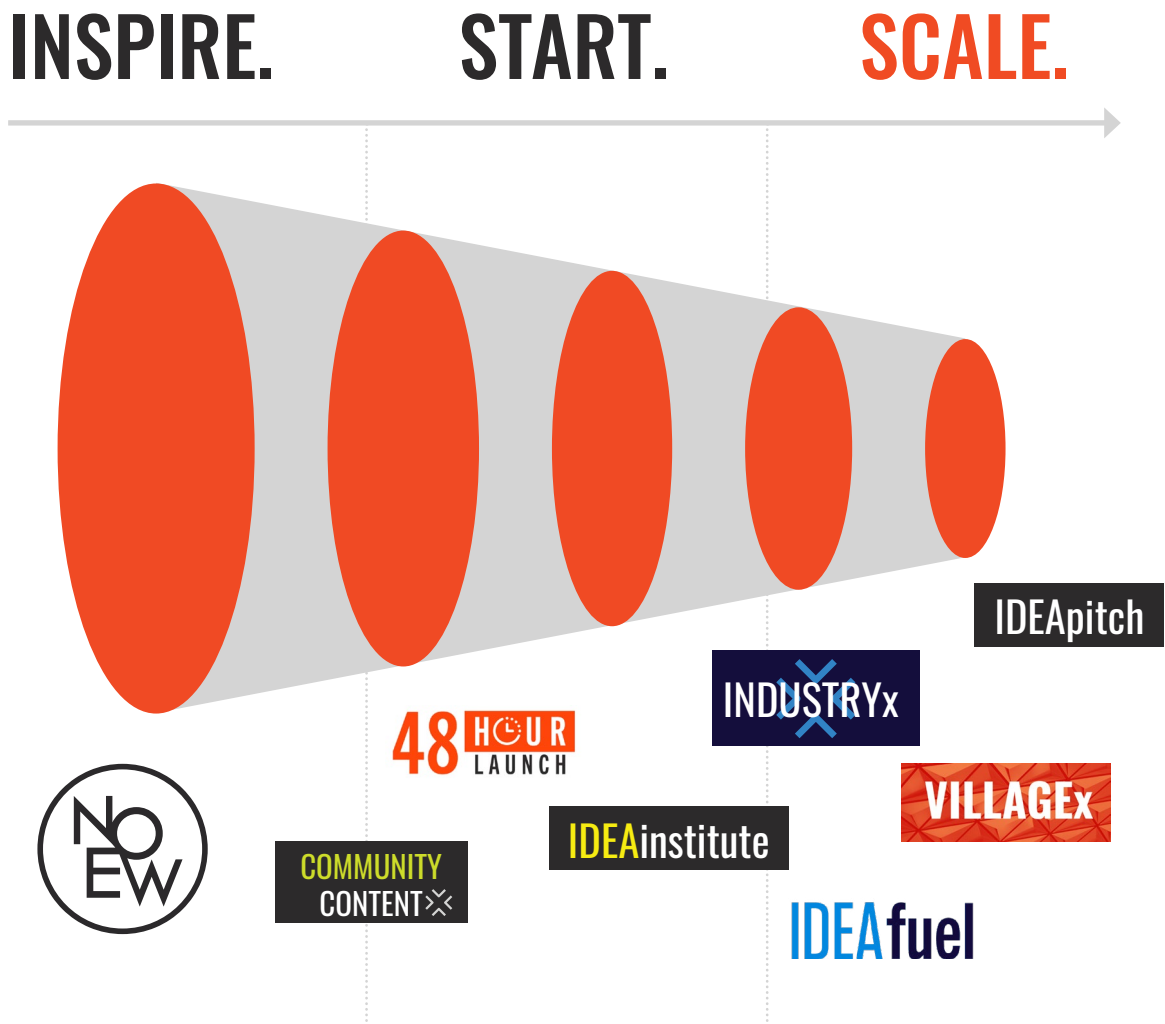
DONOVAN WILLIAMS

JammAround
VILLAGEx 2022 Founder

+ THE IDEA VILLAGE STRATEGY & PROGRAMS FUNNEL: INSPIRE. START. SCALE.

The Idea Village is a New Orleans-based nonprofit accelerator supporting high-growth, tech-enabled startups.

We do so by running a suite of programs that INSPIRE the broader community to channel creativity and culture into entrepreneurship. We support early-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.





+ VILLAGE_x

Our VILLAGE_x 2022 cohort was comprised of twelve startups who are leading in diverse industries such as Web3, conscious consumerism, finance, manufacturing, and 3D printing. Each Southeast Louisiana company is tackling problems with innovative tech solutions and business models that have the potential to scale and become world-class, industry-leading businesses.

During our 4-month flagship accelerator, selected founders were provided with curated programming and foundational workshops across marketing, legal, finance, fundraising, and other core areas to help strengthen their businesses' development. Additionally, The Idea Village developed custom structures for founders to build strong and meaningful relationships with our highly specialized network of mentors, EIRs (Entrepreneurs-in-Residence), and IIRs (Investors-in-Residence) – all designed to give founders the tools necessary to advance

their company's journey from seed-stage to high-growth startup.

Founders participated in a range of tailored programming from January to May to further develop their ventures, including a cohort kickoff, legal consulting services, mentor mania, advisory board development, capital

831

MENTOR OR SERVICE HOURS PROVIDED
TO VILLAGE_x 2022 FOUNDERS

\$215K

VALUE OF RESOURCES PROVIDED
TO VILLAGE_x 2022 FOUNDERS



SUMMARY STATS: VILLAGEX 2022 COHORT

70+

ACTIVE JOBS
CREATED

\$8.4M+

RAISED
IN CAPITAL

\$3.96M*

GENERATED IN
ANNUAL REVENUE

overview, and a culminating Demo Day. They also had opportunities to schedule 1:1 pitch coaching, attend multiple networking events, and speak or pitch on stage at New Orleans Entrepreneur Week (NOEW) 2022.

Upon the founders completing VILLAGEx, each participant filled out an end-of-program survey. With 100% participation, VILLAGEx 2022 received an unprecedented 100 / 100 Net Promoter Score – the highest possible rating and greatest compliment to our program, indicating that every single one of our VILLAGEx 2022 founders would 100% recommend the VILLAGEx accelerator program to another startup at a similar stage.

“I don’t think that I could put a price tag on the impact that the VILLAGEx program has had on our company’s success and trajectory. If I had to choose between all of the support, connections, coaching, and guidance I received throughout this accelerator and an extremely large check, I definitely would have picked and benefited more from all of the resources provided through VILLAGEx than any amount of money.”

100 /100

NET PROMOTER SCORE



CLAIRE SMITH

Co-founder and CEO of KIDKRED
VILLAGEx 2022 Founder

**Two statistics in this report have been updated since original time of printing; total revenue by VILLAGEx 2022 companies (p.14) and total revenue by all Idea Village alumni companies (p.11) were updated in May 2023 to reflect greater accuracy.*



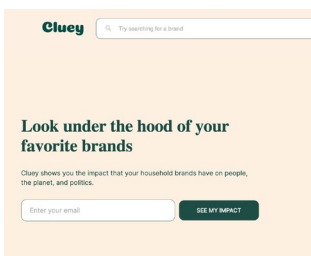
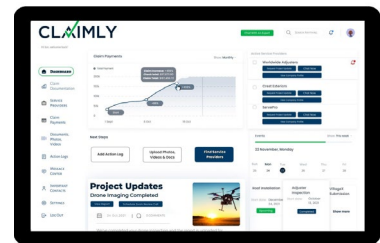
// VILLAGEx 2022 COMPANIES



Brewsy is moving to become the dominant leader in the digital hobbyspace market. After over 3 million glasses of wine made across North America with their flagship winemaking product, they're rapidly expanding their digital hobby & community model to other at-home fermented foods & drinks. Learn more at www.getbrewsy.com



Claimly is an insurance claims management platform for anyone who has ever suffered property damage. With handy timelines and step-by-step guides, Claimly provides unbiased information that helps customers to get fair results. Learn more at www.getclaimly.com



Cluey Consumer empowers consumers to make a greater impact through their everyday purchases. Cluey's searchable database showcases thousands of brands' social, environmental, and political impacts so that consumers can buy products that are more in line with their values. Learn more at www.clueyconsumer.com

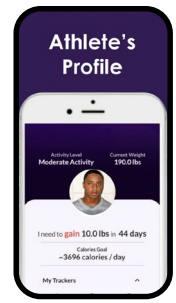


DAWn Audio is a web-based application that allows musicians and audio artists anywhere in the world to co-create in real time. Not a new Digital Audio Workstation, but a bridge between all. Learn more at www.dawn-audio.com





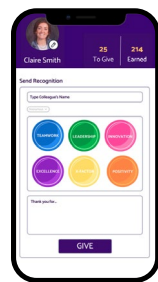
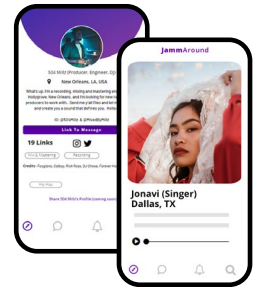
MySportsDietitian makes the Eat2Win Nutrition App, a solution for improving an athlete’s performance, body composition and overall health through a food first approach. Learn more at www.mysportsd.com



Iconic Moments is the first NFT marketplace for the 450,000 museums & cultural institutions globally. Learn more at www.iconicmoments.co



The JammAround app provides a social platform for artists to meet, collaborate, share, and find music services. Learn more at www.jammaround.com



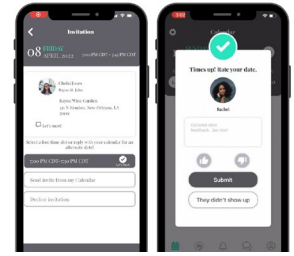
KidKred is a peer-to-peer recognition and rewards platform that helps schools make sure their teachers are actively appreciated, visibly valued, and meaningfully motivated. Learn more at www.kidkred.com



Muse Engine is providing rapid manufacturing services using their proprietary injection printing technology. Injection printing is an adapted injection molding process using a reconfigurable mold that merges 3D printing methodology with the speed and production quality of injection molding, ultimately providing the ability to manufacture small-batch productions and prototypes in minutes. Learn more at www.museengine.com



The Meetery is putting “dating” back in dating apps and disrupting the industry by solving the problem of inefficient dating app experiences for over 12 million millennials. With a commitment to safety, The Meetery focuses on users meeting face to face to make real connections with their “one drink” first date approach. Learn more at www.themeetery.co



Reimagine Fund

Reimagine Fund is creating technology that democratizes access to tax equity investments, aiming to address inequity by changing what real estate projects get financing and how. Learn more at www.reimaginefund1.com



WRSTBND

WRSTBND uses technology to streamline every operational aspect of an event. From access control and cashless payments to robust custom solutions – WRSTBND’s powerful event tech ecosystem connects the dots on every single detail. Learn more at www.wrstbnd.com



// DEMO DAY

On May 4th, 2022, the VILLAGEx 2022 cohort culminated at Demo Day. This event allowed each founder to pitch their company in 4 minutes or less to an audience of over 200 people. The crowd included investors, local business owners, fellow entrepreneurs, and ecosystem supporters. Each founder demonstrated their company’s growth to date and potential for future success on stage, in a uniquely New Orleans venue along the banks of the Mississippi River!



+ IDEAfellows

New Initiative: Pairing MBA Students with VILLAGEx Direct Needs

This year, we piloted a new program to provide additional support to the VILLAGEx cohort: IDEAfellows, a direct service fellowship that pairs graduate students from Loyola University New Orleans' MBA program to work directly with tech-enabled startups in the current VILLAGEx accelerator cohort. After a competitive recruitment process, moderated by senior staff from both The Idea Village and Loyola's Center for Entrepreneurship and Community Development, select fellows are given a portfolio of current VILLAGEx companies to

work with for the duration of the cohort. Similar to IDEAcorns, a previous Loyola and Idea Village partnership to develop MBA consulting skills, fellows are assigned to scope a problem, validate a solution, and give the entrepreneur a plan that can have real-world results and impact.

Funded by the Selley Foundation, the paid IDEAfellows had a successful first year. We look forward to continuing this partnership that benefits students, founders, and the entrepreneurial community as a whole.

THE IDEA <X> VILLAGE CLASS OF 2022 IDeAfellows



ANDREA ALARCON



ALEJANDRA BEDOYA



KEVIN MOLINA



MANUELA NAVARRETE



MALIKA TAYLOR

“This was a great experience for me! I got to see what a potential career in consulting would look like, immerse myself more in the entrepreneurship environment of New Orleans, make great connections, and apply my knowledge to real-world problems. It also pushed me to explore my own entrepreneurial spirit.”



ANDREA ALARCON

IDeAfellow 2022

IDEAinstitute

LAUNCHING THE LEAN STARTUP

IDEAinstitute is rapidly growing! In the Fall of 2021 and Spring of 2022, we graduated a total of 102 talented entrepreneurs from across the city of New Orleans, including a significant number of diverse founders across race and gender, with broad representation from around the country with participants from more than a dozen states outside of Louisiana. Each founder attended classes virtually for ten weeks and received industry-leading programming on topics such as ideation, customer discovery, validation, business model development, market sizing, and pitch crafting. At the end of each cohort, select founders had the opportunity to pitch in-person at a culminating live event: Pitch Night.

“The reading and study materials felt like they were handcrafted to combat the problems that we were facing in real time. Sharing ideas with fellow young entrepreneurs also helped me develop new perspectives on many areas of business and human interaction.”



IDEAinstitute
FALL 2021 PARTICIPANT

In total, since 2019, The Idea Village’s IDEAinstitute idea-stage accelerator has provided 261 early-stage founders with tools, resources, and connections to help them turn their ideas into scalable ventures.

This year increased the number of participants in each cohort, while also increasing the amount of scholarships awarded and the age and racial diversity of the cohort.

102

TOTAL FOUNDERS, FALL 2021
& SPRING 2022 COHORTS

68%

FOUNDERS IDENTIFY AS
PEOPLE OF COLOR (POC)

49%

FOUNDERS IDENTIFY AS
FEMALE OR NON-BINARY

51

SCHOLARSHIPS
DISTRIBUTED





// PITCH NIGHT

We commemorated this year's two graduating IDEAINSTITUTE cohorts with our mini-Demo Day style event, Pitch Night. Multiple IDEAINSTITUTE founders pitched their startup in front of a panel of judges for a \$1,000 investment prize that is intended to help founders further grow their business to the next stage.

At this in-person event, graduating founders had the opportunity to connect more deeply with their fellow cohort members, local business leaders, startup experts, and ecosystem partners.

WINNERS OF THE PITCH NIGHTS

MEMORYZ

FALL 2021

An app that provides mental health support for burned-out caregivers.

RCOAST

SPRING 2022

A smart mitigation technology that helps to protect eroding coastlines.

A huge thank you to our sponsors who help make IDEAINSTITUTE possible.



ZEMURRAY
FOUNDATION





IDEAfuel

SUPPORTED BY  AT&T

The IDEAfuel program launched in 2021 to bridge the gap for underrepresented founders looking to start scalable technology-enabled businesses.

According to a recent article in Harvard Business Review¹, less than 1% of venture capital funded startup founders identify as Black, with similarly dispiriting percentages going to women and other minority groups. Since high-growth startups are responsible for most net new job creation in the U.S. and are a major source of wealth creation, economic development, and community development, this represents a significant missed opportunity.

The Idea Village saw a way to work towards closing this gap by providing seed funding and sustained mentorship to select aspiring BIPOC founders and diverse founding teams, with the goal of building a new generation of BIPOC-led, high-growth, tech-enabled businesses who have the potential to meaningfully impact New Orleans. Funded by AT&T, the pilot IDEAfuel cohort was announced at New Orleans Entrepreneur Week 2022 by Mayor LaToya Cantrell, and presented to founders Arielle Brown and Eddie Davis.



Arielle Brown is the founder of Bea's Bayou Skincare, a herbal, probiotic scalp care brand that is growing and bringing together a community of people with problematic eczema-prone scalp and skin.



Eddie Davis is the founder of Top Prospect: an NFT marketplace that allows young athletes, artists, professionals, and their organizations to fundraise and gain exposure.

¹Norman, James. "A VC's Guide to Investing in Black Founders." Harvard Business Review, 19 June 2020, <https://hbr.org/2020/06/a-vcs-guide-to-investing-in-black-founders>.

+ PUBLIC PARTNERSHIPS HELP GROW & CELEBRATE THE ECOSYSTEM

// THE EDA “BUILD TO SCALE” GRANT AWARD

AN INVESTMENT IN NEW ORLEANS AS A HUB FOR INNOVATION

The Idea Village is honored to have been awarded a \$500,000 grant from the Economic Development Administration (EDA)’s Build to Scale program to further the mission of making New Orleans not only a vibrant startup ecosystem within itself, but as a hub of innovation for the region. Our “Gear Shifting to Scale” project, funded by the EDA, will help New Orleans’ proven and fast-growing role as a center of innovation to convert existing momentum into long-term,

sustainable velocity. Through investing in founder support and connectivity, diversifying sources of early-stage startup capital, and intentionally developing local talent, the project will help to create a 21st century tech hub, grounded in startups that are additive, regenerative, and equitable. We thank the EDA for believing in the potential of our city and region and investing in its growth!

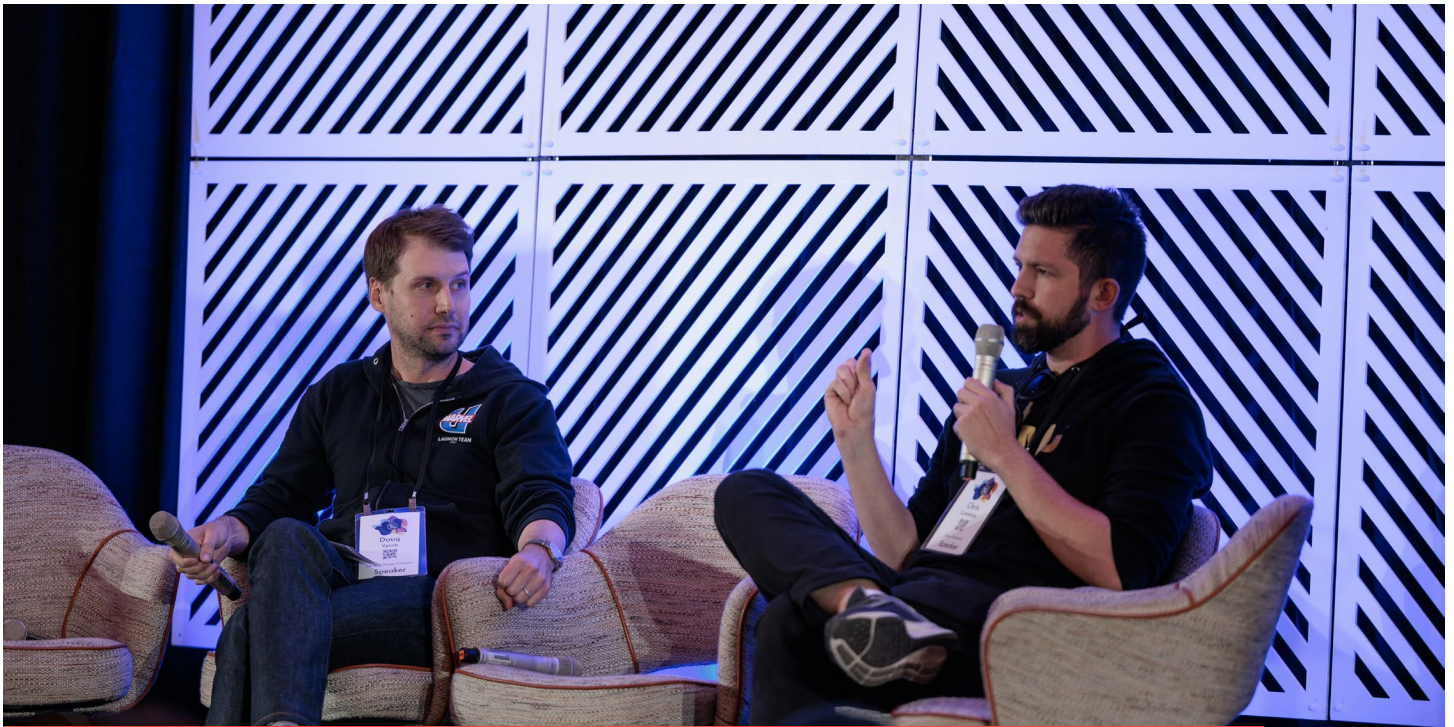
// STARTUP SECOND LINE

The 2021 holiday season was brightened by the Mayor’s “Startup Second Line” in December! This public event, hosted by the City of New Orleans in partnership with The Idea Village, celebrated the major milestones for our community represented by the 2021 exits and the growing health of the city’s diverse entrepreneurial ecosystem as a whole. VILLAGEx and IDEAINSTITUTE companies came out in full force with their flags and swag, and a festive time was had by all on the steps of the historic Gallier Hall. After Mayor Cantrell’s remarks, the brass band kicked off a vibrant second line that wove throughout the CBD and culminated in an after party at the Ace Hotel.



*Laissez Les
Bon Temps Rouler!*





WHAT IS WEB3, & WHY SHOULD NEW ORLEANS CARE?



+ WEB3 SUMMIT

The Idea Village is committed to cultivating the Web3 entrepreneurial community, as blockchain technology has the promise to be one of the most disruptive innovations of our time. In January 2022, we kicked off this initiative with a dedicated summit.

With 284 registered attendees and strong partners, including Gilded, NOLAvate Black, and Revelry, we were able to produce a half-day event that convened artists, entrepreneurs, and aligned community members to build our collective knowledge around what Web3 really is and the potential that it holds.

Web3, a new era of digital connectivity enabled by blockchains and defined by decentralization, can transform existing industries ranging from finance to digital art and more. The emergence of Web3 is especially promising for creatives, artists, and entrepreneurs, as they have new ways of building community, generating value, and distributing ownership.

With all of its culture, creativity, and entrepreneurial spirit, New Orleans faces a pressing question: How can the community's artists, entrepreneurs, musicians, and creatives participate in and help define this new wave of innovation?



+HBCU INTERNSHIP 2.0

For the second year in a row, in collaboration with GNO Inc., The Idea Village kicked off the 10-week HBCU summer internship for 12 students from multiple HBCU universities in the Greater New Orleans region. As part of the kick-off, each student had the chance to step outside the classroom and into the startup ecosystem to learn what building a high-growth venture looks like, open pathways for long-term career opportunities, and inspire students to build a company of their own in New Orleans! The kick-off included a curated series of panels, workshops, and networking opportunities, including our first-ever “startup tour” for students. All 12 students visited the offices of Levelset and El Guapo Bitters, which gave them a chance to ask questions or seek professional advice from senior leadership across different positions. Our kick-off helped lay the groundwork for these students to prepare them for the next ten weeks of their internship with leading local startups.



+GROWING THE JOB BOARD

Part of The Idea Village’s mission is to retain and attract top talent to the city of New Orleans. In the fall of 2021, we launched The Idea Village’s job board to showcase the exciting and growing number of career opportunities available from The Idea Village’s alumni companies. Our constantly updating job board offers everyone from recent graduates to working professionals a consolidated place to apply for open positions at our region’s top startups. Diverse roles from finance to marketing, engineering, development, customer success, and more are available, offering entry-, mid-, and senior-level roles inside the tech industry.



OUR JOB BOARD SHOWCASED OVER 750 JOBS TO DATE FROM STARTUP COMPANIES THAT HAVE GRADUATED FROM AN IDEA VILLAGE PROGRAM.

Visit jobs.ideavillage.org to view current open positions.



2022



New Orleans Entrepreneur Week (NOEW) 2022 made its in-person comeback, celebrating 11 years of convening the city’s entrepreneurial ecosystem, after being canceled in 2020 and hosted virtually in 2021. At this year’s week-long event, we celebrated our city’s thriving innovation, technology, and cultural communities by showcasing each arena and the intersection of all three.

NOEW 2022 explored six industry-leading themes, with a special spotlight on areas where the Gulf South has a unique opportunity to lead in emerging industries such as Culture Tech and Climate Tech.

Through both thought leadership and networking, we also cultivated meaningful opportunities for attendees to connect around entrepreneurship, diversity as a strength, and workforce development. With

special experiences including the “Talent Den: A Recruiting Happy Hour” and dedicated mini-summits to go deep on key themes, this year’s NOEW was a true celebration of local talent, original thought leadership, and community engagement on all things startup and entrepreneurship. Additionally, we were able to feature a series of cutting-edge art and technology installations at the week’s central venues, ranging from canvas paintings to NFTs to New Orleans’ first ever 3D animated immersive experience during our two-day multi-media art exhibits at Gallier Hall.

We brought special appearances by thought leaders such as Jim Coulter, Co-founder of TPG Capital, Evan Spiegel, CEO of Snapchat, LaToya Cantrell, Mayor of the City of New Orleans, Patrick Comer, Founder of Lucid - A Cint Group Company, and Demario Davis, New Orleans Saints Linebacker.





5
DAYS

16
VENUES

183
SPEAKERS

63
SESSIONS

2.6K+ REGISTRANTS

1.5K+ IN-PERSON ATTENDEES

// THEMES

Local Innovation & Leadership

Where is New Orleans leading on the national and global stage, and how are we coming together to build the next big thing?

Our Diversity Is Our Strength

How is innovation enhanced when we create a truly welcoming space for more players to be at the table, and how do we move from reflection to action?

#ClimateTech

How can the Third Coast leverage its unique assets to be part of a global movement in accelerating #ClimateTech?

#CultureTech

How will increasingly advanced technology continue to transform culture writ large for the decades ahead?

Future of Work

How can we build a skilled workforce and create talent velocity from within, while staying true to New Orleans' wealth of diversity and raw talent?

The Next 20 Years

What's ahead? Where do we see ourselves as a community and a city in the 2040s and beyond? And what's the next layer of groundwork needed to get there?



“I’ve decided to pivot the technology of my product to keep up with the emerging trends I witnessed at NOEW and the founders I spoke to.”



NOEW 2022 ATTENDEE



+ IT TAKES A VILLAGE

// MENTORS SPOTLIGHT

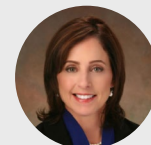
As we continue growing the curated network of 130+ mentors, specialized Entrepreneurs-in-Residence (EIRs) and Investors-in-Residence (IIRs) are critical to supporting VILLAGEx founders in a more dedicated way throughout the accelerator.

Meet the newest EIRs and IIRs who provided invaluable support to the 2022 VILLAGEx cohort:

NEW ENTREPRENEURS-IN-RESIDENCE



JULIAN HERBERT

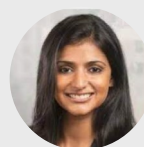


MARIANNE VAN METER



JUSTIN WOHLSTADTER

NEW INVESTORS-IN-RESIDENCE



DIPTI RAVICHANDRAN



TERRENCE CRAIG



ZOE PERRET

// FOUNDERS SUMMIT

We hosted our first-ever Founders Summit as part of NOEW 2022, with over 100 founders gathered to discuss the future of the New Orleans startup ecosystem. Founders split into eight groups to envision the next 20 years for New Orleans entrepreneurs in six separate categories: Headlines/Press, Principles/Values, Talent, Funding and Resource Ecosystem, Community and Culture, and Outcomes. Trends in responses included an opportunity to reinvest into the community, create a better education-to-work pipeline, cultivate a local and diverse talent pool, support cross-industry collaboration, and drive many more exits through expanding startup success in the decades to come.



// FOUNDERS ROUNDTABLE

This year we continued our Founders Roundtable, an alumni engagement program aimed at creating forums for alumni from VILLAGEx to share ideas and experiences across cohorts as they advance their journey through entrepreneurship. Highlights included conversations about challenges and strategies for scaling and the risks and rewards of managing ownership and equity in an evolving startup, all amongst a community of peers consisting of founders who are actively growing their businesses.



// THE ANNUAL IDEA VILLAGE DINNER AT COMMANDER'S PALACE RETURNS!

We were excited to bring back our annual fête at Commander's Palace this year, after missing two due to the pandemic. VILLAGEx founders, mentors, investors, and donors were grateful to reunite at this beloved event to share stories and celebrate successes.



*A big thank you to
Ti Martin for making this event possible!*



LETTER FROM INCOMING BOARD CHAIR

It is an exciting time to be the incoming board chair for The Idea Village. Having served as a member of the Executive Committee for five years, I am proud to have been present during the remarkable progress and institutional advancement that has led to where we are today. Looking ahead, I see more opportunities for The Idea Village to continue bolstering our region's economic vitality by fostering innovation.

The Idea Village roadmap for the coming fiscal year includes efforts to strengthen sustainability of the organization, expand our geographic radius of service, continue to increase diversity in our entrepreneurial ecosystem, and generate greater access to capital for startups while maintaining the quality of mentorship we provide to founders. By lowering the greatest barriers to entry for high-potential founders, The Idea Village will be able to support startups through every stage of scaling.

The coming years represent a new era of The Idea Village's evolution, as the startup community around us advances. In light of that, we are applying our own innovation to enhance organizational stability through the development of a large-scale, novel capital structure to eventually become self-sustaining. By doing so, we hope to divert the time and energy of The Idea Village staff, mentors, and directors away from fundraising to an ever-increasing focus on founders first.

Thank you to the entrepreneurs, mentors, donors, and partners who have helped elevate our region to compete on the global innovation stage. It is now upon us, as a community, to continue that momentum and prove that New Orleans can lead in the twenty-first century.

A handwritten signature in black ink, appearing to read 'Marianne Van Meter'.

MARIANNE VAN METER

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

MEET THE KREWE HOW IT HAPPENS



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JEN
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FINANCIALS



// REVENUE

NOEW _____	\$357,837
VILLAGEx _____	\$714,461
IDEAinstitute + Pipeline Programs _____	\$175,784
General Giving _____	\$75,194
Program Fees _____	\$66,264
Other _____	\$185,656

Total **\$1,575,196**

// EXPENSES

Core _____	\$1,141,954
NOEW _____	\$319,693
Entrepreneurial Services _____	\$822,261
General & Administrative _____	\$321,201
Development _____	\$102,571
General/Administrative _____	\$218,630

Total **\$1,463,155**

At time of printing, these numbers have not yet been audited and are subject to change.

SOURCES & PHOTO CREDITS

Thank you to our creative partners and contractors who help us to capture the work and tell the story of The Idea Village year-round!

Advidly | @advidly.creative

Cheryl Gerber Photography

Nick Gagnard | @sharp.photography

Scarlet Raven Photography | @scarletravenn



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