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The Idea Village Announces CAPITALx Accelerator Program Participants, Return of Coulter IDEApitch at New Orleans Entrepreneur Week

High-growth, New Orleans-based startup founders participate in 10-week accelerator program focused on financing

NEW ORLEANS—Today, The Idea Village announced the 2017 class of [CAPITALx](#), a 10-week accelerator program targeted to select high-growth, New Orleans-based business founders who are actively in the process of growing their company through angel, venture, or debt funding. Companies are selected through sourcing nominees from partner organizations. This year's nominating partners include: PowerMoves.NOLA, New Orleans Bioinnovation Center, LookFar, Launch Pad, Propeller, New Orleans Startup Fund and 4.0 Schools.

CAPITALx seeks to help participants understand where their business fits within the spectrum of financing options, in order to think through opportunities and be best prepared for success in the capital-raising process. With an eye on making New Orleans' startup scene representative of the city, the Idea Village is pleased to announce the 2017 CAPITALx class is comprised 50 percent of women and 50 percent of ethnically diverse founders.

The CAPITALx program provides world-class opportunities for New Orleans entrepreneurs, including:

- **Critical Materials:** Founders perfect their pitch, executive summary, and necessary investor decks – and have the opportunity to practice them on actual investors and gain feedback.
- **Coaching:** Each CAPITALx participant meets weekly with the program's dedicated Entrepreneur-in-Residence (EIR), Peter Bodenheimer, Co-Founder of Launch Pad Ignition, BarNotes and Partner at Flatstack, who provides individualized coaching, intensive business consulting, and experience-based guidance.
- **Mentorship:** Central to the development of companies going through CAPITALx is surrounding them with great mentors. The Idea Village mentor network is made up of a curated group of some of the best local and national business experts committed to helping participants achieve immediate and long-term growth.
- **Pitch Opportunities during NOEW:** Participants will be eligible for the opportunity to pitch to an audience of local angel investors and meet with national venture capital firms during New Orleans Entrepreneur Week. Three founders were selected to participate in the **Coulter IDEApitch**, a showcase of New Orleans' top growth-stage, capital-ready startups.

CAPITALx culminates during this year's 9th annual [New Orleans Entrepreneur Week](#), presented by **IBERIABANK**, with [Demo Day](#), taking place Friday, March 24 from 9–11:30 a.m. at the Ogden Museum of Southern Art. *Please see more information about each of the companies in the CAPITALx accelerator program below.*

“CAPITALx is an amazing opportunity for ambitious local entrepreneurs to accelerate their businesses,” said Emily Madero, Acting CEO of The Idea Village. “Our goal is for each founder to walk away fully trained and prepared to engage the best financing strategy for their business—and be set up for success.”

For the first time, Demo Day will be open to the public and will feature early-stage New Orleans startups. Companies presenting are from a wide variety of industries and are actively in the process of growing their businesses through angel, venture, or debt funding.

“We’re excited to invite the public to Demo Day for the first time,” said Victoria Adams Phipps, Executive Producer of NOEW. “While investment is a major factor for a growing company, we believe that community support is of equal importance. Opening the event to the public will allow for more community engagement and excitement surrounding the final push that each of these companies will endure during the culmination of this intensive 10-week program.”

IDEApitch Winner to Receive \$100,000 in Funding

The Idea Village is also proud to announce the return of its premier entrepreneur showcase, **Coulter IDEApitch**, which also takes place on Friday, March 24, 2017, from 3–5:30 p.m., at the Ogden Museum of Southern Art. The event will feature a keynote from Jim Coulter, a founding partner at TPG Capital, before the announcement of which company will receive a \$100,000 investment towards their next round of funding.

Founders of three capital-ready companies will provide 10-minute presentations, each of which is followed by a Q&A with an esteemed panel. The program’s audience will vote to determine the winner of the competition. Previous IDEApitch participants include Audiosocket, Bioceptive, zlien, Lucid, Torsh, Spectrum Interactive, and MobileQubes, who won in 2016.

The 2017 Coulter IDEApitch finalists include the following companies:

- **Acrew – Crystal McDonald**
 - *Acrew is adding depth to the hiring process by adding “the people” factor upfront in addition to the traditional resume and application.*
- **Catalyst:Ed – Leona Christy**
 - *Catalyst:Ed matches education organizations with vetted experts for short-term, mission-critical needs.*
- **SuperEats – Aaron Gailmor & Charlie Ruehr**
 - *SuperEats makes familiar snacks with nutrition-packed, natural & honest ingredients.*

Additional 2017 CAPITALx participants include:

- **ComplyPod – Margo Moss and Lee Lemond**
 - *NVIROleaks by ComplyPod is the first in a new line of innovative apps aimed at assisting the oil and gas industry with managing the challenges of environmental compliance.*
- **Culture Chest – Rose Espiritu**
 - *Culture Chest is a monthly subscription service delivering culturally diverse books and educational resources to the doorsteps of teachers and early learners.*

- **Doorman Designs – Alex Geriner**
 - *Doorman Designs, led by Geriner and his team of trained craftsmen, has developed a line of quality furniture that is designed, built, and sourced from materials throughout the Gulf South.*
- **eNre – Eliel Oliveira, Salvatore Peraino, Thomas Carton, Harshal Shah, Beth Nauman Kristin Lyman and Rebekah Angove**
 - *eNre’s clinical trials technology platform benefits research organizations who attempt to recruit 57 million patients annually by automating patient enrollment, accelerating engagement, minimizing staff workload, optimizing patient touchpoints, and reducing enrollment costs by up to 60 percent.*
- **ExemptMeNow – Sevetri Wilson**
 - *ExemptMeNow has one mission - to simplify the creation and maintenance of nonprofit organizations.*
- **Grok + Banter – Stacy Cannon**
 - *Grok + Banter is a technology startup using IoT and big data to turn real-world consumer behavior into insights that drive growth and revenue.*
- **LendStand – Aaron DeLong and Blake Stanfill**
 - *LendStand provides working capital solutions for small- to medium-sized companies working on public projects.*
- **Pine Biotech – Elia Brodsky, Alfred Tauber and Leonid Brosky**
 - *Pine Biotech is transforming healthcare using molecular precision and big data to inform disease diagnostics, personalized treatment options, and clinical decision support.*
- **Scenehound – Michael Underwood & Matt Maurel**
 - *Scenehound is a mobile application that monitors how busy bars and restaurants are in real-time, allowing customers to find an atmosphere to suit individual specific moods.*

To learn more about CAPITALx, visit <https://ideavillage.org/pages/detail/156/capitalx>. To learn more about Coulter IDEApitch, visit <http://noew.org/events/read/coulter-ideapitch>. To register to attend Demo Day, visit <http://noew.org/events/read/demo-day-at-noew>.

ABOUT THE IDEA VILLAGE:

The Idea Village is an independent 501(c) 3 nonprofit organization based in New Orleans that provides direct service to high impact entrepreneurs, convenes the ecosystem through New Orleans Entrepreneur Week (NOEW), and supports initiatives that strengthen our entrepreneurial infrastructure. **The IV 100** is a group of forward thinking corporations, foundations and individuals committed to New Orleans’ future, funds the Idea Village. For more information: www.ideavillage.org.

ABOUT NEW ORLEANS ENTREPRENEUR WEEK:

New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, is an annual festival celebrating innovation, entrepreneurship, and new thinking in New Orleans. Produced by The Idea Village in partnership with Solomon Group, NOEW engages a dynamic network of entrepreneurs, investors, corporations, non-profits, students, and professionals to support growing companies, spark conversation, and applaud the entrepreneurial spirit in a city like no other. NOEW 2017 will take place March 19-24, 2017 at the Contemporary Arts Center New Orleans and the Ogden Museum of Southern Art. For more information: www.NOEW.org.

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