



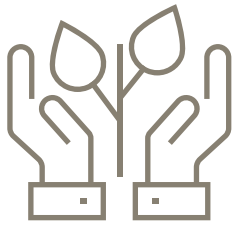
2017 IMPACT REPORT

OUR MISSION

**IDENTIFY, SUPPORT, AND
RETAIN ENTREPRENEURIAL
TALENT IN NEW ORLEANS**



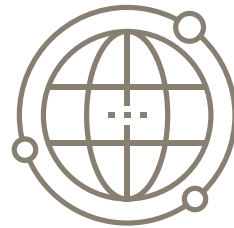
OUR SERVICES



Accelerator



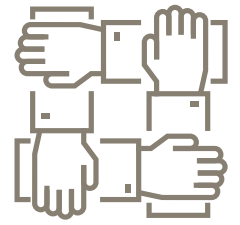
IDEA sessions
1:1 Consulting



IDEA tour



NOEW



Community Events



THIS HAS BEEN A YEAR OF TRANSITIONS FOR OUR ORGANIZATION

This year, we laid the groundwork for expanded growth of our programs and services. The work of The Idea Village continues to build a vibrant entrepreneurial community.



THIS YEAR WE FOCUSED OUR EFFORTS ON LAYING NEW FOUNDATIONS

Our initiatives included moving NOEW to its new campus at the CAC, transitioning CEOs, creating a new format for our accelerator program, and making Demo Day open to the public.

With a mission to help entrepreneurs and those who believe in them, we continue to drive economic impact and create jobs through innovation and entrepreneurship.

Our vision for the next decade is to plant more seeds that allow us to do what we do for many more ventures, so New Orleans continues to thrive as a place where bright ideas turn into successful companies.

As we expand our programs, we are excited about moving into the first true innovation corridor in the city and continuing to serve as an entry point to the entrepreneurial ecosystem that we kickstarted 17 years ago.

As a step toward expanding our offerings, we developed a more robust community education program this year. We also signed a deal with The Domain Companies to move our offices to The Shop, a new co-working space at the Contemporary Arts Center, securing the physical manifestation of the “village.”



NOEW 2017 ENGAGED A LARGER, BROADER, MORE DIVERSE AUDIENCE THAN EVER BEFORE.

The content, branding, and partnerships were broadened and elevated, positioning NOEW as a true ecosystem convener and sustainable asset for the community and city at large.



STARTUP SUCCESS



OVERALL IMPACT

8,061

ENTREPRENEURS
supported

\$26.7M

TOTAL RESOURCES
provided

\$225M

ECONOMIC IMPACT
on the region





ACCELERATORS



THE IDEA VILLAGE'S ACCELERATOR PROGRAMS ARE HIGHLY COMPETITIVE

in an effort to identify the most capable entrepreneurs and create the most jobs.

OUR 2017 ACCELERATOR PROGRAMS



IDEAx



DIGITALMEDIAX

in partnership with
NOLA Media Group



ENERGYx

in partnership with
the Southeast Louisiana
Energy Initiative



CAPITALx

Of the **243** entrepreneurs that have gone through the program:

78% still in **IN BUSINESS**

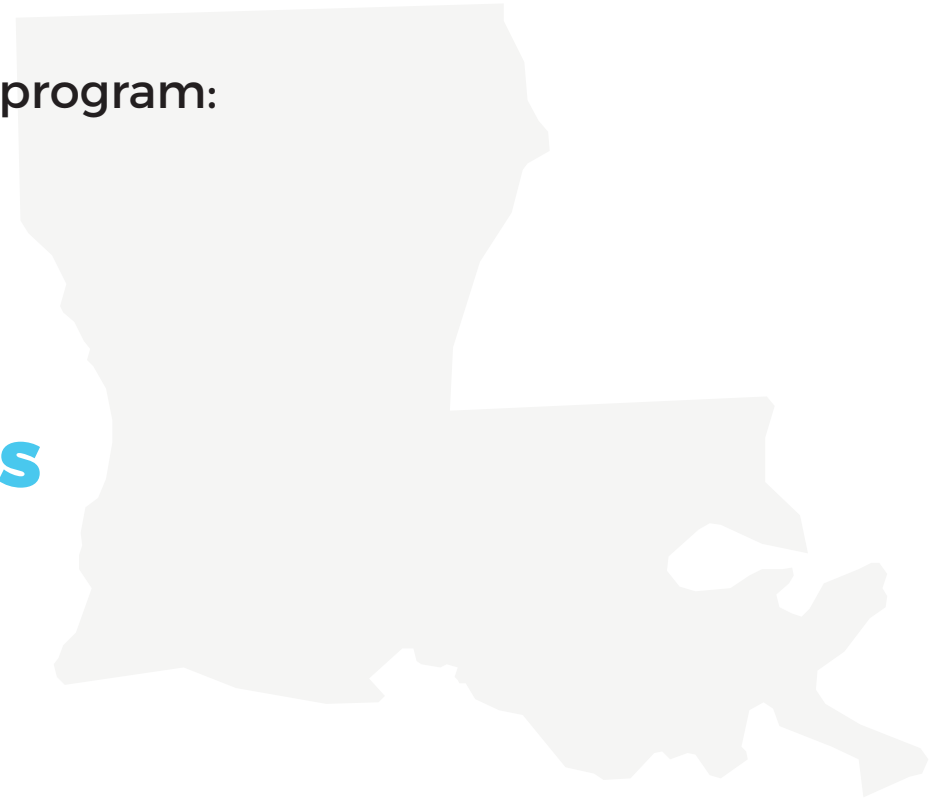
90% still based **IN NEW ORLEANS**

Collectively, these **entrepreneurs** have:

raised over
\$185M
in private capital

created over
3,000 jobs

generated more than
\$208M
in **annual revenue**



IDEAx

IDEAx is an intensive, industry-agnostic 12-week accelerator program for New Orleans-based founders focused on creating scalable and fundable businesses.



craftDIY, Daniel Galvez & Sam Olmstead

CraftDIY curates do-it-yourself kits designed by local artists, prefabricated & sold on a platform similar to Blue Apron or Hello Fresh. They put Pinterest in your mailbox.



Doorman Designs, Alex Geriner

Doorman Designs builds custom and unique furniture for residential and commercial projects that evoke a sense of place, while giving centuries old materials a new life. Alex and his team of craftsman strive to bring manufacturing back to New Orleans with their production line.



FollowMyCal, Richard Carthon

FollowMyCal is a company with the goal of making the best social and shareable calendar.



Junction Place Sports, Josh Tolbert

Junction Place Sports is a mobile youth sports company based on partnerships with existing schools and youth organizations to provide service for sports/PE needs not currently met.



NavaTarang, Pradnesh Mohare

Low-frequency/bass woofers and subwoofers are big, bulky, expensive and not suitable for all applications. NavaTarang's innovative technology enables paradigm-changing thin and drastically lightweight bass delivery systems.



White Rabbits, Nicole Rock & Kristen Bykowski

White Rabbits uses its custom built database, Magic Bank, to research and provide the most unique gifts, best restaurants, service providers, venues, and specialty experiences globally.

DIGITALMEDIAX

A 12-week accelerator program, in partnership with NOLA Media Group, for New Orleans-based founders with solutions that empower, engage, and inform a local audience by providing innovative information solutions readily accessible on a mobile platform.



Dreamster Media, Brandon Bulliard

Dreamster Media is an online media network and production company that produces content for the podcast market, addressing the needs of a specific avatar.



Scenehound, Michael Underwood

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.



iDWELL, Anne McQueen

iDWELL was created to help people find furnished or unfurnished rental properties. At iDWELL, people seeking places to lease are connected to rental properties and the businesses that surround them.



WannaDoStuff, Chinwe Onyenekwu

WannaDoStuff is a quick and easy way to meet people to do new things. This app provides a social circle to people who are interested in going to events in the city with others and to provide a platform for events to be advertised.



The Host, Brittney Greene

The Host serves as the middleman between local companies offering pro services and individuals in the hospitality industry catering to unique service requests and guest needs. They serve as the online scheduling, payment, and service platform that independent contractors link to homeowners and vacation rental operators in this industry.

ENERGYx

A 12-week accelerator program, in partnership with the Southeast Louisiana Energy Initiative, for Louisiana-based companies operating in the oil and gas industry.

Cleargistix

Cleargistix, Steven Toups

Cleargistix intelligently connects the field to the office, providing a more efficient digital means for companies still utilizing paper and other outdated technologies to capture revenue, activity, safety, compliance, payroll, and other information in the field.

Haring Laboratories, Chris Haring

Haring Laboratories designs and manufactures cutting-edge hydrogen engine efficiency products. The flexibility of their hydrogen systems comes from their proprietary electronic control boards, designed specifically to meet all the demands that even the most stringent industries require. Their mission is to make carbon burning engines highly efficient in the utilization of their fuel, thus creating better fuel economy, lower emissions, and cleaner running engines.



L&M Environmentals, Margo Moss & Lee Lemond

L&M is an environmental consulting company providing specialized services in regulatory compliance and response management. They provide precise, personalized service to regulated industrial facilities, government entities, and Oil Spill Response Organizations (OSROs) in the Gulf Coast Region. L&M is developing the LDAR program which addresses the new 2016 EPA NSPS Methane Regulations in an innovative way for the oil & gas industry.



The Offshore Exchange, Brittan Breaux

The Offshore Exchange provides a logistics management platform (SaaS) and online marketplace (B2B) to implement shared logistics models and optimize offshore services.

CAPITALX

A 10-week accelerator program for select high-growth, New Orleans-based founders who are actively in the process of growing their businesses through angel, venture, or debt funding.



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.



ComplyPod – Margo Moss & 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.



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.



Catalyst:Ed – Leona Christy

Catalyst:Ed matches education organizations with vetted experts for short-term, mission-critical needs.



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.



eNre – Eliel Oliveira; Salvatore Peraino; Thomas Carton; Harshal Shah; Beth Nauman Kristin Lyman & 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.

CAPITALx



ExemptMeNow - Sevetri Wilson

ExemptMeNow has one mission - to simplify the creation and maintenance of nonprofit organizations.



LendStand - Aaron DeLong & Blake Stanfill

LendStand provides working capital solutions for small- to medium-sized companies working on public projects.



Scenehound - Michael Underwood

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.



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.



Pine Biotech - Elia Brodsky; Alfred Tauber & Leonid Brosky

Pine Biotech is transforming healthcare using molecular precision and big data to inform disease diagnostics, personalized treatment options, and clinical decision support.

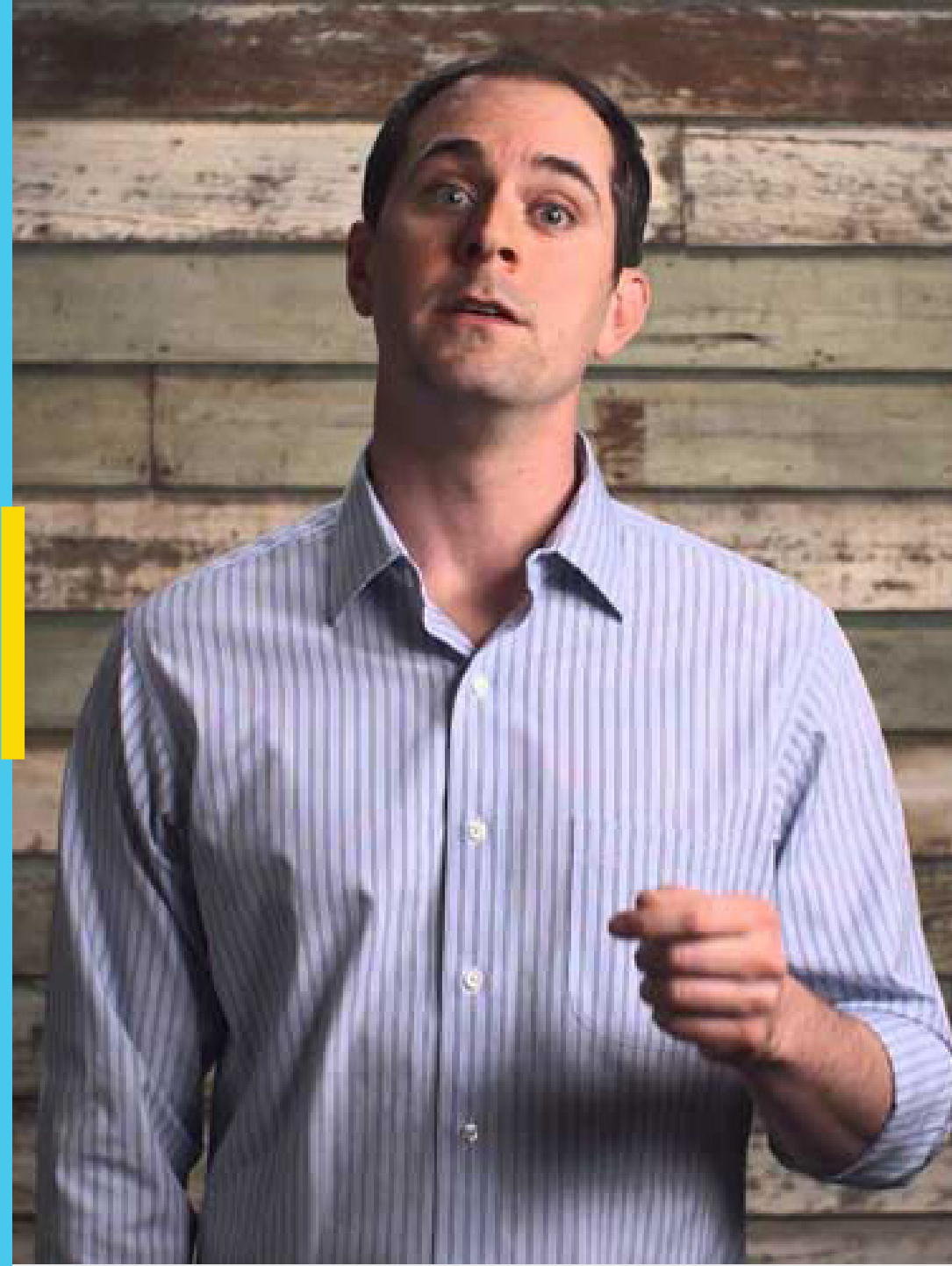


SuperEats - Aaron Gailmor & Charlie Ruehr

SuperEats makes familiar snacks with nutrition-packed, natural, and honest ingredients.

“My business would *not exist* – much less be as successful – without The Idea Village, bottom line.”

Michael Underwood, Scenehound



IDEASESSIONS – 1:1 CONSULTING

Our network of local business experts provided **44 HOURS** of direct consulting services to local, idea-stage entrepreneurs.

TESTIMONIALS

“My mentor was able to transform the way we thought about our idea and give us **actionable next steps** that we are confident we will be able to execute while working lean. Honestly, it was incredibly beneficial.”

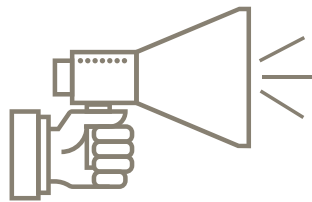
“My mentor was extremely knowledgeable on the subject and **helped us perfect our ideas and business model**. We came out of the session with a lot more than we expected.”



COMMUNITY EDUCATION

In an effort to instill the entrepreneurial mindset at all levels of the community, The Idea Village built out a robust community programming calendar.

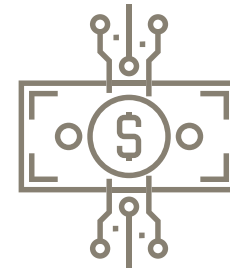
We hosted a series of monthly workshops and networking events covering a range of topics including:



Marketing



Software Development



Finance

NOEW IN 2017

Attendance grew to

14,266

51 strategic partners

More than 200 speakers

\$482,975

Awarded in funding and services to entrepreneurs

126 unique events offered throughout the week

National Keynotes

BLAVITY



NETFLIX

Rotten Tomatoes

salesforce

slack

199 of the region's most innovative startup ventures in arts, education, food, healthcare, technology, and water management



“Since its inception, The Idea Village has worked with other organizations to further new business activity and innovative thinking in New Orleans, leading to job growth and wealth creation. NOEW is an opportunity to celebrate that work and to encourage the sharing of best practices.”

- Karl Hofer, Region President of IBERIABANK.

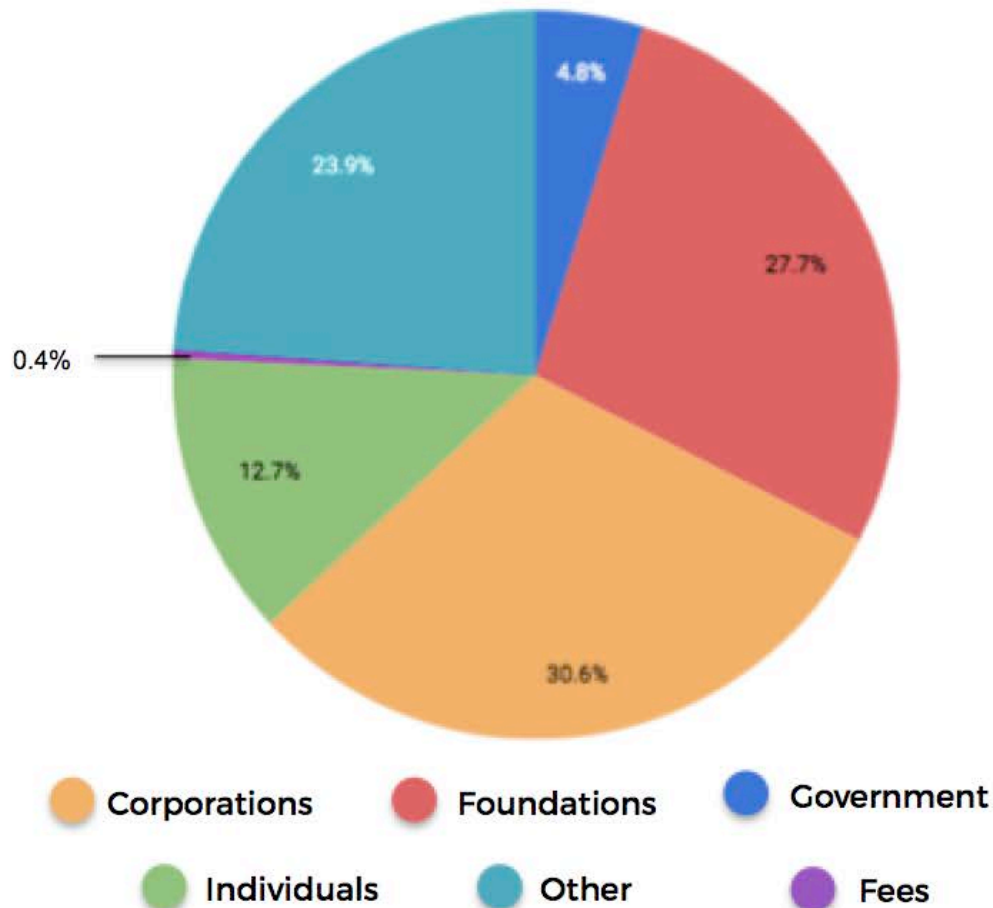


FINANCIALS

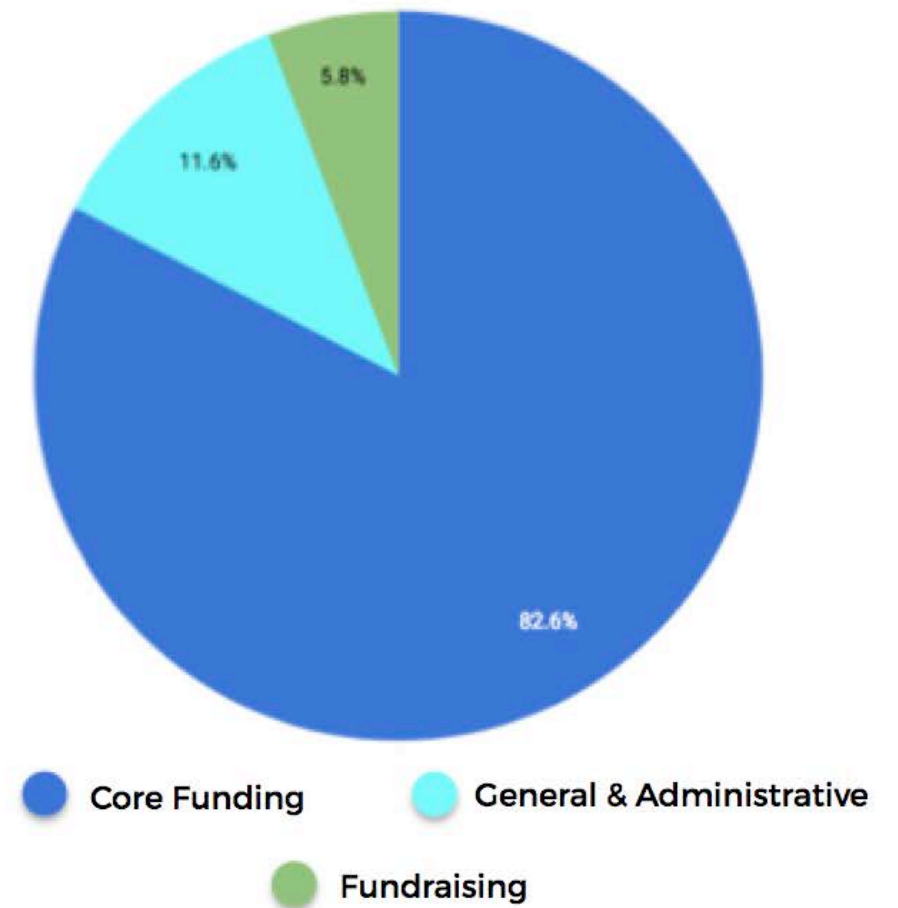


FY 2017 FINANCIALS

TOTAL REVENUE: \$2,681,665



TOTAL EXPENSES: \$2,401,223



OUR SUPPORTERS

\$100,000+

Anonymous
Michele Reynoir and Kevin Clifford
Penny and Jim Coulter
Delta Regional Authority
Ewing Marion Kauffman Foundation
IBERIABANK

\$50,000+

Cox Business
The Hearst Foundations
LookFar
NOLA Media Group
Solomon Group
French Market™ Coffee
Jones Walker
JPMorgan Chase & Co.
New Orleans Convention & Visitors Bureau

\$25,000+

Brees Dream Foundation
Bond Moroch
Gillis, Ellis & Baker, Inc.
Innovation Catalyst
Ochsner Health System
RosaMary Foundation
Story Block Media

\$10,000+

AOS
Baldwin Haspel Burke & Mayer, LLC
Margaret and Ken Beer

Besh Restaurant Group
Robert S. Boh
Boysie Bollinger
Susan and Ralph Brennan
Corporate Realty
The Domain Companies
Downtown Development District
Ella West Freeman Foundation
Entergy New Orleans
Goldman Sachs 10,000 Small Businesses
Goldring Family Foundation
Eugenie and Joseph Jones Family Foundation
Jack Entertainment
Elly and Merritt Lane
Lucid
Ti Adelaide Martin
Emily and Jordan Marye
New Orleans Tourism Marketing Corp
Pan-American Life Insurance Group
Machelle and John Payne
Debra D. and Rick S. Rees
Pixie and Jimmy Reiss
The Selley Foundation
Standard Mortgage Corporation
Stone Pigman Walther Wittmann LLC
Jenny and Robbert Vorhoff

\$5,000+

Airbnb
Baptist Community Ministries
Baton Rouge Entrepreneur Week
Bellwether Technology

Blue Cross and Blue Shield of Louisiana
Kia and Christy Brown
EO
EY
Frilot, LLC
Intralox
Leslie and Scott Jacobs
Kabacoff Family Foundation
Laitram
Mary Freeman Wisdom Foundation
mumms® Software
Roger Ogden
Postlethwaite & Netterville
Jennifer and Doug Walner
Jill and Sim Whatley
Jill and Burton White
Whitney Bank
Working Californians

\$2,500+

Be Well Nutrition
Gail and John Bertuzzi
Suzanne and Michael Brown
Chaffe & Associates
Edie and David Darragh
Shaun and Foster Duncan
Sally and Ron Forman
Heidi and Tripp Friedler
Jill and Sam Giberga
The Leonard and Jerry Greenbaum Family Foundation
Maureen and Whit Huguley
Joel Catering and Special Events
Koerner Capital

OUR SUPPORTERS

Mr. and Mrs. J. Thomas Lewis Fund
Lowe Stein
Martin Mayer
Sean Meenan
Suzanne and Michael Mestayer
Linda and Michael Miller
Michael Mimeles
Leigh and Robby Moss
NOLA Brewing Company
Mr. and Mrs. R. Hunter Pierson
Emily and Kevin Ryan
Aimée and Mike Siegel
Warner Thomas
James Treuting
Mr. and Mrs. St. Denis J. Villere, III
Ginny and Kevin Wilkins
Yelp Foundation

\$1,000+

Adams and Reese LLP
Audiosocket
Baker Donelson
Better Day™ Health
Jackie and Mike Bezos
Big Easy Blends
Carole B. and Kenneth J. Boudreaux Foundation
Lynne Burkart
ChapterSpot
CotingaSoft
Geocent
Hibernia Bank
Stephanie and Jim Huger

Andrea Huseman, One Canal Place Office Tower
inFRONT
iSeatz
Kickboard
Kushner LaGraize, LLC - Certified Public Accountants
and Consultants
Adrien Lanusse and Ken Cerniglia
Sally and Jay Lapeyre
Leblanc + Smith
Jennifer and Brian Melius
Lavonzell Nicholson, Play NOLA Sports
Peggy B. Rosenthal
Timothy P. Ryan
Servato Corp.
Spectrum Interactive
Stifel
Susco
T-Mobile
Theodent
Tierra Resources
TurboSquid
Windsor Court Hotel
zlien

\$500+

Anonymous
Cameron and Pierce Adams
Lauren Baum
Andre Champagne
Julia Clavo, Spicy Dark Cosmetics
Greater New Orleans Hotel & Lodging Association
Dr. Darvis Harvey

Vince Hayward
Keaty Patent Firm
Sheldon Lykes
Marrero Land & Improvement Association, Limited
Shelley Pigeon
Revelry
Laurie and Peter Ricchiuti
Mr. and Mrs. Robert Saer
Mr. and Mrs. William Sizeler
Doug Stokes
David Sylvester
Anne and Keith Wargo
Hugh Weber
Tim Williamson

\$250+

Mark Anderson
Jon Atkinson
Harry Barkerding
Taylor Beery
Jeanne and Allen Bell
Peter Bodenheimer
Brad Brewster, Bent Media
Sheila and Ronnie Burns
Cajun Fire Brewing Company
John F. Clarke
Brian Danos
David DeSchoolmeester
Sara and Ajay Deshpande
John Elstrott
Don Engler - Wegmann Dazet - The Entrepreneur's CPA
Eskew+Dumez+Ripple



OUR SUPPORTERS

Eskew+Dumez+Ripple
Lyn Evans
Fluence Analytics
Greater New Orleans Foundation
Juliette Harch, HARCH HYPERBARIC OXYGEN, INC
Scott Henderson
Susan Hess
George Hutter
Paul Jordan
Michael Kearney
Kristopher Aaron Khalil
Laconia Capital Group
Charles Lapeyre
Bradley Latham, Lafitte Brewing Company
Jaime Maxwell, Visiting Angels
Dr. Lori McBride
Omar Morales
Gregory Morey
Alan and Marinne Mumford, Landscape Images
Kevin H. Pollard
Liz Puccianti, Incite Fusion
Perry Sholes, SPHR
Anna Steele
Howard Thompson, Crescent Sterling, Ltd.
Robbie Vitrano
Jackie and Richard Yancey
y@!

\$10+

Anonymous
Anonymous

Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Reba Joy Billips
Ashlyn Blanchard
AJ Brigati
Stephen Cazaubon
Russell Daulton
Kay Jones Davis
Chloe Delulis
Jill Dupre
Erik Frank
Alex Geriner
Christopher Goldberg
Good Street, Inc.
Eric Greenberg
Susan Gundlach
Sarah Hoffman and Matthew Mulhearn
Heather Klinkenberg
Jane Kohlmann
Julie Kuchta
Catherine Lenihan
Margaux and Stew Krane
Emily Madero
Todd Mashburn
Terry McAuliffe
Mr. and Mrs. Robert C. McIntyre
Kat Milligan
Gabrielle and William Mimeles

Mary Anne Mushatt
Mihran Naljayan
Mark Newberg
Orleans Club
Emily Rebert
Alex Reed
David Rieveschl
Darlene and Marc Robert
Salesforce.org
Curry W. Smith
Heather Smith
Mary Stanek
Staytooned-Designs
Nicole Swartz
Anh Phuong Ta
Robert Warren



MEET THE TEAM



SALLY FORMAN
ACTING CEO



ALI CARLISLE
DIRECTOR OF MARKETING



EMILY EGAN
DIRECTOR, ENTREPRENEUR SERVICES



AMBUR FUSILIER
PROGRAM MANAGER, NOEW



MOLLY HORTON
SENIOR MARKETING MANAGER



JON LINDQUIST
OPERATIONS MANAGER



CALLISTA MICHAEL-RILL
PROGRAM MANAGER, ENTREPRENEUR SERVICES



KAT MILLIGAN
DEVELOPMENT & ADMINISTRATIVE MANAGER



VICTORIA ADAMS PHIPPS
EXECUTIVE PRODUCER, NOEW



CURRY W. SMITH
DIRECTOR, GOVERNMENT RELATIONS



AUDREY VOELKER
DIRECTOR OF DEVELOPMENT



2017 - 2018 BOARD OF DIRECTORS

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President and COO, VICI Properties

Patrick Comer, Vice-Chairman

Founder & CEO, Lucid

David Barksdale

Managing Director, Alluvian Capital

Lauren Baum

Made with Code Program Lead, Google

Margaret Saer Beer

Marketing Consultant

Kevin Clifford

President and Chairman, American Funds

Sig Greenebaum

Head of Global Live Events, Blizzard Entertainment

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CEO, inFRONT

Merritt Lane

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Cooper Manning

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Ti Martin

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Executive Chairman, Rasa.io

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Economic Consultant

Matt Schwartz

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Allen Square

CEO, Square Button

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Warner Thomas

President and CEO, Ochsner Health System

Marianne Van Meter

Founder and Managing Director, Legacy Capital

N. Robbert Vorhoff

Managing Director, Global Head of Healthcare, General Atlantic

Tim Williamson

President, NOLA Media Group



A LOOK FORWARD

This year, in order to have an even stronger impact on our entrepreneurs, we are debuting a new model for our accelerator: one 6-month, industry-agnostic accelerator running from October 2017 through April 2018. The extended format allows us to delve deeper into the problems that entrepreneurs face and create a more robust growth plan for each venture.

A peek inside our new space

We have moved into Domain Companies' new 40,000 square foot co-working space, The Shop at the CAC (Contemporary Arts Center) – the physical manifestation of the “village” originally conceived by The Idea Village to support entrepreneurship and innovation in the New Orleans community. Here, we will run our IDEAx Accelerator, pair mentors with ventures, and host the entire entrepreneur ecosystem.





THE IDEA VILLAGE IS DEDICATED TO FOSTERING ENTREPRENEURSHIP

Building strong leaders and companies, and convening a network of forward-thinking partner organizations. Our work has paid off tremendously in the form of a flourishing entrepreneur ecosystem. Now, we are eager to expand our footprint with our redesigned accelerator program and collaborative new space.



**WITH YOUR CONTINUED
SUPPORT, WE WILL BUILD THE
NEW ORLEANS OF TOMORROW.**