



2018 ANNUAL REPORT

OUR MISSION

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



LETTER FROM OUR NEW CEO

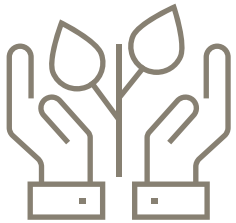
I'm thrilled to be leading the next chapter at an organization where I believe the possibilities are limitless. The Idea Village's bold and relentless vision of New Orleans as an innovation hub and programs that help form the fabric of our burgeoning entrepreneurial community are the foundation of the robust entrepreneurial

ecosystem that exists today. the opportunity to lead this organization is humbling and exhilarating, and coincides with my personal passion to serve this region's entrepreneurs, innovators, startups, and growth oriented companies.

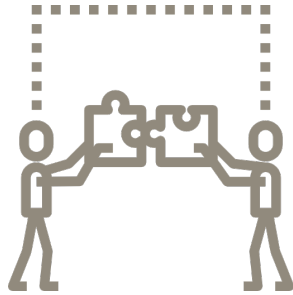
To the next chapter,
Jon



OUR SERVICES



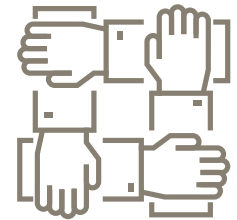
Accelerator
Programs



Direct Consulting



New Orleans
Entrepreneur Week



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.

STARTUP SUCCESS



OVERALL IMPACT

8,909
ENTREPRENEURS
supported

\$27.9M
TOTAL RESOURCES
provided



ACCELERATORS



THIS YEAR WE DEBUTED A NEW ACCELERATOR PROGRAM FORMAT.

Our 6-month industry-agnostic accelerator provided direct support to entrepreneurs in all facets of early stage companies.

The extended length of the program and the addition of industry-specific mentors allowed us to create more impact for our companies.

Of the **254** ventures that have gone through the program:

77% still in **IN BUSINESS**

90% still based **IN NEW ORLEANS**

Collectively, these **companies** have:

raised over
\$226M
in **private capital**

created over
3,200 jobs

generated more than
\$253M
in **annual revenue**



IDEAX

IDEAX is an intensive, industry-agnostic 6-month accelerator program for New Orleans-based founders focused on creating scalable and fundable businesses.



AxoSim, Lowry Curley, PhD, Michael Moore, PhD, Ben Cappiello, Drew Mouton

AxoSim's Nerve-on-a-Chip platform is changing the way new drugs are tested using engineered human nerve tissue that looks and functions like real human nerves, allowing pharmaceutical companies to develop safer and more effective drugs before they ever do a clinical trial.



Brass City Shrub & Soda - Sarah Pearson, Benton Bourgeois, Danielle Hammett, Matthew Gardner

Makers of Huhu's Ginger Brew, Brass City will offer seasonal shrubs and sodas, and strive to strengthen New Orleans' reputation as a premier food and beverage city in the US.



Dig - Leigh Isaacson, Casey Isaacson, Keith Isaacson

Dig is the dog person's dating app for dog owners and dog lovers who consider their dog-forward lifestyle as a principal attribute.



Fanalysis - Ryan Redfearn

Fanalysis is a mobile application for iOS that will add a new dynamic to sports fandom by allowing users to create, track, and analyze their own "fan stats," flipping the current sports statistical model on its head by making sports statistics fan-centric rather than team-centric or player-centric.



Free Your Tea - Knud E. Berthelsen

Free Your Tea is a tea-as-a-service company that discovers and delivers teas tailored to the tastes of customers, helping them drink better - and more - tea.



The French Library - Katrina Greer

The French Library is a children's book shop and magical play and party space in Uptown New Orleans, specializing in French and English language books, games, toys, and joyful lifestyles.



Lily Reign - Erica A. Day

Lily Reign is an innovative group travel company dedicated to reconnecting people to each other and our planet.



Maverick VR - David Denny, Devin Regan

Maverick VR provides Virtual Reality (VR) entertainment and engagement services for meetings, conventions, trade shows, and events throughout the nation.

NAVÉ

Navé - John McCann Jr.

Navé is a socially responsible, urban wear fashion brand that provides premium clothing while allowing customers to send a free customized Navé item to a friend, family member, or youth in need at the time of their purchase.



Pang Wangle - Jennifer John

Pang Wangle is an optimistic outdoor apparel brand, creating soft, ultra-light, UV-protection clothing for subtropical adventures.



Pet Krewe - Allison Albert

Pet Krewe is the #1 source for pet costumes online



ProductMatchr

ProductMatchr - Andrew Ryan, Kevin Truong

ProductMatchr helps big and tall men find clothing and shoes that fit by matching them to everything that is in stock in their size across numerous online stores.



Stop & Block - Sean McCloskey

Stop & Block develops an automated sunscreen dispenser that provides access to single-serve sunscreen on the go.



Vizzit - Arthur Bart-Williams

Vizzit is a location-aware content platform that provides self-guided experiences and enables brands to connect with audiences through stories at the places they visit.

I moved to New Orleans from the San Francisco Bay Area to participate in the Idea Village's accelerator program and I'm glad that I took the leap of faith. It has provided the structure, guidance, content, and connections to help us reach our goals in record time. I look forward to paying the experience forward and being a permanent part of this growing entrepreneurial ecosystem.

ARTHUR BART-WILLIAMS
VIZZIT



Before starting the accelerator program, my business had very poor systems and undeveloped strategies in place. As a participant, I was able to establish a strong operational base that operates with much more efficiency and effectiveness.

JOHN MCCANN JR.
NAVÉ



IDEASESSIONS - DIRECT CONSULTING

Our network of local business experts provided **73 HOURS** of direct consulting services to local, idea-stage entrepreneurs.

TESTIMONIAL

“I learned more about financial accounting and best practices for business record keeping. They taught me about valuations, and prepped me for discussions with potential investors and strategic partners. My primary goal at the beginning of the sessions was to transition the business from a sole proprietorship to an LLC and to add another member. We did both successfully.”



COMMUNITY PROGRAMS



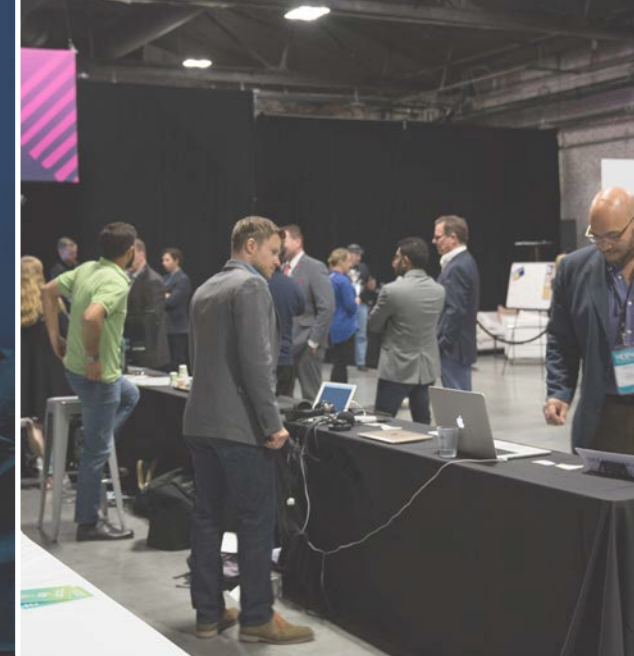
COMMUNITY EDUCATION

In an effort to instill the entrepreneurial mindset at all levels of the community, we host an annual calendar of workshops, discussions, and networking events for business owners and founders.

This year, **350** community members attended our events, which covered a wide range of topics.



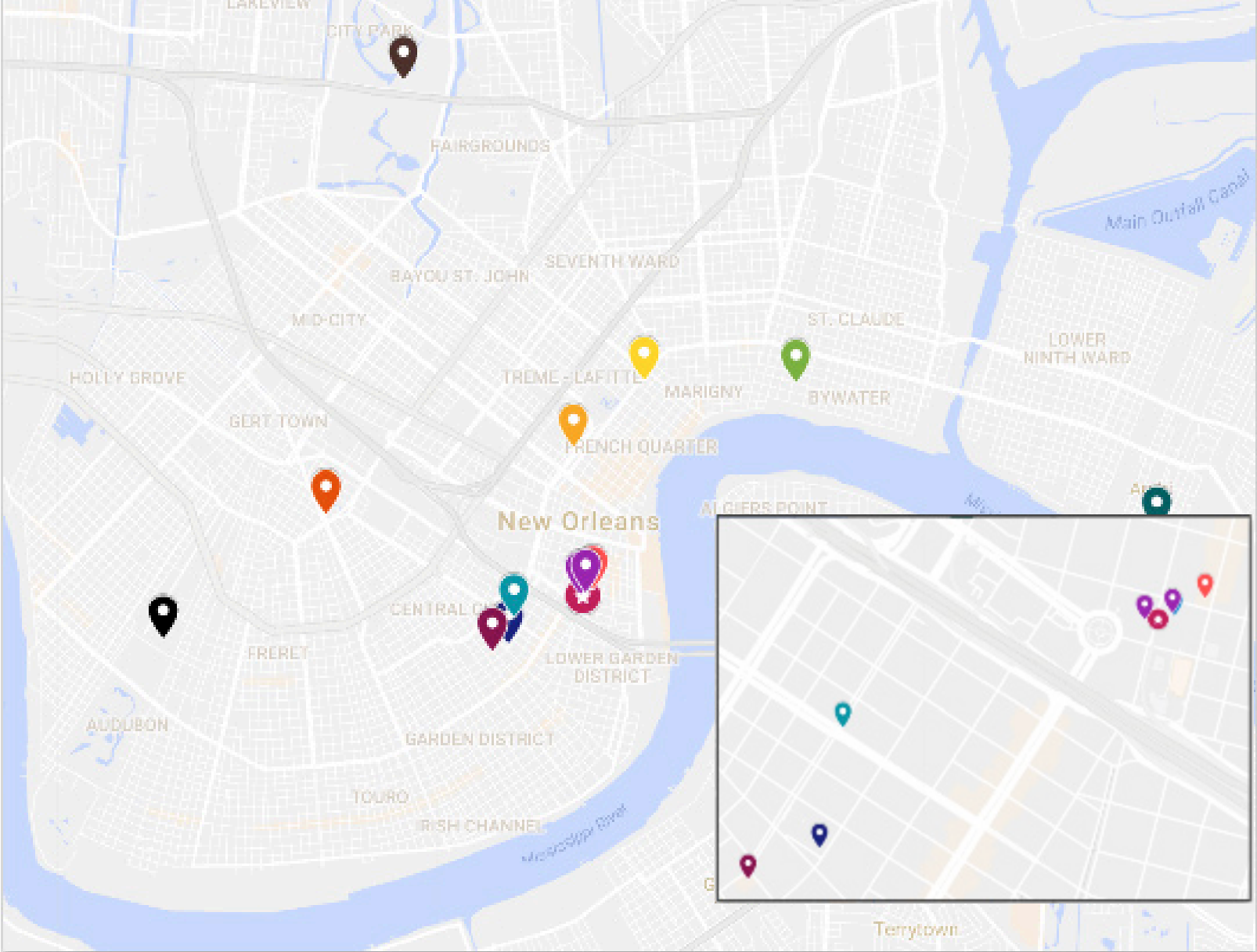
**NEW ORLEANS
ENTREPRENEUR
WEEK**



THIS YEAR, NOEW CELEBRATED ITS 10TH ANNIVERSARY

This year saw the launch of “NOEW in Your Neighborhood,” with events hosted by partners in Broadmoor, Bywater, Central City, Central Business District, Lakeview, Treme, Uptown, and St. Bernard Parish, culminating in a two-day summit at NOEW HQ located at the Contemporary Arts Center.

NOEW IN YOUR NEIGHBORHOOD



- NOEW HQ
- The Shop At The CAC
- Ashe' Power House Theater
- Backatown Coffee Parlour
- Docville Farm
- Grow Dat Youth Farm
- Flamingo A-Go-Go
- The Monastery New Orleans
- New Orleans Jazz Market
- Ogden Museum of Southern Art
- Propeller Incubator
- Roux Carre
- Talk Shop at the CAC
- Tulane University: Albert Lepage Center
- The Warehouse

NOEW 2018 BY THE NUMBERS

\$150M

in earned media

23 strategic partners

More than 100 zip codes represented

\$330K

Awarded in funding and services to entrepreneurs

Unique events offered in 8 New Orleans neighborhoods

National Media Attention



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



“There’s a striking emergence of entrepreneurial talent in our city, and New Orleans Entrepreneur Week is a big reason for that. JPMorgan Chase is proud to be among NOEW’s earliest supporters. Our organizations have a lot in common: we know the value of building relationships for the long haul; and we know that when we support entrepreneurs, we support opportunity, prosperity and inclusive growth.”

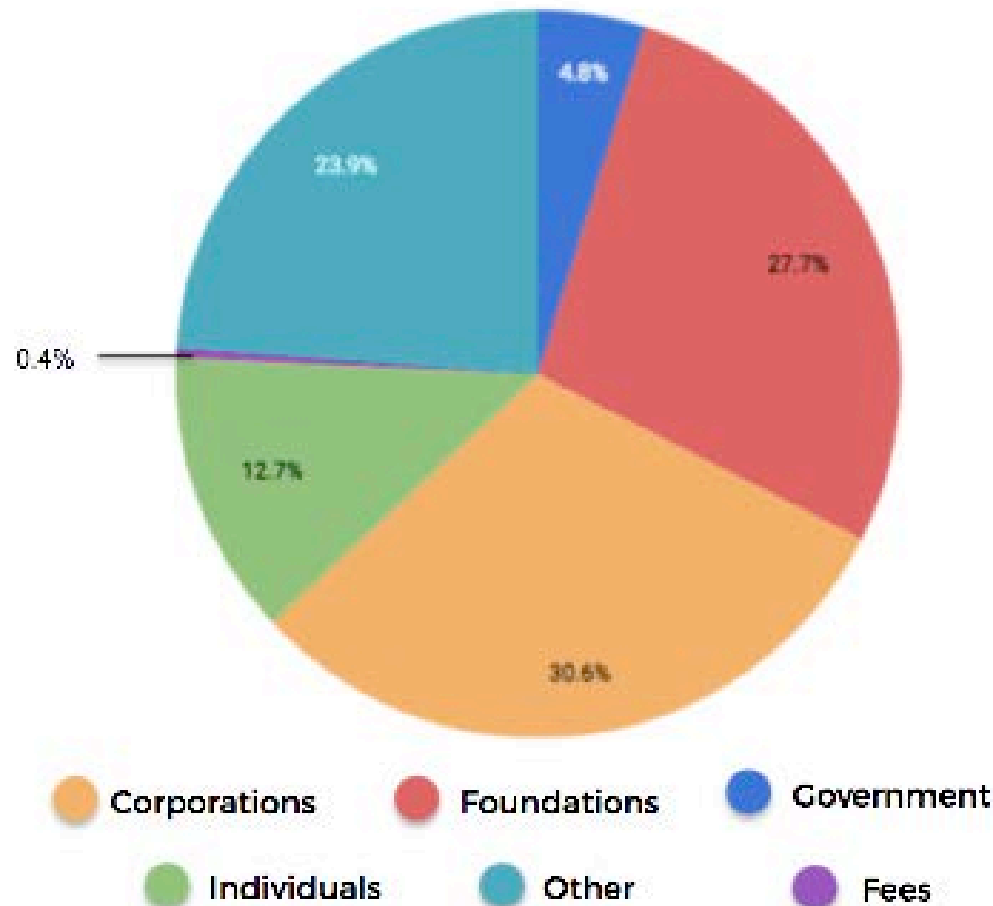
- Katie LeGardeur, Managing Director and Market Leader for JPMorgan Chase



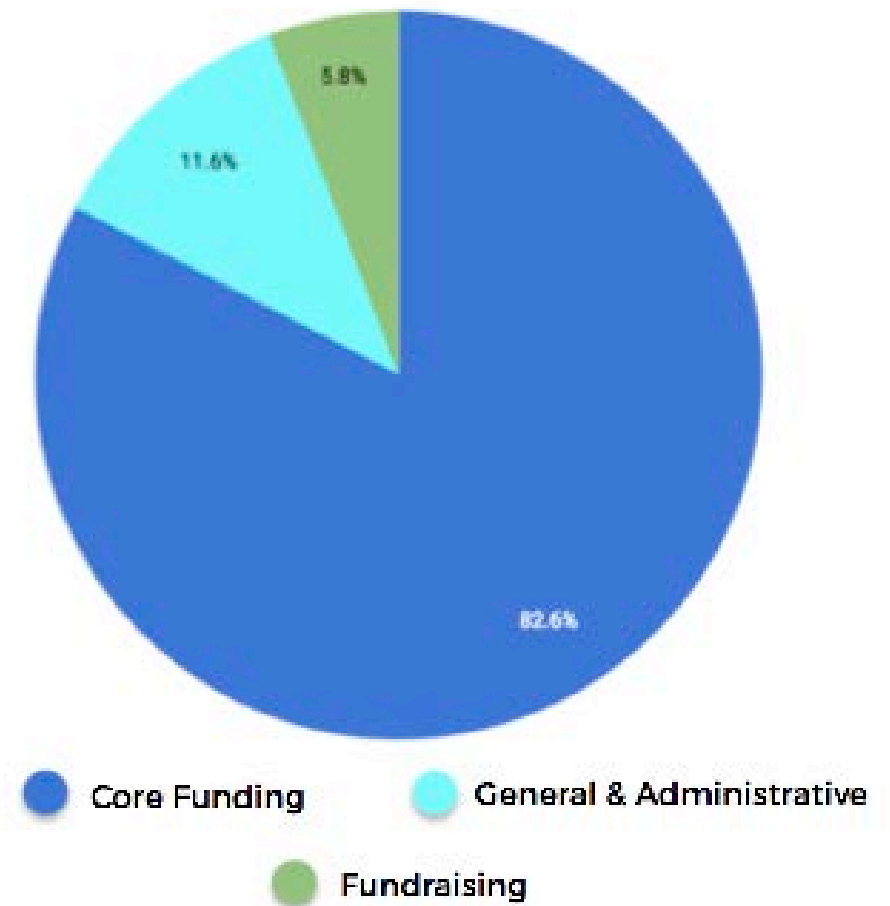
FINANCIALS

FY 2017 FINANCIALS

TOTAL REVENUE: \$2,681,665



TOTAL EXPENSES: \$2,401,223



OUR VILLAGE



OUR SUPPORTERS

\$50,000+

Bond Moroch
The Coulter Family Foundation
Jones Walker
JPMorgan Chase & Co.
Solomon Group

\$25,000+

French Market™ Coffee
IBERIABANK
Innovation Catalyst
Eugenie and Joseph Jones Family Foundation
Ochsner Health System
Pan-American Life Insurance Group

\$10,000+

Jackie and Mike Bezos
Cathy and Rivie Cary
Downtown Development District
Ella West Freeman Foundation
Goldring Family Foundation
Harper Family Foundation
Elly and Merritt Lane
Legacy Capital LLC
Lucid
Ti Adelaide Martin
Amith Nagarajan
New Orleans Tourism Marketing Corp
Machelle and John Payne
Stone Pigman Walther Wittmann LLC

\$5,000+

Adams and Reese LLP
Blue Cross and Blue Shield of Louisiana
Kia and Christy Brown
Canal Barge Company, Inc
The Domain Companies
Entergy New Orleans
EY
Alan Franco
Frilot, LLC
Intralox
Laitram
Gustaf W. McIlhenny Foundation
NOLA Media | Times Picayune
Ogletree Deakins
Square and Mastercard
Working Californians

\$2,500+

Be Well Nutrition
Margaret and Ken Beer
Callais Capital
Sally and Jay Lapeyre
Lowe Stein
Marty Mayer
Alice and David Mount
Servato
Shell
Aimée and Michael Siegel
T-Mobile

\$1,000+

Stephanie and David Barksdale
Lauren Baum
Carole B. and Kenneth J. Boudreaux Foundation
Lynne Burkart
inFRONT
KPMG LLP
Kushner LaGraize, LLC - Certified Public Accountants and Consultants
Adrien Lanusse and Ken Cerniglia
Peggy B. Rosenthal
tasc Performance
ThirtyNorth Investments, LLC
Jenny and Tim Williamson

\$500+

Anonymous
ChapterSpot
Danah and Paul Fisher
Mamie and Kirk Gasperecz
Greater New Orleans Hotel and Lodging Association
Susan Hess
IMOTO photo
Mary Jo and Calvin Johnson
Susu and Michael Kearney
Mary Lucy and David Lane
Emily Madero
Gabrielle and Chris Mangum
Dr. and Mrs. Brian H. Melius
Peter Ricchiuti

OUR SUPPORTERS

Mr. and Mrs. Robert H. Saer
Mr. and Mrs. William Sizeler
Palma Joy Strand and David Sylvester

\$100+

Adobe
Baldwin Haspel Burke & Mayer, LLC
Linda and Neil Baum
Kyle Brennan
Mr. and Mrs. Ronnie V. Burns, Sr.
Ben Cappiello
Sara and Ajay Deshpande
Deutsche Bank Americas Foundation
Greater New Orleans Foundation
Susan Gundlach
Jonathan Koenig, Wegmann Dazet & Co CPAs
Jane N. Kohlmann
Landscape Images Ltd
Patrick Lee
Lori McBride
Pat and Bob McIntyre
Kathleen and David Mittman
PK Scheerle, RN & Gifted Healthcare
Sarah and Doug Stokes
Ann and Shaw Thompson
W. Howard Thompson, Crescent Sterling, Ltd.
Trumpet LLC
Jackie and Richard Yancey

\$5+

Anonymous
Suzanne Beaudoin
Richard Blum
Richard Carthon
Richard Farr
Caitrin Gladow
Marshall Hevron
Sarah Hoffman and Matthew Mulhearn
Corey Keigler
Megan Kepper
Heather Klinkenberg
Sally Lindsay
Jonathan Lindquist
Kat and David Milligan
Lincoln Mattwandel
Karen and Roy Moore
James Morris
Joan Mueller
Emily Rebert
Alex Reed
Darcy Devine Scoggin
Perry Sholes
Carolyn Spears
Patricia Unangst
Lance Vinson
Eileen Wallen
Flynn Zaiger



2018 - 2019 TEAM



JON ATKINSON
CEO



ALI CARLISLE
DIRECTOR OF MARKETING



EMILY EGAN
DIRECTOR, ENTREPRENEUR SERVICES



AMBUR FUSILIER
PROGRAM MANAGER, NOEW



MOLLY HORTON
SENIOR MARKETING MANAGER



KAT MILLIGAN
DEVELOPMENT & ADMINISTRATIVE MANAGER



AUDREY VOELKER
DIRECTOR OF DEVELOPMENT



2018 - 2019 BOARD OF DIRECTORS

Patrick Comer, Chairman

Founder & CEO, Lucid

David Barksdale, Vice-Chairman

Managing Director, Alluvian Capital

Lauren Baum

Senior Marketing Director, Apartment List

Margaret Saer Beer

Marketing Consultant

Kevin Clifford

President and Chairman, American Funds

Sig Greenebaum

Head of Global Live Events, Blizzard Entertainment

Bill Hines

Managing Partner, Jones Walker

Pres Kabacoff

Executive Chairman of the Board, HRI Properties

Chris Laibe

CEO, inFRONT

Merritt Lane

President and CEO, Canal Barge Company

Cooper Manning

Principal, AJ Capital Partners

Ti Martin

Co-proprietor, Commander's Palace

Jen Medbery

Founder, Kickboard

Amith Nagarajan

Executive Chairman, Rasa.io

John Payne

President and COO, VICI Properties

Matt Schwartz

Principal, The Domain Companies

Michael Siegel

President, Corporate Realty

Allen Square

CEO, Square Button

José S. Suquet

President and CEO, Pan-American Life Insurance Group

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

Co-founder, The Idea Village





THE NEXT CHAPTER

As we move into this next chapter under the guidance of our new leadership, we look forward to continuing to provide premiere opportunities to the entrepreneurial community of New Orleans. We will be able to open up a whole new variety of opportunities and resources to choose from with the addition of an industry sponsored accelerator, as well as the launch of the education-based IDEAinstitute. We look to this next year with excitement for these new developments, and an anticipation that our city and its entrepreneurs will rise to the occasion with new, innovative, and industry changing ideas.



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