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# A LETTER FROM THE CEO

As we reflect on 20 years of service to over 13,000 entrepreneurs, one central theme continues to come to mind: reinvention. Entrepreneurs are a source of constant reinvention. Skilled founders are relentless about continuous personal improvement. Startup companies search for constant iteration. Together, founders and startup companies are a source of renewal for our community as a whole.

In 2020, society has come to embrace the pivot. From a global health crisis, economic collapse of key industries, and natural disasters, to a public awakening of the horrors of racial injustice, we are entering a world in which the power of reinvention appears poised to be applied writ large.

Yet, amid the challenges there is also optimism. Throughout the past year, we have seen countless stories of companies overcoming overwhelming odds, reinventing themselves to meet our community's needs and paying it forward to serve others. I am excited to share the stories and successes of our founders throughout this report.

Now more than ever, investing in industries of the future is crucial to New Orleans. Digitally native, innovative, and growth-oriented companies are the cornerstone of a more resilient, vibrant, and dynamic local economy. Our 277 accelerator alumni companies employ over 3,400 individuals, bring in more than \$267 million in revenue, and have collectively raised over \$352 million dollars in capital. Together, we are building a new model for how to build successful startups outside of traditional innovation hubs. We are adopting global best practices, capitalizing on local assets, and building our own repeatable and scalable process for seeding our industries of the future.

New Orleans is an exceptional place, and we have an opportunity to build an even better future. While nationally, the technology industry and startups in particular are overwhelmingly white and built by people from homogenous backgrounds, New Orleans was ranked as a top 10 city for African Americans and Women in tech and number one in the U.S. for tech employment growth in 2018. We can and will continue learning from the lessons of the past and the lessons of our peers to build net new industry leading companies that diversify our economy while building a culture that is intentionally inclusive.

Join me in supporting our founders as they work day in and day out to reinvent the world around us.



**JON ATKINSON**  
CEO, *The Idea Village*

# COVID-19: ADAPTING AND MOVING FORWARD

New Orleans is no stranger to adversity, and with the detrimental impact of the COVID-19 outbreak in our city, New Orleans' entrepreneurs have once again shown their capacity for resilience during times of hardship and uncertainty. This year has presented challenges that have forced us all to reexamine our roles, pivot our plans, and find new ways to support one another. We are proud to be a part of a network of innovators who are committed to supporting our community during this time. And like all hardships New Orleans has faced, we know we'll emerge on the other side stronger. We're carrying the resilient spirit of our city with us into any challenges the future holds.

## HERE ARE JUST SOME OF THE WAYS THE INSPIRING ENTREPRENEURS FROM OUR VILLAGE ADAPTED THEIR BUSINESS MODELS TO HELP THE NEW ORLEANS COMMUNITY IN THE FACE OF COVID-19

**DOCPACE** worked to slow the spread of COVID-19 by keeping waiting rooms clear. DOCPACE allows patients to have a virtual waiting experience so they can know when their care providers are ready to see them. This optimizes patient flow and minimizes the number of interactions individuals must have while getting medical care.

### SILICON **BAYOU** NEWS



WE TAKE THE WORK OUT OF COMMUNICATING WITH PATIENTS BEFORE APPOINTMENTS  
**DOCPACE**

NEW ORLEANS STARTUP DOCPACE WORKING TO #STOPTHESPREAD OF COVID-19  
Julia Bullard March 21, 2020

### New Orleans business finds success making hand sanitizer dispensers

Stop and Block pivoted to keep business afloat



**4WWL**  
Local sunscreen machine makers now building hand sanitizer dispensers

Sunscreen machine makers, **Stop and Block**, and the team of clean water & coastal restoration innovators at **Geaux Water**, both adapted to COVID-19 by pivoting the use of their technology to create hand sanitizer dispensers.

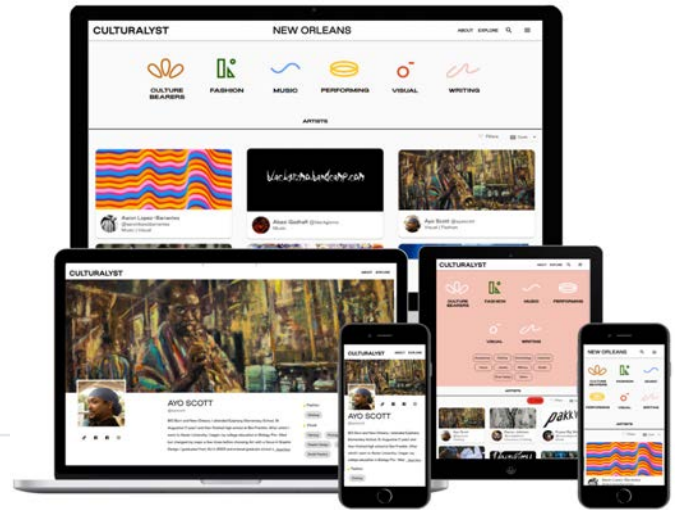
**Oh Shoot!** added moving and storage services to their offerings for Tulane students when dorms were unexpectedly shut down due to COVID-19. They also partnered with Plant the Peace to help organize the donation of thousands of pounds of necessities to those in need during the crisis.



**OH SHOOT!**



When COVID-19 forced bars and music venues to close, **Culturalyst** quickly added the ability for artists to stream events on their platform via Facebook Live with an added feature for tipping – payment options were listed on the event page to encourage donations from the audience in support of the artists.

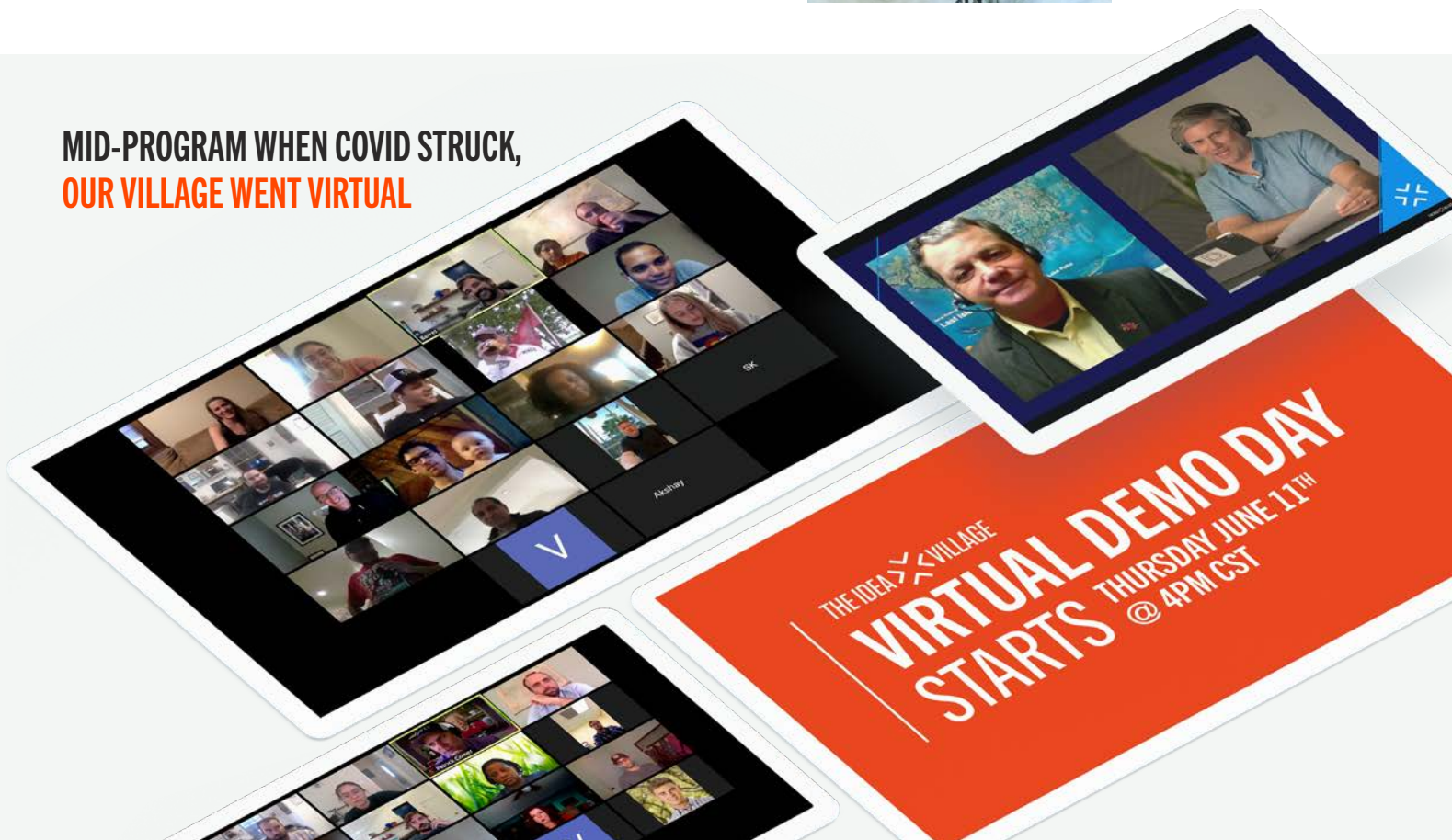


**Junction Place Sports** opened a brick and mortar "Academy Camp" to support students whose families require a care option outside of the home for virtual learning.

The **Pet Krewe** team was able to donate thousands of masks to support those on the front lines of the pandemic by shifting and leveraging their manufacturing of pet costumes and toys to PPE.



**MID-PROGRAM WHEN COVID STRUCK,  
OUR VILLAGE WENT VIRTUAL**



# THE BLACK LIVES MATTER MOVEMENT: SPEAKING OUT FOR INJUSTICE EVERYWHERE

Our community is grieving the horrific deaths of Black Americans and people of color that have resulted from centuries of systemic racial injustice. The recent spotlight on these widespread inequalities has given us the opportunity to take a critical look at any ways The Idea Village has contributed to injustice, and the role we can play in addressing these troubling realities through actively incorporating anti-racism into our programming as a nonprofit that supports tech-enabled entrepreneurs and startups. We know for a fact that startup communities have a diversity problem that stems from the inequality in the tech sector, educational institutions, and access to capital. As an organization, we recognize that we have a lot of learning to do. We are committed to listening, and we can and will do better.

We know that companies with **high levels of diversity and an inclusive work environment are more innovative** and make better decisions. This is something we must all strive for and it starts with basic rights and designing our social system around respect for each other.

Strong communities are the foundation that allows innovation to thrive. We are working to build a more diverse and inclusive community and are committed to taking these steps:



- ✓ **Increase representation on our board of directors**
- ✓ **Increase diversity of our team** to bring more voices to the table.
- ✓ **Commit to improve the tracking of diversity across our programs** because, “what gets measured gets managed.”
- ✓ **Create better pathways to increase mentors and investors of color** because studies show that you don't just need the entrepreneurs to be diverse, but they need mentors that look like them and investors willing to believe in them.
- ✓ **Invest in building a pipeline** that intentionally recruits and supports founders of color focused on building scalable startups.
- ✓ **Examine our own practices for inclusivity** and help our cohort companies build inclusive environments within their own organizations that help more people access jobs within the technology sector.

# WHY ENTREPRENEURS MATTER **MORE THAN EVER**

A LETTER FROM THE EXITING CHAIRMAN OF THE BOARD, PATRICK COMER

Dear Partners,

Though an annual report ought to address a full calendar year, It is truly jarring to calculate the magnitude of change and challenge we've endured since just this past spring. Over the past several months we've had to rewrite the script on how we work, learn, and connect with one another. We've experienced unprecedented levels of economic upheaval and uncertainty, forcing many to make difficult decisions. We've been met with the stark and urgent reminder that our country's racial fabric is broken and profoundly hurting as we've been called to reckon with the senseless killings of George Floyd, Breonna Taylor, and the pervasiveness of systemic racism. While in times like these it is easy to feel lost and hopeless about the future, I continue to find reasons to feel a tremendous sense of possibility and optimism for the future of our community.

This past September I had the opportunity to host a panel discussion with some former Lucid colleagues who have since become entrepreneurs and business leaders in the New Orleans tech space since leaving Lucid. The opportunity to reconnect and collaborate on how we can position our community to not just survive, but thrive in the coming months was deeply heartening and invigorating. I was struck by the unique strength, resiliency, and culture we continue to develop as a business community and how our community truly is one of our greatest assets. We're a city that knows how to inspire one another, how to support each other's endeavors, and how to rally around an important cause. We also know that in times of crisis and chaos, we need to be ready and eager to step up and lead with vigor and enthusiasm.

So that's why as we prepare to head into the new year, I challenge myself and The Idea Village community to continue to look to each other for inspiration and support, and collaborate on how we can continue to evolve as a city and business community in light of the challenges that surround us. In 2021 we can all do our part to create new opportunities for our community, knowing that it takes a Village to succeed.



**PATRICK COMER**

CEO, *Lucid*

Chairman of the Board, *The Idea Village*



**2020**  
**IN REVIEW**



# IMPACT BY THE NUMBERS

## 20 YEARS OF SERVING ENTREPRENEURS

13,342

ENTREPRENEURS  
SERVED

94,220

MENTOR HOURS  
PROVIDED

66%

OF THE IDEA VILLAGE  
ALUMNI COMPANIES  
are still in business

\$32.9M+

IN RESOURCES  
PROVIDED

277

COMPANIES  
have gone through  
our accelerator programs

\$352M

CAPITAL DOLLARS  
RAISED

3,410

INDIVIDUALS  
currently employed  
by The Idea Village  
alumni companies

\$267M+

ANNUAL REVENUE  
IN 2019



We are proud to see a flywheel effect in our accelerator programs – our founders continuously pay it forward to the next generation of entrepreneurs.

1<sup>IN</sup>5

IDEA VILLAGE  
ENTREPRENEURS  
have gone to start  
another business



MORE THAN HALF

HAVE INVESTED, MENTORED OR FOUNDED ANOTHER COMPANY IN THE GREATER NEW ORLEANS REGION.

# COMMUNITY CONTENT

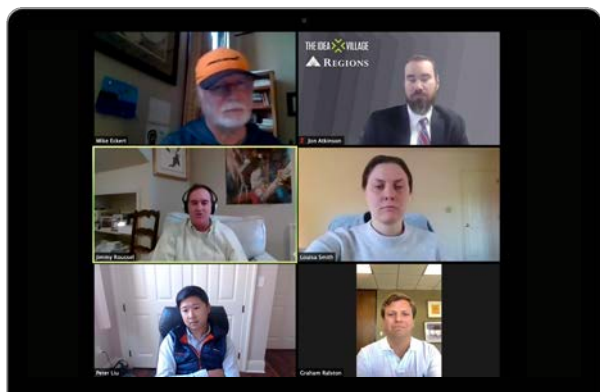
Community Content is a free monthly networking and educational event series that serves as an open door for community members to learn, connect and improve their businesses. With the generous support of Regions Bank, we were able to serve over **600 attendees** across **11 events**. Following the COVID-19 outbreak in March, our series moved seamlessly to the virtual environment, and we were able to continue networking with our enthusiastic audience on a monthly basis.

WITH SUPPORT FROM  **REGIONS**



WHEN YOU ARE STARTING SOMETHING, YOU CAN FEEL REALLY ALONE, AND IT'S INCREDIBLY IMPORTANT TO BE ABLE TO COME TO A FORUM AND MEET NEW PEOPLE AND REALIZE YOU'RE NOT ALONE.

**BARRIE SCHWARTZ**  
Founder & CEO, My House Events



# 42,6616

**IMPRESSIONS**

from Community Content related posts across our social accounts from July 2019 - June 2020



**JULY** Keynote  
*Digging into the Press*  
Leigh Isaacson, **DigDates**

**AUGUST** Keynote  
*Strategy Sessions: Sips and Solutions*  
Lauren Siegel & Team, **treppwise**

**SEPTEMBER** Panel Discussion  
*Scaling Your Food Business*  
Barrie Schwartz, **My House Events**  
Caroline Rosen, **Tales of the Cocktail**  
Ericka Lassair, **Diva Dawg**  
Joaquin Rodas, **Bacchanal & Elysian Bar**

**OCTOBER** Pitch Competition  
*Fall IDEAINSTITUTE's Mini Demo Day*

**NOVEMBER** Panel Discussion  
*Diversity is a Business Decision, SoGal Launch*  
Summer Suleiman, **The Distillery**  
Amy Domangue, **Jessie**  
Simone Spence, **Don't Get Mad, Get Paid**

**DECEMBER** Networking Event  
*Entrepreneurial Ecosystem Holiday Extravaganza!*

**JANUARY** Keynote  
*Business Strategy for Startups*  
Franco Silva, **Mexssub**

**MARCH** Panel Discussion  
*Building a Winning Team and Culture*  
Scott Wolfe and Team, **Levelset**

**APRIL** Virtual Panel Discussion  
*Preparing to Fundraise in a Cash Crisis*  
Louisa Smith, **NO/LA Angel Network**  
Mike Katz, **Benson Capital Partners**  
Peter Liu, **Pritzker Group Venture Capital**  
Jimmy Roussel, **The New Orleans Startup Fund**  
Mike Eckert, **NO/LA Angel Network**  
Graham Ralston, **Regions Bank**

**MAY** Virtual Panel Discussion  
*How to Build a Team Virtually - Hiring in the Face of Uncertainty*  
Evie Poitevent Sanders, **GNO Inc.**  
Josie Delaune, **Geocent**  
Jack Carrere, **Prokeep**  
Mike Walker, **Raistone Capital**  
Zach Hollwedel, **Whetstone Education**

**JUNE** Keynote  
*Digital Marketing in the Times of COVID-19: What We've Learned and What's Next*  
Will Scott and Paula French, **Search Influence**

# IDEAsessions

IDEAsessions directly serve entrepreneurs from the community whose business models fall outside the scope of our accelerator programming. This year, we provided **18 hours of direct consulting** on behalf of the entrepreneurs in partnership with **trepwise**.



WITH SUPPORT FROM THE PERKINS FUND

## THE RESILIENCY SERIES

In the wake of COVID-19, The Idea Village partnered with Nexus LA, Opportunity Machine, and Silicon Bayou News to produce a weekly “Resiliency Series” to give entrepreneurs facing new, pandemic challenges an opportunity to learn from founders with experience in finding opportunities during crisis, network with fellow entrepreneurs, and support each other. The Resiliency Series was born out of a unique, collaborative effort amongst the regional entrepreneurial ecosystems of South Louisiana.



**+ RESILIENCY DURING COVID-19: ENTREPRENEURS WHO HAVE SURVIVED AND THRIVED DURING PREVIOUS CRISES SUCH AS KATRINA**



**+ CUTTING THE BURN RATE AND EXTENDING THE RUNWAY (MAXIMIZING CASH FLOW DURING THE CRISIS TO ENSURE SURVIVAL)**

**+ WHAT'S NEXT: PLANNING FOR OUR FUTURE**

**+ GOING VIRTUAL AND OTHER COVID-19 HACKS TO KEEP YOUR BUSINESS ROLLING**

# 48 HOUR LAUNCH

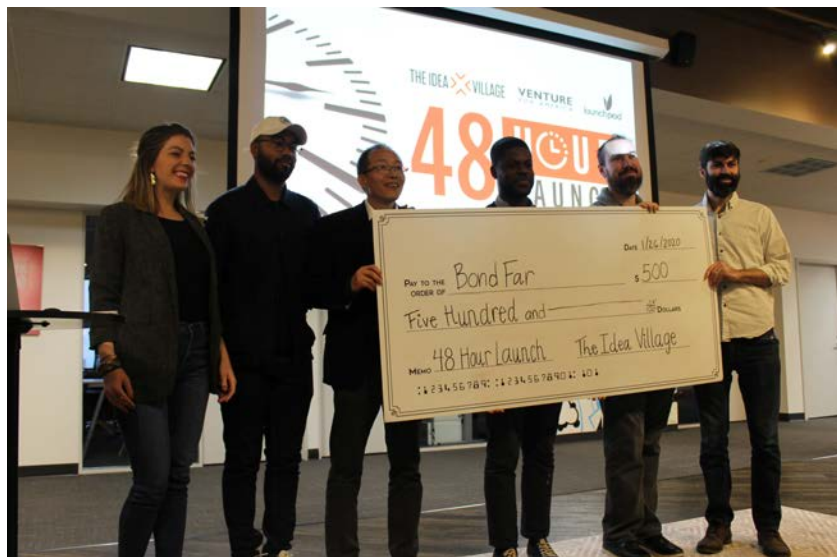
In partnership with **Venture for America** and **Launchpad**, we were excited to bring 48 Hour Launch back to New Orleans this year. 48 Hour Launch is an intensive weekend where individuals join cross-functional teams and come together to create a viable business. Notable companies, including Waitr, have been started at similar events. Over two days, teams convened to market-test their ideas, met with mentors to form strategy, and presented their findings to an audience of key stakeholders in the New Orleans startup community. 48 Hour Launch is accessible to all members of the community, from a person with an idea, to experienced entrepreneurs and software developers, to anyone who wants to learn about startups.



**NOT ONLY WAS I PUSHED TO VALIDATE MY CONCEPT, WORKING WITH A NEW TEAM ALSO EXEMPLIFIED MY SHORTCOMINGS AS A LEADER. NOW THAT I'VE RECEIVED THIS CRUCIAL FEEDBACK ON MYSELF AND MY BUSINESS, I FEEL SO MUCH MORE CONFIDENT IN PURSUING MY GOALS AND ACTING ON THE MISSION OF MY BUSINESS.**

**ZIGGY ALLENLUNDY**

Founder, *Link*



**I CAME IN WITHOUT A PITCH AND FELT FLAT FOOTED. I WALKED AWAY FEELING ENERGIZED AND WITH FRESH IDEAS.**

**DAVID SCHULTE**

Founder, *Medi-Check*



THE IDEA VILLAGE VENTURE FOR AMERICA launchpad

**48 HOUR LAUNCH**

JANUARY 24TH-26TH

# IDEAInstitute

IDEAInstitute is a 10-week pre-accelerator program that helps aspiring founders take an idea and turn it into a scalable business. After the success of the previous year's cohort, we decided to grow this program to two sessions, in **Fall 2019 and Spring 2020**. We served **59 entrepreneurs** in total through the courses this year, and we are proud to say that **over 80 students have graduated from our pre-accelerator** since its inception. This year, we also added opportunities for individualized mentoring in financial modeling and pitch coaching, as well as a Mini-Demo Day with a cash prize at the end of the course.

We are excited about the opportunities that IDEAInstitute brings for building our pipeline. Graduates from the Fall 2019 course made up **25% of our highly selective 2020 VILLAGEx** accelerator class.



TONIA AIKEN  
CEO, SafePush

DEL-METRI WILLIAMS  
Founder, Rx Interactive

BARRET BLONDEAU  
Founder, Unlock'd

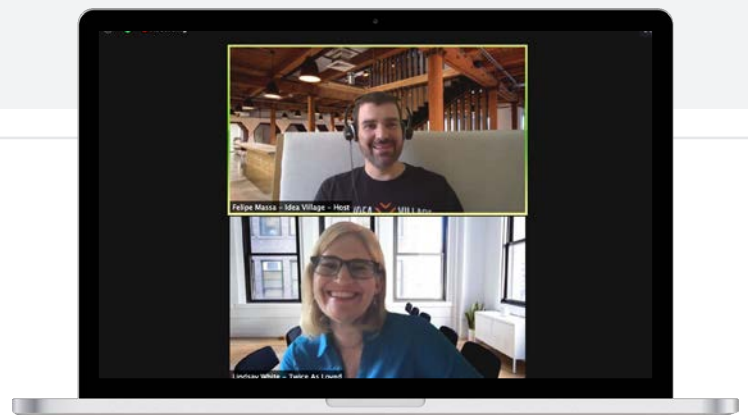
## SCHOLARSHIP FUND

As a way to lift entrepreneurs up during the COVID-19 crisis, we created the IDEAInstitute scholarship fund. We were able to award 20 full scholarships and 4 partial scholarships to those most impacted by COVID-19. This upcoming year, we are doubling down on our efforts to increase diversity in this critical early-stage program, and believe IDEAInstitute is essential to engage a pipeline of entrepreneurs from different backgrounds and empower them to build game changing businesses.



**A VALUE BEYOND ANY PRICE, FOR ANYONE WHO THINKS THEY HAVE AN IDEA WORTH PURSUING.**

**SEAN O'HARA**  
sVäUlt Home Safety System



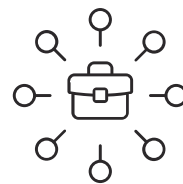
# ENERGYx

Building on the success of our pilot program in 2019, we teamed up with **Shell GameChanger** for another year of ENERGYx, a customized accelerator program that seeks innovative solutions for pre-identified problems faced by Shell's global business units. Our 2020 partnership focused on companies with emerging novel technologies for coastal construction and water management with the potential to improve the capital efficiency of coastal restoration and asset protection work offshore. Using Shell as a conduit to deploy game changing ideas, this program builds on local talent with the goal of helping catalyze a new innovation cluster in our region.



## 4 ENERGYx 2020 COMPANIES

CREATED  
**18**  
JOBS



**\$1.66M**  
IN CAPITAL RAISED

**\$343,000**  
IN ANNUAL REVENUE

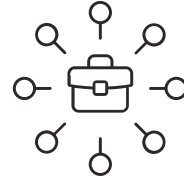
# VILLAGEx

The Idea Village's flagship offering, VILLAGEx, invites an annual cohort of competitively selected tech-enabled startups to participate in an intensive, 16-week accelerator program. Our goal is to provide the infrastructure, training, and support businesses need to scale their operations. VILLAGEx's extensive and highly customized programming is designed around the needs of established startups that are starting to show traction.



12 VILLAGEx 2020 COMPANIES

CREATED  
**45**  
JOBS



**\$2.1M**  
IN CAPITAL RAISED

**\$186,668**  
IN ANNUAL REVENUE



VILLAGEx, previously IDEAx, was rebranded this year, to demonstrate our commitment to building a community of later-stage, high-growth, scalable ventures. The program started in person in January and was seamlessly converted to a virtual program in March. In response to COVID-19, we extended the duration of the program by 6 weeks and doubled down on the number of resources available to our companies. We also helped our companies navigate their COVID response, including providing critical information, developing their own strategic and operational approach and navigating relief efforts such as the Paycheck Protection Program.

COVID-19 has highlighted the critical importance of economic diversification and protecting the pipeline of innovative, digitally-native businesses to our community and to the resilience of our local economy.

VILLAGEx culminates in a Demo Day, where founders are given the opportunity to demonstrate their company's growth to date and potential for future success to potential investors and the community.

# VIRTUAL DEMO DAY

In response to COVID-19, Demo Day was held virtually — the online, invitation-only event had over 500 views. Leveraging professional production resources, our platform connected hundreds of stakeholders with our startups and we were able to hear some incredible pitches and celebrate the work our companies had completed since January, despite incredible adversity. Patrick Comer, founder and CEO of Lucid, served as our guest MC, incorporating both wit and wisdom. The virtual format allowed for an even larger audience to tune in for our company showcase, and each founder received a fully produced copy of their pitch as a durable asset for future introductions. **Watch a recording of the full livestream, or check out individual pitches here.**



THE 16 COMPANIES FROM OUR VILLAGE<sub>x</sub> AND ENERGY<sub>x</sub> COHORT

CREATED  
**63**  
JOBS



**\$3.76M**  
IN CAPITAL RAISED

**\$529,668**  
IN ANNUAL REVENUE

THE IDEA  VILLAGE

# VIRTUAL DEMO DAY

**JUNE 11<sup>TH</sup>**  
**4-6PM CST**

REGISTER TODAY  
<https://bit.ly/IVDemoDay20>



# 2020 **VILLAGE**Ex ACCELERATOR COMPANIES

## ADDIGURU

Addiguru is solving a big need in the fast growing metal 3D-Printing industry by creating monitoring solutions to determine defects in real time using cameras, sensors and artificial intelligence.

[www.addiguru.com](http://www.addiguru.com)



## Blockpad

Blockpad is the future of spreadsheet software, where apps and documents work together to let teams do their best work.

[blockpad.net](http://blockpad.net)



THE IDEA VILLAGE IS AN INDISPENSABLE RESOURCE. STARTING A BUSINESS IS ALWAYS A ROLLER COASTER, BUT THE ACCELERATOR HAS SURROUNDED US WITH GREAT PEOPLE AND RESOURCES TO HELP US SUCCEED.

**CHARLES BABBITT**

Founder and CEO, Blockpad



THE TEAM AT VILLAGE<sup>Ex</sup> HELPED US TRANSFORM OUR BUSINESS. OUR PRODUCT IS BETTER, OUR MODEL IS MORE SCALABLE, AND THE OPPORTUNITY IS EVEN BIGGER THAN WHEN WE ENTERED.

**MATTHEW ARMSTRONG**

Co-founder and CEO, Check



Check champions home service owner-operators through mobile apps that help them grow and run their business from the cab of their truck.

[www.hellocheck.co](http://www.hellocheck.co)

## [ CULTURALYST ]

Culturalyst is digital infrastructure for local cultural economy, creating transparency and shared value for every actor in a cultural ecosystem.

[culturalyst.com](http://culturalyst.com)



IDEA VILLAGE IS THE BACKBONE OF THE ENTREPRENEURSHIP ECOSYSTEM IN NEW ORLEANS.

**SAM BOWLER**

Founder and CEO, Culturalyst



**IT'S TRULY WONDERFUL TO SEE AN ORGANIZATION LIKE THE IDEA VILLAGE BRING SO MUCH OPPORTUNITY TO THE NEW ORLEANS STARTUP COMMUNITY THROUGH VILLAGEx.**

This program does an incredible job of bringing top notch resources from around the country right to our backyard. **VILLAGEx** is a beautiful reminder that great talent, great business ideas, and best of all great stories are happening right here.

**SHELBY SANDERFORD**  
Founder and CEO, DOCPACE

## DOCPACE

**DOCPACE**, imagine flight status updates for doctor's appointments – patients receive real-time appointment status updates via text messaging so they no longer have to wait in the waiting room.  
[www.docpace.com](http://www.docpace.com)



**Gilded** empowers businesses to transact globally, using blockchain to unlock more efficient business operations. Our seamless invoicing, payment, and accounting software helps businesses get paid faster and more transparently, with dramatically lower fees.  
[gilded.finance](http://gilded.finance)



**Oh Shoot!** is a broad service provider tailored for life on college campuses. Oh Shoot! Specializes in delivering affordable services and high wages to college students.  
[ohshoot.io](http://ohshoot.io)



**Rx Interactive, Inc.** uses gamification technology to make patient education engaging. We are devoted to increasing adherence by improving health literacy of patients dealing with chronic diseases.  
[www.rxinteractive.net](http://www.rxinteractive.net)



**THE IDEA VILLAGE ACCELERATOR IS A VALUABLE PROGRAM FOR STARTUPS AT ANY LEVEL. WHETHER YOUR STARTUP NEEDS TO LAUNCH, EXECUTE OR LEVEL UP; THEY WILL HELP YOU ACHIEVE THOSE GOALS.**

**DEL-METRI WILLIAMS**  
Founder and CEO, Rx Interactive, Inc.





THE IDEA VILLAGE ACCELERATOR PROGRAM WAS A WONDERFUL EXPERIENCE FOR OUR COMPANY AND TEAM MEMBERS. WE GREW AT A TREMENDOUS RATE THROUGH THE NURTURING AND TUTORING PROVIDED BY THE EXPERIENCED MENTORS, ADVISORY BOARD, IDEA VILLAGE TEAM ,AND CONSULTANTS.

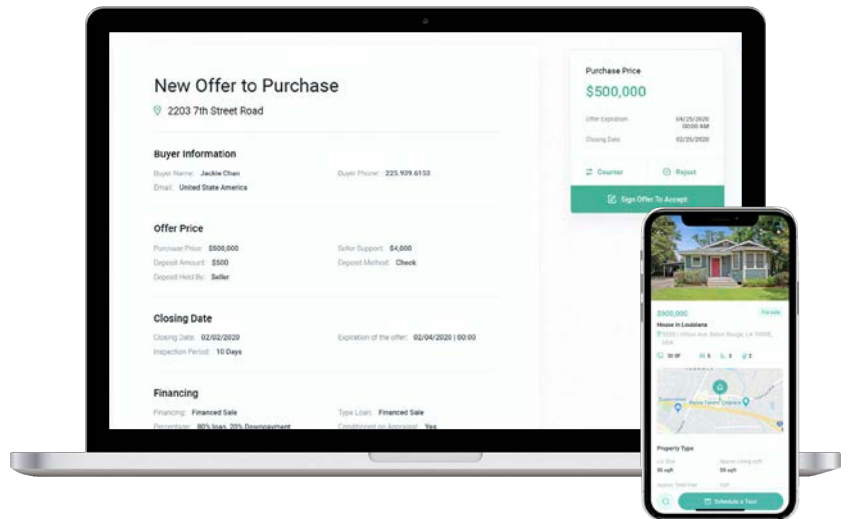
**TONIA AIKEN**  
 Founder and CEO, SafePush, LLC.



**SafePush, LLC** is a biomedical product development company based in New Orleans, Louisiana. SafePush develops biomedical products to prevent catastrophic and lethal patient outcome results with worldwide application in critical care settings.



Unlock'd is redefining how real estate is sold by connecting buyers directly to sellers and walking them through the entire sales process saving them thousands in Realtor commissions. [unlockd.tech](http://unlockd.tech)



WE ARE SO GRATEFUL FOR THE IDEA VILLAGE AND FOR THE OPPORTUNITY TO PARTICIPATE IN THE ACCELERATOR PROGRAM. FROM THE VERY BEGINNING, IT WAS CLEAR THAT THE ORGANIZATION WAS ON TOP OF EVERY DETAIL AND WOULD PROVIDE SO MUCH VALUE THROUGHOUT OUR JOURNEY.

Everyone involved in the organization brings professionalism, experience, knowledge, resources and sage advice to our startup community.

**ANNA STEELE**  
 COO, The Youni Company



Youni Underwear creates attractive, absorbent underwear for men and women experiencing incontinence and other leaks.

# 2020 ENERGYx COMPANIES



**CC-CleanTech** is an independent consulting and project management firm focused on renewable energy, sustainable construction, and environmental management. They assess the operating environment and recommend appropriate technologies, systems, and products.



**Chustz Surveying, LLC.** seeks to fuse light detection and ranging (LiDAR) and hyperspectral sensors to offer a newer, more complex way to collect data about environmental landscapes. [www.chustzsurveying.com](http://www.chustzsurveying.com)



**Geaux Water** aims to address industrial waste water and produced water treatment needs. Their patented technology cleans polluted water and upcycles its waste. [geauxwater.com](http://geauxwater.com)



NatrX combines nature with digital manufacturing to protect coastal assets. [natrx.io](http://natrx.io)



THE IDEA VILLAGE POSITIONED US ALL TO GROW, CREATE JOBS, AND, MOST IMPORTANTLY, SOLVE THE CRITICAL PROBLEMS FOR THE PEOPLE IN OUR COMMUNITIES IN PROFOUND AND INCALCULABLE WAYS.

**LEONARD NELSON**

Founder and CEO, Natrx





## A NATIONAL MENTOR NETWORK

The work we do would not be possible without the amazing network of our mentors. We are proud to bring a diverse realm of expertise to entrepreneurs from within and outside of New Orleans.

COVID-19 has highlighted how vast, far-reaching and dedicated our mentor network is. This year, we are proud to have more than doubled our available hours from our mentors who worked tirelessly to support our entrepreneurs.

17 of our mentors this year are alumni of our accelerator programs. We love to see our founders paving the way to support new entrepreneurs in the Greater New Orleans area, and we are excited to see our network expand in the upcoming year.

### 16 DIFFERENT LOCATIONS



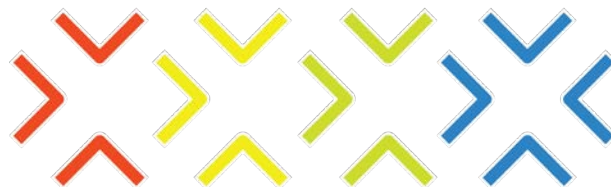
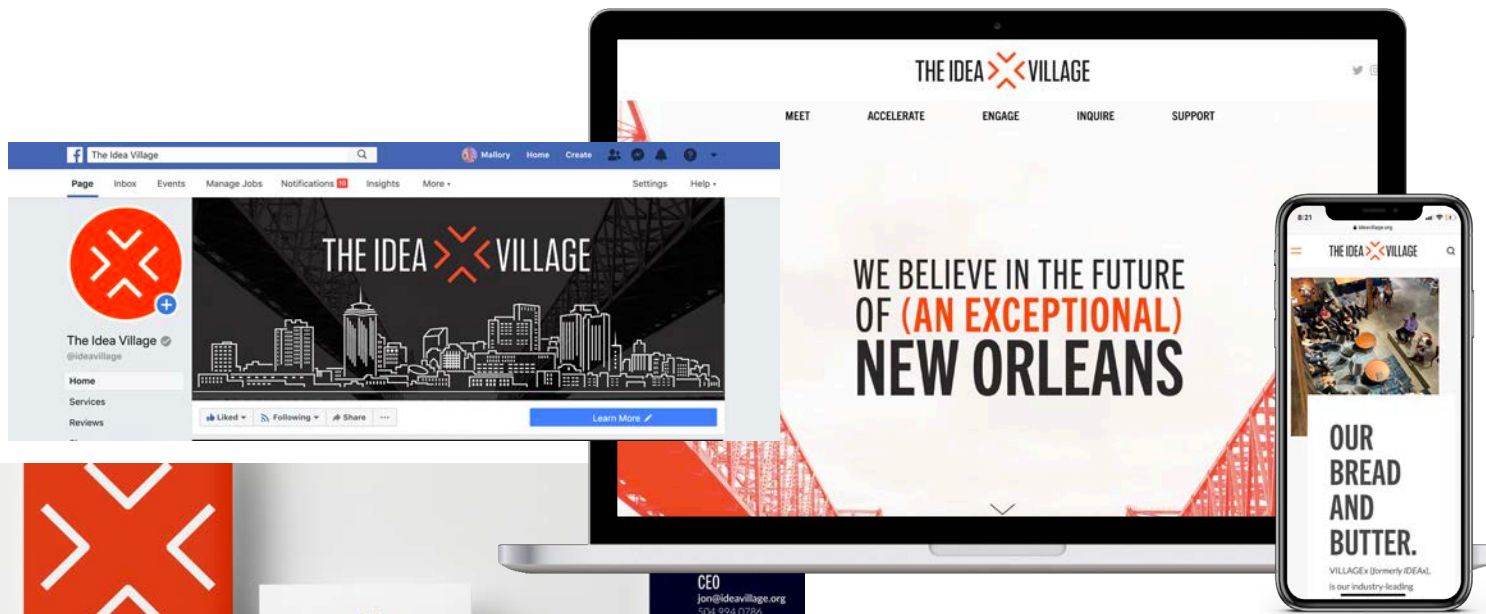
BATON ROUGE, LA  
BAY AREA, CA  
BOSTON, MA  
BOULDER, CO  
CHICAGO, IL  
DALLAS, TX  
HOUSTON, TX  
LOS ANGELES, CA  
LULING, LA  
NEW ORLEANS, LA  
NEW YORK, NY  
REDMOND, WA  
RICHMOND, VA  
SEATTLE, WA  
SOUTHPORT, CT  
THIBODAUX, LA

# A NEW LOOK BRINGING IN THE DECADE

Our team spent the summer of 2019 breaking our brand down to its' core. We reassessed not only The Idea Village's overall aesthetic, but the factors that inform them - who we are, our mission, and our core values. Our brand refresh gives a nod to the past, while embracing the vibrant future that lies ahead for our city and its entrepreneurial ecosystem.

With the the brand refresh we also built out a new website, giving easy access for entrepreneurs at all levels to find out more about our programs and processes.

LOGO EVOLUTION THROUGH THE YEARS



## GIVING PURPOSE TO THE "X"

A symbol that has stood the test of time.  
An X marks the answer when an idea lands.  
An X multiplies entities, making the outcome exponentially greater.  
An X signifies the crossing of paths and the ultimate decision of which direction should be chosen to move forward.

Our X signifies the intersection between entrepreneurs and industry experts; culture and creativity; New Orleans and the global startup community at large.

**OUR X BRINGS TOGETHER OUR NETWORK  
- OUR VILLAGE.**

# A LETTER FROM THE INCOMING CHAIRMAN OF THE BOARD

I am thrilled to be the next Chair of The Idea Village Board and excited to build upon The Idea Village's twenty-year history of supporting our region's most innovative entrepreneurs and companies. Startup creation and growth has been and continues to be a critical component of the future success and resilience of our regional economy. For over two decades, The Idea Village has consistently supported our community's entrepreneurs with the tools they need to grow and sustain the ventures they believe in.

As you can see from this report, the collective impact of that work has been enormous. With over 13,342 entrepreneurs served, The Idea Village has accelerated 277 companies and provided 94,220 hours of high quality mentoring. And 66% of those companies are still in business today, providing high-quality jobs and expanding our region's base of innovative, growing companies.

Our startup ecosystem has come a very long way over the years, and we are as close as we have ever been to becoming a fully emerged hub for startup creation and growth. While many of the region's most successful startup companies like Lucid, iSeatz, and Levelset continue to expand, we have seen other, newer generation startups begin to achieve significant scale as well. Some examples of companies that have received Idea Village support and went on to raise significant investment rounds in just the past year include:

- + The 2017 Idea Village Big Idea winner Ready recently raised a \$54 million Series C round of capital from Google Ventures, Frist Cressey Ventures, Town Hall Ventures and others at a valuation of over \$350 million.
- + Idea Village accelerator alumnus, Resilia, raised an \$8 million Series A round led by local venture capital firm Callais Capital – this is one of the largest investments in a black, female-led company in 2020.
- + The VILLAGEx 2019 cohort has already raised \$8 million in early-stage capital since their graduation in May 2019.

Although the success of our startup ecosystem should not only be measured by the size of investment rounds and valuations, these recent announcements are certainly an indicator of healthy momentum in this sector of our economy even in the midst of a national economic crisis and global pandemic.

The ultimate measure of our region's success is whether we are creating inclusive pathways of opportunity for anyone with an innovative vision and the persistence to see it through. The Idea Village will continue to be here to support those entrepreneurs and to do so in a way that welcomes anyone, regardless of sex, race, religion, creed, or sexual orientation. The murder of George Floyd and ensuing national conversation on race have made us even more committed to creating a startup ecosystem as an example of equity and inclusivity for other communities to follow. Startups are one of the key sources of job and wealth creation, and we must do more to ensure that access to resources for startup growth and capital are available to all.

I look forward to working with the many long-time supporters of The Idea Village and the newest generation of entrepreneurs in our region to realize our vision of a fully emerged, inclusive, and self-sustaining entrepreneurial ecosystem. Thank you to everyone who has supported The Idea Village along the way and for your continued faith in the power of entrepreneurship.



**DAVID BARKSDALE**

Managing Director, *Alluvian Capital*

Incoming Chairman of the Board, *The Idea Village*

# OUR BOARD

**CHAIRMAN | PATRICK COMER** Founder & CEO, Lucid

## DAVID BARKSDALE

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*

## CATHY ISAACSON

Director, *Middle East Investment Initiative*

## 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*

## ROBERT A. "BOBBY" SAVOIE, PHD

CEO, *Geocent*

## ALLEN SQUARE

CEO, *Square Button*

## WARNER THOMAS

President and CEO, *Ochsner Health System*

## MARIANNE VAN METER

Founder and Managing Director,  
*Legacy Capital*

## N. ROBERT VORHOFF

Managing Director, Global Head of Healthcare,  
*General Atlantic*

## TIM WILLIAMSON

Co-Founder, *The Idea Village*





## OUR TEAM

### **JON ATKINSON**

Chief Executive Officer

### **BRENNA KANE**

Chief Operating Officer

### **HAILEY KLEMENOK**

Promotions and  
Programs Coordinator

### **KYLE MURPHY**

Business Development  
Coordinator

### **TAMRA OLIN**

Development and Strategic  
Planning Associate

### **MALLORY ROSS**

Design and Events  
Coordinator

# OUR SUPPORTERS

## THE FORTUNE 500

STEPHANIE & DAVID  
**BARKSDALE**

**COULTER FAMILY  
FOUNDATION**

**GOLDRING FAMILY  
FOUNDATION**

**JONES  
WALKER**

JPMORGAN CHASE & CO.



## THE INDUSTRY LEADER

**Bloomberg  
Philanthropies**

DONALD T.  
**BOLLINGER**

PATRICK  
**COMER**



CATHY & WALTER  
**ISACSON**

**LUCID**



**PERKIN FAMILY  
FOUNDATION**



**ROSAMARY  
FOUNDATION**

## THE SCALEUP



JACKIE & MIKE  
**BEZOS**



ELLA WEST FREEMAN  
**FOUNDATION**



**IBERIABANK**

EUGENIE & JOSEPH JONES  
**FAMILY FOUNDATION**

**KABACOFF FAMILY  
FOUNDATION**

**KELLER FAMILY  
FOUNDATION**

**Laitram**

ELLY & MERRITT  
**LANE**

SALLY & JAY  
**LAPEYRE**



ELLEN & COOPER  
**MANNING**

**NEW  
ORLEANS  
& COMPANY**

MACHELLE & JOHN  
**PAYNE**

PHELPS DUNBAR



JENNY & ROBERT  
**VORHOFF**

EMILY & SCOTT  
**WOLFE**

## SERIES A

ALLISON & JON  
**ATKINSON**

LAUREN  
**BAUM**

KEN & MARGARET  
**BEER**



KIA & CHRISTIAN  
**BROWN**

**CANAL BARGE**



SHAUN & FOSTER  
**DUNCAN**



SALLY & RON  
**FORMAN**

SAMUEL  
**GIBERGA**

**inFRONT**



**LOOKFAR**



GUSTAF W. MCILHENNY  
**FOUNDATION**

LESLE & HUNTER  
**PIERSON III**

JENNY & TIM  
**WILLIAMSON**

## THE STARTUP



CAROLE & KENNETH  
**BOUDREAUX FOUNDATION**



ADRIEN  
**LANUSSE**



*Kushner OgGrizzle, LLC*  
CERTIFIED PUBLIC ACCOUNTANTS AND CONSULTANTS

**SUSCO**



## THE BIG IDEA

JENNIFER  
**MEDBERY**

FINKE &  
**MCMENEMON LLC**



# FINANCIALS

## REVENUE

|                                     |                  |
|-------------------------------------|------------------|
| Foundations                         | \$211,100        |
| Individual                          | \$208,234        |
| Corporation                         | \$514,800        |
| Fees                                | \$6,961          |
| Other Income                        | \$22,957         |
| <b>TOTAL REVENUE FOR OPERATIONS</b> | <b>\$964,052</b> |

## OPERATING EXPENSES

|                               |                  |
|-------------------------------|------------------|
| Core Programs                 | \$575,522        |
| G&A                           | \$117,909        |
| Development                   | \$89,639         |
| Marketing                     | \$82,320         |
| <b>TOTAL OPERATING BUDGET</b> | <b>\$865,390</b> |

**TOTAL NET INCOME**      **\$98,662**





THE IDEA  VILLAGE

**THANK YOU**