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Shell and The Idea Village Launch Energy Startup Accelerator Program in New Orleans

The Idea Village also announces 2018-2019 startup programming & opportunities

NEW ORLEANS (Oct. 2, 2018) – Shell and The Idea Village have teamed up to launch an energy focused incubator and accelerator program to support startups and innovators with the potential to impact the future of energy.

The program will kick-off in December with an Energy Innovator Bootcamp that will put entrepreneurs and innovators through an intensive customer development and business model validation process to test the commercial potential in the marketplace. From there, The Idea Village will select teams for graduation to a 16-week accelerator program, designed to help them turn the technical innovation into a scalable business, based on their demonstrated traction and market potential.

The accelerator program launches in January 2019 and culminates in April 2019, and will provide structure, education, and connections that help founders take their companies to the next level by ensuring they are focused on honing their innovation, validating their business model, building a market-ready product, and continuing to develop customer traction. Participants in the program will benefit from the opportunity to co-develop the technology with the input of Shell experts.

In April, a specified number of companies will be invited to the [Shell GameChanger™ program](#), and those ventures will be eligible to receive up to \$400,000 over two years to move their technology from proof of concept to a commercial product option.

“Shell has been innovating for more than a century to produce more and cleaner energy,” said Lene Hviid, Global Manager for Shell GameChanger™. “Building upon our ongoing work in the startup community, we are excited to be partnering with The Idea Village to provide energy entrepreneurs with structure, accountability, and support through its robust entrepreneurial network.”

“Our region has a long history with energy, and we are proud to continue to build upon that trend by supporting and encouraging new energy innovations,” said Jon Atkinson, CEO of The Idea Village. “By leveraging Shell’s extensive network and industry expertise, companies going through the program will be able to take their business to the next level and compete on a more national scale.”

The program will focus on two key energy needs: Underground Piping Inspection and Robotics Automation. Innovators who are interested in applying can do so via the open calls for solutions from October 2nd through November 2nd. More information can be found at [The Idea Village's website](#).

Kick-off for Additional 2018-2019 Idea Village Programs & Opportunities

In addition to the exciting new partnership with Shell, designed to spur innovation in energy, The Idea Village today launches its core IDEAx Accelerator Program. IDEAx is a 16-week industry-agnostic, intensive acceleration program for a cohort of growth-oriented startups with innovative, technology-enabled business models. The program will help emerging companies build the foundation of a successful, scalable growth oriented company. The program will begin in January 2019 and run through April 2019. Applications will close on November 8, 2018 at 11:59 p.m. [Learn more and apply here](#).

Lastly, The Idea Village is also launching a new 6-session series called IDEAINstitute. Drawing on methods used by the world's top startup incubator programs, the series will be a hands-on journey into the startup development process and help participants take their startup from initial concept to a repeatable and scalable business. Registration will close on October 22 at 11:59 p.m. and the program will run from October 29 – December 10, 2018. [Learn more and register here](#).

ABOUT THE IDEA VILLAGE: Founded in 2000, The Idea Village was built on the belief that entrepreneurship transforms communities. To date, The Idea Village has provided over 8,900 entrepreneurs more than \$27 million in resources, including over 98,000 consulting hours and over \$3 million in seed capital. Of these entrepreneurs, 254 have been selected into the core accelerator program, with this portfolio producing over 3,200 jobs, over \$225 million in private capital, and \$208 million in annual revenue. Today, 77% of the alumni companies are still in business and 90% of those still in New Orleans, creating a \$253 million/year annual economic impact for the regional economy.

The 2017 Innovation that Matters report conducted by the US Chamber of Commerce ranks New Orleans as the #19 Healthiest Startup City, #2 in Startup Culture, and #1 in Connectivity. A large contributing factor to the culture and connectivity of this ecosystem is New Orleans Entrepreneur Week (NOEW), an annual conference produced by The Idea Village to celebrate and promote entrepreneurship and innovation. Learn more about The Idea Village at [ideavillage.org](#).

ABOUT SHELL GAMECHANGER™: Founded in 1996, Shell GameChanger™ provides startups and businesses with a quick and cost-efficient way to show the technical and commercial viability of their technology idea or business plan. Disruptive ideas can exist anywhere, so the Shell GameChanger™ program continuously scouts for startups with unproven and unusual technology ideas in their early stage of development. Shell GameChanger™ has interacted with more than 5,000 innovators around the world, helping them turn more than 150 ideas into reality.