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For Immediate Release

The Idea Village Announces Entrepreneurs Selected for Accelerator Programs

15 New Orleans based Startup Ventures Selected

NEW ORLEANS (Tuesday, September 15, 2015) – Today, The Idea Village announces the 15 new ventures that have been invited to participate in the 7th annual IDEAVILLAGEx, the suite of intensive accelerator programs focused on creating scalable and fundable businesses. This fall, the IDEAVILLAGEx accelerator programs include: *IDEAx* (industry-agnostic), *DIGITAL MEDIAx* (ventures in the digital media industry), and *ENERGYx* (ventures in the petroleum industry). Upon completion of the program in December, these entrepreneurs will be eligible to be nominated for *CAPITALx*, the accelerator starting in January focused on securing private capital during New Orleans Entrepreneur Week in March.

“We are excited to welcome this group to New Orleans’ entrepreneurial community,” said Tim Williamson, Co-founder and CEO of The Idea Village. “These entrepreneurs will join the network of 180 IDEAVILLAGEx alumni who have secured over \$80 million in private capital, created over 1300 jobs and \$155 million in annual revenue.”

For these highly competitive programs, The Idea Village team of advisors selected a diverse portfolio of entrepreneurs who are committed to growing their venture in New Orleans. Forty percent (40%) of the ventures are led by female founders, 33% are ethnically diverse and two of the 15 founding teams recently moved to New Orleans to launch their ventures. The new cohort reflects the dynamic local entrepreneurial community with innovative ideas in industries including technology, health & wellness, data analysis, oil & gas, tourism, and arts & culture.

The new members of the IDEAVILLAGEx program includes:

IDEAx:

1. Freesource – *John-Michael Alderson, Adam Mitchell & Dustin Renaud*
2. Grok + Banter - *Stacy Cannon & Keegan Brown*
3. iSeeChange - *Julia Kumari Drapkin*
4. Juggle - *Brendan Minard & Sonny Smith*
5. Lend Stand - *Aaron DeLong*
6. The Sweat Social - *Rupa Mohan & Manoj Mohan*

DIGITAL MEDIAx:

1. Culturalyst - *Sam Bowler*
2. DreamStarter - *Arielle Jordan & Kaitlin Kubisch*
3. Kudoboard - *Aaron Rubens*
4. MySpiltMilk.com - *Alex Rawls*
5. TOURED - *Karynn Verrett*

ENERGYx:

1. 3rd Dimension Media - *Brett Gauthier*
2. Data Specialties Group - *John Tauriac*
3. Louisiana Technical Instruments – *Chad Deville*
4. OBOCS - *Julie Kuchta & Michael Miller*

The IDEAVILLAGEx program is led by the team of Entrepreneurs-in-Residence (EIR) J. Miguez, Megan Hargroder and Hank Torbert. With over 35 years of combined experience in startup ventures, communication, and investment, the EIRs provide individualized coaching, intensive business consulting, and opportunities for peer learning for the cohorts. In addition, each entrepreneur will have direct access to an influential network of mentors and experts to provide the resources necessary to accelerate the growth of their ventures and develop the skills required to be entrepreneurial leaders.

“This group of entrepreneurs has a positive attitude, great ideas, and are committed to starting in New Orleans,” said J. Miguez, IDEAx Entrepreneur-in-Residence. “I’m excited to be back for my second season and am looking forward to engaging them in the rhythm, rituals and relationships of the IDEAx program.”

“Having played a critical role in the expansion of many business ventures across the country, I am amazed at the sophistication of these Louisiana startups and the new approaches that each team is bringing to the energy industry,” said Hank Torbert, ENERGYx Entrepreneur-in-Residence.

“I’m blown away by the creativity, authenticity, and most importantly, PASSION behind the 2015 DIGITAL MEDIAx companies,” said Megan Hargroder, DIGITAL MEDIAx Entrepreneur-in-Residence. “There’s a true life force within each of these new businesses that strives to innovate within the city of New Orleans and beyond. I’m honored to be a part of this team and can’t wait for everyone else to learn more about these talented, driven, amazing New Orleans entrepreneurs!”

ABOUT IDEAVILLAGEx

A suite of intensive 12-week accelerator programs focused on creating scalable and fundable businesses. IDEAVILLAGEx alumni include: *4D Supplements, Advanced Polymer Monitoring Technologies, Audiosocket, Better Day Health, Be Well Nutrition, Bioceptive, Bluebag, Cajun Fire Brewing Company, ChapterSpot, Cordina, CultureConnect, Dinner Lab, Ducky, education everytime, eTax Credit Exchange, gotointerview.com, Huka Entertainment, IMOTO Photo, iSeatz, Jack & Jake’s, Kickboard, KREWE du optic, LifeCity, Lucid, Maritant, MobileQubes, mSchool, Munivestor, Naked Pizza, NOLA Brewing Company, NOLAcajun.com, NOLA Couture, NOvate Medical Technologies, NuMe Health, The Occasional Wife, Retail Goose, Servato, Spa Workshop, StaffInsight, Tutti Dynamics, Welcome to College, Your Nutrition Delivered, and zlien.*

ABOUT THE IDEA VILLAGE:

Founded in 2000, 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, and supports initiatives that strengthen our entrepreneurial infrastructure. The Idea Village received a Gold Excellence award from the International Economic Development Council for our Entrepreneur Season model in 2012, and we were recognized as a top-three entrepreneurship ecosystem developer in 2014 by the Global Innovation Summit.

For more information: www.ideavillage.org

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MEET THE 2016 IDEAVILLAGEx CLASS:

IDEAx:

1. iSeeChange – Julia Kumari Drapkin

iSeeChange is a community-driven almanac to record, compare, and connect local observations to NASA satellite data. We are connecting communities to each other and their changing environment.

2. Grok + Banter – Stacy Cannon & Keegan Brown

Grok + Banter is an ad-tech company in the Internet of Things and big data space. We have built a proprietary system that intuitively deciphers the offline world through connected devices, which enables us to measure the effectiveness of out of home advertising.

3. Lend Stand – Aaron DeLong

Lend Stand is an online lender to businesses and nonprofits working in the public enterprise space. Lend Stand provides simple, convenient financing to small businesses working with federal, state, or local government agencies and to nonprofits working with development organizations.

4. Freesource – John-Michael Alderson, Adam Mitchell, & Dustin Renaud

Freesource delivers a scalable, socially responsible marketing model that rethinks the way services are delivered. By offering an alternative to the traditional ad agency, we increase efficiencies for businesses, support and connect the creative community and offer a self-sustaining resource that helps startup non-profits grow and thrive.

5. Juggle - Brendan Minard & Sonny Smith

Juggle is an essential tool for mobile companies and their 'gig economy' workforce to organize and optimize their daily activities while adjusting for changes on the fly.

6. The Sweat Social – Rupa Mohan & Manoj Mohan

The Sweat Social provides fitness solutions for travelers visiting New Orleans who want to look their best, energize their trip, connect with the city and go home in shape, feeling great.

DIGITAL MEDIAx:

1. Culturalyst – Sam Bowler

Culturalyst is a web platform that makes it easy to discover and directly support local culture

2. DreamStarter – Arielle Jordan & Kaitlin Kubisch

DreamStarter is a web platform that connects people to various self-help experts, in an array of categories, all in one place.

3. Kudoboard – Aaron Rubens

Kudoboard is an online tool that enables users to mobilize a group and send appreciation to others.

4. MySpiltMilk.com – Alex Rawls

Since 2013, MySpiltMilk.com has covered New Orleans' musical and cultural life in an effort to better appreciate creativity at the nuts and bolts level.

5. TOURED – Karynn Verrett

TOURED is a mobile application designed to revolutionize the way everyday people travel, by providing personalized, noteworthy travel content to individuals.

ENERGYx:

1. OBOCS (On-board Oil Containment Systems) – Julie Kuchta & Michael Miller

OBOCS provides a unique system of oil spill containment wherein boom can be deployed immediately at the site of a spill without the need for external air blowers or support vessels. The boom is inflated as it comes off of the reel, resulting in decreased time, labor, and resources required for deployment in the event of a spill and it can be deflated as it returns to the reel when being used for training purposes.

2. Louisiana Technical Instruments – Chad Deville

Louisiana Technical Instruments specializes in the emerging methane emissions reduction market. Our technology adapts to pre-existing controllers to drastically reduce methane bleed, thus improving the environment and helping pipelines achieve the new emissions standards moving forward.

3. 3rd Dimension Media – Brett Gauthier

3rd Dimension Media specializes in technical 3D animations, interactive training, and sales/marketing Solutions. Their product is an essential way to capture your audience at trade shows, presentations, and in the training room.

4. Data Specialties Group – John Tauriac

Data Specialties Group is a data monitoring, manufacturing, and service company that provides vertical surveillance solutions for creating safer operations in hazardous environments. They integrate condition based monitoring, electronic maintenance systems, and real time visualizations into Intelligent well monitoring.