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For Immediate Release

UberMentor Added to the New Orleans Entrepreneur Week Lineup

Opportunity to connect with leaders from Maven Ventures, Collision, GE, NO/LA Angel Network, and others on-demand

New Orleans, LA (March 14, 2016) – Today, The Idea Village and Uber announce the addition of UberMENTOR to New Orleans Entrepreneur Week, presented by IBERIABANK. UberMENTOR is an on-demand experience that gives Uber users the opportunity to meet and take a 15-minute ride with influential thought leaders. The NOEW edition will take place on Wednesday, March 16th.

Participating mentors include:

- **Jenny Blake**, Business Strategist, Author of Pivot Method and Former Career Development Manager at Google
- **Mike DeBoer**, Chief Information Officer, Digital Solutions Technology Center, GE
- **Daryn Dodson**, Venture Consultant at Calvert Funds
- **Michael Eckert**, Chairman of the NO/LA Angel Network and Founding Member of The Weather Channel/Weather.com
- **Lauren LeBlanc**, Founder and CEO of Fleurty Girl
- **Chris Masingill**, Federal Co-Chairman of the Delta Regional Authority
- **Dann Schwartz**, Serial Entrepreneur and Board Member of the NO/LA Angel Network
- **Sara Thomas**, Principal at Maven Ventures

UberMENTOR is completely free, and available to everyone through the Uber app. On Wednesday, March 16th from 12pm — 2:30pm, the MENTOR option will be available on the Uber app in the [Downtown New Orleans coverage area](#). Individuals who connect with an UberMENTOR ride will be randomly matched with a participating mentor and picked up curbside for a free 15-minute trip.

“We are so excited to work with Uber to offer New Orleanians a unique opportunity to seek career advice, discuss an new idea, or gather as much wisdom from some of the many luminaries attending NOEW this year,” said Victoria Adams Phipps, Executive Director of New Orleans Entrepreneur Week.

“Every day at Uber we help people move through their cities more safely and efficiently, while also creating a unique opportunity for people to connect along the way. With UberMENTOR, we are excited to bring local entrepreneurs and mentors together through the Uber app,” said Thomas Maguire, General Manager of Uber New Orleans.

Now in its 8th year, NOEW is the dynamic eight-day business festival dedicated to elevating innovation, entrepreneurship, and advanced thinking. NOEW 2016 kicked off last Friday, March 11th and will run through this Friday, March 18th on Fulton Street.

For more information about NOEW, visit NOEW.org. For more information about UberMENTOR, [go here](#).

ABOUT THE IDEA VILLAGE: The Idea Village was formed in 2000 by a group of New Orleans citizens who believed entrepreneurship is a catalyst for positive change. The Idea Village is an independent 501c3 nonprofit organization 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 the Gold Excellence award from the International Economic Development Council for our Entrepreneur Season model in 2012 and was recognized as a top-three entrepreneurship ecosystem developer in 2014 by the Global Innovation Summit. www.ideavillage.org



ABOUT Uber New Orleans: Uber is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible—enabling safe, reliable transportation options for riders and flexible economic opportunities for drivers. From our founding in 2009 to our launches in over 300 cities today and 61 countries, Uber's rapidly expanding global presence continues to bring people and their cities closer.

<https://www.uber.com/about>

ABOUT NEW ORLEANS ENTREPRENEUR WEEK: New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, is the leading platform for celebrating business, innovation, and entrepreneurial thinking in New Orleans. Produced by The Idea Village, NOEW elevates entrepreneurship through eight days of discussion, debate, education, competition, and celebration. www.NOEW.org

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