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For Immediate Release

The Idea Village Opens Applications for 2018 Accelerator Program; Announces New Program Format

*Intensive, 6-month Business Accelerator for High-Growth Entrepreneurs
Seeking to Scale their Startups*

(New Orleans, LA) July 27, 2017 - Today, The Idea Village announces that applications for the 2018 accelerator program, IDEAx, are now open. Founders looking to scale their ventures in New Orleans are invited to apply at tiny.cc/IDEAx2018.

In recent years, The Idea Village has run three, 12-week accelerator programs in the fall and one capital-centric accelerator in the spring. This year, they are debuting a new model: a 6-month, industry-agnostic accelerator running from October 2017 through April 2018. The new format is designed for the program to have an even stronger impact on advancing the growth of each startup.

“We are excited to grow our IDEAx accelerator program to deliver on the needs of the expanding entrepreneurial community,” said Sally Forman, Acting CEO of The Idea Village. “The extended format allows us to delve deeper into the problems that entrepreneurs face and create a more robust growth plan for each venture.”

Applications for IDEAx will close at 11:59pm on Friday, August 25, 2017.

The IDEAx accelerator program provides direct support to the entrepreneurs in all facets of early stage companies, as well as access to the resources necessary to accelerate the growth of each venture. All participants are overseen by a dedicated Entrepreneur-in-Residence (EIR). This year, each participating company will also be matched with at least one official mentor for the duration of the program. Mentors and cohort companies are matched based on a shared industry, business model type, or other commonality.

The IDEAx accelerator is highly competitive in an effort to identify the most capable entrepreneurs and create the most jobs. Of the 243 entrepreneurs that have gone through The Idea Village’s programs, 78% are still in business and 90% are still located in New Orleans. Collectively, these entrepreneurs have raised over \$185 million in private capital, created over 3,000 jobs, and generated more than \$208 million in annual revenue.

Notable Alumni of The Idea Village include: *Acrew, Audiosocket, AxoSim Technologies, Better Day Health, Be Well Nutrition, Bioceptive, Cajun Fire Brewing Company, ChapterSpot, Cordina,*

Doorman Designs, eTax Credit Exchange, Fluence Analytics, Huka Entertainment, IMOTO Photo, iSeatz, KREWE du optic, Kickboard, MobileQubes, NOLA Brewing Company, OBOCS, Spectrum Interactive, The Sweat Social, Welcome to College, Where Y'art, Your Nutrition Delivered, and zlien.

“IDEAx provided tremendous value to our company at its inception, “ said Crystal McDonald, Founder and CEO of Acrew. “At the outset we received advisement on business strategy, marketing, and fundraising. Today, The Idea Village is an investor, customer and partner of Acrew. A key part of our success stems from our early experience in IDEAx and the organization's commitment to invest in the entrepreneurial ecosystem in New Orleans.”

The Idea Village is hosting information sessions at their new office at The Shop at the CAC (located at 900 Camp Street, on the 3rd floor of the Contemporary Arts Center) to help individuals navigate the application process. The sessions will take place on Friday, August 4 from 8:30am until 10am; Wednesday, August 9 from 12pm until 1:30pm; Wednesday, August 16 from 8:30am until 10am; and Tuesday, August 22 from 5:30pm until 7pm. You can RSVP [here](#).

ABOUT THE IDEA VILLAGE:

The Idea Village was formed in 2000 by a group of New Orleans citizens who believed in the power of entrepreneurship to transform the community. The Idea Village is an independent 501(c)3 nonprofit organization that provides direct service to high impact entrepreneurs, convenes the ecosystem through NOEW, 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 model in 2012 and was 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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