

For Immediate Release

New Orleans Entrepreneur Week Attendance Doubles to 10,585 *Business Festival Solidifies Position on New Orleans' Annual Cultural Calendar*

New Orleans, LA (April 7, 2015) – Today, The Idea Village announced that the 7th annual New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, engaged 10,585 entrepreneurs, investors, professionals, students, and community members, a **103% increase in attendance** compared to NOEW 2014. **121 of the most innovative entrepreneurial ventures** in the New Orleans region were showcased, up from 63 startups featured during NOEW 2014, and **81% of this group was new to the NOEW stage**. The week culminated with a record attendance for The Big Idea, the nation's largest crowd driven pitch event for entrepreneurs, where over 3,000 community members congregated on Fulton Street to allocate \$50,300 to 12 emerging startups. In total, from March 20-27, 2015, **86 events** were held in partnership with 43 local and national organizations.

New Orleans Mayor Mitch Landrieu said, "Entrepreneurship and economic growth are vital to the future of New Orleans, and we have been consistently recognized as one of the best cities in America for entrepreneurs. So, I am pleased that New Orleans Entrepreneur Week has solidified its position on our annual cultural calendar, alongside events such as Mardi Gras and Jazz Fest."

"NOEW is becoming a premier conference for entrepreneurs and investors of every size to learn and share ideas," added Jim Coulter, founding partner of TPG Capital. "It's an incredible opportunity for all of New Orleans and I feel confident we can make this a must do event for every entrepreneur; from the most successful to the most aspirational."

"Now that NOEW has established itself among New Orleans' annual rhythm and rituals, we are looking to the city's tri-centennial, in 2018, with a vision to grow NOEW into one of our city's signature global events. New Orleans will be known for Mardi Gras, NOEW, Jazz Fest, and of course, the Saints," said Tim Williamson, Co-founder and CEO of The Idea Village.

NOEW is the annual business festival held each March centered on entrepreneurial discussion, debate, education, competition, and celebration on Fulton Street in downtown New Orleans, with sanctioned taking place events across the region. NOEW is produced by The Idea Village, a 501(c)3 nonprofit organization based in New Orleans.

Highlights from NOEW 2015:

- **A record number of national investors attended NOEW 2015, including representatives from the following:** *Accel Partners, Battery Ventures, Bernhard Capital Partners, Calvert Funds, Denham Capital Partners, Draper Associates, First Round Capital, Fulcrum Equity Partners, General Atlantic, Granite Ventures, Indicator Ventures, Kleiner Perkins, Maven Ventures, Plum Capital, Revolution Ventures, Silicon Valley Growth Syndicate, Simon School Venture Capital Fund, SSM Partners, TD Ventures, TPG Capital, and UPS Strategic Enterprise Fund.*
- **Twenty-nine entrepreneurs were invited to present to 112 national and local investors at five private events.** Participants include: *Audiosocket, Better Day Health, Be Well Nutrition, Bioceptive, BonTriage, ChapterSpot, Community Health TV, Control Flo Medical, Dinner Lab, Federated Sample, Gator and Crane, GetHealthy, GoToInterview, Hapttech, Kickboard, Locally.com, MobileQubes, PathoRADAR, PlantBid, Pupular, Servato, Tutti Dynamics, Wedocracy, Welcome to College, Well Done POS, WiFi Streaming Network, Where Y'Art, Your Nutrition Delivered, and zlien.*
- **Forty-three organizations leveraged the NOEW 2015 platform** to host events that encouraged innovation and entrepreneurship in the water, education, arts, food, healthcare, energy, and digital media industries – as well as highlighted entrepreneurial opportunities for women, minorities, veterans, and youth. Partners participating include: *1776; 4.0 Schools; 52businesses; Arts Council of New Orleans; ABA Journal of the American Bar Association; Creative Alliance of New Orleans; Cox Business; Delgado Community College; Delta Regional Authority; Downtown Development District; Entrepreneurs Organization-Louisiana; GE Healthcare; GNO, Inc.; Goldman Sachs 10,000 Small Businesses; The Idea Village, inNOLAvation; Jefferson Parish Economic Development Commission; Junior Achievement of New Orleans; Junior League of New Orleans; Kickstarter; Launch Pad; LookFar; Louisiana State Bar Association; Louisiana Cultural Economy Foundation; Loyola University; Microsoft; New Orleans BioInnovation Center; New Orleans Business Alliance; New Orleans Culinary and Hospitality Institute; New Orleans Startup Fund; Ochsner Health System; PowerMoves.NOLA; Propeller; Salesforce; Silverline; Southeast Louisiana Energy Initiative; Startup Effect; Meraux Foundation; Tulane University; Venture for America; VetLaunch; Voodoo Ventures; and Urban League of Greater New Orleans.*
- **16+ national thought leaders spoke at NOEW 2015, including:** *Beth Comstock, President and CEO of GE Business Innovations and CMO of GE; Jim Coulter, Founding Partner of TPG Capital; Ross Kimbel, Global Director of Innovation and Entrepreneurship for The Coca-Cola Company; Walter Isaacson, President and CEO of The Aspen Institute; Chef John Besh; John Biggs, East Coast Editor at TechCrunch.com; Gabie Boko, Executive Vice President of Marketing at Sage North America; Chef Donald Link; Rhonda Abrams, Bestselling Author and Columnist at USA Today; Kris Frieswick, Senior Editor at Inc.com; Omarosa Manigault, TV Personality; Derek Thompson, Senior Editor at The Atlantic; Jordan Weissman, Business and Economics Editor at Slate; Rob Reily, CMO of GE Healthcare; Steve Rowley, SVP of Cox Business; and Charif Souki, CEO of Cheniere.*

- **30 entrepreneurs collectively won over \$243,000 in cash and in-kind resources:**
 1. **Coulter IDEApitch:** **Servato** was selected by the panel to receive an all-expenses-paid trip out to Silicon Valley for investor meetings that will be arranged by TPG. The other finalists included **Bon Triage, Hapttech, and Your Nutrition Delivered**. **Hosted by The Idea Village.**
 2. **The Big Idea:** **ORA Estuaries** won the \$25,000 grand prize. The other finalists were **AxoSim Technologies and Cook me Something Mister**. **Hosted by The Idea Village.**
 3. **Salesforce-Silverline Challenge:** **Get Healthy** was awarded a Salesforce package valued at up to \$15,000.
 4. **Cox Business and Inc's Get Started Pitch Competition:** **DryTunes** won \$5,000 cash and a Cox Business technology package valued at \$5,000.
 5. **Trust Your Crazy Ideas Challenge:** **Maygan Miguez of St. Mary's Dominican High School** won a \$10,000 education grant and \$5,000 for Dominican for her idea, Style Straps. **Hosted by Junior Achievement of Greater New Orleans with the Brees Dream Foundation.**
 6. **Water Challenge 2015:** **Wetland Resources** won a \$10,000 grant. **Hosted by Propeller, Greater New Orleans Foundation, and Idea Village.**
 7. **4.0 Schools Education Pitch:** **Operation Spark** was awarded \$10,000 and **Brothers Empowered** took home \$15,000. **Hosted by hosted by 4.0 Schools in partnership with NBCUniversal's Open Possibilities Platform.**
 8. **Downtown Arts-Based Business Pitch:** **The Wild Life Reserve** secured a \$25,000 prize package of seed capital and pro bono legal, accounting, PR, and real estate services valued. **Hosted by the Downtown Development District of New Orleans in partnership with the Creative Alliance of New Orleans and the Louisiana Cultural Economy.**
 9. **VetLaunch Pitch:** **NOLA Tchoup Block** received \$25,000 in startup capital. **Hosted by VetLaunch**
 10. **The Women in Business Challenge:** **The Wild Life Reserve** received a \$10,000 grand prize. **Hosted by Urban League of Greater New Orleans.**
 11. **Startup St. Bernard:** **40 Arpent Brewing** won a \$110,000 prize package of cash and in-kind services. **Hosted by the Meraux Foundation.**
 12. **JEDCO Challenge:** **InnoGenomics Technologies** received \$20,000 in cash and in-kind business services to help grow their company locally. **Hosted by the Jefferson Parish Economic Development Commission.**
 13. **Tulane Business Model Competition Qualifying Pitch:** **D&P Bioinnovations, Disease Diagnostic Group, and REecycle** will compete in the final round on April 16th for a chance to win cash prizes totaling \$35,000. **Hosted by hosted by the Levy-Rosenblum Institute for Entrepreneurship at Tulane University's Freeman School of Business in partnership with the Tulane Association of Business Alumni.**
 14. **Hackness to Justice:** **Legal Proof** won the grand prize, \$1,500 and a week of consulting from 52businesses. Second place winner Mobile Access to Justice took home \$1,000 and third place winner Expunge Me won \$500. **Hosted by the ABA Journal of the American Bar Association and the Louisiana State Bar Association.**
- **NOEW was recognized as a leading entrepreneurship event in the South** through a partnership with the Delta Regional Authority, as 45 delegates from across eight states travelled to New Orleans to learn how to grow an entrepreneurial ecosystem in their own communities. In addition, NOEW 2015 hosted 1776's New Orleans *Innovation that Matters* Entrepreneurial Ecosystem Summit, sponsored by the US Chamber of Commerce and Microsoft to discuss best practices for building vibrant entrepreneurial ecosystems. The official report will be released in May featuring New Orleans, Austin, Boston, Chicago, Detroit, New York, San Francisco, and Washington DC.
- **Core funding support for NOEW comes from The IV 100, a group of forward thinking corporations, foundation, and individuals:** *IBERIABANK, GE Capital, Blackstone Charitable Foundation, Chase, Cox Business, Delta Regional Authority, French Market Coffee, Harrah's, Jones Walker, JPMorgan, LookFar, NOLA Media Group, Downtown Development District of New Orleans, Gillis, Ellis & Baker, Inc., Goldman Sachs 10,000 Small Businesses, Greater New Orleans Foundation, Ochsner Health System, Stone Pigman Walther Wittmann L.L.C., ARB Meetings and Events, Baldwin Haspel Burke & Mayer, LLC, Chaffe McCall, L.L.P., The Chicory, Corporate Realty, Junior Achievement of Greater New Orleans, King Krebs & Jurgens, New Orleans Convention & Visitors Bureau, New Orleans Tourism Marketing Corporation, Pan-American Life Insurance Group, Salesforce Foundation, Second Line Stages, Standard Mortgage Corporation, UPS Connect, Bacardi, Bellwether Technology, Chaffe & Associates, Inc., Domain Companies, EY, Federated Sample, Frilot, LLC, Hollywood Trucks, Intralox, KV Workspace, Laitram, L.L.C., Lowe Stein, mums® Software, PosiGen, Postlethwaite & Netterville, APAC, Rouses, Sage, The Selley Foundation Fund, Whitney Bank, Working Californians, Margaret & Ken Beer, Robert S. Boh, Boysie Bollinger, Leslie & Scott Jacobs, Elly & Merritt Lane, Ti Martin, Jordan & Emily Marye, Debra D. & Rick S. Rees, Pixie & Jimmy Reiss, Jenny & Robbert Vorhoff, Gail & John Bertuzzi, Kia & Christian Brown, Suzanne & Michael Brown, Leslie & Charles Carriere, Edie & David Darragh, Joel Dondis, Shaun & Foster Duncan, Sally & Ron Forman, Alan Franco, Heidi & Tripp Friedler, Jill & Sam Giberga, David Guidry, Maureen & Whit Huguley, Caroline & David Johnson, The Kabacoff Family Foundation, John Koerner, Sally & Jay Lapeyre, Mr. & Mrs. J. Thomas Lewis Fund, Marty Mayer, Sean Meenan, Suzanne & Michael Mestayer, Linda & Michael Miller, Michael Mimeles, Leigh & Robby Moss, Roger Ogden, Machele & John Payne, Alan Philipson, Mr. & Mrs. R. Hunter Pierson, Emily & Kevin Ryan, Timothy P. Ryan, Aimèe & Mike Siegel, Linda & Warner Thomas, James Treuting, Hugh Uhalt, Mr. & Mrs. St. Denis J. Villere, III, Jennifer & Doug Walner, Burton White, Ginny Wise & Kevin Wilkins, Audiosocket, Better Day Health, ChapterSpot, Cordina, Dinner Lab, inFRONT, iSeatz, Kickboard, Le Blanc + Co., NOLA Brewing Company, Renaissance Rx, Susco Solutions, Tierra Resources, Theodent, TurboSquid, Tutti Dynamics, and zlien.*

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 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 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. For more information: www.ideavillage.org

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. For more information: www.NOEW.org

###