

NOEW

LIMITED EDITION

NEW ORLEANS ENTREPRENEUR WEEK

PRESENTED BY **IBERIABANK**

NEW ORLEANS:

THE HUB OF ENTREPRENEURSHIP IN THE SOUTH.

RIDE OR DIE

Crystal McDonald
Goes All In with Acrew

PASS THE TORSH

Courtney Williams Pays it Forward

IN THE 'HOOD

At Home with Prakash
Janakiraman of Nextdoor

THE NOEW ENTREPRENEUR INDEX

The People Behind the Pitches

THE IV 100

The Idea Village is funded by The IV 100, a group of forward thinking corporations, foundations, and individuals dedicated to establishing New Orleans as the hub of entrepreneurship in the South by 2018, and it is through their contributions that we are able to host NOEW each year.

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BRAVEHEARTS



“

**OF ALL OF THE
ENTREPRENEURSHIP
CONFERENCES AND
EVENTS AROUND THE
WORLD... NOEW HAS
THE MOST ENERGY AND
IS PROBABLY THE MOST
FUN. IT SPEAKS TO THE
OPPORTUNITY THAT
ENTREPRENEURSHIP
GIVES A CITY TO BUILD
UPON ITS STRENGTHS,
BUT ALSO TO REDEFINE
ITSELF FOR A
BRIGHTER FUTURE.**

”

-FORBES

A NOTE FROM OUR TITLE SPONSOR



Daryl G. Byrd

**President and CEO of
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IBERIABANK sees great value in New Orleans Entrepreneur Week because it has become a powerful platform for the larger entrepreneurial community.

We are proud to be the title sponsor of this impactful event and look forward to working together to nurture our thriving business community over the next three years leading up to 2018, New Orleans' tri-centennial.

New Orleans Entrepreneur Week *presented by*



March 11 - March 18 on Fulton Street / www.NOEW.org | [#NOEW2016](https://twitter.com/NOEW2016)

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With our growth comes the opportunity to strategically reinvest in the community. It has been our privilege to support charitable, educational, cultural, and business development efforts, like New Orleans Entrepreneur Week.

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NOEW

THE MAGAZINE

vol. II

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THE DISTILLERY

The Distillery, a blog dedicated to sharing the real experiences of entrepreneurs in New Orleans, is a project of The Idea Village and was inspired by New Orleans Entrepreneur Week's Efforts to try new things, meet new people and form new partnerships.

Read more stories at NOEW.ORG/DISTILLERY

 THE IDEA VILLAGE

NOEW
NEW ORLEANS ENTREPRENEUR WEEK
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THE IDEA VILLAGE

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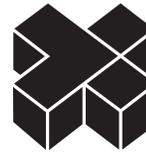
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THE WORLD IS CHANGING - NEW ORLEANS IS CHANGING.

Nearly half of the top-ranked companies in their industries will be gone by 2020, according to a 2015 survey by the Global Center for Digital Business Transformation, every industry leader in every economic sector is at risk of being disrupted. Cities will be transformed. The way we live and interact will evolve. Current jobs will cease to exist, and new opportunities will be created. I believe we have a responsibility to make sure everyone in this community is prepared for what lies ahead.

Embarking on its 8th year, New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, is an essential piece of the city's annual cultural calendar that positions New Orleans for the future. The Idea Village team thoughtfully curated this year's calendar to provide an experience that is both locally relevant and globally significant.

NOEW is a collaboration with a focus on diversity and inclusion. We've teamed up with 63 local and national partners to execute 111 workshops, entrepreneur showcases, and networking events to encourage the entrepreneurial mindset at all levels in the community. 149 local startups from across a number of industries, including water, education, energy, healthcare, arts, and technology will be showcased and some of the nation's most celebrated luminaries will be taking the NOEW stage to elevate ideas and concepts we believe will inspire each and every attendee.

This year, we are excited to introduce NOEW Summits, umbrellas of thematic content dedicated to industries and people important to New Orleans' future. The 12 focus areas for 2016 include: angel investing, civic innovation, creative industries, digital learning, energy, food, healthcare, social media, sustainability, water, women in business, and Latinos in business.

New Orleans isn't trying to be the next New York or the next Silicon Valley; we're trying to be the next New Orleans, the hub of entrepreneurship in the South, a model city for developing an authentic culture of innovation. In order to achieve this vision, it's going to require a strong commitment - and a little hustle - from everyone.

I would like to personally challenge you to attend at least one new event this year. Seek out information that is new. Connect with someone you don't know. Then...bring your friends, family, and co-workers to The Blackstone Big Idea, the grand finale of NOEW 2016, on Friday, March 18 at 6pm on Fulton Street. Together, let's send the message that we are ready for the future.

All Hail the Hustle.

Tim Williamson, Co-Founder and CEO
The Idea Village



MITCHELL J. LANDRIEU, MAYOR

CITY OF NEW ORLEANS

Welcome!

As Mayor of New Orleans, it is my pleasure to welcome you to our great city for the 8th annual New Orleans Entrepreneur Week (NOEW).

I am thrilled that New Orleans is home to this premier event, showcasing entrepreneurship and engaging over 14,000 entrepreneurs, civic leaders, business executives, prominent investors and MBA students from our community - and across the United States. New Orleans remains at the forefront of the national movement embracing entrepreneurship across public, private and nonprofit sectors. You are leading that movement and I applaud your efforts.

As the “#1 Brain Magnet,” New Orleans will serve as an exceptional backdrop while you network, learn and further develop as leaders within the entrepreneurial ecosystem.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mitch', is positioned below the word 'Sincerely,'.

Mitchell J. Landrieu
Mayor, City of New Orleans

LETTER FROM THE EDITOR OF THE DISTILLERY



In the lab at Tulane University's Biotechnology department, a former graduate student is working tirelessly at developing a 3D engineered model of the nervous system that could help improve treatment for Multiple Sclerosis patients and screen drugs for harmful side effects. Nearby, a father of two is determined to bring his father's vision—an invention that could significantly reduce hazardous methane emissions from natural oil and gas pipelines—to life. Another entrepreneur is focused on growing with his team video technology that allows educators to observe and improve their performances in the classroom.

Innovation is abounding in some of our most critical sectors: healthcare, sustainability, education. These are leading industries that will shape our future. Entrepreneurship is now a part of the national and global dialogue. And New Orleans is poised to be a hub for innovation in the years ahead.

But don't just take my word for it. Let the stories speak for themselves.

This year, we introduced The Distillery, a platform for sharing the authentic experiences of entrepreneurs in New Orleans. Since then, we've had intimate and honest conversations with dozens of entrepreneurs about their journeys.

Ashley Longshore, a wildly successful and brilliant artist, and our first ever "featured founder" offered this beautiful imagery of entrepreneurship: it's like a garden. First, you must plant the seeds for your idea. Then, you must nurture it with light, water, your hands, and hard work. And then you must protect it. A garden, much like entrepreneurs, does not grow or achieve success overnight. It requires years of commitment, perspiration and downright hustle. Nor does it come without its fair share of storms—challenges it must endure along the way to grow.

Entrepreneurs work diligently and constantly. They make tremendous commitments and sacrifices to bring their ideas and visions to life. We are here to support them. And this week, we are here to celebrate them.

We hope these stories will shed some light on their experiences, and serve as a source of inspiration to you. We are so excited that you are joining us for the 8th annual New Orleans Entrepreneur Week!

Here's to growing,

A handwritten signature in black ink that reads "Summer Suleiman". The signature is written in a cursive, flowing style.

Summer Suleiman,
Editor of The Distillery

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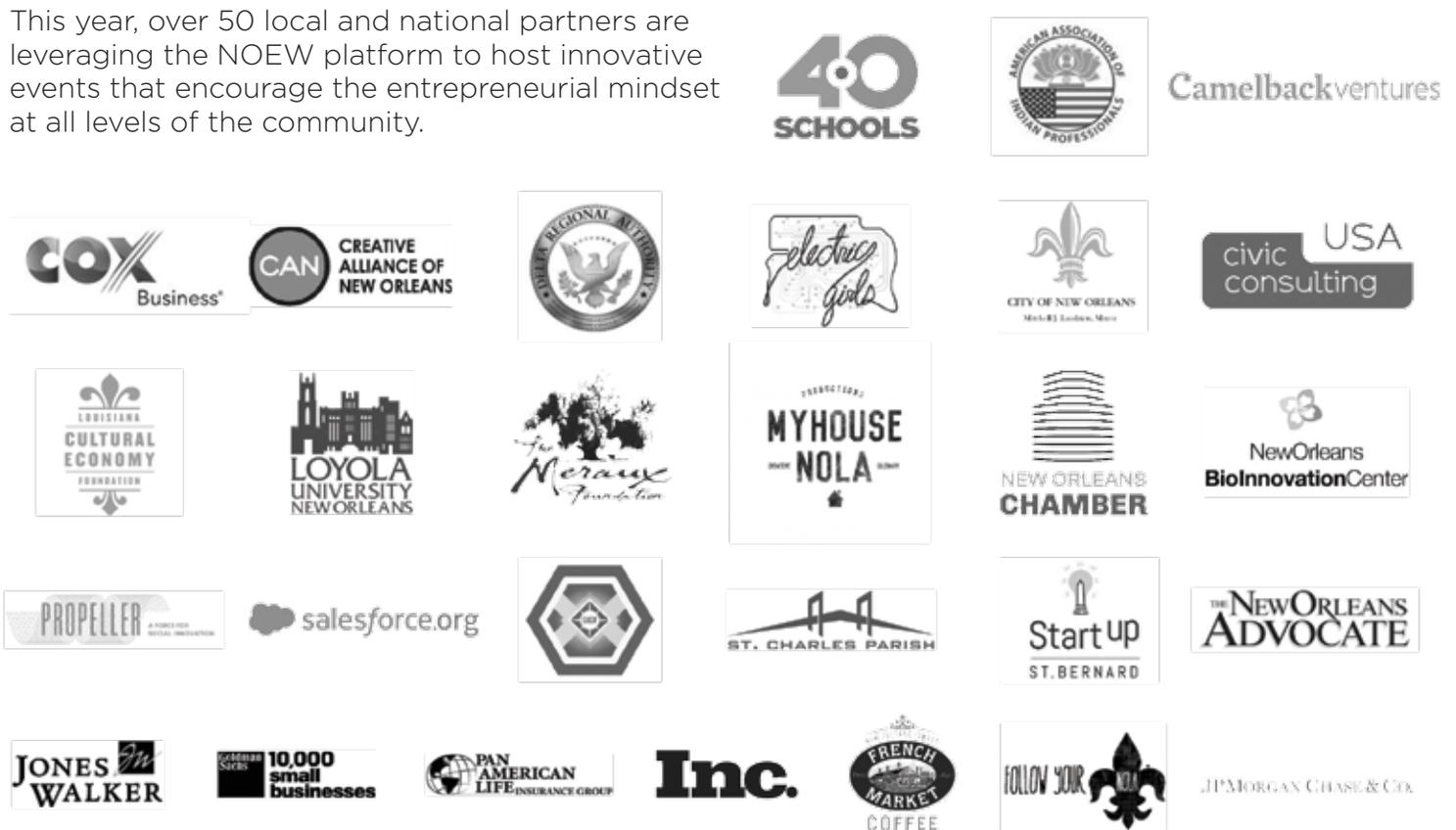


125 YEARS OF
**NEW
ORLEANS
BOLD**



NOEW DOESN'T
JUST CELEBRATE
COLLABORATION.
IT IS A COLLABORATION.

This year, over 50 local and national partners are leveraging the NOEW platform to host innovative events that encourage the entrepreneurial mindset at all levels of the community.







2016 HEADLINERS

From innovators with a reputation for disruption to business gurus full of practical advice, our speakers have one thing in common: they're all locally significant, globally relevant influencers full of forward-thinking content to share.



Lafawn Bailey
Global Head of Culture & Inclusion at PayPal



Linda Boff
Chief Marketing Officer at GE



Richard Caccappolo
Chief Operating Officer at MailOnline - DailyMail.com



Steve Case
Co-Founder at AOL



Jim Coulter
Founding Partner at TPG Capital



Jonathan Greenblatt
National Director of the Anti-Defamation League (ADL)



Walter Isaacson
President & CEO at The Aspen Institute



Prakash Janakiraman
Co-Founder and chief Architect at Nextdoor



Wan Kim
CEO at Smoothie King



Paula Williams Madison
Chairman & CEO of Madison Media Management LLC



Alexis Ohanian
Co-founder & Executive Chairman of reddit, and a Partner in Y Combinator

These celebrated movers-and-shakers are just a taste of our diverse lineup of **#NOEW2016** presenters!

NOEW.ORG

Join us for a game of

#Entrepalingo

at NOEW 2016!



LOOKFAR
IDEA ACCELERATION

 IDEA	 PITCH	 THEIDEA VILLAGE	 ACCELERATE	 UNICORN
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Whenever you hear one of the entrepreneurial companies or buzzwords on the card mentioned, post the quote on Twitter or Instagram, include our handle @LookFar_Ideas, and you'll be entered to win a daily raffle. Bring a completed card by our tent for some guaranteed LookFar swag. See you at NOEW!

Visit us at lookfar.com



ALL HAIL THE HUSTLE: NOEW 2016



NOEW isn't a conference. Dubbed the Mardi Gras of entrepreneurship by USA Today, NOEW is a unique festival experience that celebrates and elevates the New Orleans' entrepreneurial ecosystem - and the hustle behind it.

You don't need to be a startup founder to have hustle. It's about drive, passion, and a commitment to pushing the envelope. It's a state of mind.

Now in its 8th year, NOEW is a chance to gather and hail the hustle of New Orleans' entrepreneurs, innovators, and thought-leaders - much in the same way that we assemble to salute the Kings and Queens of Mardi Gras every carnival and come together to pay homage to the power of New Orleans music at the New Orleans Jazz and Heritage Festival.

That's what makes New Orleans so special: when other cities compete, we collaborate; when other communities close their doors, we open our arms; when other people give up, we hustle forward. NOEW is a celebration of that hustle - from the hustle of a startup founder looking for investors to the hustle of a city becoming an unexpected center for business. And we won't stop hustling until we make that dream a reality.

New Orleans Entrepreneur Week, presented by IBERIABANK, is produced by The Idea Village, a 501c3 nonprofit dedicated to driving positive change in New Orleans through entrepreneurship, but it couldn't be done without the support of our 60+ partners (both national and local), the passionate presenters, incredible featured startups, and awesome audiences who bring the week to life.

This year's calendar features over 111 unique events all designed to push your limits and inspire you to think differently.

Only have time to make it to one event? Meet us on Fulton Street at 6pm on March 18th for The Blackstone Big Idea, the world's largest crowd-driven pitch extravaganza. Visit NOEW.org to purchase your \$25 voting chips.

FULTON STREET:

NOEW HQ

2016 CAMPUS MAP →

NOEW is headquartered on Fulton Street in downtown New Orleans, making it the epicenter of New Orleans' entrepreneurial spirit - or as we like to call it, The Hustle, for 8 straight days.

This year, we teamed up with the Solomon Group to make the Fulton Street campus as hustle-friendly as possible. Here's everything you need to know:

THE CHICORY:

Home of PitchLocal, presented by JP Morgan Chase & Co., and NOEW Interactive, The Chicory will be buzzing with activity from Monday, March 14th - Thursday, March 17th. PitchLocal is a day dedicated to elevating New Orleans' diverse entrepreneurial ecosystem and NOEW Interactive is three days of dynamic content curated for everybody with an entrepreneurial spirit.

THE FRENCH MARKET COFFEE CAFE:

French Market Coffee will be setting up a special pop-up coffee shop in The Chicory to help keep NOEW attendees fueled and alert. The best part - it's free and all-you-can-drink!

NOEW LOUNGE FURNISHED BY AOS:

The NOEW Lounge furnished by AOS is the perfect place to relax between sessions and network with other attendees. Set up in The Chicory, it's going to be decked out with comfy furniture, speedy WiFi, and cold drinks all week.

LOOKFAR TENT AT MANNING'S:

The Manning's Courtyard will be transformed into the LookFar Tent, featuring entrepreneur demos, tech speed dating, coding workshops, and much more.

MANNING'S STADIUM CLUB:

The Manning's Stadium Club will host lots of our NOEW Summits, strategic thematic content, from industry-specific (think Food Innovation Summit) to community-driven (think Civic Innovation Summit).

MEDIA CENTER AND VIP LOUNGE POWERED BY NEW ORLEANS CONVENTION AND VISITORS BUREAU:

Fulton Alley will be transformed into the NOEW VIP Lounge and Media Center from Monday, March 14 - Thursday, March 17.

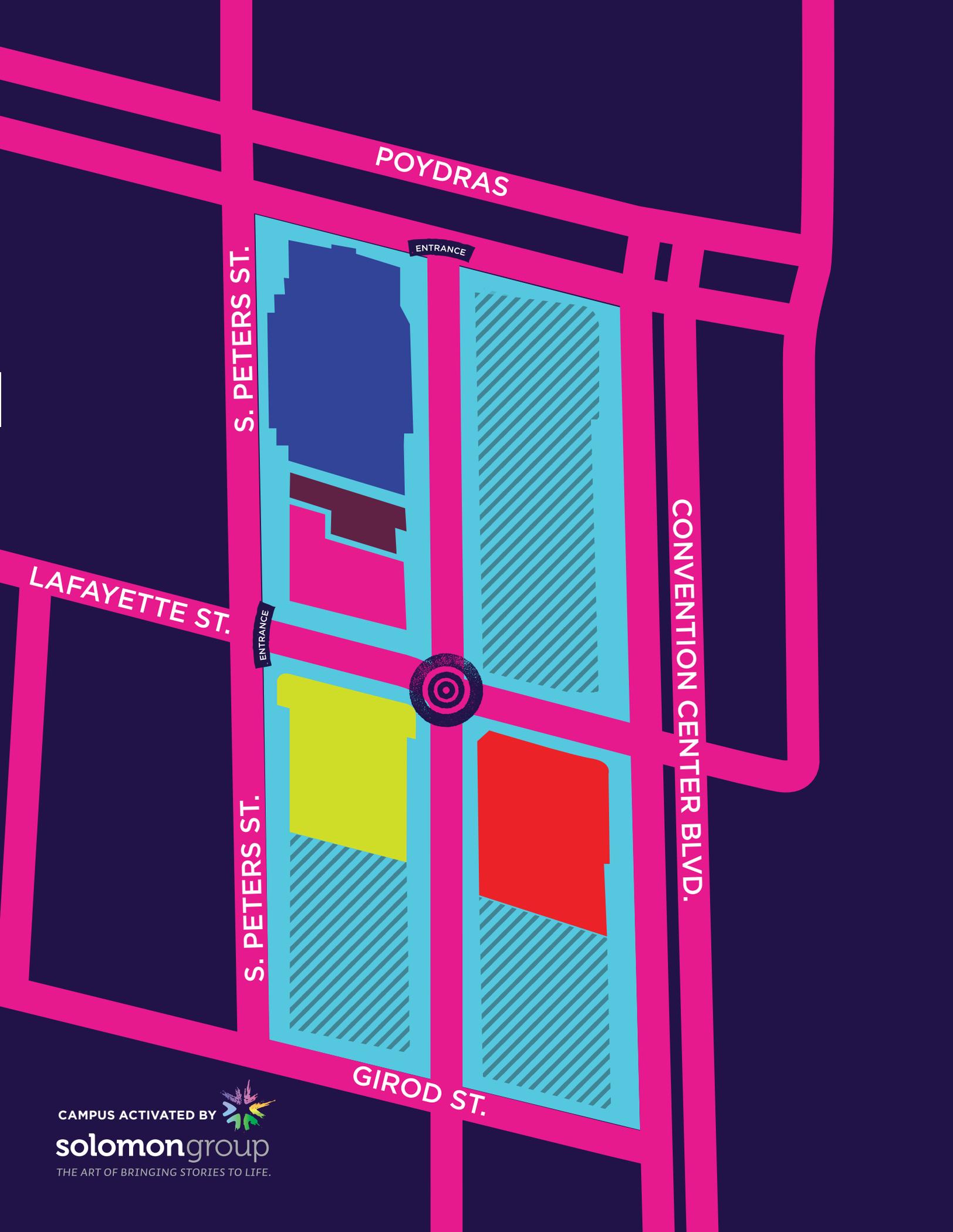
STARTUP ALLEY PRESENTED BY HOLLYWOOD TRUCKS:

New to the NOEW campus, Startup Alley will take place in the middle of Fulton Street and feature different startups each day.

HARRAH'S HOTEL:

Select rooms on the 2nd floor of the Harrah's Hotel will host NOEW 2016 events.

-  The Chicory, featuring the French Market Coffee Cafe & the NOEW Lounge furnished by AOS
-  Manning's Stadium Club
-  The LookFar Tent at Manning's
-  Media Center & VIP Lounge powered by the New Orleans Convention and Visitors Bureau
-  Harrah's Hotel
-  Startup Alley presented by Hollywood Trucks



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RIDE OR DIE:
WHY ONE
ENTREPRENEUR
IS GOING ALL IN
TO DISRUPT THE
WAY WE HIRE

“

I learned about a year into this, that you don't sign up for comfort and you're always going to have something to do.

”

By: Summer Suleiman, Editor of The Distillery

Photographed by Aubrey Stallard

On December 1, 2013, Crystal McDonald made one of the biggest decisions of her life. She left her full-time job to take charge of GoToInterview, a company she and her husband, Todd McDonald, had founded earlier in the year.

Todd and Crystal both had been working full-time when they launched the business, which streamlines the interview process for employers and potential hires. They realized the broad opportunity the concept offered and wanted to commit to growing it. So McDonald left her job as the director of development at a nonprofit organization to oversee the fledgling company.

Six days later, she gave birth to their first child, Justice.

Late nights found her nursing their son, and simultaneously working on the startup. It proved to be one of the most productive periods of her life, McDonald says.

“People would always tease me because I would send a lot of emails and get work done at 2 or 3 in the morning, but it was because I was really up with the baby,” McDonald says. “It actually worked out. I was really productive during that time, believe it or not.”

Help Wanted

Fast forward two years. I sit with McDonald at her home in New Orleans, watching her field non-stop calls as she works to rebrand the company as “Acrew”. She stops to offer drinks, snacks, and food, in a warm way as though we are guests for a leisurely afternoon visit.



Photo source: NOLA.com/The Times-Picayune

But there isn't much time for casual conversation. McDonald's schedule is jam-packed. She has another meeting immediately following our interview, and then she's off to pick up her son. In other words, it's time for us to get down to business, and that's the way she likes it.

Acrew, she explains, was a product of the McDonalds' own needs. She and her husband were having difficulty finding employees for the three restaurants they owned at the time. They needed to find help quickly and didn't know where to go. They posted jobs in online forums such as Craigslist, with little success.

“In high-turn industries, you're always hiring for the same positions over and over again, so when you're hiring, you don't (want to) have to wait for people to come to you and hope that they work out,” McDonald says. “We just thought, wouldn't it be great if we could access a pool of job seekers that have already demonstrated that they're motivated, they have the work ethic, the personality, and they just want to work?”

So they built it.

Acrew is a website that allows employers to view a candidate's job interview prior to scheduling an in-person interview. Employers post their interview questionnaire, and potential candidates record their responses on video. The benefit of using the technology service is that both candidates and employers can save time and money.

“Crew” is a term that is often used to refer to the teams in high-turn industries, she tells me.

“We started with small business owners in mind, but what we learned is that this is applicable to all employers. All

employers want good people, fast. We've had people who've explored the tool to hire CEOs,” McDonald says.

And New Orleans, a city where tourism and hospitality make high-turn industries a critical part of the local economy, is an ideal place to test their technology.

The Product

So how does Acrew work?

Let's say you're looking for a job at a local restaurant. In most cases, you would walk or drive to the restaurant, fill out an application during the week, then wait for a response from a hiring manager. You'd likely apply at several different restaurants to increase your odds of hearing back from one of them.

But that process is time consuming and frustrating for both job-seekers and employers, McDonald says. With Acrew, employers post job opportunities on the website, with 3 to 5 questions for potential employees to answer. They do so in a 3-minute video.

“Acrew essentially eliminates the initial in-person interview, saving the employer time and resources spent searching for and interviewing potential hires,” McDonald says.



“They get to rise above the noise,” McDonald says. “A lot of the people who are a part of our community are single moms; they’re women, people of color, they’re younger, they’re millennials.”

When I arrive to visit McDonald for a second time, she’s on the phone with a user, who is excitedly telling her about an opportunity he saw listed on the website.

The company’s efforts are still grassroots, and McDonald remains highly involved with her customer base - especially those in service industries, which are not traditionally valued in the same way as medicine or law or engineering, she says.

“The people who fill those jobs need to know that they matter. If they know that, they’re probably going to work harder and stay in their jobs longer. They’re

going to be excited about what they do,” McDonald says.

All Work, No Play

The challenge of starting and growing a business is tremendous. But juggling motherhood and entrepreneurship presents its own course to navigate. When it comes to the boardroom, for example, McDonald says she’s there to talk business, not babies.

“Sometimes I get the sense that some people feel like I’m a different type of entrepreneur, that I don’t have that edge because I’m a mother. That’s been a real challenge. I’m trying to get people past who they see and perceive me to be, and get to the business of why we’re really here,” McDonald says.

Now, with McDonald in the front seat, her husband serves as the chair of the board. When she became an

entrepreneur and a mom simultaneously, she adds, she found power in shifting her perspective, and that changed everything.

“I learned about a year into (this), that you don’t sign up for comfort and you’re always going to have something to do. Then I started to really enjoy life. So, I’d say let me go take my son for a walk, now, because the work is going to be waiting for me regardless,” she says.

And she is in it for the long haul.

“I made that decision to go out on a limb and it was a commitment, so I feel like I don’t have a choice. I’m in this. We are all in,” McDonald says.

THE DISTILLERY

NOEW.ORG/DISTILLERY

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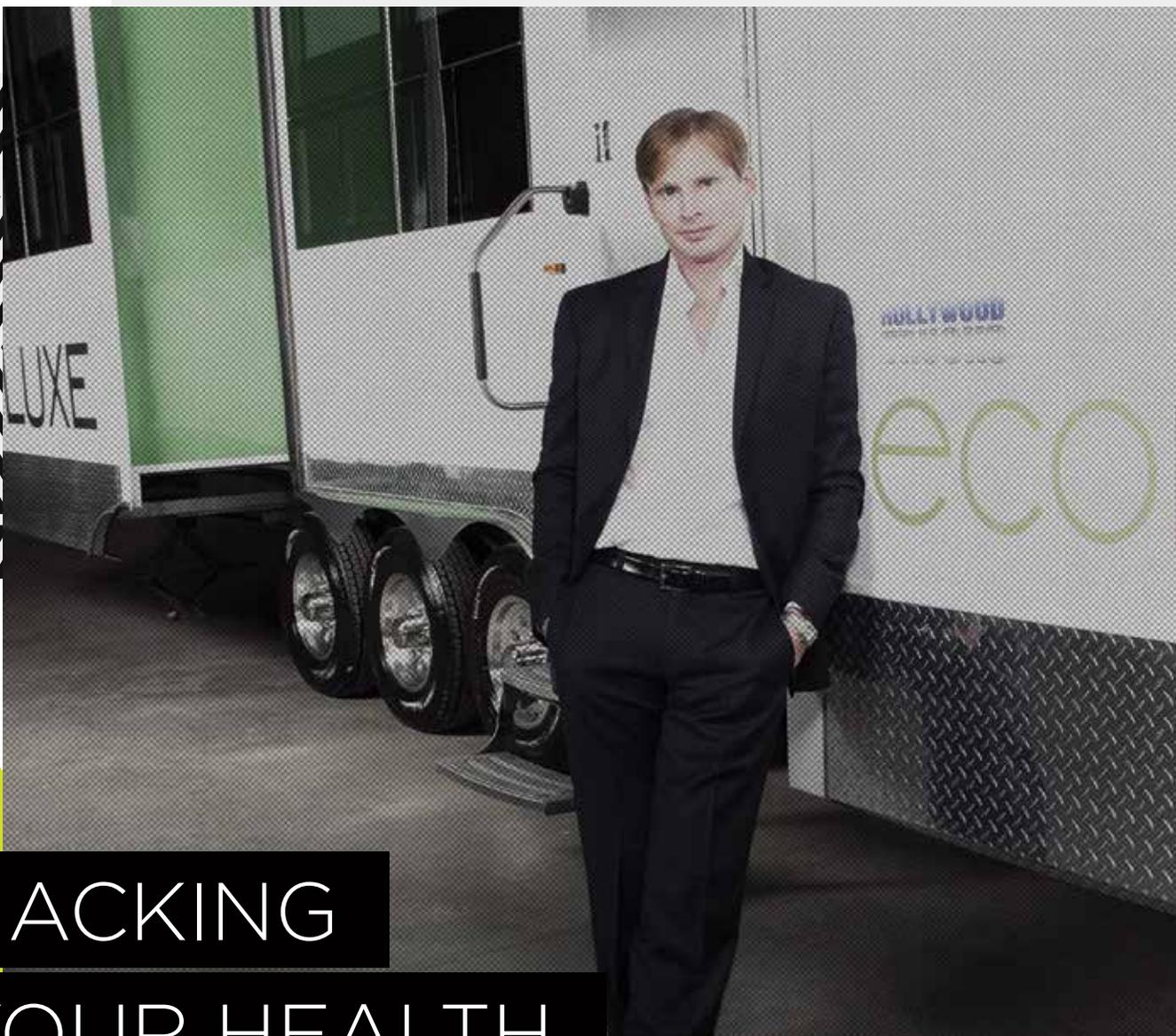


Photo source: NOLA.com/The Times-Picayune

HACKING YOUR HEALTH

How one entrepreneur turned his illness into opportunity and built a global company

By: Summer Suleiman, Editor of The Distillery

Andre Champagne was working on the film set of “Autopsy”, a horror thriller in Baton Rouge, Louisiana in August 2007, when he collapsed and was carried off set and immediately taken to a nearby hospital.

In the ICU, he was being fed through multiple IVs and his weight had dropped to roughly 125 pounds while he battled excruciating bouts of stomach pains.

He fell in and out of consciousness for days, with the pain so intense that only high dosages of morphine injections could offer temporary relief.

Doctors feared the worst— organ failure— and that he wouldn’t survive. At 25, it was a nearly fatal attack of Crohn’s—a chronic

inflammatory disease that wreaks havoc on patients' GI tracts leaving them with excruciating episodes of stomach pains and digestive symptoms.

Champagne was clinging to his life. "I remember praying every day that I would get my health back. Nothing else mattered except God, my family, and my health," Champagne said. "I really thought it was the end," Champagne said.

But he survived.

And he says it was a miraculous second chance at life. Within ten days, he recovered, and was able to walk out of the hospital. That experience not only altered the course of his life, but it also catalyzed the creation of the global company he now runs.

"I became fearless and said if I'm going to do this, if every single day of my life that I have is one that I feel has been given to me, then I'm going to do everything that I can to make the most of it," Champagne said.

Two months later, he co-founded Hollywood Trucks, a state-of-the-art eco-friendly transportation services and logistics company serving the entertainment industry.

The Entrepreneur Lifestyle

Champagne was no stranger to high-risk stakes, and was leading what he calls "the pure entrepreneur's life."

"I was born in Louisiana and moved to California to pursue the entertainment industry," Champagne said. "When I got there, I had a one bedroom apartment with no furniture and I had about \$75 per week, just doing anything and everything I could, not only to make ends meet, but to pursue my dream."

More than once, he'd been very ill with no health insurance, and was admitted to the hospital as a charity case. Then, in 2007, Champagne was lured back home by attractive tax incentives in the burgeoning film industry.

At the time of his near fatal attack, he was working 20-hour days, fulfilling three different roles in the film production. The extremely demanding schedule took a huge toll on his health. But it was also during that time that Champagne recognized an opportunity. The film industry in Louisiana was

experiencing an extreme challenge in transportation logistics. That's when he and a friend conceived the idea for Hollywood Trucks.

Armed with a new perspective on life and risk after his experience, Champagne took a leap of faith. Next year, Hollywood Trucks will see its largest expansion to date with over 300 trucks currently deployed, over 600 planned by 2017, and offices opening in California, Georgia, New York, Canada, and the United Kingdom.

The company is also expanding into new emerging markets including commercial applications, disaster relief, mobile medical and other off-grid mobile deployments—that's transportation talk for mobile trailers that can be pulled up or dropped into any location in the world, which also run in an off-grid, patented energy system.

Champagne saw his own debilitating illness as an opportunity. The experience completely redefined what success means to him.

"I've learned that your thoughts create your reality. It's not what happens, it's what you do about it and what you think about it that counts," Champagne said. The life-altering experience gave him a sense of fearlessness. And he says it's conditioned him to be both a better person and business leader.

"If you can beat a chronic illness, there's nothing in business that you can't handle," Champagne said.

Creating a New Reality

Now, with the aid of a good doctor, a new medication, and adherence to a strict diet—he keeps a stockpile of engineered nutrition, MRTs, protein bars, and clean carbohydrate packets with him at all times— he's able to manage the illness and lead a healthy and productive life.

But it still comes with its own share of challenges, like managing the unpredictable onset of painful symptoms,

or the frustration of scheduling important meetings, and not being able to attend them because of uncontrollable health factors. So much of living with a chronic illness requires maintaining both physical and mental stamina.

But Champagne remains an unyielding optimist, insisting that the most powerful tool that entrepreneurs possess is the mind.

And much like managing a chronic illness, being an entrepreneur comes with inevitable highs, lows, and unforeseen setbacks. But regardless of circumstances in both business and life, Champagne says that you always have the option to choose the way you move forward from setbacks.

"That experience navigated how I made decisions moving forward. It allowed me and my team to make decisions that were intelligently thought out, but fearless. I wasn't afraid of losing anything, because I didn't place value on material assets. I placed value on my team's quality of life," Champagne said.

He did what entrepreneurs do – convert problems into opportunities – and willfully turned his illness into his greatest asset.

THE DISTILLERY

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WELCOME TO THE NEIGHBORHOOD

Getting to Know Prakash Janakiraman, Founder of Nextdoor

By: Summer Suleiman, Editor of The Distillery

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TAKE THE NOEW STAGE**

In an alternate universe, Prakash Janakiraman would be shooting three pointers and cooking it up on the court like Golden State Warrior's point guard, "Chef" Curry. The Northern California native is a loyal fan of the team. But in this universe, he's making other big plays as he works with his San Francisco team of over 100 people to grow Nextdoor, a private social network where neighbors connect online. Want to get the word out about a break-in? Need a trustworthy babysitter? Nextdoor can help with that. The idea emerged while Janakiraman was leading the engineering team at Google Maps. Nextdoor is currently being used in over 93,000 neighborhoods across the country, including New Orleans. Maybe there's a cookoff with Curry in his future? In the meantime, let's get to know our neighbor a little better.



Q&A WITH PRAKASH

Where are you from originally?

I'm from Hayward, California in the San Francisco Bay Area.

What's in your bag (or briefcase) right now?

Laptop, pens, gym clothes, FlexPower pain relief cream, and charging cables for my phones and computer.

What are you watching right now?

Recently, my wife and I have been watching "The People vs. OJ Simpson," and also just finished the first season of Aziz Ansari's new show "Master of None." Typically, though, I only watch sports on TV. I love basketball, boxing, football, tennis, and golf, and watch SportsCenter every night.

What are you reading right now?

I'm re-reading Ben Horowitz's excellent book "The Hard Thing About Hard Things," and also reading Bill Clinton's book "Giving: How Each of Us Can Change the World." I really enjoy reading first-hand accounts of people's life experiences.

What do you do to unwind or fight stress?

I love attending live sporting events. I've had Warriors season tickets for over a decade now and am also a supporter of the Cal Men's Basketball program, where I went to school. I also try to get to the gym three days a week, especially since it's conveniently located across the street from our office.

What is your worst habit?

I have a near-OCD behavior of walking in a straight line and pacing around while on the phone. It drives people around me mad, especially my wife.

What's your spirit animal?

A hummingbird, which I've been told represents a light, swift, resilient creature that has the ability to uplift those around them.

What is your biggest struggle as an entrepreneur?

Entrepreneurship is demanding, particularly in the earliest days when you shoulder much of the responsibility for the success of the company yourself. It demands time and commitment that steals away from other aspects of your life: socializing, family, vacation, fitness, even sleep. Balancing my work, which I love, with the rest of my life has been, by far, one of the biggest struggles. It's required letting go and trusting others to relieve me

of some of those responsibilities, and building the trust and confidence in others to carry things forward. It also requires the unconditional support of those closest to you, your family and friends.

What do you enjoy the most about being an entrepreneur?

I enjoy going to work each day knowing that I'm blessed with the opportunity to work on something I'm truly passionate about— and that something I've helped create from scratch is affecting people's lives on a daily basis.

What practical advice would you give to someone who is thinking about starting a company? (No fluff! Real advice.)

Starting a company requires not only the activation energy to get something up and running, but also continuous energy to stay inspired and motivated. Surround yourself with the kinds of people who give you that energy and avoid the people that sap it from you. Seek out mentors, advisers, and other entrepreneurs as peers from whom you can learn and exchange ideas freely.

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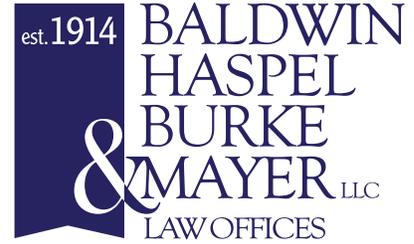
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By: Summer Suleiman, Editor of The Distillery

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**CATCH RICH TAKE
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Rich Caccappolo has just returned from London, where he met with colleagues at the Daily Mail headquarters. He joined the company three years ago as Chief Executive Officer. The media giant is the number one English language news website globally reaching over 225 million unique monthly visitors and employing about 800 people. Before heading Daily Mail, Caccappolo worked with several digital media companies, including iVillage, an online media platform for women, that was later acquired by NBC. He has a thing for digital.

Outside of leading the company, he's serving on community boards in his Greenwich Village neighborhood for initiatives he cares deeply about including development of waterfront

Q&A WITH RICH

spaces and education. Rich found some time to chat with us in the midst of the hustle and bustle.

What's in your bag right now?

I have more mobile devices than I usually have because we've been testing out some new apps and mobile experiences. I have an iPhone, Android, and Windows phone for testing in different environments. I always have an extra pair of headphones because I seem to always lose them. I travel a lot, so along with my passport, I have all sorts of cards for lounges, and global entries to get through customs faster.

What are you watching right now?

I'm fascinated by all of the political campaigns and watch the buildup and results of the primaries and the caucuses. I really liked "Justified" on FX and "Mozart in the Jungle," an Amazon original. I'd recommend that.

What are you reading right now?

I've always wanted to read "Infinite Jest" by David Foster Wallace. It's one of those things that I felt like I had to read. And a friend of mine, he is an editor at The Times, he edited a book called "The Stone Reader." I've been bouncing between the two.

What is your worst habit?

I eat late at night. I always get tricked into thinking that protein bars are good for you, when they're probably just candy bars. It drives my wife crazy and she knows it's a problem. She took away all of the treats, and all that remains is peanut butter, and I eat way too much of it.

If you could be anything else in the world, what would it be?

I would play shortstop for the Yankees.

What really gets you excited every day?

I really like working in the media and digital space. I'm fascinated by seeing new products develop and new ways to engage with audiences.

What advice would you give to someone interested in becoming an entrepreneur in the digital space?

I think it's crucially important that they understand the data of their business. There's always a point in time where they will have to go with their instinct to move forward, whether it's the best strategy or product. I think it's important to look at opportunities, ideas, advice, data, but at some point you have to trust your instincts and focus on the few things you can do very well. Many times, there is success in NOT doing things,

and in focusing on your capabilities and how to interact with readers.

I credit my journalist colleagues and our editors. The truth of it is, it boils down to people that deploy the ancient skills of a much needed trade - how to create content that people find "unmissable".

The cool thing about it is that we have this big audience, we can test a lot of things, we can roll out a lot of cool things and put them in front of people, but it always comes down to user experience, and in the end, it's the content that wins. It's the content that gets people to come back and see more pages. Yes, quality content and lots of it.

Finally, what are you planning to eat while you're in New Orleans?

I don't need those beignets, but I'm coming for the jambalaya and the po'boys.

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SEVEN MYTHS OF BEING AN ENTREPRENEUR



“ Being an entrepreneur is a lot of things, but easy is not one of them. ”

THE DISTILLERY

NOEW.ORG/DISTILLERY

By: Summer Suleiman, Editor of The Distillery

1.

IT'S FUN.

Looking for a little fun? You should probably look somewhere else. Because contrary to what some people might think, being an entrepreneur is not fun. It's hard work. Just ask Rupa Mohan, co-founder of the Sweat Social. "I usually cry twice a week," she says. "And I ask myself why am I doing this? I think of how unhappy I was at my corporate job, and then I remember why I'm doing this. I wouldn't trade it for anything," Mohan says. But entrepreneurs are passionate about what they do, so they are willing to put in the work. Get ready to roll your sleeves up!

2.

YOU MAKE A LOT OF MONEY.

Being an entrepreneur usually means working a long time without earning income. In the startup phase, most companies don't generate profit. And if you are, you're more than likely investing it right back into your company. No pretty pennies in your pocket when you're starting up. That could be the case for months, and sometimes years. Get ready for the long haul. If you're willing to stick with it, it could pay off in the long run.

3.

IT'S EASY.

Being an entrepreneur is a lot of things, but easy is not one of them. Joah Spearman, co-founder of Localeur won't hesitate to tell you either. He spoke on the topic last month at Venture Pop, a conference for creative entrepreneurs in New Orleans. Before co-founding Localeur, Spearman co-founded Style by SXSW and other ventures in Austin. He says one of the hardest things about being an entrepreneur is waiting. "If you're grinding and building things, iterating, testing, and even learning and failing...those are all positives. But when you're in moments when you feel like all you're doing is waiting...for App Store approval, for an investment decision, etc. that's when it truly sucks. Forward motion is what fuels entrepreneurs, even if it's actually backwards, but waiting feels like a stall and that sucks." Good things come to those who go out and get it!

4.

IT'S GLAMOROUS.

You think being an entrepreneur is all VIP and bottles of Veuve Clicquot? It might seem that way for New Orleans based artist and entrepreneur Ashley Longshore. But she won't shy away from telling you, "This sh** ain't easy, honey." Her paintings tell a glamorous story, but Longshore painted and put in work for over 20 years. And she did it all on her own. She was extremely focused—so much so that she sacrificed socializing. "I even got to a point in my 30's where I didn't want to do anything socially, because I didn't want to take away from my energy and my work. Because my work energy always provides right back for me in a positive way." The payoff is glamorous, but the hard work isn't.

5.

RAISING CAPITAL IS EASY.

News flash: Life as an entrepreneur is nothing like an episode of "Shark Tank." That's just TV. One of the biggest hurdles for entrepreneurs is raising capital. Once you've worked long and hard enough to get your business off the ground, you will need capital to grow it. The good folks at startup favorite, DinnerLab, can tell you first-hand. This past August, they raised \$7 million in Series A funding. Do you think investors were lined up at their secret dinners, willing and ready to write million dollar checks? Not. Co-founder and CEO Brian Bordainick says he traveled more than 120,000 miles since the beginning of the year to raise funding. And that's just one part of it. Being an entrepreneur means working hard to make investors believe in what you do.

6.

YOU'LL BE AN OVERNIGHT SUCCESS.

We'll refer back to Ashley on this one, because her advice is just so good. She put it like this: Growing a business is like growing a garden. "First, you have to find good soil, and plant seeds," she says. "Now am I going to come back the next day, and is there going to be a big apple tree? Hell no!" "I gotta pull the weeds out. I gotta make sure the little rabbits don't get in my seedlings. I gotta make sure it gets sunlight. I gotta make sure it gets rain. I gotta make sure it doesn't get flooded. I gotta make sure the bugs don't get to it. I gotta protect this thing and watch it grow. And then I have a fruit tree. Then, once you have a fruit tree. It's a garden." There's no such thing as overnight successes. Sometimes, it might seem that way. But most entrepreneurs work tirelessly behind the scenes for years before even beginning to see success. It takes time to see the fruits of your labor.

7.

YOU HAVE LOTS OF FREE TIME.

Time is one of the most precious resources for an entrepreneur. And there is never enough of it. Kenny Nguyen, founder of Big Fish Presentations, says one of the hardest things about being an entrepreneur is sacrificing time. For him, that means spending less time with his significant other, and doing the things that he enjoys most. His work day usually lasts at least 10 hours a day, and on many days, 15-16 hours. Throw a big client in the mix, and it's non-stop, all-nighters. "If I have an eight-hour productive day, I don't feel like I've done enough," Nguyen says. Now that's what we call hustle.





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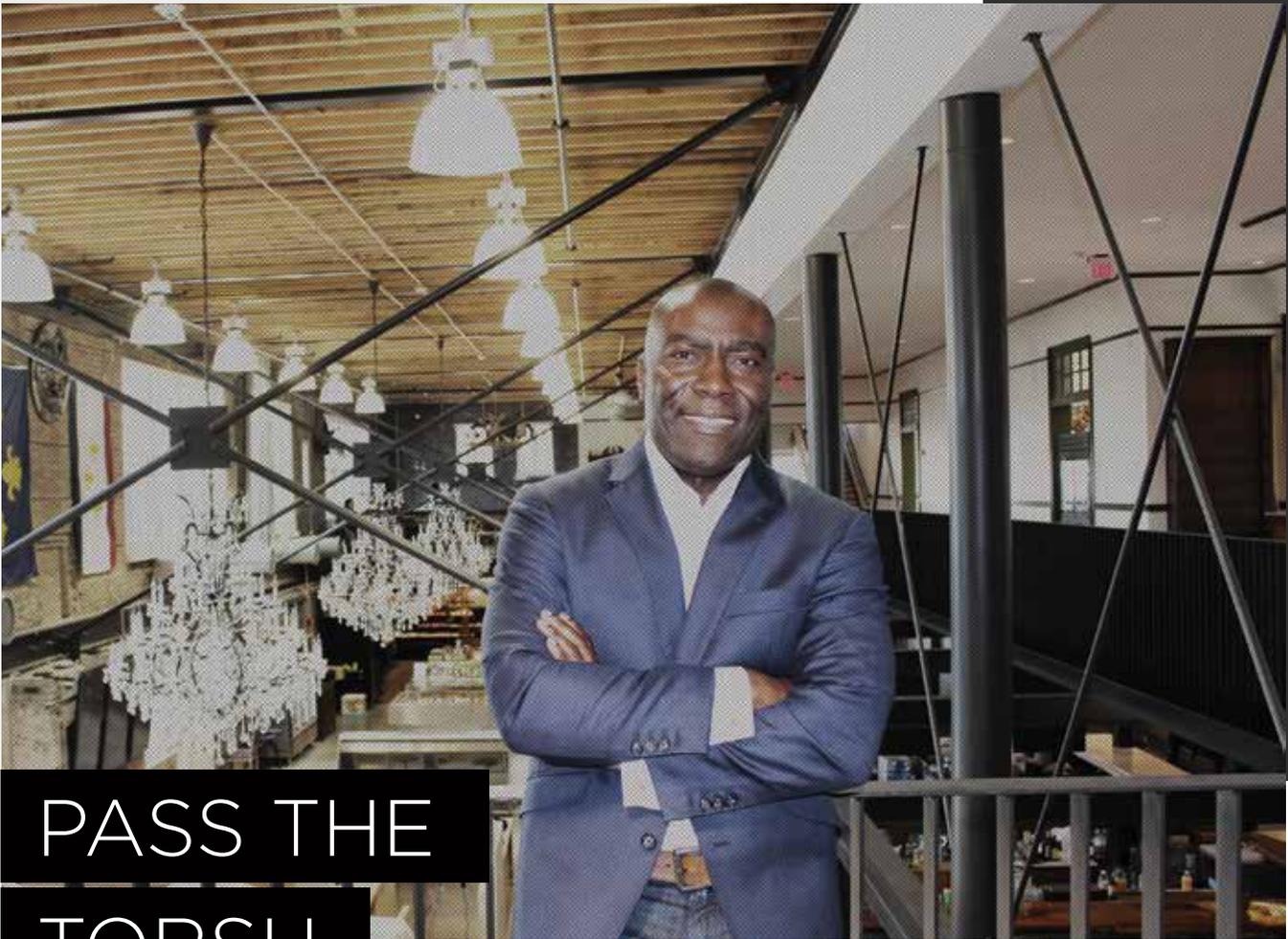
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PASS THE TORSH

Why Courtney Williams Wants to Pay it Forward in Education

By: Summer Suleiman,
Editor of The Distillery

THE DISTILLERY

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NOEW.ORG/DISTILLERY

A Brooklynite by way of Jamaica, Courtney Williams recently relocated to New Orleans. Williams first moved to New York City with his parents when he was 13 years old. The Columbia Law School graduate worked at a law firm for two years before joining AOL, where he found he had a keen interest in technology. Next, he led strategic and business development for Radio One, and helped build the largest collection of African-American media sites on the web. In just three years, he helped grow the user base from zero to several million per month, and played a critical role in elevating the company's total revenue to roughly \$25 million. After a long and successful run in tech, Williams was compelled to shift his efforts to a venture that would give back to education—the key factor to which he says he owes his own career success.

Now, he's developing TORSH (Teachers One Room School House), an ed-tech startup that uses video recordings to help educators observe their performance and interactions in the classroom. The name is a nod to education in the pre-industrial era, when teachers taught all students in the same classroom, and teacher-student, as well as student-student, dynamics were more multifaceted. We caught up with him to see what he's up to when he's not hard at work (which is rarely the case). We're hoping to catch him spinning on the ones and twos in New Orleans (Williams was a DJ in his formative years).



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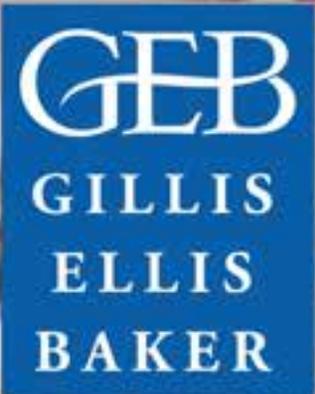
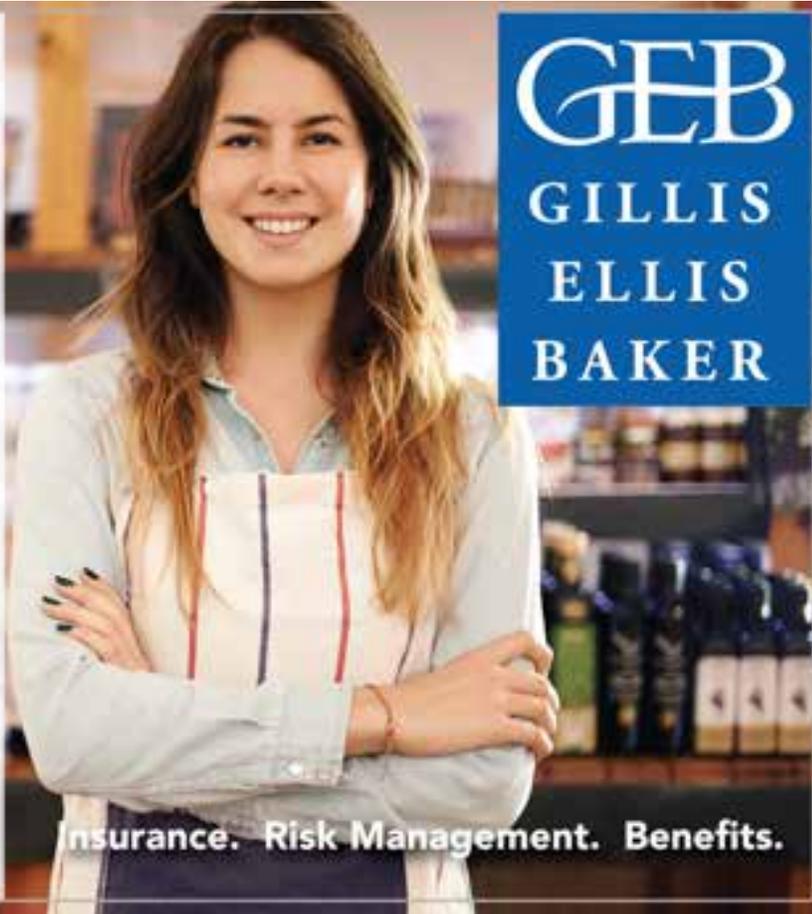
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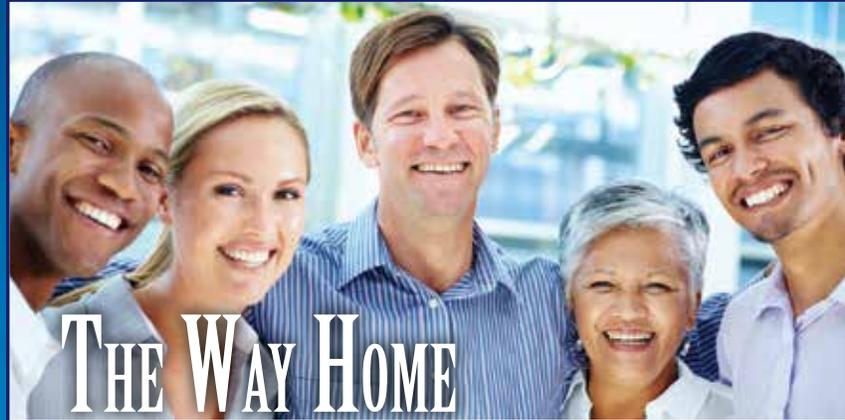
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EXPERIMENTER TO ENTREPRENEUR



Lowry Curley is Going from the Lab to the Market

By: Summer Suleiman,
Editor of The Distillery

Lowry Curley was a sophomore at Clemson University, watching football at his apartment with his roommate, when he suddenly had a seizure. He was rushed to the emergency room and diagnosed with an arteriovenous malformation (AVM), a tangle of abnormal blood vessels connecting arteries and veins in the brain. Curley had to undergo gamma knife radiosurgery, a type of radiation therapy used to treat tumors and other abnormalities in the brain. For two years, he was prescribed anti-seizure medication, which eventually relieved him of the attacks. That was a pivotal moment in his life.

Curley went on to pursue his graduate degree at Tulane University, where he began researching the

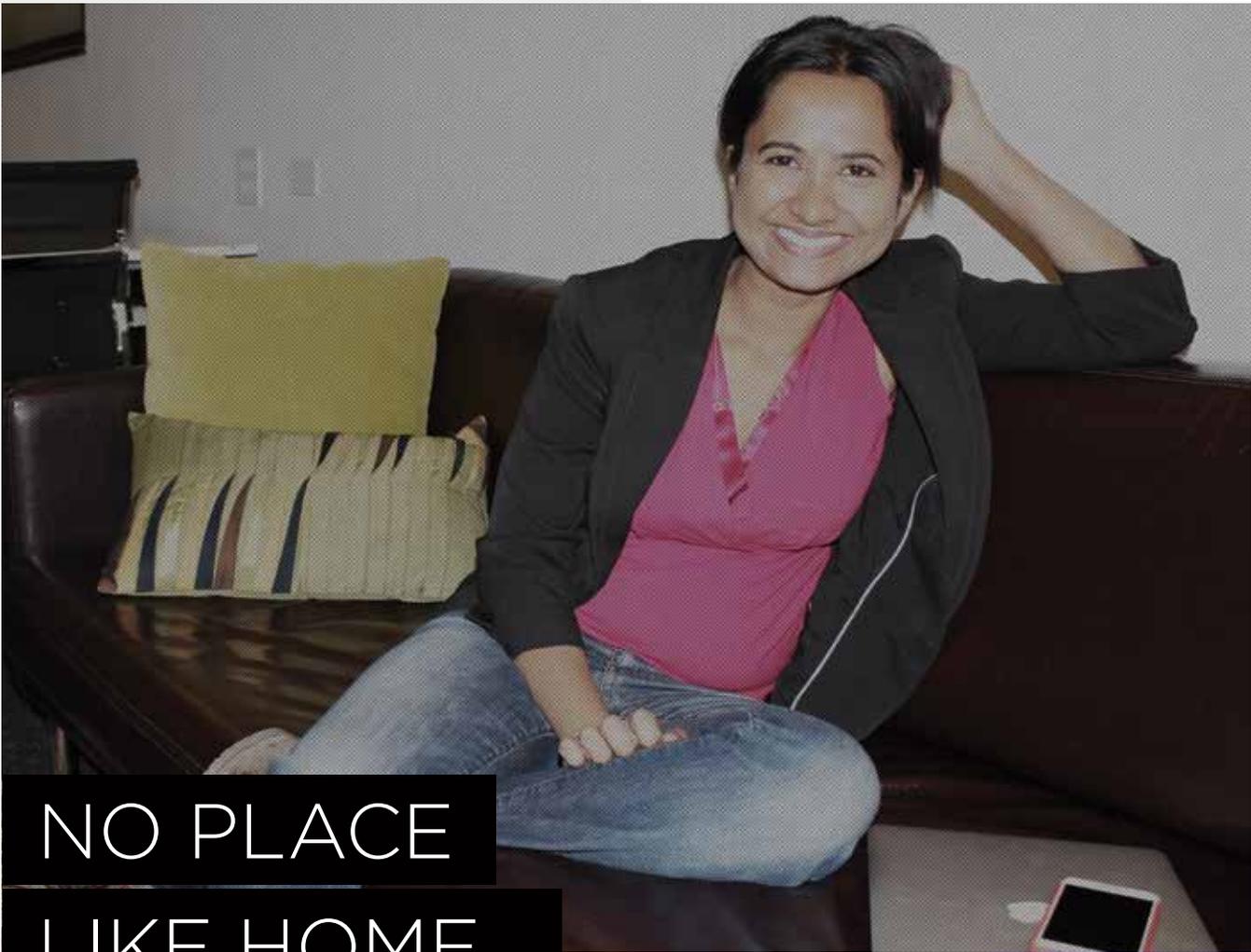
nervous system. Working closely with his professor and biomedical engineering PhD adviser, he developed a 3D cell-based model that acts and functions like a nerve. The “nerve on a chip” technology helps pharmaceutical researchers eliminate versions of drugs that carry harmful side effects.

In 2014, the two co-founded AxoSim Technologies to bring their technology out of the lab and into the market. According to the most recent estimate, it takes 2.6 billion dollars and up to fifteen years to take a drug from the idea stage to market, according to Curley. And even then, 99% of drugs fail during clinical trials. They hope that AxoSim could help change that.

Now, they’re focusing their efforts on working with pharmaceutical companies to test a drug for Multiple Sclerosis (MS) and screening other drugs for side effects. We visited Curley in the lab to learn about his experience going from experiment to market.

THE DISTILLERY

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NO PLACE LIKE HOME

Getting Cozy With Leona Christy

By: Summer Suleiman,
Editor of The Distillery

THE DISTILLERY

**READ THE FULL INTERVIEW
NOEW.ORG/DISTILLERY**

Leona Christy is a far way from her hometown, Kerala, on the southern tip of India's tropical Malabar Coast, but she says New Orleans bares a remarkable resemblance. Christy, who grew up in Delhi, earned her MBA in Bangalore before moving to the United States with her husband ten years ago to pursue her master's in Public Policy at Duke University. Previously, Christy was a founding team member at Safal, a firm focused on education consulting, and she led Pratham, a nonprofit focused on international education.

When her husband was offered a position to teach at Tulane University's Freeman School of Business, they jumped at the opportunity. But she hasn't had much time for exploring since then. Christy has been off to the races since founding Catalyst Ed, a startup that connects education organizations with vetted, experienced experts for short-term, mission-critical needs, last June. We caught up with Christy to see how her second run at startup life is going in her new home base.



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Digital MediaX is a collaboration between Idea Village and NOLA Media Group to identify and reward innovations in digital media.

For more information on applying for the 2016 Digital MediaX, go to ideavillage.org

GOING GREEN



Why Chad Deville Wants to Bring His Father's Legacy to Life

By: Summer Suleiman, Editor of The Distillery

Twenty years ago, Chad Deville's father, a retired pneumatic technician, was experimenting at home, and created a device that attaches to pre-existing pneumatic controllers on natural gas pipelines, and reduces methane emission into the atmosphere. That's kind of a big deal.

Here's why.

Pneumatic controllers are devices on gas pipelines that release methane gas, also known as methane bleed,

into the atmosphere. These controllers are the second largest cause of methane emissions within the oil and natural gas industry, according to the EPA.

Last year, Deville picked up where he left off years ago and started tinkering again. This time, he devised a smaller, more cost effective version of the original product. Just for funsies.

Then, Deville realized it was time to help put things in motion. They secured a patent for the Environmental Pneumatic Abatement System (EPAS).

Now, he is working tirelessly to bring his father's dream to life, and his product to market. Deville will be testing the EPAS for the amount of emission reductions at Stennis Space Center in early March. We talked to the father of two, who also continues to work full-time in medical device sales, to see what's in store for the system.

THE DISTILLERY

**READ THE FULL INTERVIEW
NOEW.ORG/DISTILLERY**



THE HUMAN TOUCH

Up Close and Personal with Staacy Cannon

By: Julia H. Good

In spite of being deep in the development of Grok + Banter, a B2B software/hardware platform, Staacy Cannon always shows up. Whether she’s judging StartUp Weekend pitches, or attending a happy hour hosted by fellow entrepreneurs, she shows up for New Orleans’ startup community.

She has a genuine interest in engaging with others, which is the same “human component” that Grok + Banter is based on. Cannon says it “measures engagement in a non-invasive way.”

She’s been through one failed concept, back to the drawing board, had an ‘a-ha’ moment, built a successful beta, and put together a small team over time. And she’s been honest about what it has taken to get there. She does not sugarcoat the struggle, but she does wear it lightly. And she doesn’t dwell on the downside of challenges, either.

2016 might be the year that Grok + Banter will break through the final hurdles of development and testing of its product. One thing is for sure: ask Cannon to show up and she will be there to cheer you on and tell you to keep going, even if you have to sell your car and wear out your jeans to get there. She knows. She did it.

THE DISTILLERY

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NOEW 2016 ENTREPRENEUR INDEX

This year, 149 local startups will be showcased across NOEW events that will award prizes collectively valued at over \$500,000 in cash and in-kind resources. Featured industries include: water, education, energy, healthcare, arts, food/beverage, and technology, among others.

A sampling of these companies are highlighted over the next few pages.



3Bar Biologics
Bruce Caldwell



AxoSim
Technologies, LLC
J. Lowry Curley &
Michael J. Moore



Bayou Baby Bites
Celeste Landry Baer



Better Day Health
Peter Ragusa & Rand Ragusa



Billy's Original Foods
Bruce Caldwell



BioAesthetics
Nicholas Pashos



Black Bay Boatworks
Conor Aucoin



Bulwark
Daniel Beighle



Catalyst:Ed
Leona Christy



Condall Consulting
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Arun Lakhota



Design UnWined
Rachel Meese



Divorce Secure
Hirsch Serman



DoC Mapping
Milton Morris



Earthineer
Dan Adams



ECHO
Tim Kappel



Feather
Rachel Fuller, Nick Fuller, Evan Black, Christopher Williams



Fin Gourmet
John Crilly



FreshCane, Inc
Arpit Bhopalkar & Shreyas Oak & Tushar Khosla



FrontDesk Connect
Marc London



Full Harvest
Christine Moseley



Gator and Crane LLC
Emily Gaddis, Darrell Greiwe



Gigsy
Robert Warren



Girl's Guide
Kelly Claverie, Mignon Parent



Gradsquare
Marco Altamirano, Brian Berlin



Greek Girls Rice Pudding
Artemis Antippas

Grok+Banter

Grok+Banter
Staacy Cannon



HALO Global LLC
Mark A. Gebhardt



Hemp Foods America
Chad Rosen



Be:Well Nutrition
Billy Bosch



IDIAS
Tamar Mohamed, Jassar Mohamed, Sean Ortiz, Adil Oubou Mason Legrange



Innogenomics
Dr. Sudhir Sinha, Anne Montgomery, Gina Murphy, Sid Sinha, Jonathan Tabak



iSeeChange
Julia Kumari Drapkin



Jefferson and Sons Electric
Clay Jefferson



Juggle
Brendan Minard, Sonny Smith



Just PlugIn
Amelia Thomas



Kudoboard
Aaron Rubens



LA Lawns and Lagniappe
Kelvin Ross



Leadr Group
Corey Cazaux



LendMed
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LineGard Med
Spencer Jones and David DePoyster



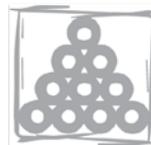
Lionheart Prints
Liz Cooke



Louisiana Technical Instruments
Chad Deville



Manifest Destiny Academy
Illumani Johnson



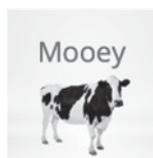
Mashball, LLC
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Greg Harris



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Sean Carrigan, Mike Melito, Jason Palmer



Mooley
Marcos Barbery



Morgan Hill
Dione Morgan



Musistic
Jimbo Lattimore, Brian Wentzloff, Justin Olita



My College Stream
Brian Summerhill, Bryant
Warren, Tony Malone



N.O.V8.ion LLC
Steve Gough



NOLA Poboys
Christopher Talley



OBOCS
Julie Kuchta, Michael Miller



OREMI Real Estate
Bill Fitzgerald



PatentDive Inc.
Eric Leininger PHD,
Mitchell Klein & Daniel
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Victoria Adams Phipps
Executive Producer
New Orleans Entrepreneur Week

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