

NEW ORLEANS ENTREPRENEUR WEEK

PRESENTED BY **IBERIABANK**

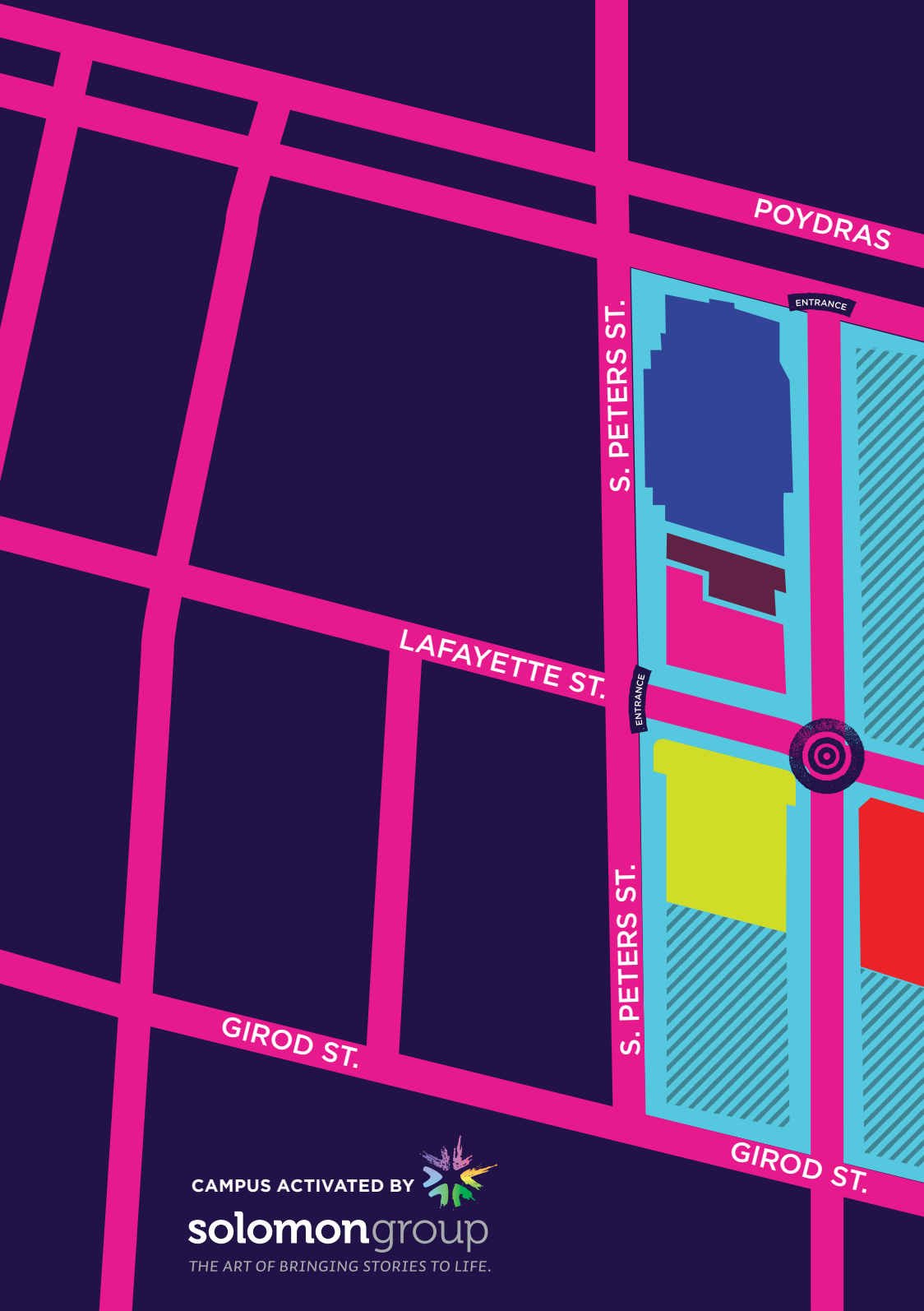
NOEW 2016
FIELD GUIDE



MARCH 11-18

PRODUCED BY

 **THE IDEA VILLAGE**



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THE ART OF BRINGING STORIES TO LIFE.

NOEW

NEW ORLEANS ENTREPRENEUR WEEK

PRESENTED BY **IBERIABANK**

CONVENTION CENTER BLVD.

-  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

NOEW 2016 OPENING WEEKEND

FRIDAY MARCH 11

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
7:00pm - 10:00pm	Opening Party	Help us kick off #NOEW2016 with live music and free specialty drinks and bites from Beam Suntory, NOLA Brewing Company, SoBou, and Cafe Adelaide on Fulton Street (anchored at Fulton Alley)!	Fulton Street	Live music by Corey Henry & The Treme Funktet

SATURDAY MARCH 12

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
8:30am - 1:00pm	Cumbre Empresarial 2016 patrocinado por Pan-American Life Insurance Group (Latino Business Summit presented by Pan-American Life Insurance Group)	This half-day seminar will take place completely in Spanish and feature local entrepreneurs and industry leaders sharing best practices for growing a business.	Manning's	See the lineup for this event at www.NOEW.org

SUNDAY MARCH 13

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
12:00pm - 5:00pm	Food Innovation Summit: "Old Versus New: The Fusion of Old Methods, Current Trends, and Modern Palates"	Attendees will hear from some of New Orleans' most recognizable culinary figures as well as new entrepreneurs on the scene. Produced by The Idea Village and My House NOLA in partnership with French Market Coffee, NOTMC and Rouses.	Manning's	Chef John Besh, Stephanie Jane Carter, Simone E. Reggie, Scot Matox, Ann Tuennerman, Kirk Coco, Jeffrey Schwartz, Chef Demietriek Scott, and Kate Heller, among others...
5:00pm - 8:00pm	IDEAcorps MBA Consulting Challenge + Reception (By Invitation Only)	This program matches teams of MBA students from universities, including Loyola, Tulane, and LSU, with local startups for an immersive consulting competition.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org

JOIN US FOR THE CULMINATION OF NEW ORLEANS ENTREPRENEUR WEEK

PRESENTED BY

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THE BLACKSTONE BIG IDEA!

FRIDAY, MARCH 18TH, 6PM - 8:30PM ON FULTON STREET

Complete with bars and live entertainment, this pitch extravaganza features 10 of New Orleans' most promising startup ventures vying for YOUR vote to propel them into the final round of the competition where \$25,000 is on the table!

Free after party featuring Tank and the Bangas!

BUY YOUR \$25 VOTING CHIPS TODAY WWW.NOEW.ORG

***REMEMBER, CHIPS REPRESENT REAL MONEY SO THE ENTREPRENEURS TAKE HOME THE CASH VALUE OF CHIPS RECEIVED!

PITCH LOCAL PRESENTED BY JPMORGAN CHASE & CO.

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
9:00am - 5:00pm	Water Challenge 2016	Hosted by Propeller, the Water Challenge agenda includes presentations and panels that target the leading sectors within the water industry and culminates with a \$15k business pitch competition sponsored by GNOF.	Manning's	See the lineup for this event at www.NOEW.org
9:00am - 5:00pm	Salesforce Silverline Challenge (By Invitation Only)	This challenge gives finalists the chance to win up to 36 hours in professional Salesforce implementation services and licensing (\$15k value).	Harrah's Hotel & Casino - Satchmo Room	See the lineup for this event at www.NOEW.org
9:00am - 11:00am	2nd Annual VetLaunch From-Combat-to-Careers Accelerator Pitch Competition	Presented by King Krebs and Jurgens and The Landing Zone, VetLaunch's 2nd cohort of veteran entrepreneurs will present their businesses to a panel of judges with hopes of winning a \$5k prize package.	The Chicory - Chicory 2	See the lineup for this event at www.NOEW.org
9:00am - 12:00pm	Startup Alley presented by Hollywood Trucks	From Monday, March 14th through Thursday, March 17th, up to 20 companies per day will demo their startup to NOEW attendees and passersby on Fulton Street.	Fulton Street	See the lineup for this event at www.NOEW.org
9:30am - 11:30am	Woman Entrepreneur (WE) Fellowship Presented by the Junior League of New Orleans	Three to five finalists will give 10-minute presentations during this event. Votes from the public along with the selection committee will award the fellowship.	The Chicory - Chicory 1	See the lineup for this event at www.NOEW.org
9:30am - 5:00pm	Tech-Generate to Tech-Genius: Digital Learning Bootcamp	A day-long bootcamp focused on digital literacy, introducing non-technical talent to current methodologies, techniques, and resources for project management and beginners web development.	The Chicory - Chicory 3	See the lineup for this event at www.NOEW.org
10:00am - 4:00pm	Electric Girls Bringing STEM Education to New Orleans Youth (By Invitation Only)	In this workshop for middle and high school-aged girls, participants will have the chance to join multiple design and building challenges, as well as meet with mentors.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org
1:00pm - 4:00pm	Creative Industries Summit Featuring the Downtown Nola Arts-Based Business Pitch, presented by The DDD in partnership with CANO and LCEF	Aimed at identifying entrepreneurs with scalable arts-based projects that benefit Downtown NOLA, this pitch will award a prize package valued at over \$25k. There will also be two forums focused on strategies to help grow the creative economy.	The Chicory - Chicory 1	Aimee Thomas Smallwood, Ben McLeish, Sherri McConnell
1:00pm - 3:00pm	Startup St. Bernard Presented by the Meraux Foundation and SBEDF	Presented by the Meraux Foundation, Startup St. Bernard is an initiative of the St. Bernard Economic Development Foundation designed to offer innovative entrepreneurs a chance to compete for a prize package worth \$110k.	Arlene Meraux River Observation Center	See the lineup for this event at www.NOEW.org
1:00pm - 4:00pm	Startup Alley presented by Hollywood Trucks	From Monday, March 14th through Thursday, March 17th, up to 20 companies per day will demo their startups to NOEW attendees and passersby on Fulton Street.	Fulton Street	See the lineup for this event at www.NOEW.org

MONDAY MARCH 14

PITCH LOCAL

PRESENTED BY JPMORGAN CHASE & CO.

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
2:00pm - 5:00pm	The JEDCO Challenge powered by First NBC Bank	The JEDCO Challenge powered by First NBC Bank showcases startup companies with ties to Jefferson Parish. Five companies will have just seven minutes to present a live pitch for the chance to win \$20k in capital and resources.	Southport Hall	See the lineup for this event at www.NOEW.org
2:00pm - 4:00pm	Tulane Business Model Competition Qualifying Pitch	Presented by The Lepage Center for Entrepreneurship and Innovation, the Tulane Business Model Competition provides seed funding, investor exposure and technical expertise to student ventures.	The Chicory - Chicory 2	See the lineup for this event at www.NOEW.org
3:00pm - 5:00pm	NOLA Made 2016: Live Pitch Competition for Food & Farmer Entrepreneurs	Three food and farmer entrepreneurs with innovative food production ideas will pitch at the St Charles Parish Satellite Center in Luling, LA.	Edible Enterprises	See the lineup for this event at www.NOEW.org
3:00pm - 5:00pm	The 2016 Women-In-Business Challenge, hosted by The Urban League of Greater New Orleans	The Women-In-Business Challenge is a business accelerator program for early stage businesses owned by female entrepreneurs. Come watch as 4 finalists compete for \$10k in seed capital.	Harrah's Hotel - Vieux Carre Ballroom	See the lineup for this event at www.NOEW.org
5:00pm - 7:00pm	PitchLocal Happy Hour Presented by JP Morgan Chase & Co.	Grab a drink, loosen your collar, and network the night away during the PitchLocal Happy Hour on the rooftop of The Chicory!	The Chicory - Rooftop	See the lineup for this event at www.NOEW.org
6:00pm - 8:00pm	4.0 Schools Education Pitch - The Future of School Starts Here	This is your front row ticket to the #futureofschool. 4.0 Schools has teamed up with the Recovery School District and Orleans Parish School Board to find education entrepreneurs that can address local priorities affecting students, families and educators.	Manning's	See the lineup for this event at www.NOEW.org
6:30pm - 8:30pm	Launch NOLA Pitch Competition	Launch NOLA, an initiative of St. Roch Community Development Corporation, is hosting this pitch competition for graduates of their Co-Starters class.	St. Roch Community Church	See the lineup for this event at www.NOEW.org

SO, HOW WAS IT!?

YOUR FEEDBACK IS VERY IMPORTANT TO US!

Following each event, log back in to your NOEW.org account, go to that specific session's page, and click "Rate This Event."

NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
9:00am - 9:30am	Local + Social: Like Peanut Butter and Chocolate	This session will offer practical advice and best practices on how to make local digital marketing part of your digital strategies.	The Chicory - Chicory 1	Will Scott
9:00am - 9:30am	Expecting Security from the Start(up)	This presentation will guide startups through the requirements that their applications and services will need to meet in order to satisfy the demands of IT security teams and legal departments.	The Chicory - Chicory 2	Andrew Case
9:00am - 9:30am	Starting Up in New Orleans	Stop talking about your great idea and start building it! In this session, we're throwing out textbook methodologies and looking at more effective approaches to starting a business.	The Chicory - Chicory 3	Chris Groh
9:00am - 12:00pm	Startup Alley presented by Hollywood Trucks	From Monday, March 14th through Thursday, March 17th, up to 20 companies per day will demo their startups to NOEW attendees and passersby on Fulton Street.	Fulton Street	See the lineup for this event at www.NOEW.org
10:00am - 10:30am	No Money, No Problems: 15 Free Tools Your Startup Should be Using	This session will introduce you to 15 of the best free tools available to entrepreneurs.	The Chicory - Chicory 1	Flynn Zaiger
10:00am - 10:30am	Size Doesn't Matter: Maintaining Innovation through Intrapreneurship	This session will focus on the role of innovation in all organizations, regardless of size.	The Chicory - Chicory 2	Kevin Wilkins
10:00am - 10:30am	Ready for Takeoff: Insurance 101 for Entrepreneurs	In a world where every dollar counts, make sure your insurance dollars, and your insurance agent, are working to protect you. This session is an eye-opening introduction to insurance and risk management for startups.	The Chicory - Chicory 3	Betsy E. Clement
11:00am - 12:00pm	FEATURED SPEAKER: Prakash Janakiraman, Co-founder & Chief Architect of Nextdoor	Learn how Nextdoor expanded into more than 50% of all U.S. neighborhoods by continually iterating based on deep user feedback.	The Chicory - Chicory 1	Prakash Janakiraman
12:00pm - 2:00pm	Inserting High-Growth Technology into Quintessential New Orleans: Festivals, Music & Cuisine	This panel will feature companies that are bringing technology into the 3 industries in which the city of New Orleans and its culture stand apart: food and beverage, music, and events/festivals.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org
1:00pm - 2:00pm	Scaling Entrepreneurship: Why Maintaining the Entrepreneurial Spirit is Critical to Your Success	In this session, Nick Jordan will share his experience building a team of 70+ employees and why he believes that a culture of entrepreneurship has been critical to his success. (And why he think it's relevant to yours.)	The Chicory - Chicory 1	Nick Jordan

NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
1:00pm - 2:00pm	Why Entrepreneurs Should Learn to Code: MVPs, Better Products, Product Management	From knowing the ins and outs of your MVP, effectively managing your products and just all around building better products, tech knowledge can help you be a more time and cost efficient entrepreneur.	The Chicory - Chicory 2	Sia Karamalegos
1:00pm - 2:00pm	Numbers in the Business Model	This session will cover the strategy and logic behind creating quantitative business models by introducing the = if process, a step-by-step business model canvas that outlines 15 steps behind financial projections.	The Chicory - Chicory 2	Sam Peake
1:00pm - 4:00pm	The Entrepreneurial Journey Presented by JP Morgan Chase & Co. (By Invitation Only)	Join J.P. Morgan, experienced entrepreneurs, and other industry experts as they explore a crucial part of the entrepreneurial journey: juggling the demands of your growing business and your own financial well-being.	Harrah's Hotel - Vieux Carre Ballroom	See the lineup for this event at www.NOEW.org
1:00pm - 4:00pm	Civic Innovation Summit	This Summit will convene leaders from across public, private and nonprofit sectors to accelerate the momentum of civic innovation in New Orleans in the lead up to the City's 300th anniversary in 2018.	Manning's	See the lineup for this event at www.NOEW.org
1:00pm - 4:00pm	Escape Room: Entrepreneurship Edition	In this fast-paced session, participants will have one hour to solve puzzles that challenge preexisting biases and encourage new perspectives - all while searching for clues to escape before the clock runs out!	Escape My Room - Vieux Carre Ballroom	See the lineup for this event at www.NOEW.org
1:00pm - 4:00pm	Startup Alley presented by Hollywood Trucks	From Monday, March 14th through Thursday, March 17th, up to 20 companies per day will demo their startups to NOEW attendees and passersby on Fulton Street.	Fulton Street	See the lineup for this event at www.NOEW.org
2:30pm - 3:30pm	The Sexy Funding Panel	In this session, panelists will share personal stories and funding alternatives, so that other entrepreneurs can get a sense of what type of funding would work for them.	The Chicory - Chicory 1	Adriana Lopez
2:30pm - 3:30pm	E is for Empathy: What Every Entrepreneur Needs to Know about Business Anthropology	Come hear how Fortune 500 brands, B Corps, and tech startups alike are tapping into the social sciences for business strategy. In an era of such market complexity and disruption, empathy is a competitive differentiator.	The Chicory - Chicory 2	Meg Kinney
2:30pm - 3:30pm	The Two-Day Marketing Plan	This session will equip you with a starter marketing plan outline and instructions on how, over a weekend, you can develop a functioning marketing plan.	The Chicory - Chicory 3	Michelle Edelman
4:00pm - 5:00pm	KEYNOTE SPEAKER: Rich Caccappolo, COO of MailOnline - DailyMail.com	Visit NOEW.org for an overview of Rich's talk	The Chicory - Chicory 1	Rich Caccappolo

NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
5:00pm - 7:00pm	Chamber After 5: NOEW Edition	An exclusive opportunity to network and connect with fellow business owners and individuals in the New Orleans area. NOEW attendees must present their name badge for entry.	Fogo de Chao	See the lineup for this event at www.NOEW.org
5:00pm - 7:00pm	Resource Alley Happy Hour, powered by Goldman Sachs 10,000 Small Business	Come meet private, public, and nonprofit business resource partners who can provide introductions, services, and technical assistance... while enjoying a cocktail or 2!	The Chicory - Rooftop	See the lineup for this event at www.NOEW.org
7:00pm - 9:00pm	AAIP Entrepreneurship Development Seminar (By Invitation Only)	This event will convene successful and aspiring entrepreneurs from the Asian-Indian community to share their success stories and connect their skills, resources, and knowledge to help each other navigate the complexities of starting a business.	Harrah's Hotel - Vieux Carre Ballroom	See the lineup for this event at www.NOEW.org
7:00pm - 9:00pm	LookFar's Open Mic Night For Entrepreneurs: Celebrate, Commiserate & Connect	Whether you're taking the mic or not, drop by for a comfortable chair, a cold drink, and come get inspired by stories you won't hear anywhere else!	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org

JOIN THE CONVERSATION WITH #NOEW2016



ELEVATING THE LOCALLY SIGNIFICANT & GLOBALLY RELEVANT



WEDNESDAY MARCH 16

NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
8:00am - 10:00am	CEO Disrupt Presented by Gillis, Ellis & Baker (By Invitation Only)	Disrupt or be disrupted. Local CEOs will take part in a conversation featuring Steve Case, Co-founder of AOL, to discuss how they can approach disruption in their respective industries.	Manning's	See the lineup for this event at www.NOEW.org
9:00am - 9:30am	On the Horizon: Social Media Trends in 2016	Niche social media strategies are vital to your online marketing success. This session will talk about how to leverage your local market, become globally relevant, and find your core niche audience.	The Chicory - Chicory 2	Megan Hargroder
9:00am - 9:30am	Due Diligence Avenue: It's a Two-Way Street	As an entrepreneur you need to know who your potential investor is before you sign on the dotted line. This session goes through the process of how to screen potential investors, perform investor due diligence, and navigate best fit.	The Chicory - Chicory 3	Christine LeViseur Mendonca
9:00am - 9:30am	IDEAtour presented by GNO, Inc. (By Invitation Only)	IDEAtours, developed by The Idea Village, GNO, Inc., and the New Orleans Business Alliance, are programs designed to inspire and recruit national entrepreneurs to move their companies to New Orleans.	Fulton Street	See the lineup for this event at www.NOEW.org
9:00am - 12:00pm	Startup Alley presented by Hollywood Trucks	From Monday, March 14th through Thursday, March 17th, up to 20 companies per day will demo their startups to NOEW attendees and passersby on Fulton Street.	Fulton Street	See the lineup for this event at www.NOEW.org
10:00am - 10:30am	Women@Work - Business Radio on Sirius XM Live from NOEW	Visit NOEW.org for an overview of this panel	The Chicory - Chicory 1	Reza Chowdhury
10:00am - 10:30am	Fielding a Tech Team: Get What You Want by Knowing What You Want	This session will explore the different types of programmers, frameworks and skill sets you need to consider when hiring a tech team - and examine the pros and cons of hiring in-house versus an agency.	The Chicory - Chicory 2	Joe Jackson
10:00am - 10:30am	Legal Lookout: Legal 101 for Entrepreneurs	This session will focus on the legal matters that startups should understand when beginning their journey and equip attendees with the legal basics that will help position their company in the best place to be successful.	The Chicory - Chicory 3	Michelle D. Craig
10:30am - 12:00pm	Launch Pad Ecosystem Summit (By Invitation Only)	Leaders from more than 8 cities will gather to share what's working in their communities, what they're struggling to overcome, and how to build on their existing industries.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org
11:00am - 12:00pm	FEATURED SPEAKER: Alexis Ohanian, Co-founder & Executive Chairman of reddit & Partner in Y Combinator	Come learn "Lessons from building reddit, the World's Largest Community of Communities."	The Chicory - Chicory 1	Alexis Ohanian

NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
1:00pm - 2:00pm	Hidden in Plain Sight: Impact Investing in New Orleans and Beyond	With recent events unlocking major classes of capital, now is the time to examine what Impact Investing is, explore the ways in which NOLA is already in the game, and learn how entrepreneurs/investors can capitalize on this growing wave.	The Chicory - Chicory 1	Matt Hart, Mark Newberg, Rob Lalka, Bonny Moellenbrock
1:00pm - 2:00pm	Four Words to Stop Saying in your Tech Project: Can, Done, Tweak, Communicate	The wrong mindset can doom a technology project. This presentation will point out four words that limit development and will provide four replacements to ensure you and your team are thinking and working toward success.	The Chicory - Chicory 2	Barrett Conrad
1:00pm - 2:00pm	No More Smoke and Mirrors: Knowing and Demonstrating Business Numbers	This session will give founders an overview of the expectations necessary to express the financial stability, cost containment, growth and valuation of their business.	The Chicory - Chicory 3	A. J. Brigati
1:00pm - 4:00pm	The NOLA Media Group Future of New Orleans Project Presents The Sustainable Entrepreneurial City: Inclusion, diversity and lowering the barriers to entry	New Orleans and other entrepreneurial cities have worked to make sure their efforts to promote new businesses are inclusive. Join us for a conversation about sustaining inclusion and diversity and lowering the barriers to entry.	Manning's	See the lineup for this event at www.NOEW.org
1:00pm - 4:00pm	The Ochsner/GE Healthcare Innovation Summit	During this session, thought leaders will focus on why healthcare is poised for profound change and disruption, and will highlight the intersection of the industry with entrepreneurship and technology.	Harrah's Hotel - Vieux Carre Ballroom	Linda Boff, Richard Milani, Warner Thomas
1:00pm - 4:00pm	Startup Alley presented by Hollywood Trucks	From Monday, March 14th through Thursday, March 17th, up to 20 companies per day will demo their startups to NOEW attendees and passersby on Fulton Street.	Fulton Street	See the lineup for this event at www.NOEW.org
2:00pm - 4:00pm	Tech Speed Dating (Application Required)	Select individuals will have the chance to spend 15 minutes with a team of LookFar software engineers to brainstorm and whiteboard technical solutions that fit their business' unique needs.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org
2:30pm - 3:30pm	How to Build a Consumer Unicorn: The Art of Building Billion Dollar Startups	Do you have what it takes to build the next billion dollar consumer company? Sara Thomas of Maven Ventures will share the top 10 tips for success in consumer tech - from defining your vision to unlocking viral growth.	The Chicory - Chicory 1	Sara Thomas
2:30pm - 3:30pm	Content Hacking, FTW! Grow Your Online Traffic with Epic Content	Content hacking = creating epic, evergreen content to grow your website or blog. In this session, you'll see specific examples of real content and learn how it gets shared across the web and social media channels.	The Chicory - Chicory 2	Mallory Whitfield
2:30pm - 3:30pm	Marketing in the New Digital Landscape	It is impossible to be successful without good marketing and sales techniques. This session will teach you how to effectively use social media and modern marketing tools to build deeper relationships with your customers.	The Chicory - Chicory 3	Cleveland Spears III

NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
4:00pm - 5:00pm	KEYNOTE SPEAKER: Steve Case, Co-founder of AOL & Chairman & CEO of Revolution	Join one of the world's most prominent technology pioneers, investors and philanthropists as he shares a roadmap for innovators and entrepreneurs who want to change the world in this rapidly evolving "internet of everything" economy.	The Chicory - Chicory 1	Steve Case
5:00pm - 7:00pm	Happy Hour Presented by Cox Business	Grab a drink, loosen your collar, and network away in advance of Cox Business and Inc's "Get Started" Pitch Competition!	The Chicory - Chicory 3	See the lineup for this event at www.NOEW.org
5:30pm - 7:30pm	NOEW Celebrates The NOLA 100 (By Invitation Only)	The NOLA 100 recognizes businesses founded after 1999, which are located in the Greater New Orleans region, have surpassed \$1M in booked business in a single year, and intend to achieve 50% of sales outside of Louisiana.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org
7:00pm - 9:00pm	Cox Business/Inc. "Get Started" Pitch Competition	In this event, similar to the hit show Shark Tank, 5 finalists pitch their business idea in front of a live audience and well-known experts from across the country to gain valuable feedback.	The Chicory - Chicory 1	See the lineup for this event at www.NOEW.org

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NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
8:00am - 10:00am	Delta Entrepreneurship Network Support Organization Roundtable (By Invitation Only)	14 organizations from the eight states of the Delta Regional Authority's footprint have been selected as Delta Entrepreneurship Network Fellows. Representatives from each will discuss the status of the Delta's ecosystem and opportunities for growth.	Fulton Street	See the lineup for this event at www.NOEW.org
8:30am - 1:00pm	The 2nd Annual Energy Innovation and Entrepreneurship Summit	Hosted by the Southeast Louisiana Energy Initiative (SELA) and The Idea Village, this event will showcase early stage oil and gas companies based in Louisiana. A \$75,000 business grant from SELA will be awarded.	The Chicory - Chicory 1	See the lineup for this event at www.NOEW.org
9:00am - 9:30am	The Big Fish Experience: Create Memorable Presentations that Reel in Your Audience	Learn the Big Fish Experience Process: Simplistic, Meaningful Content + High-Quality Design + Powerful Delivery = Memorable Experience.	Manning's	Kenny Nguyen
9:00am - 9:30am	Startup Toolkit for R&D	As an entrepreneur, it is essential to know how, when, and where to plug in research and design to ensure product success. Come get an overview of our Startup Toolkit for R&D.	The Chicory - Chicory 3	Darshil Vora, Yakaira Nunez
9:00am - 11:00am	Challenges and Opportunities: Investing in Health and BioInnovation Startups	A panel of entrepreneurs and investors will discuss the unique challenges and factors that affect the development of life sciences startups. A showcase of regional life sciences startups will follow.	Manning's	Mike Eckert, Aaron Miscenich, Hector Alila, D.V.M., Ph.D., Joseph Lovett
9:00am - 9:30am	Creating and Protecting Your Electronic Media	Electronic content is an essential component for a successful business and protecting it is imperative. This session will cover legal aspects and limitations on what can and can't be trademarked and copyrighted.	The Chicory - Chicory 2	Lesli Harris
9:00am - 12:00pm	Startup Alley presented by Hollywood Trucks	From Monday, March 14th through Thursday, March 17th, up to 20 companies per day will demo their startups to NOEW attendees and passersby on Fulton Street.	Fulton Street	See the lineup for this event at www.NOEW.org
10:00am - 10:30am	SEO is Dead, Again. Long Live Online Marketing.	So what is SEO really? Whether we call it online marketing, inbound marketing, or content marketing, it's still the same practice: bringing buyers and sellers together online through content, technology, and the latest ad platforms.	The Chicory - Chicory 1	See the lineup for this event at www.NOEW.org
10:00am - 10:30am	Do You Need a Guardian Angel? How to Attract and Work with Angel Investors	Learn from seasoned investors and entrepreneurs that have successfully tapped angel funding. They will discuss how to find angels, craft business plans and pitches, and maximize the capital and connections to grow.	The Chicory - Chicory 2	See the lineup for this event at www.NOEW.org
10:00am - 10:30am	LinkedIn Fundamentals: Build Your Brand and Grow Your Business	Learn how to harness the awesome power of your professional network using the LinkedIn platform. In this session, you will learn how to level up your profile and implement easy strategies.	The Chicory - Chicory 3	See the lineup for this event at www.NOEW.org

THURSDAY MARCH 17

NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
11:00am - 12:00pm	FEATURED SPEAKER: Jonathan Greenblatt, National Director of the Anti-Defamation League	Visit NOEW.org for an overview of Jonathan's talk.	The Chicory - Chicory 1	Jonathan Greenblatt
11:30am - 1:00pm	Delta Entrepreneurship Network Fellow Showcase	Come see the best and brightest ideas of the Delta region! 22 entrepreneurs from the eight states of the Delta Regional Authority's footprint have been selected as Delta Entrepreneurship Network Fellows.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org
1:00pm - 2:00pm	The Next New Orleans: How New Orleans (and Cities Like It) Can be Leaders in Entrepreneurship	Come learn about three converging global trends and how New Orleans' diversity, industrial strengths, and unique sense of place are poised to make the city a global leader.	The Chicory - Chicory 1	Ross Baird
1:00pm - 2:00pm	PR Panel: Executive Visibility In The Digital Age	In this panel session we'll uncover how to catapult your company to the pinnacle of its industry through proven strategies and tactics. You'll leave with everything you need to #makenews.	The Chicory - Chicory 2	Blair Broussard, Madeline Elliot
1:00pm - 2:00pm	Don't Leave Money on the Table: Top 8 Business Incentives for New Orleans Entrepreneurs	Come learn about various federal, state, and local incentives that are available. You'll leave with ideas/programs in mind that could help with obtaining tax breaks needed to grow your business.	The Chicory - Chicory 3	Doug Finegan, CPA, Dean Martin, Jr., CPA, Julie DiColo, CPA
1:00pm - 4:00pm	Elevate, Empower, Engage Women's Business Summit	This event will provide an opportunity for New Orleans' female business community to convene and learn from local and national experts about what it takes to be locally significant, globally relevant in a 21st century economy.	Manning's	LaFawn Bailey, and many more
1:00pm - 4:00pm	Startup Alley presented by Hollywood Trucks	From Monday, March 14th through Thursday, March 17th, up to 20 companies per day will demo their startups to NOEW attendees and passersby on Fulton Street.	Fulton Street	See the lineup for this event at www.NOEW.org
2:00pm - 4:00pm	Village Capital's U.S. Agriculture Venture Forum	Village Capital, Reily Foods, and Access Ventures are teaming up to host the country's oldest national program for food and agriculture startups in NOLA. The culmination of a 3-month workshop, this event will feature pitches from participating entrepreneurs.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org
2:30pm - 3:30pm	Customer Experience is the New Loyalty. Or Is It the Other Way Around?	Since the advent of frequent flyer programs, loyalty marketing has meant brands trying to engender loyalty with a promise of "be loyal to us and we'll treat you better." This doesn't work today as control is shifting from brands to customers. Come learn the how and the why.	The Chicory - Chicory 1	Phil Rubin

NOEW INTERACTIVE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
2:30pm - 3:30pm	Now Your Grandma Can Fund You, Legally: Crowdfunding and the Evolving World of Entrepreneurship & Capital Raising	Learn how crowdfunding is distinguished from other historically utilized methods of capital raising, and what additional opportunities it will now afford emerging businesses to further the needs of their enterprises .	The Chicory - Chicory 2	Asher Friend
2:30pm - 3:30pm	What's in a Name? Choosing, Branding, and Protecting Your Venture	Learn tips of the trade on how to choose, how to brand, and how to protect yourself and how these considerations work together.	The Chicory - Chicory 3	Scott Sternberg, Taylor Norton, Tom Martin
3:30pm - 5:30pm	Louisiana Angel Summit - Education Series	This event will bring angel investors from throughout Louisiana to NOEW to discuss how they work together to fund Louisiana companies. The NO/LA Angel Network will present two sessions on the opportunities/trends in angel investing in the region.	Harrah's Hotel - Vieux Carre Ballroom	Mike Eckert
4:00pm - 5:00pm	KEYNOTE: Wan Kim, CEO of Smoothie King on Thinking Big: How to Promote the Big Picture to Your Team	Wan Kim, global leader of New Orleans-based Smoothie King, will share how he promotes big-picture thinking with his team, sharing anecdotes and lessons learned.	The Chicory - Chicory 1	Wan Kim
5:00pm - 7:00pm	GNO, Inc. 10 Parish Happy Hour (By Invitation Only)	Hosted in conjunction with the IDEAtour, this 10 Parish Happy Hour will highlight the entrepreneurial efforts being made throughout the Greater New Orleans region.	Grand Isle	See the lineup for this event at www.NOEW.org
2:30pm - 3:30pm	Silicon Bayou Startup Showcase & Happy Hour	Help us close out NOEW Interactive 2016! There will be cold drinks, fun bites, and 10 tech startups from around the state showing off their latest products and projects.	The Chicory-Rooftop	See the lineup for this event at www.NOEW.org
6:00pm - 9:00pm	Coulter Dinner (By invitation only)	A VIP, invitation only dinner in advance of the Coulter IDEApitch on Friday.	Commander's Palace	
6:30pm - 8:30pm	Louisiana Angel Summit, Angel Pitch Competition (Accredited Investors Only)	Hosted by the NO/LA Angel Network, this event will bring angel investors from throughout Louisiana to NOEW. It will involve meetings of angel group leaders from around the state and culminate with the Louisiana Angel Pitch Competition.	Harrah's Hotel - Vieux Carre Ballroom	Mike Eckert

THE GRAND FINALE

TIME	TITLE	DESCRIPTION	VENUE	SPEAKERS
7:30am - 9:00am	Investor Breakfast (By invitation only)		Harrah's Hotel - Vieux Carre Ballroom	
9:30am - 11:30am	Demo Day @ NOEW (By invitation only)	An entrepreneur showcase featuring up to 15 early-stage New Orleans startups. Companies presenting are from a variety of industries and are seeking a first round of investment and/or to expand on a national level.	Harrah's Hotel - Vieux Carre Ballroom	See the lineup for this event at www.NOEW.org
12:00pm - 1:30pm	Investor Lunch (By invitation only)	A private lunch for investors and Demo Day @ NOEW companies to network and connect after the pitches.	Harrah's Hotel - Vieux Carre Ballroom	
2:00pm - 5:00pm	Coulter IDEApitch	The premier entrepreneur showcase event in New Orleans, featuring three emerging high growth companies vying for access to \$100k towards their next round.	Manning's	Jim Coulter
3:00pm - 6:00pm	Trust Your Crazy Ideas Challenge	An entrepreneurial program and competition for high school students. 20 student teams from 11 local schools will compete for over \$30k in awards.	Harrah's Hotel - Vieux Carre Ballroom	See the lineup for this event at www.NOEW.org
5:00pm - 8:30pm	The NEXT: VIP Experience @ The Blackstone Big Idea (Ticketed Event - Get the details on NOEW.org)	A special VIP experience featuring special off-menu food and drink items from new restaurants, as well as the next big local artists and musicians.	The LookFar Tent at Manning's	See the lineup for this event at www.NOEW.org
6:00pm - 8:30pm	The Blackstone Big Idea	The culmination of NOEW, this pitch extravaganza features 10 of NOLA'S most promising new startup ventures vying for over \$25k in cash and prizes.	Fulton Street	See the lineup for this event at www.NOEW.org

**ELEVATING THE
LOCALLY SIGNIFICANT
& GLOBALLY RELEVANT**

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NEW ORLEANS ENTREPRENEUR WEEK
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JOIN US TO CLOSE OUT NOEW
NOLA-STYLE

THE BLACKSTONE BIG IDEA!

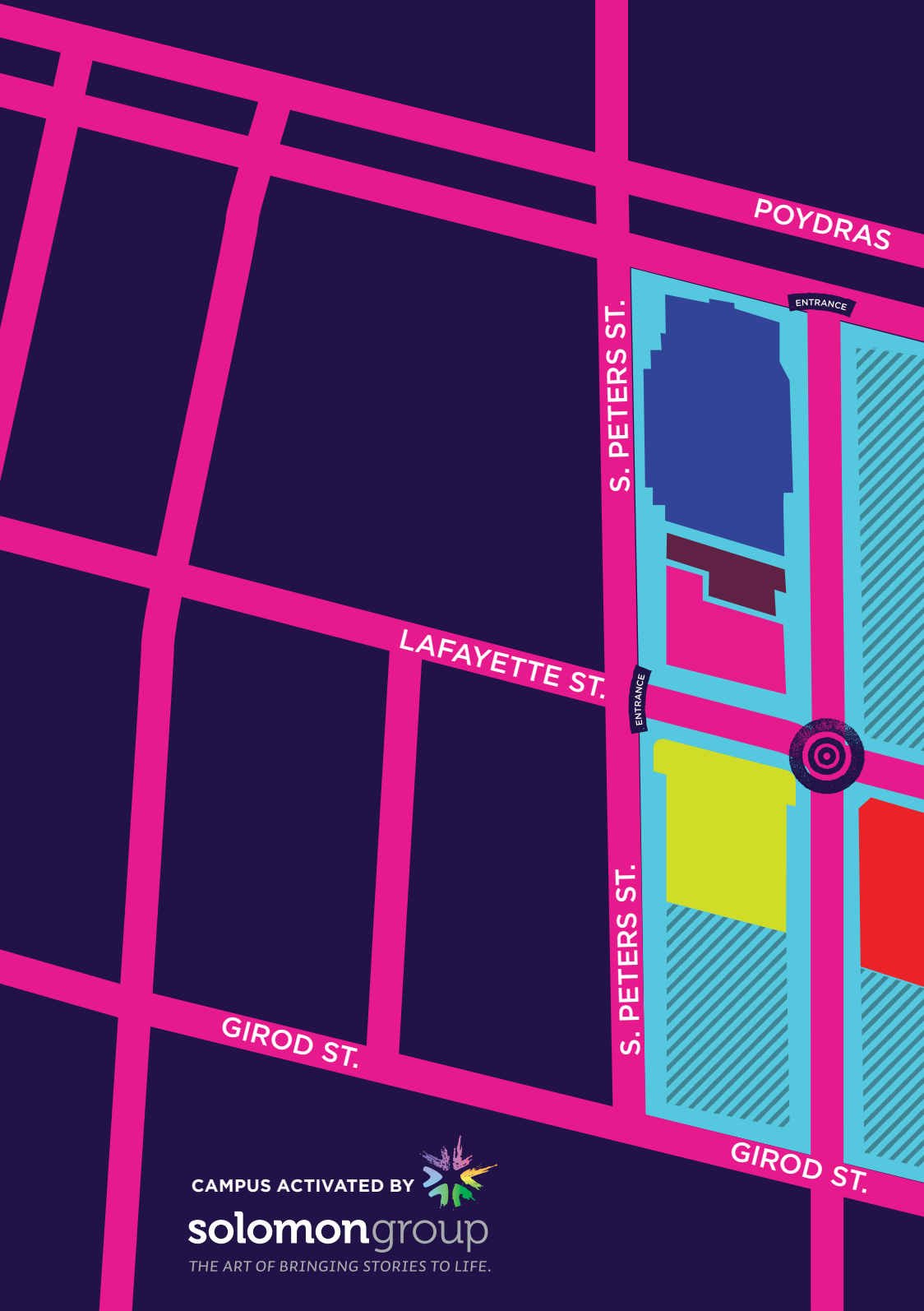
Complete with bars and live entertainment, this pitch extravaganza features 10 of New Orleans' most promising startup ventures vying for YOUR vote to propel them into the final round of the competition where \$25,000 is on the table!

Free after party featuring Tank and the Bangas!

***REMEMBER, CHIPS REPRESENT REAL MONEY SO THE ENTREPRENEURS TAKE HOME THE CASH VALUE OF CHIPS RECEIVED!

FRIDAY, MARCH 18TH, 6PM - 8:30PM ON FULTON ST.

**Buy your \$25 voting chips and learn about
the VIP Experience: www.NOEW.org**



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-  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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