

For Immediate Release

New Orleans Entrepreneur Week Achieves Record Attendance

Eight Day Business Festival Hailed as Asset for New Orleans' Future

New Orleans, LA (April 6, 2016) – Today, The Idea Village announced the results of the 8th annual New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK. **NOEW attendance grew to 13,216 in 2016**, which represents a **24.9% increase compared to NOEW 2015**. **119 sanctioned events** hosted in collaboration with **55 strategic partners** engaged entrepreneurs, investors, professionals, students, and community members over 8 days of discussion, debate, education, competition, and celebration. NOEW is produced by The Idea Village, a 501(c) 3 nonprofit organization.

“I think New Orleans is poised to re-emerge as one of the great startup cities in the country,” said Steve Case, Co-Founder of AOL, during his public keynote at NOEW 2016. “New Orleans’ greatest strength is the rhythm and rituals of its community and NOEW is now part of this city’s great cultural calendar.”

Mayor Mitch Landrieu said, “New Orleans Entrepreneur Week remains a valuable asset for our city’s future. As we prepare for our 300th anniversary in 2018, NOEW will serve as a critical partner for increasing civic innovation and advancing opportunity for our residents.”

From March 11-18, 2016, **185** of the most innovative regional startup ventures in technology, water, education, energy, healthcare, and food were showcased on the NOEW platform, up **52% from NOEW 2015**, and **87% of these entrepreneurs were new to the NOEW stage**. This year, NOEW attracted leading entrepreneurs from around the South through a partnership with the Delta Regional Authority, as 60 startup founders and delegates from across the eight-state Delta Region travelled to New Orleans to participate and learn how to grow an entrepreneurial ecosystem in their own communities.

“NOEW is a powerful platform to showcase the collaborative entrepreneurial movement across the South,” says Chris Masingill, Federal Co-Chairman of the Delta Regional Authority. “NOEW gives communities across the Delta region access to investors, information, ideas, and peer groups that strengthen the ecosystem for entrepreneurs in the Mississippi River Delta.”

“New Orleans Entrepreneur Week is built to encourage the entrepreneurial mindset at all levels of the community,” said Tim Williamson, Co-founder and CEO of The Idea Village. “We will continue to ensure everyone has a role in the entrepreneurial movement as well as position New Orleans as a model for other cities looking to foster entrepreneurship.”

Key Highlights from NOEW 2016:

- **14 Summits dedicated to industries, population segments, and topics important to New Orleans’ future were hosted during NOEW.** The 2016 focus areas included: angel investing, diversity and inclusion, civic innovation, creative industries, digital literacy, energy, food, healthcare, social media, sustainability, water, wealth building, women in business, and Latinos in business.
- **127+ thought leaders spoke at NOEW 2016, including:** Lafawn Bailey, Global Head of Culture & Inclusion at PayPal; John Besh, Founder, Restaurateur, Chef at The John Besh Foundation; Linda Boff, Chief Marketing Officer of GE; Rich Caccappolo, Chief Operating Officer of MailOnline - DailyMail.com; Steve Case, Co-Founder of AOL; Jim Coulter, Founding Partner of TPG; Cindy Parlow Cone, retired American professional soccer player and two-time Olympic Gold medalist; Jonathan Greenblatt, CEO & National Director of The Anti-Defamation League; Walter Isaacson, President & CEO of The Aspen Institute; Prakash Janakiraman, Co-founder & Chief Architect of Nextdoor; Wan Kim, CEO of Smoothie King; New Orleans Mayor Mitch Landrieu; Paula Williams Madison, Chairman & CEO of Madison Media Management; and Alexis Ohanian, Co-Founder of reddit.
- **55 organizations leveraged the NOEW 2016 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, among others.** Partners participating included: 4.0 Schools, American Association of Indian Professionals, Bricolage Academy, Camelback Ventures, City of New Orleans, Civic Consulting USA, Creative Alliance of New Orleans, Cox Business, Delta Regional Authority, Downtown Development District of New Orleans, Electric Girls, EO Louisiana, GE Healthcare, GNO, Inc., Goldman Sachs 10,000 Small Businesses, Grok + Banter, Jefferson Parish Economic Development Commission (JEDCO), JP Morgan Chase & Co., Junior Achievement of Greater New Orleans, Junior League of New Orleans, Launch NOLA, Launch Pad, LookFar, Louisiana Cultural Economy Foundation, Loyola University, Lucid, My House NOLA, National Resource Network, New Orleans Business Alliance, New Orleans BioInnovation Center, New Orleans Chamber, New Orleans Convention and Visitors Bureau, New Orleans Food & Farm Network, NO/LA Angel Network, NOLA Media Group, Ochsner Health System, Operation Spark, PowerMoves.NOLA, Propeller: A Force for Social Innovation, Salesforce.org, Silicon Bayou News, Silverline, Smashing Boxes, SoBou, Southeast Louisiana Energy Initiative, St. Charles Parish, St. Bernard Economic Development Foundation, Tech Talent South, The Meraux Foundation, Welcome Table New Orleans’ Business & Civic Leaders Circle, Tulane University’s AB Freeman School of Business, Uber, Urban League of Greater New Orleans, VetLaunch, and Village Capital.

- **19 national venture capital firms were represented at NOEW 2016, including:** Advent Venture Partners, Altos Ventures, Calvert Special Equities, Female Founders Fund, Fulcrum Equity Partners, General Atlantic, Jumpstart Foundry, Kleiner Perkins Caufield and Byers, Marlin LLC, Maven Ventures, North Bridge, Revolution Ventures, Search Fund Accelerator, Silicon Valley Growth Syndicate, Sultan Ventures, TDF Ventures, TPG Capital, Valmiki Capital, and Village Capital.
- **\$648,430 in cash and in-kind resources was awarded to entrepreneurs across 21 different showcase events during NOEW:**
 - **MobileQubes, Quarrio, and Torsh** participated in the Coulter IDEApitch, the premier entrepreneur showcase at NOEW in partnership with Jim Coulter, Founder of TPG Capital. MobileQubes won receiving access to a \$100,000 investment towards their next round of funding. All three ventures will represent New Orleans at Collision Conference this month in New Orleans.
 - **AxoSim Technologies, Be Well Nutrition, Catalyst:Ed, GradSquare, Grok + Banter, iSeeChange, Mooney, Juggle Enterprises, Popular, Scandy, The Sweat Social, and Welcome to College** participated in Demo Day @ NOEW, a fast-paced showcase event giving select New Orleans entrepreneurs a platform to deliver an informative presentation about their business to an audience of local angels and national VCs.
 - NOEW culminated with The Blackstone Big Idea, the nation's largest crowd driven pitch event where over 3,500 people congregated on Fulton Street to allocate \$94,000 in cash and prizes to 10 emerging startups. **MashBall** won receiving a \$31,525 grant. The 9 other participating entrepreneurs collectively received \$42,475: **Catalyst:Ed, Culturalyst, Design UnWined, Fresh Cane, Gigsy, Lionheart Prints, The Sweat Social, Scenehound, and Thinkerella**. Additionally, **The Sweat Social** won the Peter Mayer Marketing Prize and was awarded \$20,000 worth of in-kind services by Peter A. Mayer Advertising.
 - **Popular** won Patriot Tank receiving a \$15,000 grant.
 - **Project Peaceful Warrior** won the 4.0 Schools Education Pitch receiving a \$7,000 grant. 2nd place went to **Gigsy** who received a \$2,000 grant and 3rd went to **Living School** who received a \$1,000 grant.
 - **Gator & Crane** won the Cox Business/Inc. "Get Started" Pitch Competition receiving a \$5,000 grant.
 - **Culturalyst** won the Downtown-NOLA Arts Based Pitch receiving a \$7,500 a grant and in-kind resources valued at \$35,600.
 - **LineGuard Med** won the Delta Entrepreneurship Network Fellow Showcase and received a \$10,000 grant. 2nd place went to **Sweet Bio** who received a \$2,500 grant and 3rd place went to **Zuni Learning Tree** who received a \$1,500 grant. Audience favorites **Renewable Energies** and **Musistic** each received \$1,000.
 - **FreshCane** won the JEDCO Challenge Powered by First NBC Bank receiving a \$20,000 grant and \$45,000 of in-kind resources.
 - **F&S Eyewear**, founded by high school students from Mount Carmel Academy, won the Trust Your Crazy Ideas Challenge presented by the Brees Dream Foundation and Junior Achievement of Greater New Orleans receiving a \$10,000 grant.
 - **WindowSill Pies** won the inaugural Woman Entrepreneur (WE) Fellowship presented by The Junior League of New Orleans receiving a \$2,500 grant and in-kind resources valued at \$2,750.
 - **Meusu** won the Launch NOLA pitch competition receiving \$5,194. 2nd place went to **Project 18** who received \$3,156 and 3rd place went to **Love of People** who received \$1,969. The "People's Choice" award went to **Ofia's Art Expo** who received \$1,896.
 - **TOURED** and **Loyola University** won the IDEAcorns MBA Consulting Competition.
 - **Bayou Baby Bites** won the NOLA Made Pitch Competition for Food & Farmer Entrepreneurs receiving a \$7,750 grant and \$16,500 in in-kind resources.
 - **Cythreal** won the NO/LA Angel Pitch Competition receiving \$10,000.
 - **Martin Ecosystems** won the Water Challenge receiving a \$15,000 grant. Non-profit winner **Groundwork New Orleans** received a \$5,000 grant and Audience Favorite **Caminada Bay Premium Oysters** received \$500.
 - **IDIYA** and **Propeller** were the for-profit and nonprofit winners of the annual Salesforce-Silverline Challenge. IDIYA received \$15,000 worth of professional Salesforce implementation services and licensing and Propeller received \$12,400 worth of professional Salesforce implementation services and licensing.
 - **Christie's Dream Seafood** won the Startup St. Bernard pitch receiving a \$33,800 grant and \$76,200 in in-kind resources.
 - **Sensifoam, Sensytec, and BioAesthetics** were selected to advance to the final round of the Tulane Business Model Competition during the qualifying round hosted at NOEW.
 - **Condall Consulting** won the Urban League of Greater New Orleans' Women-in-Business Challenge receiving a \$10,000 grant.
 - **OBOCS** won The Idea Village and the Southeast Louisiana Energy Initiative's Energy Innovation and Entrepreneurship Summit's \$75,000 pitch competition.

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

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