

## **The Idea Village Announces its 2015 Entrepreneur Season Entrepreneurs-in-Residence**

*Advisory talent with over 35 years of combined startup experience to lead the IDEAx program*

**(New Orleans) August 8, 2014** – Today, The Idea Village announces that private equity investor **Hank Torbert** and serial entrepreneur **J. Anthony Miguez** will be the Entrepreneurs-in-Residence (EIRs) managing the 6<sup>th</sup> IDEAx accelerator program (formerly IDEAxcelerator) during The Idea Village’s 2015 Entrepreneur Season. With over 35 years of combined experience in startup ventures and investment, Hank and J. will provide individualized coaching, intensive business consulting, and opportunities for peer learning to select local entrepreneurs. The 2015 IDEAx program will run from September 22, 2014 through a Demo Day on December 11, 2014. The [application process](#) is highly competitive and will be open until 5pm CT on Monday, August 25, 2014. Interested candidates can apply now at [www.ideavillage.org](http://www.ideavillage.org).

“The Idea Village supports entrepreneurs by engaging world-class talent to mentor founders during the critical startup phase,” said Tim Williamson, Co-founder and CEO of The Idea Village. “With unique and distinctive backgrounds, Hank and J. make a powerful combination for entrepreneurs seeking to start and scale a new venture in New Orleans.”

IDEAx is an intensive 12-week accelerator for 10 New Orleans founders focused on creating scalable and fundable businesses. The program leverages the experience and knowledge of the EIRs as well as The Idea Village’s influential network of mentors and experts to ensure that participating entrepreneurs have access to the resources necessary to accelerate the growth of their ventures and develop the skills required to emerge as entrepreneurial leaders.

**Torbert** has spent the last 20 years in private equity and corporate finance. He has deep industry experience in the technology, media, telecommunications, oil and gas, alternative energy, and transportation sectors as well as strong industry and government contacts for business development, operational expansion, and financing. He has played a key role in the launch and expansion of numerous businesses - notably of two publicly traded companies including Mood Media, (fka Fluid Music Canada) (TSX: MM), an internet-based music services company currently valued at \$400MM. His specialties include private equity, business development, operations management, corporate restructuring, investment selection and analysis, due diligence, and financial engineering. He previously served as an EIR for Georgetown University's McDonough School of Business.

“Having played a critical role in the expansion of many business ventures, I know what it takes to successfully grow a company,” said Torbert. “Entrepreneurial activity is booming in the New Orleans region right now, making it the perfect time to not only relocate my private equity company but to share the lessons I have learned along the way with local startups.”

As a serial entrepreneur, **Miguez** has been working in and with startups since the late nineties. He led the strategy for Zurich Scudder’s venture capital group during web 1.0, and has been both an advisor and team member for startups in a wide variety of industries and with investment funds and angel groups. His specialties include competitive assessment, business model development, customer development, investor segmentation and approach, and investor pitch prep.

“I have worked with entrepreneurs for over 15 years now and know firsthand how powerful common experiences and peer learning can be during the startup journey,” said Miguez. “IDEAx provides the perfect framework for meaningful cohort connections and I look forward to facilitating such opportunities throughout the program.”

Past IDEAx participants include: *4D Supplements, Advanced Polymer Monitoring Technologies, Better Day Health, Be Well Nutrition, Bioceptive, BLKRBBT, Bluebag, Cajun Fire Brewing Company, ChapterSpot, Cordina, CultureConnect, DesignerSocial, Ducky, education everytime, eTax Credit Exchange, IMOTO Photo, KREWE du optic, gotointerview.com, Huka Entertainment, Jack & Jake’s, Kickboard, LifeCity, Maritant, MobileQubes, mSchool, Munivestor, NOLA Brewing Company, NOLAcajun.com, NOLA Couture, NOVate Medical Technologies, NuMe Health, The Occasional Wife, PollBob, Retail Goose, Spa Workshop, Traverst, Tutti Dynamics, Your Nutrition Delivered, and zlien.*

### **ABOUT THE IDEA VILLAGE:**

In 2000, The Idea Village was formed by a group of New Orleans citizens who believed entrepreneurship is a catalyst for positive change. The Idea Village formalized in 2002 as an independent 501c3 nonprofit organization with a mission to identify, support, and retain entrepreneurial talent in New Orleans by providing direct service to high-impact entrepreneurs, educating the broader community, and supporting initiatives that strengthen our entrepreneurial infrastructure. In addition, The Idea Village hosts New Orleans Entrepreneur Week, a business festival that has become the platform for the New Orleans entrepreneurial ecosystem. Over the past six years (2009 – 2014), The Idea Village has provided direct support to over 3,411 New Orleans entrepreneurs by engaging over 2,600 professionals to allocate 68,543 consulting hours and \$3.2 million in seed capital. 149 of the 3,411 ventures supported have been selected into core accelerator programs. Over 83% of our accelerator alumni are still in business. Collectively, they have created over 1,100 jobs and generate \$85 million in annual revenue, resulting in an estimated \$105 million in economic impact for the region each year. Learn more at [www.ideavillage.org](http://www.ideavillage.org) and follow us on Twitter @ideavillage.