

*For Immediate Release*

## **7<sup>th</sup> New Orleans Entrepreneur Week Plans Unveiled**

*New Orleans business festival takes its place on New Orleans' annual cultural calendar*

**New Orleans, LA (January 20, 2015)** – Today, local leaders revealed plans for the 7<sup>th</sup> *New Orleans Entrepreneur Week* (NOEW), presented by IBERIABANK, to the New Orleans entrepreneurial community at Il Mercato. Scheduled to take place **March 20-27, 2015, on Fulton Street** in downtown New Orleans, NOEW is produced by The Idea Village.

NOEW is the annual festival celebrating entrepreneurship, innovation, and advanced thinking. This year, 10,000+ attendees, consisting of entrepreneurs, investors, corporations, nonprofits, students, and professionals, are expected to engage through over 70 unique events designed to foster discussion, debate, education, competition, and celebration to support new ideas and elevate entrepreneurial thinking in New Orleans. Launched in 2009, NOEW has evolved into one of the most authentic entrepreneurship festivals in the country.

“New Orleans Entrepreneur Week is becoming part of New Orleans’ annual rhythms and rituals alongside Mardi Gras, Jazz Fest, and Saints Season,” said **Tim Williamson, Co-founder and CEO of The Idea Village**. “NOEW is the platform for the entrepreneurial community to connect, as over 30 partners will have their own “stage” to showcase over 75 new ventures across strategic initiatives in water, energy, arts, healthcare, education, food, women in business, and youth entrepreneurship. This year, we are also excited to invite other communities to join us at NOEW to learn how we do things differently in New Orleans.”

**New Orleans Mayor Mitch Landrieu added**, "New Orleans has become a leading entrepreneurial city and we are only going to maintain that status by continuing to scale locally, by continuing to support local entrepreneurs and innovators, and by making New Orleans Entrepreneur Week something we attend each year."

“IBERIABANK sees great value in New Orleans Entrepreneur Week because it has become a powerful platform for the larger entrepreneurial community,” said **Daryl G. Byrd, President and CEO of IBERIABANK Corporation**. “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.”

“The NOEW platform has something for everyone,” said **Victoria Adams, Director of New Orleans Entrepreneur Week**. “The 2015 schedule was created for the expanding entrepreneurial community and incorporates local assets alongside national trends so that the entire community can participate in the entrepreneurial movement.”

Additional information, including the 2015 event headliners, will be released on an ongoing basis via @helloNOEW leading up to NOEW. The full schedule will be released on Monday, February 23<sup>rd</sup>, when registration opens via [www.NOEW.org](http://www.NOEW.org).

### **ABOUT NEW ORLEANS ENTREPRENEUR WEEK:**

New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, is the annual festival celebrating business, innovation, and advanced thinking in New Orleans. Produced by The Idea Village, NOEW engages a dynamic global to support growing companies and elevate entrepreneurial successes through eight days of discussion, debate, education, competition, and celebration. This year, NOEW 2015 will take place March 20-27, 2015 and 10,000+ are expected to engage through over 70 events. [www.NOEW.org](http://www.NOEW.org)

### **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 501(c) 3 non-profit 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. From 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 \$2.5 million in seed capital. In addition, The Idea Village hosts New Orleans Entrepreneur Week, a business festival that has become the platform for the New Orleans entrepreneurial ecosystem. The Idea Village Gold Excellence award from the International Economic Development Council for our Entrepreneur Season model in 2012 and were recognized as a top-three entrepreneurship ecosystem developer in 2014 by the Global Innovation Summit. [www.ideavillage.org](http://www.ideavillage.org)

## Key Announcements of NOEW 2015 – January 20, 2015:

**1. NOEW 2015, presented by IBERIABANK, is March 20-27, 2015.**

*NOEW is the platform for the New Orleans entrepreneurial community, produced by The Idea Village. Funding for NOEW 2015-2017 provided by **The IV 100**, a select group of forward thinking corporations, foundations, and individuals committed to nurturing a self-sustaining entrepreneurial community in New Orleans by 2018.*

**2. NOEW 2015 will be headquartered on Fulton Street, with select sanctioned events being hosted across the region.**

*All NOEW 2015 events are located along Fulton Street in downtown New Orleans. Key locations including Manning's, The Chicory, Fulton Alley, Ruth's Chris Steak House and the Harrah's Hotel. Sanctioned "off campus" include the JEDCO Entrepreneur Challenge at Southport Hall in Jefferson Parish, the Startup St. Bernard Challenge at the Meraux Foundation in St. Bernard Parish, and the VetLaunch Challenge at the Landing Zone.*

**3. There is 87% increase in number of entrepreneurs to be showcased at NOEW 2015.**

*NOEW 2015 will provide 118 slots for local founders to be showcased for access to resources, an 87% increase from NOEW 2014. This increase is due to more open call opportunities and demos. These startups represent a number of diverse industries including food, water, digital media, technology, education, and arts. The specific companies and events will be announced in upcoming weeks via @helloNOEW.*

**4. NOEW Investor Pass available to national investors.**

*NOEW 2015 will offer a focused Investor Track for national investors that will provide access to 50 new ventures in 50 hours – from seed stage to venture ready – from Wednesday, March 25 to Friday, March 27. The NOEW Investor Pass includes access to private events, one-one meetings with entrepreneurs, venture showcases and networking events. There are a limited number of NOEW Investor Passes available for accredited investors only. For more information, contact alex@ideavillage.org.*

**5. 30+ organizations are leveraging the NOEW platform.**

- Local Nonprofit Partners: 4.0 Schools, Creative Alliance of New Orleans, Downtown Development District, Entrepreneurs' Organization, Goldman Sachs 10,000 Small Businesses, InNOLAvation, Jefferson Parish Economic Development Commission, Junior Achievement of Great New Orleans, Junior League of New Orleans, Louisiana Cultural Economy Foundation, Loyola-New Orleans, Greater New Orleans Inc., New Orleans Business Alliance, New Orleans Culinary and Hospitality Institute, New Orleans Convention and Visitors Bureau, New Orleans Tourism Marketing Corporation, PowerMoves, Propeller, Startup St. Bernard, Southeast Louisiana Energy Initiative, Tulane University, Urban League of Greater New Orleans, and VetLaunch.
- National Partners: 1776 and Delta Regional Authority.
- Corporate Partners: Ochsner Health Systems, GE Healthcare, Cox Business, Kickstarter, Salesforce, and Silverline.

**6. Energy and Healthcare will be new industry focuses debut at NOEW 2015.**

*An Energy Innovation Summit, hosted by Southeast Louisiana Energy Initiative, and a Healthcare Innovation Summit, hosted by Ochsner Health Systems in partnership with GE Healthcare, will debut during NOEW 2015. Current strategic industry initiatives launched previously at NOEW include: Water, Education, and Arts.*

**7. The LookFar Tent at Manning's will allow New Orleans entrepreneurs to pay it forward.**

*Leading New Orleans entrepreneurs will showcase available jobs, demo products, and provide mentorship at the LookFar Tent in the Manning's courtyard on Fulton Street on Thursday March 26<sup>th</sup>.*

**8. New Orleans has become recognized as a model city for entrepreneurship and NOEW is the place to learn.**

*Through a partnership with the Delta Regional Authority, up to 16 entrepreneurs from across the delta region and up to 16 individuals and nonprofits that support entrepreneurs will be travelling to NOEW 2015 to learn and connect.*

**9. NOEW VIP Tickets are available this year.**

*NOEW is free and open to the public, but this year there are limited NOEW VIP Tickets for sale priced at \$250 and \$500, starting today at [www.NOEW.org](http://www.NOEW.org).*

**10. @helloNOEW has launched on Twitter and Instagram.**

*Follow @helloNOEW for real-time updates and the latest information about NOEW 2015, be the first to know about NOEW 2015 entrepreneurs, keynote speakers, news on entrepreneurial community and special offers.*

***The full 2015 calendar, with times and locations, will be released on February 23rd, when registration opens.***

## **NOEW 2015 Highlights by Day:**

### **Friday, March 20<sup>th</sup>:** *The New Orleans Entrepreneur Week 2015 Opening Celebration*

NOEW 2015 will kick off with an innovative, New Orleans-style launch event that is free and open to the public.

### **Saturday, March 21<sup>st</sup>:** *The NOLA Next Young Innovators Experience, hosted by Junior Achievement and The Idea Village, sponsored by the Brees Dream Foundation*

For local students, the NOLA Next Young Innovators Experience will feature engaging workshops, speakers and demos. It will culminate with the Trust Your Crazy Ideas high school pitch competition.

### **Sunday, March 22<sup>nd</sup>:** *The Food MiniCon, a collaboration between the New Orleans Culinary and Hospitality Institute and the Idea Village, sponsored by French Market Coffee, New Orleans Tourism Marketing Corporation and Rouses Markets*

This MiniCon will feature the latest food innovations to the public.

### **Monday March 23<sup>rd</sup>:** *Pitch Local, brought to you by JP Morgan*

Pitch Local will highlight 8 different entrepreneur showcase events hosted by local ecosystem partners. They include:

1. *The 5<sup>th</sup> annual Water Challenge hosted by Propeller and sponsored by the Greater New Orleans Foundation*
2. *The 4.0 Schools Education Pitch*
3. *The Downtown NOLA Arts Based Business Pitch hosted by the Downtown Development District, Creative Alliance of New Orleans, and Louisiana Cultural Economy Foundation*
4. *Tulane's Business Model Competition hosted by Tulane Entrepreneurs Association (TEA)*
5. *The Women in Business Challenge hosted by the Urban League of Greater New Orleans*
6. *The VetLaunch Challenge hosted VetLaunch*
7. *The JEDCO Entrepreneur Challenge hosted by JEDCO*
8. *The Startup St. Bernard Challenge hosted by the Meraux Foundation*

### **Tuesday, March 24<sup>th</sup> – Thursday, March 26<sup>th</sup>:** *NOEW Interactive*

For those looking to learn and connect, NOEW Interactive is the 3-day track of keynotes, seminars, networking events, and open pitch opportunities to be connected, engaged, and inspired. Themes for 2015 include Marketing & Branding, Technology, and Raising Capital/Scaling.

### **Wednesday March 25<sup>th</sup> - Friday 27<sup>th</sup>:** *NOEW Investor Track*

For investors, the NOEW Investor track will highlight 50 companies in 50 hours. The NOEW VIP Investor Track is and for national accredited investors. For more information, contact [alex@ideavillage.org](mailto:alex@ideavillage.org).

### **Thursday March 26<sup>th</sup>:** *Energy and Healthcare Innovation Summits*

New to the NOEW calendar, an Energy Innovation Summit, hosted by Southeast Louisiana Energy Initiative, and a Healthcare Innovation Summit, hosted by Ochsner Health Systems in partnership with GE Healthcare, will take place on Thursday.

### **Friday, March 27<sup>th</sup>:** *The Big Idea*

The Big Idea, the culmination of NOEW, is a crowd-sourced pitch extravaganza that will feature 12 of New Orleans' most promising startup ventures and a celebrity-judging panel. NOLA.com will be hosting an online voting platform to help identify the 12 Big Idea finalists, beginning February 23<sup>rd</sup>. ***The entire community is invited to attend.***