

## **The Idea Village Launches its 2015 Entrepreneur Season**

*Seeking great people with big ideas who are committed to New Orleans.*

**New Orleans (July 28, 2014)** – Today, The Idea Village kicks off its 2015 Entrepreneur Season by unveiling a calendar of educational workshops, networking events, and accelerator programs for New Orleans’ growing entrepreneurial ecosystem. The 2015 Season culminates March 20-27, 2015 in the 7<sup>th</sup> annual New Orleans Entrepreneur Week (NOEW), which will be headquartered on Fulton Street for eight days.

“We invite all New Orleans-based entrepreneurs with big ideas to join us this Season,” said Tim Williamson, Co-founder and CEO of The Idea Village. “Over the next 9-months, The Idea Village’s global network of seasoned entrepreneurs, business experts, professionals, and investors will provide useful content for all in the entrepreneurial community as well as strategic guidance for select high-growth founders. I am especially excited that we are moving all the programming for New Orleans Entrepreneur Week over to Fulton Street this year in order to accommodate the growing entrepreneurial community in New Orleans. NOEW has become the hub of New Orleans’ entrepreneurial ecosystem.”

The 2014 Entrepreneur Season engaged 6,104 of the nation’s most innovative organizations and individuals to invest a total of \$2.2 million in resources to support 834 New Orleans-based startups through 222 unique events. Building on this momentum, between now and March 2015, local entrepreneurs and professionals interested in connecting with the entrepreneurial community are invited to take advantage of the following programs:

1. **IDEAinstitute:** A weekly series of free workshops, keynotes, and networking events centered on the latest entrepreneurial topics. The 2015 program begins on **Wednesday, August 27<sup>th</sup>** with *Building Your Venture in NOLA* from 3pm – 5pm at The Idea Village. [RSVP here.](#)
2. **IDEAsessions:** One-on-one strategy sessions for startups looking to test an idea or tackle a pressing challenge quickly, led by seasoned entrepreneurs and business experts. There will be 125 IDEAsessions available during the 2015 Season. [Learn more and apply here.](#)
3. **IDEA*x* (formerly known as IDEA*x*celerator):** A 12-week accelerator program for 10 New Orleans-based founders focused on creating scalable and fundable businesses. The 2015 program will run from September 22<sup>nd</sup> through a Demo Day on December 11<sup>th</sup>. The application process for IDEA*x* is highly competitive and will be open until 5pm CT on Monday, August 25<sup>th</sup>, 2014. [Lean more about the program and the specific qualification criteria here.](#)
4. **Capital*x*:** A 10-week, invitation-only accelerator program for entrepreneurs who are actively seeking investments from local and national investors during New Orleans Entrepreneur Week. Participating entrepreneurs will be confirmed in late December.

Detailed information about the 2015 Season is available on The Idea Village’s newly enhanced website, [www.ideavillage.org](http://www.ideavillage.org).

Past Entrepreneur Season participants include the following startups: *4D Supplements, adverCar, Be Well Nutrition, Bioceptive, ChapterSpot, Cordina, CultureConnect, Dinner Lab, Federated Sample, Kickboard, KREWE du optic, Maritant, MobileQubes, mSchool, Munivestor, Naked Pizza, NOLA Brewing Company, Tierra Resources, Theodent, Tutti Dynamics, Your Nutrition Delivered, and Zlien.*

“I can’t think of an early-stage company that would not benefit from The Idea Village’s programs,” said Samantha Diamond, Co-founder of CultureConnect, a 2014 Season participant who recently closed a small seed round with four New Orleans-based angel investors, including the New Orleans Startup Fund.

The Idea Village will be hosting general information sessions to help individuals navigate all 2015 Season offerings on *Wednesday, August 6<sup>th</sup> from 3pm to 4pm; Wednesday, August 13<sup>th</sup> from 3pm to 4pm; Friday, August 15<sup>th</sup> from 10am to 11am; and Tuesday, August 19<sup>th</sup> from 5:30pm to 6:30pm.* Information sessions on *Monday, August 11<sup>th</sup> from 4pm to 5pm and Wednesday, August 20<sup>th</sup> from 3pm to 4pm* will focus solely on the IDEA*x* accelerator program and application process.

In the coming weeks, The Idea Village will also announce the strategic partnerships and initiatives aligned with NOEW 2015, further solidifying NOEW as the hub of the New Orleans entrepreneurial ecosystem.

### **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. From 2009-2014, The Idea Village 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. [www.ideavillage.org](http://www.ideavillage.org)