The Idea Village Vision:

New Orleans will be the entrepreneurial capital of the world
“Turning Great Ideas into Successful Businesses”
The Missing Piece for Entrepreneurship

A team of high level professionals that provide:

- Business Expertise
- Access to networks and resources
- Access to risk capital

“ACCELERATOR”
Key to building an entrepreneurial community

• Access to Talent
• Access to Capital
• Access to Networks

Source: National Commission on Entrepreneurship
The vision: Provide access for all Entrepreneurs in Louisiana to critical resources

- Service Providers
- Industry Experts
- Gov. programs
- Mentors
- Investors
- Human Capital
- Entrepreneurs
- Resources

“Turning Great Ideas into Successful Businesses”
The IDEA VILLAGE OPERATIONS

Public
- Resources
- Contacts
- Advocacy

University
- MBA program
- Seminars/classes
- Technology transfer

Private
- Professional networks
- Service Providers
- Mentors
- Investors

Director of Networks

Idea Village team
- Legal
- Finance
- Bus. Dev.
- Marketing

Entrepreneurs

“Turning Great Ideas into Successful Businesses”
So...you have an idea...
“I feel like I am a salmon, swimming upstream, about to spawn eggs and then die…”

A local entrepreneur
8:30pm Thursday night
I don’t know anyone who knows anyone who has money...

A local entrepreneur
Monday 7:30am
"Get your feet off my desk, get out of here, you stink, and we're not going to buy your product."

-Joe Keenan, President of Atari, responding to Steve Jobs' offer to sell him rights to the new personal computer he and Steve Wozniak had developed, c. 1976.
1 Create a cause
2 The Good Idea is the easy part
Go to a cocktail party
4 Eat like a bird, poop like an elephant
5 Know what you don’t know
6 Build a small group
Idea to business

7

50 NOs
8 Bottom up vs. top down
9 Provide a safe first step
10 When the going gets tough...go buy 3 new suits
“There is no reason why someone would want a computer in their home”

Ken Olsen
Founder
Digital Equipment
1977
“The Idea Village turns great ideas into successful businesses”

To contact us:
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