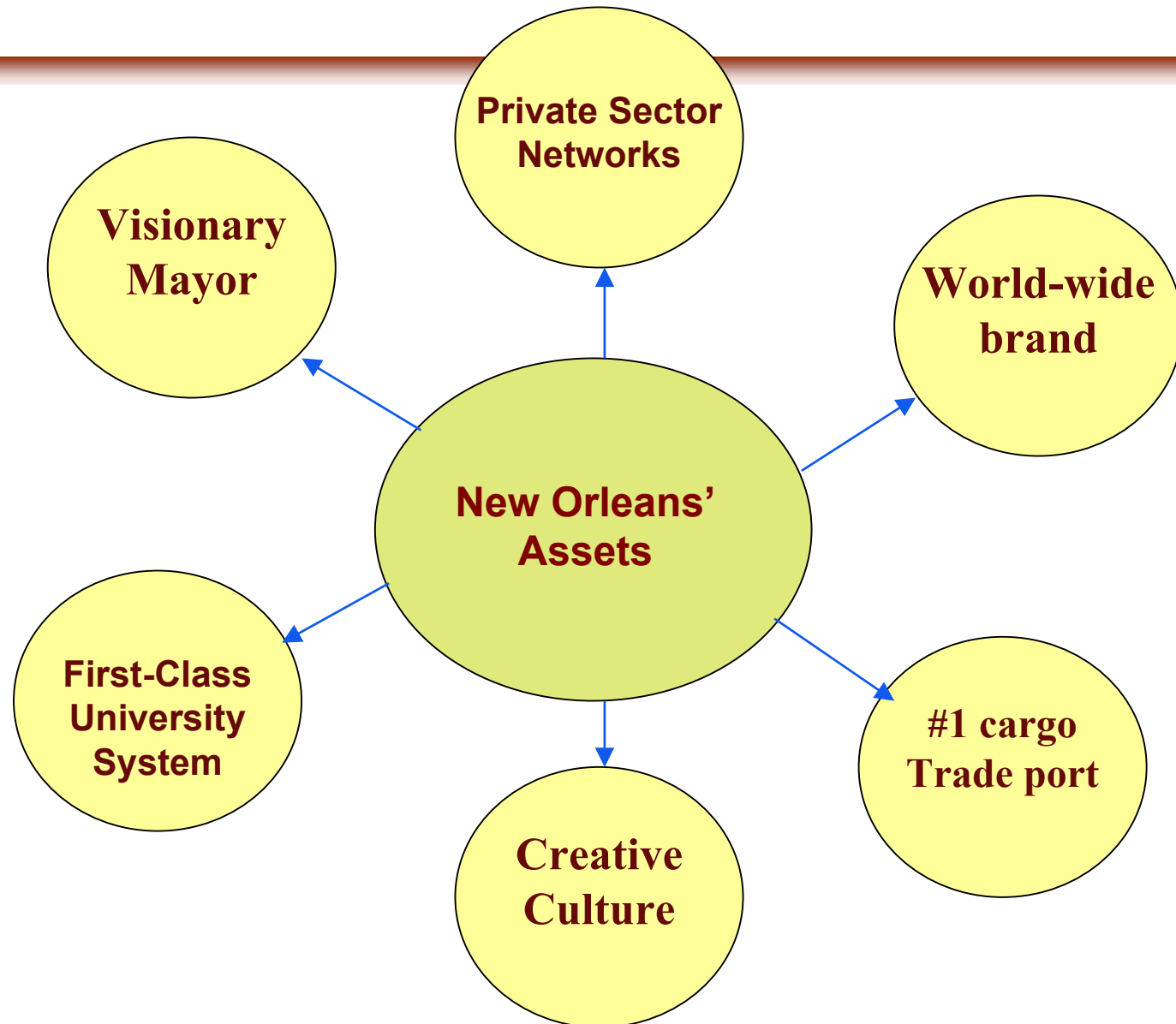


The Idea Village

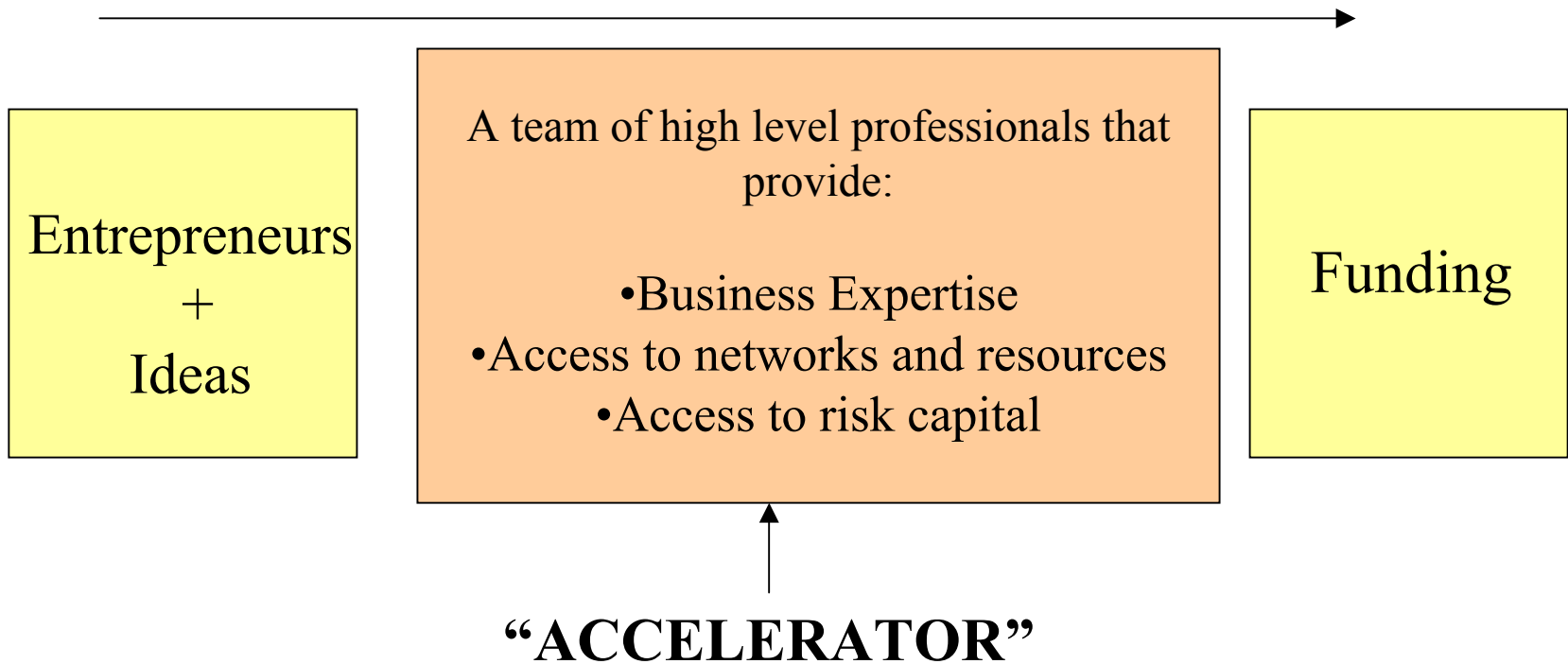


New Orleans will be the
entrepreneurial capital
of the world





The Missing Piece for Entrepreneurship



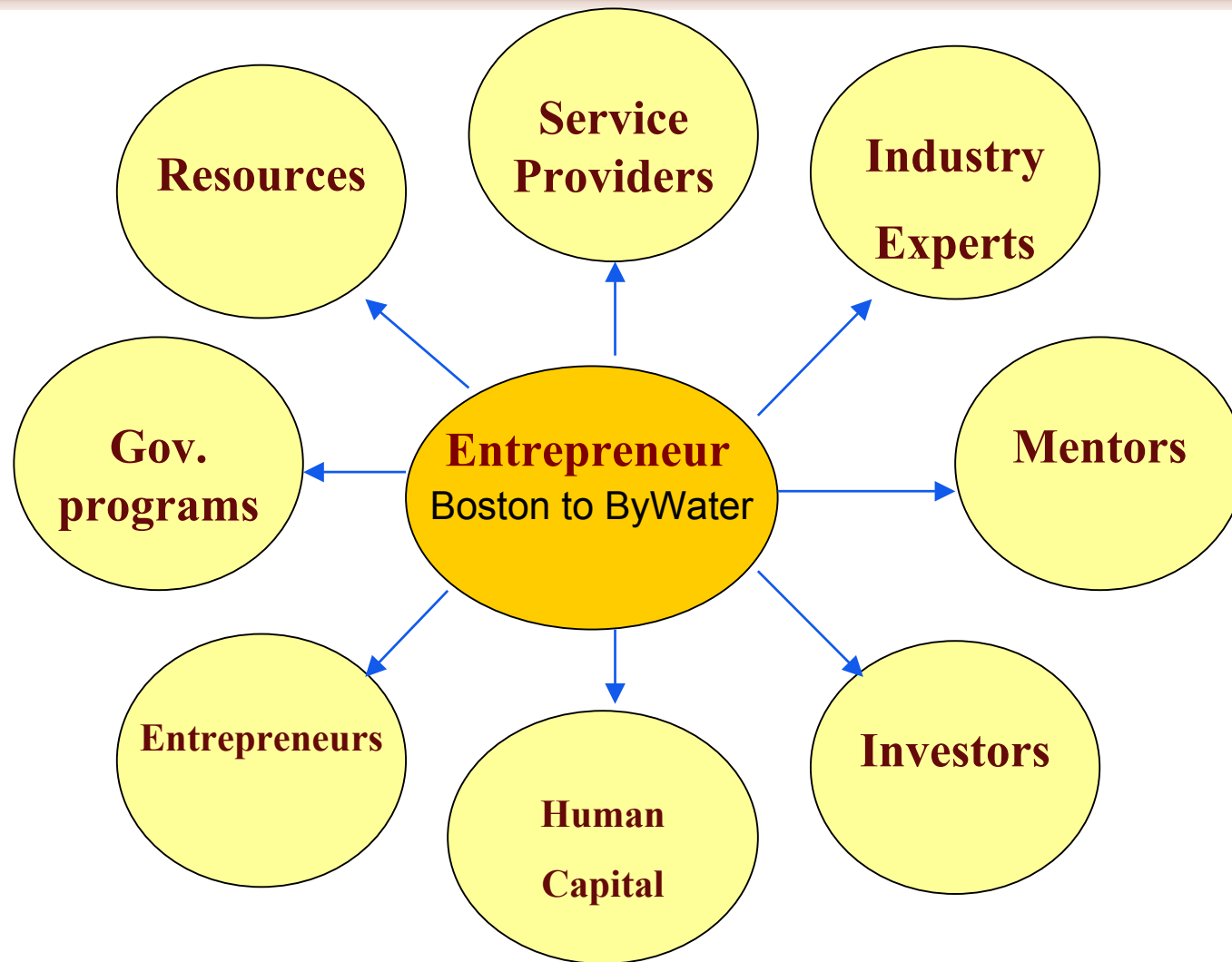
Key to building an entrepreneurial community

- Access to Talent
- Access to Capital
- Access to Networks

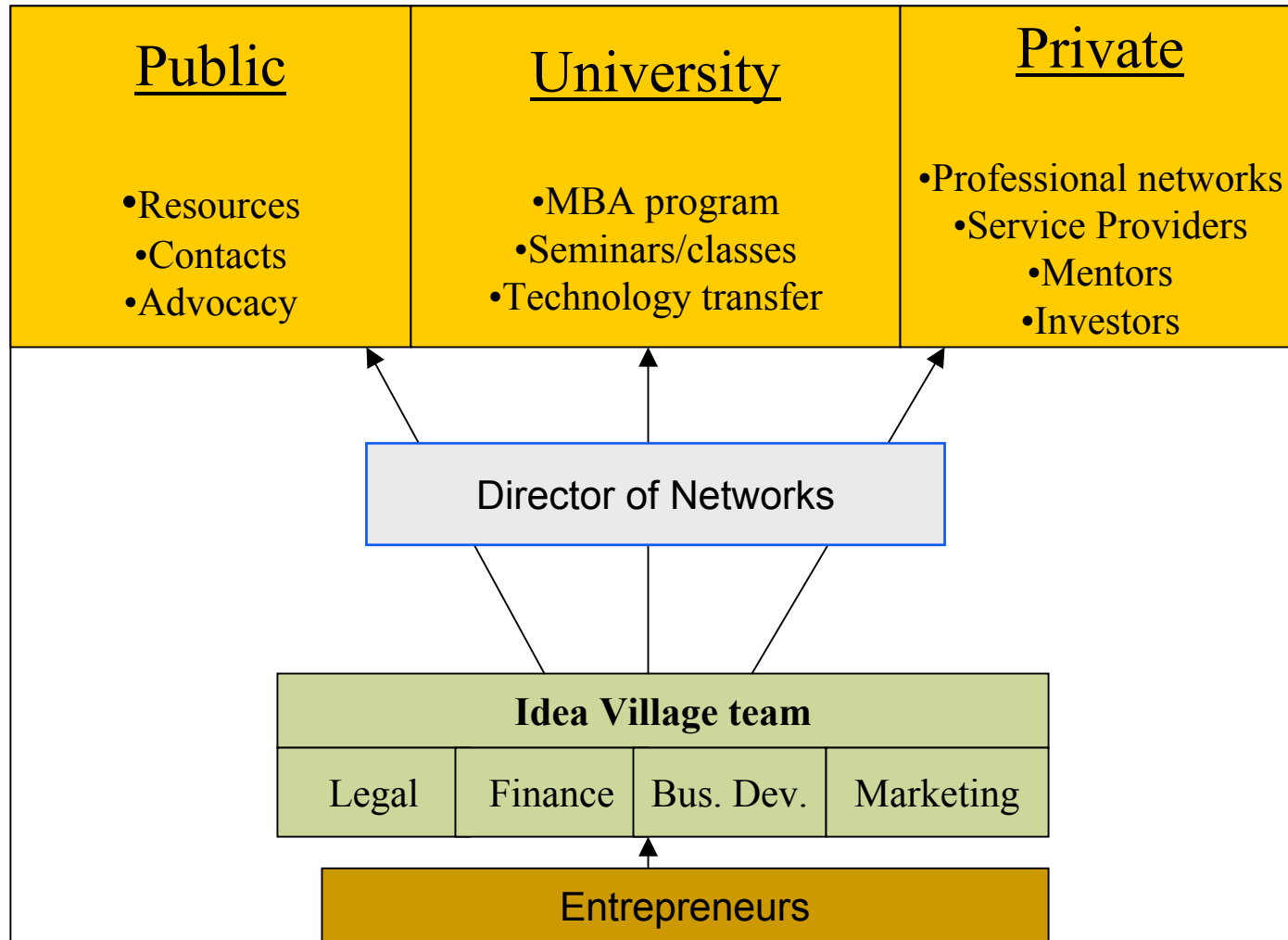
Source: National Commission on Entrepreneurship



The vision: Provide access for all Entrepreneurs in Louisiana to critical resources



The IDEA VILLAGE OPERATIONS



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



3 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



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”



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