Business Model Competition semifinalists to pitch at NOEW

March 24, 2014

Eight semifinalists will be pitching live in the completely revamped Tulane Business Model Competition during New Orleans Entrepreneur Week (NOEW), the sixth annual premier showcase event for the local entrepreneurial ecosystem.

The pitches will take place in Gallier Hall Ballroom 3A on Tuesday, March 25, at 1:30 p.m. The event is free and registration is available at the door for attendees who arrive at 1 p.m.



> The 2014 Tulane Business Model Competition will award $25,000 to the early-stage venture demonstrating the best customer-tested business model.

The top three pitches will be awarded $2,000 and granted access to the final round pitches on April 11th at Tulane University and a chance to win $25,000 and enter the International Business Model Competition as a semifinalist.

Semifinalists include: ComeFail, CCC, Fleur de Latkes, InVision Biomedical, Million Dollar Scholar, Threadix, Tympanogen, and US Fresh Cane.

The competition was completely redesigned to better reward the practical aspects of what make startups successful – the ability to rapidly adapt to customers' needs. Judges will be examining each company and how they have been able to prove customer validation and adapt to the process of creating a business model.

Judges include: Charles Allen (UC '92), President/Managing Director, Riptide Investments; Wally Boston (MBA '78), President and CEO of American Public University System (APUS); Larry Connelly (MBA '82), Former CEO, Connolly LLC; Pierce Marshall (BSM '90), President and CEO, Élevage Capital Management, LLC; Ti Martin (MBA '84), co-proprietor of the Commander's Family of Restaurants, co-founder and board chairman of the New Orleans Culinary & Hospitality Institute; Andy Mills (BSM '83) – President, Medline Industries; and Matt Schwartz (BSM '99), Principal and Founder, The Domain Companies.

Drew Mouton (BS '94, MBA '12) former CEO of Carrollton Group, Founder/Managing Director of Caerus Management will be the Master of Ceremony.

Tulane Entrepreneurs Association (TEA) President Adrian Mendez said the organization is excited to have so many students involved in NOEW. "We excited to have such access to and participation in the nationally recognized entrepreneur week. We're eager to continue building upon the entrepreneurial movement across the region."

Through the competition, the Tulane IDEAcorps team and many attendees having ties to Tulane, the university has become an integral part of NOEW. "We are thrilled that Tulane is hosting one of their major Entrepreneurship events during NOEW 2014. We have a long-standing partnership with the University and are excited to see Tulane driving Entrepreneurship initiatives, both on campus, and throughout

broader New Orleans community," said managing director of The Idea Village Emily Madero.

"The competition has always been a flagship event that supports local–now regional–entrepreneurs and programs," Mendez continued. "As the program grows, we hope to continue to motivate and inspire students to be on the forefront of entrepreneurial activity with the resources we provide."

Follow along with the Business Model Competition on Facebook at facebook.com/tulanebusinessmodelcompetition and on Twitter at twitter.com/tulanebmc. TEA can be found at facebook.com/TulaneTEA. More information is available at tulane2014.istart.org.