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www.startupnorthshore.com

STartUP Northshore Launches NSpire Startup Slam, Startup Pitch Competition with \$50,000 Prize for Local Entrepreneurs

First Anniversary of STartUP Northshore Celebrated with Launch of New Competition

MANDEVILLE, La – STartUP Northshore today announced NSpire Startup Slam, the first-ever startup pitch competition on the Northshore with local entrepreneurs competing for a prize package of cash and services valued at more than \$50,000.

The NSpire Startup Slam builds on the successful partnership established with The Idea Village in August of 2022—celebrating one year of supporting local entrepreneurs. To learn more about the free event, STartUP Northshore, and to apply, visit www.startupnorthshore.com/nspire. Entrepreneurs can apply for the chance to compete in this live, shark-tank style pitch competition until Friday, September 22.

“NSpire Startup Slam will bring together everything that makes the Northshore special—ideas, innovation, and locally-sourced grit. We couldn’t be more proud to host these local leaders,” said **Chris Masingill, CEO of St. Tammany Corporation**. “We want this event to be a clarion call to entrepreneurs in St. Tammany and all across the region. Our message is simple: come, showcase your ventures, and attract the game-changing investment and network that could propel your business to new heights.”

NSpire Startup Slam applicants will be evaluated on core criteria that includes concept and business model, market viability, scalability, traction, investment readiness, presentation skills, as well as the ability and commitment to generate a significant positive impact on the region.

A maximum of four finalists will be selected to pitch their business to a live audience and a panel of judges at the NSpire Startup Slam for a comprehensive prize package complete with \$25,000 in cash funding matched by high-quality in-kind services, mentorship opportunities, and access to a network of investors and industry professionals valued at over \$30,000.

This newly minted pitch competition represents STartUP Northshore’s latest investment in building programs that cultivate local entrepreneurs by delivering world-class programming, networking opportunities, access to capital and mentorship from esteemed industry leaders, investors, and founders at predominantly no cost to the startups.

The NSpire Startup Slam is open to any business that is based or is willing to locate their base of operations on the Northshore (St. Tammany, Tangipahoa, or Washington Parish) for at least two years and actively participate in the STartUP Northshore entrepreneurial ecosystem. Startups from all



industries, backgrounds, and locations are invited. The venture must be legally incorporated and in business for five years or less, or existing businesses creating a new division or entity, and have an annual revenue under \$1,000,000. Nonprofit organizations are not eligible to enter.

“Tangipahoa Economic Development is a proud partner of STartUP Northshore, and we welcome the NSpire Startup Slam to downtown Hammond, America, right here in Tangipahoa Parish. This event is a significant milestone for our community, highlighting the spirit of innovation and economic growth that STartUP Northshore brings to our region,” said **Ginger Cangelosi, Executive Director of Tangipahoa Economic Development**. “The NSpire Startup Slam is set to ignite new opportunities, enrich our business landscape, and strengthen the Northshore's position as an entrepreneurial hub.”

“Pitch competitions are a great opportunity for exposure for founders that are starting and scaling a startup,” said **Jon Atkinson, CEO of The Idea Village**. “Thanks to the inaugural NSpire Startup Slam, Northshore business founders will have the chance to present their startups to potential investors and other stakeholders, making connections and getting invaluable feedback. The fact that Northshore entrepreneurs can compete locally for a prize package of more than \$50K while they scale their businesses is a testament to the power of regional thinking and the Gulf South area as a hub for entrepreneurship.”

NSpire Startup Slam will include an exhilarating live battle of innovation to be held at the historic Columbia Theatre for the Performing Arts in Downtown Hammond on Friday, November 3rd, 2023, at 5:30 p.m. Rising entrepreneurs will showcase their groundbreaking ideas, connect with industry leaders, and compete for a robust prize package.

STartUP Northshore is made possible through the financial support and partnership of Chevron, Citizens National Bank, Cleco Power, Hancock Whitney Bank, and the Northshore Community Foundation.

To learn more about the event, STartUP Northshore, and to apply, visit www.startupnorthshore.com/nspire or contact Program Manager, Cenzo Caronna, at vcaronna@sttammanyinc.org. Entrepreneurs can apply for the chance to compete in this live competition until Friday, September 22.

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About STartUP Northshore

STartUP Northshore is a three-year entrepreneurial ecosystem pilot program with the purpose of catalyzing entrepreneurship, innovation, and business formation on the Northshore through strategic partnerships with recognized entities in the startup community to deliver first-class programming for entrepreneurs and second stage companies. STartUP Northshore is supported through the collaboration of St. Tammany Corporation, Tangipahoa Economic Development, and Washington Economic Development Foundation. Through this initiative, the next wave of local entrepreneurs from all three parishes will gain access to immersive education, networking opportunities, access to capital and



mentorship from esteemed industry leaders, investors, and founders, all of which come together to form a critical support system that will set their business up for success. StartUP Northshore is managed by St. Tammany Corporation.

www.startupnorthshore.com

About The Idea Village

The Idea Village's core belief is that entrepreneurship is an agent of social and economic change. As an early champion of entrepreneurship in New Orleans, the organization has played an integral role in catalyzing the city's entrepreneurial movement. In addition to supporting nearly 15,000 entrepreneurs, The Idea Village has successfully elevated New Orleans's reputation as a hub of innovation, entrepreneurship, and business. By serving as a catalyst and developing programs that provide direct support and education to founders and early-stage companies, The Idea Village helps entrepreneurs build innovative and industry-leading companies that generate revenue and jobs and help create a more vibrant, inclusive, and resilient local economy.

www.ideavillage.org

