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Contact: Ashley Llewellyn, 985.590.0274
allewellyn@sttammanycorp.org
www.startupnorthshore.com

STartUP Northshore to Award \$115,000 in Prizes at 2025 NSpire Startup Slam

Prize Package Includes \$50,000 Cash Prize from Capital One and over \$65,000 in In-Kind Services

MANDEVILLE, La – STartUP Northshore today announced an expanded prize package valued at over \$115,000 for the 2025 NSpire Startup Slam, featuring a mix of cash and in-kind services. This year's package includes \$50,000 in funding through a new partnership with Capital One—a significant addition that brings direct financial support to the region's top startups, enabling entrepreneurs to scale their businesses without taking on additional debt. With a \$40,000 cash award for the competition winner and \$5,000 for each runner-up, the cash prizes underscore Capital One's commitment to fostering local small businesses and supporting the Northshore's entrepreneurial ecosystem.

"At Capital One, we believe in the power of small businesses to drive economic growth and build vibrant, resilient communities," said **Karen DeBlieux, Greater New Orleans Market President at Capital One**. "Our partnership with STartUP Northshore and the NSpire Startup Slam reflects our commitment to equipping entrepreneurs with resources to help them grow sustainably. By offering grant support, we can empower Northshore entrepreneurs to pursue their dreams and strengthen their communities without the burden of additional debt. We can't wait to see the positive impact these startups will create on the Northshore and beyond."

Combined with over \$65,000 in in-kind services from local and regional providers, this prize package represents STartUP Northshore's largest to date, establishing a new level of investment in empowering Northshore entrepreneurs to scale and succeed.

The in-kind service package is designed to equip finalists with resources that support every stage of business growth. This includes business advisement services from **The Bernard Group, Martin Business Solution, LLC, B2B CFO®**, and **MCDS, LLC**; marketing and branding strategy from **Ninety by Three, LLC** and **PERK Social**; startup legal, business, and intellectual property consulting services from **Arena Collective**; accounting and bookkeeping consultation from **Bienville Consulting Group** and **OfficeOps**; business card and sign printing services from **Mele Printing**; team design and human resource strategy from **JAJ Consulting**; a one-year founding membership to **Palette Northshore**, a workspace community for entrepreneurs; and memberships to the **St. Tammany Chamber of Commerce** and **Tangipahoa Chamber of Commerce**.

"This prize package reflects our commitment to providing Northshore entrepreneurs with not only immediate funding to scale their businesses but also the mentorship, insights, and tools essential for



sustainable growth,” said **Chris Masingill, CEO of St. Tammany Economic Development Corporation**. “We’re proud to offer one of the most robust prize packages in the gulf south, made possible by Capital One’s support and our dedicated service partners. Through the NSpire Startup Slam, our mission is to give startups the resource backing they need and a platform to showcase their visionary ventures, helping them realize their full potential right here on the Northshore.”

To learn more about the free event, STartUP Northshore, and to apply, visit www.startupnorthshore.com/nspire or contact Program Manager, Cenzo Caronna, at vcaronna@sttammanycorp.org. **Entrepreneurs can apply for the chance to compete in this live, shark-tank style pitch competition until Tuesday, November 19, 2024.**

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, or generated less than \$1,000,000 in annual revenue in 2023. Nonprofit organizations and previous NSpire Startup Slam winners are not eligible to enter.

Competition 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.

The 2025 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 Thursday, January 9, 2025, **with a networking reception at 4:30 p.m. and the event kickoff at 6:00 p.m.** A maximum of three finalists will be selected to showcase their groundbreaking ideas, connect with industry leaders, and compete for a robust prize package valued at over \$115,000.

STartUP Northshore is made possible through the financial support and partnership of our 2025 NSpire Startup Slam presenting sponsor, **Chevron**. Additional funding partners include **Tangipahoa Economic Development Foundation, Washington Economic Development Foundation, Cleco Power, Hancock Whitney Bank**, and the **Northshore Community Foundation**.

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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. For more information, visit: www.startupnorthshore.com

