

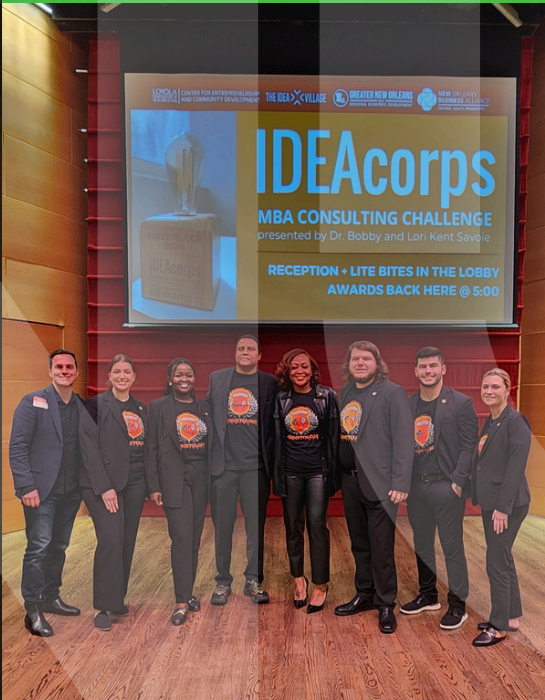




STartUP
Northshore

IMPACT
REPORT

Pilot Program
Aug 22, 2022 - August 22, 2025



A LETTER FROM ST. TAMMANY EDC



As we mark the third year of STartUP Northshore, I am proud to reflect on what began as a bold pilot initiative and has since grown into a defining force for entrepreneurship across the Northshore region.

STartUP Northshore was launched with a clear purpose: to cultivate a thriving entrepreneurial ecosystem that reaches every corner of our three-parish region. In doing so, we set out to prove that innovation doesn't just belong to big cities or coastal hubs. It can, and should, thrive right here, where local founders are ready to build businesses that strengthen our economy and communities.

Over the past three years, STartUP Northshore has become a comprehensive platform supporting entrepreneurs at every stage. Through immersive education, access to capital, strategic mentorship, and high-impact partnerships, we've created a launchpad for over 200 entrepreneurs—and we're just getting started.

We're deeply proud of the strategic partnerships we've built with institutions like The Idea Village, Southeastern Louisiana University, Chevron, and others that have enabled us to scale our programming, expand our reach, and meet entrepreneurs where they are.

When we invest in our founders, they rise to the occasion.

This is more than a collection of programs. It's a coordinated regional strategy to transform entrepreneurship into a primary driver of inclusive economic growth and local wealth creation. Every workshop, pitch event, accelerator, and connection we help spark is contributing to a stronger, more resilient local economy.

OUR VISION IS LONG-TERM.

STartUP Northshore is laying the groundwork for what's next: a region where entrepreneurship is embedded into the economic DNA, where investment follows talent, and where bold ideas thrive in a supportive and dynamic environment.

To everyone who's helped us get to this point, especially our partners at Tangipahoa Economic Development Foundation and Washington Parish Economic Development Foundation, thank you. The foundation is strong, and together we are ready to THRIVE.

Sincerely,

Chris Masingill

*Chief Executive Officer
St. Tammany EDC*

HEAR FROM OUR ECONOMIC DEVELOPMENT PARTNERS



“

We are very excited to be a core partner behind SStartUP Northshore. **Our region is ripe with opportunities for entrepreneurs** and start-up companies, and SStartUP Northshore is poised to continue supporting new businesses and budding entrepreneurs.

”

Ginger Cangelosi

Executive Director, Tangipahoa Economic Development Foundation

“

Since its launch in August 2022, SStartUP Northshore has achieved significant milestones. **We believe this program will have a transformative impact** on our community by fostering economic prosperity, business growth, and long-term economic resilience.

”



Ryan Seal



Parish President, Washington Parish

IMPACT BY NUMBERS >

The following statistics highlight STartUP Northshore's sustainable impact and exemplify the driving force behind our efforts. By bringing world-class programs, promoting forward-thinking solutions, and supporting pioneers, we are propelling ourselves toward a bright and prosperous future.

ENTREPRENEURS SERVED

200+

FUNDING AWARDED

\$75K

VALUE SERVICES PROVIDED

\$250K

MENTORS

40+

MENTOR HOURS

600 +

PROGRAM PARTNERSHIPS

20+

FUNDING RAISED FOR STARTUP NORTHSHORE

\$430K+

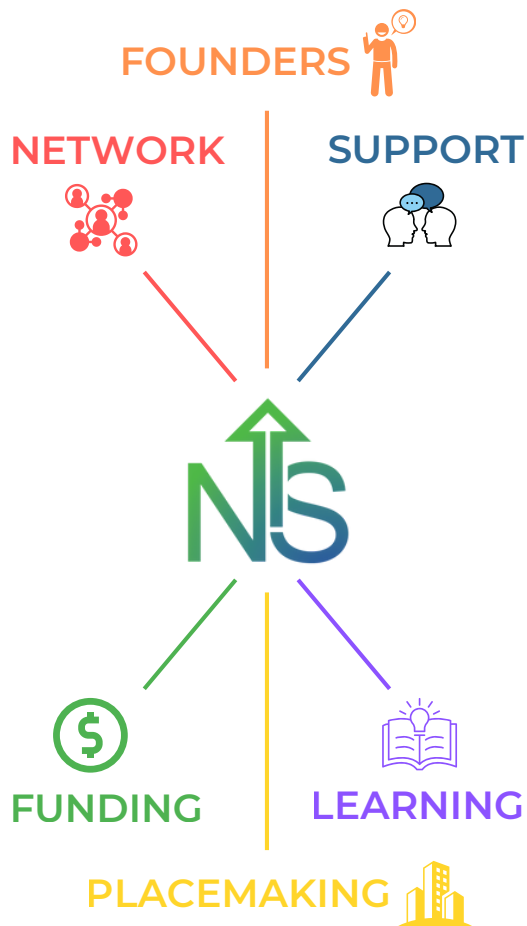
WE'RE NOT JUST IGNITING INNOVATION AND SHAPING THE
FUTURE OF ENTREPRENEURSHIP ACROSS THE NORTHSHORE;

WE'RE SETTING A NEW STANDARD FOR VENTURES
THAT TRANSFORM THE GULF SOUTH ECONOMY.

WELCOME TO LOUISIANA'S STARTUP LAUNCHPAD

STartUP Northshore

Where Bold Ideas Meet Boundless Opportunities



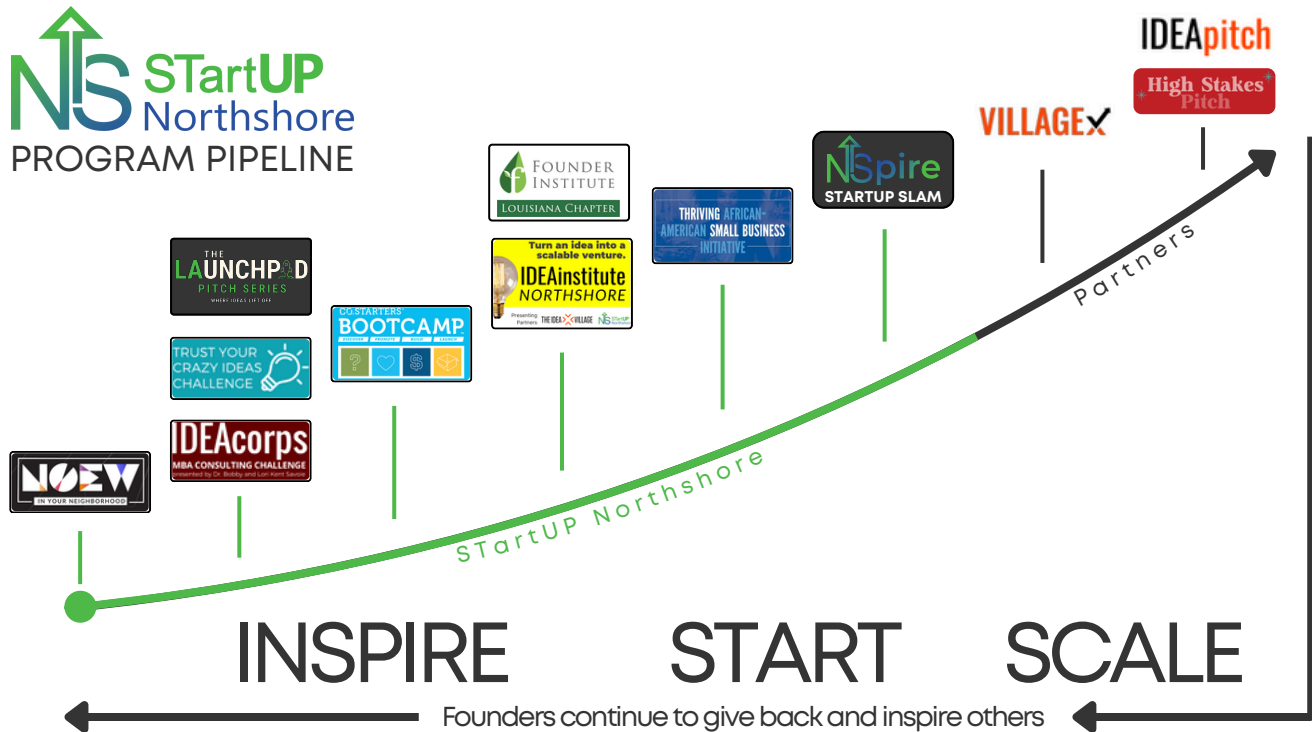
Launched in August 2022, STartUP Northshore (SUNS) is a three year entrepreneurial ecosystem pilot program with the purpose of catalyzing entrepreneurship, innovation, and business formation on the Northshore through strategic partnerships with recognized entities in the startup community to deliver first class programming for entrepreneurs and second stage companies. Entrepreneurs access immersive education, networking opportunities, access to capital, and coaching, filling a crucial gap for underserved entrepreneurs who don't have easy access to the resources in New Orleans or Baton Rouge. STartUP Northshore is where bold ideas meet boundless opportunity. We're igniting innovation and shaping the future of entrepreneurship across Louisiana. We're setting a new standard for ventures that transform the Gulf South economy and beyond, from right here on the Northshore.

Managed by St. Tammany Economic Development Corporation (St. Tammany EDC), STartUP Northshore is supported through partnerships with Tangipahoa Economic Development Foundation and Washington Economic Development Foundation.

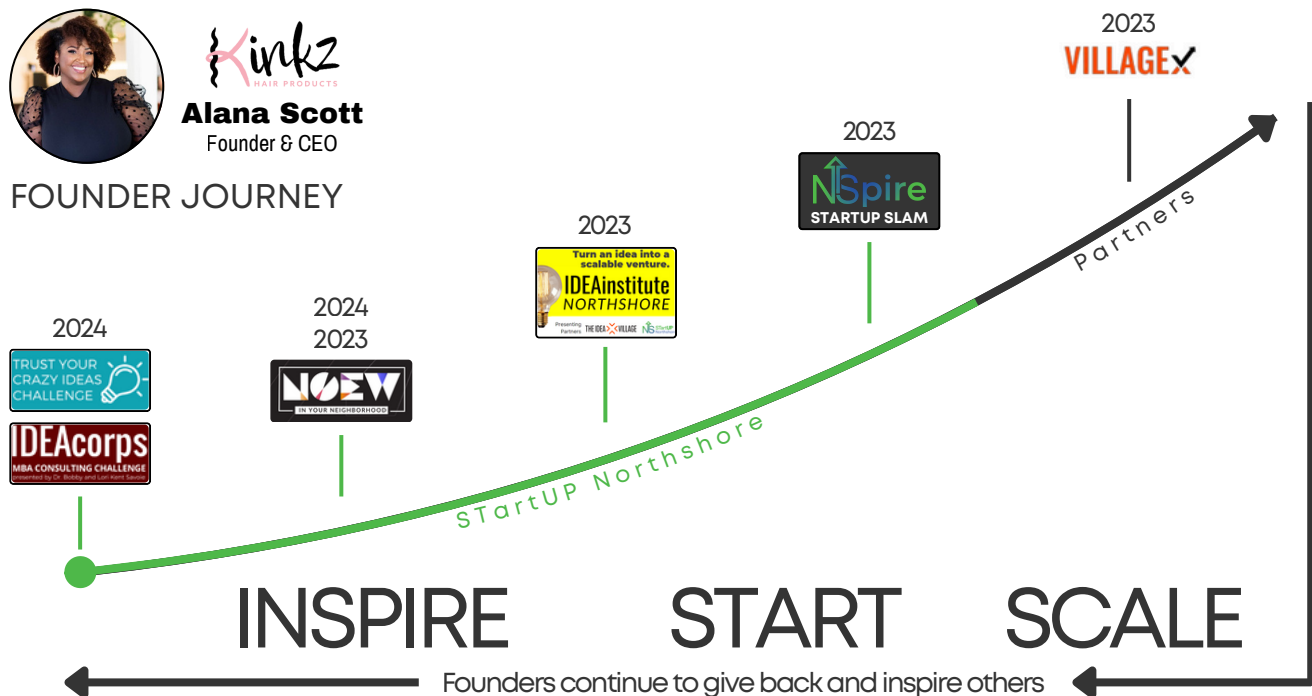


A VIRTUOUS PIPELINE FROM IDEA TO GIVE BACK

BUILDING A ROBUST PIPELINE OF PROGRAMS



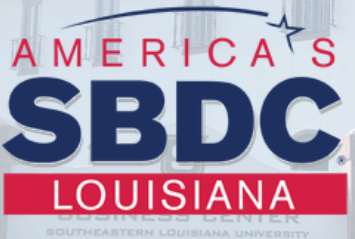
WHERE ALUMNI REINVEST IN THE NEXT WAVE.



PROGRAMMATIC PARTNERSHIPS



Since our launch, STartUP Northshore's partnership with The Idea Village (TIV) has been a cornerstone of our strategy, bringing TIV's world-class IDEAINSTITUTE accelerator to Northshore founders. Through this collaboration, St. Tammany EDC and STartUP Northshore became the first "spoke" partner in The Idea Village's hub-and-spoke network for IDEAINSTITUTE, ensuring proven accelerator programming reaches our region. The partnership also connects Northshore entrepreneurs to New Orleans Entrepreneur Week (NOEW), one of the Gulf South's premier stages for innovation. Together, these efforts expand access to regional and national networks and position the Northshore as an essential driver in Louisiana's growing innovation economy.



In May of 2025, St. Tammany EDC and Southeastern Louisiana University extended their cooperative endeavor agreement to expand resources and support for businesses across the Northshore. This collaboration builds on years of partnership by aligning STartUP Northshore (SUNS) and the Louisiana Small Business Development Center at Southeastern (LSBDC-SLU) to provide coordinated, comprehensive support for the region's growing business community. Through this agreement, St. Tammany EDC now serves as an official satellite office for LSBDC-SLU, with both organizations working together to connect and strengthen the Northshore's entrepreneurial ecosystem.



Also in May 2025, STartUP Northshore announced a strategic partnership with Founder Institute-Louisiana, one of the world's leading pre-seed startup accelerators. Through this collaboration, STartUP Northshore serves as the exclusive entrepreneurial support and economic development partner for the Northshore, connecting local founders to Founder Institute's global mentor network and resources. With more than 7,500 alumni companies, 35,000 mentors, and over \$1.85 billion raised by graduates, Founder Institute's expansion into the Northshore marks a major milestone for our growing innovation ecosystem and unlocks new opportunities for local founders to build strong companies close to home.

IDEAinstituteNORTHSHORE

BRINGING WORLD-CLASS MODELS TO THE NORTHSHORE

92

Entrepreneurs
Served

67%

Identify
as Female

52%

Identify as People of
Color (POC)

\$25,000

Value of Mentorship
From Experts



IDEAinstitute Northshore

IDEAinstitute Northshore is an idea-stage accelerator program that introduces innovative entrepreneurs and aspiring startup founders to the tools they need to turn an idea into a scalable venture. Across 7 cohorts, IDEAinstitute Northshore has accelerated the growth of 92 founders from 80 local businesses with engaging weekly modules, thought-provoking articles, one-on-one coaching sessions, and actionable worksheets to guide their development. With 98 hours of coaching valued at \$25,000 and a “world-class” Net Promoter Score (NPS) of 79, businesses leave with a plan to scale and meet a community of like-minded founders along the way.

IDEAinstitute Pitch Nights

At the conclusion of each IDEAinstitute program, entrepreneurs have the opportunity to showcase their ventures in a dynamic pitch competition. In Spring 2024, chocolate No. 2 and epiTEAMe, two standout Northshore startups, were among the five exceptional companies selected to pitch. Chocolate No. 2 introduced "Digestiff," a plant-based chocolate treat designed to improve gut health, balance blood sugar levels, and promote cardiovascular benefits. Meanwhile, epiTEAMe impressed the judges with its innovative software simplifying team management for adult amateur sports captains. These pitch events provide participants with a platform to present their businesses, compete for cash prizes, and gain exposure to invaluable resources.



Powered by Our Partnership With

THE IDEA  VILLAGE

FROM IDEA TO EXIT

FIND RESOURCES TO NAVIGATE EVERY STEP OF THE JOURNEY.

In February 2023, we launched startupnorthshore.com to strengthen our local entrepreneurial ecosystem and provide Northshore entrepreneurs with the tools to succeed in today's business landscape. Featuring resources like market analysis tools and DIY templates for core business documents, the platform ensures that support is always within reach. By August, startupnorthshore.com earned the prestigious Best in Class award for the Large Population Division in the Southern Economic Development Council (SEDC)'s Communications Awards, affirming its impact and value.

Building on this success, we unveiled the latest evolution of startupnorthshore.com in January of 2025. Our revamped website now guides entrepreneurs through every step of their journey—from idea to exit. With tailored resources, actionable advice, and programs designed to meet founders where they are, this platform is one of our most vital tools in delivering critical support to every corner of the Northshore.



**I want to develop
my idea**

[Develop My Idea](#)



**I want to start
my business**

[Start My Business](#)



**I want to grow
my business**

[Grow My Business](#)



**I want to sell my
business**

[Exit My Business](#)

Develop My Idea



Step 2

Validate your idea

Turn your assumptions into actionable insights

[Learn more](#)



Step 4

Create a blueprint

Build your business into more than just an idea

[Learn more](#)

Step 1

Find your big idea

Formulate ideas that tackle real pressing problems

[Learn more](#)



Step 3

Build your network

Learn to grow through relationships and connections

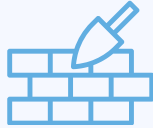
[Learn more](#)



FROM IDEA TO EXIT

FIND RESOURCES TO NAVIGATE EVERY STEP OF THE JOURNEY.

Start My Business



Step 5

Build a foundation

Lay the groundwork that will bring your business to life

[Learn more](#)

Step 6 Develop your brand

Create your business's identity

[Learn more](#)



Step 7

Develop your marketing strategy

Spread the word and grow

[Learn more](#)

Grow My Business



Step 8

Develop your strategic plan

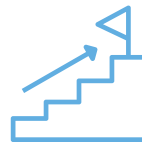
Prepare for what lies ahead

[Learn more](#)

Step 9 Build to scale

Establish sustainable scaling practices

[Learn more](#)



Step 10

Find Funding

Find the right funding for your growth-stage business

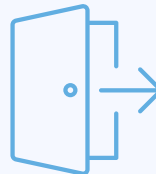
[Learn more](#)

Exit My Business

Step 11 Exit your business

Ready to look for what's next?

[Learn more](#)



HARNESSING INNOVATION WITH EDUCATION PARTNERS



In partnership with St. Tammany Parish Public Schools and Junior Achievement of Greater New Orleans, the Trust Your Crazy Ideas Challenge (TYCIC) empowers high school students to create and pitch innovative business concepts. Through entrepreneurship curriculum and hands-on workshops, students develop business plans and refine their ideas with guidance from industry experts. Students from St. Tammany high schools compete in the Northshore Semi-Finals for a chance to represent the region at The Big Pitch during New Orleans Entrepreneur Week (NOEW). To date, TYCIC has empowered over 60 students across St. Tammany Parish Public Schools. In 2024, RUNBA advanced to NOEW, and in 2025, Delbot proudly represented the Northshore, showcasing the ambition of our region's youth.



HARNESSING INNOVATION WITH EDUCATION PARTNERS



In collaboration with Southeastern Louisiana University's College of Business, the IDEAcorps MBA Consulting Challenge immerses students in the entrepreneurial ecosystem. Guided by STartUP Northshore's Entrepreneur in Residence, they develop scale-up strategies for early-stage businesses and present them at New Orleans Entrepreneur Week. In 2024, Southeastern's MBA team earned 5th place for their plan with The Cosmetology Institute Nola, and in 2025, the team crafted a growth strategy for Yoro, a functional beverage company. The program spotlights emerging business leaders while driving growth for regional startups.



CONNECTING TO THE REGION'S LARGEST NETWORKS



Since 2023, STartUP Northshore has hosted annual New Orleans Entrepreneur Week (NOEW) in Your Neighborhood on the Northshore events, connecting local founders to the Gulf South's largest innovation network. Over three years, these annual events have brought together nearly 250 entrepreneurs, innovators, and investors for expert-led workshops, panel discussions, and high-value networking.



Each gathering has featured big conversations, sparked new collaborations, inspired big ideas, and strengthened the Northshore's role in driving regional innovation and investment.



NSpire STARTUP SLAM



Award-Winning Showcase

Recipient of a 2024 IEDC Gold Award for Excellence in Showcasing Innovation and Entrepreneurship.

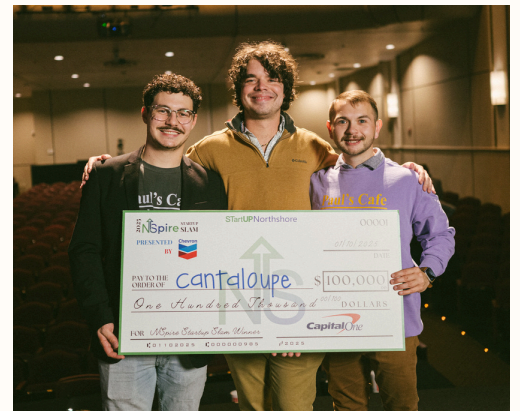
The Northshore's Premiere Pitch Competition

The NSpire Startup Slam has become one of the Gulf South's largest and most anticipated startup pitch competitions, drawing entrepreneurs, investors, and supporters from across Louisiana. Hosted at the historic Columbia Theatre for the Performing Arts in Downtown Hammond, the event brings together hundreds of attendees to celebrate entrepreneurship and innovation over food, drinks, and live music.

The inaugural 2023 Slam welcomed over 70 attendees and awarded more than \$60,000 in cash and services, with Slidell-based Kinkz taking home the winner-take-all prize. That first year also earned a national Gold Award from the International Economic Development Council and, most importantly, gave local entrepreneurs a stage, a spotlight, and a path forward.

By 2025, the competition had nearly tripled in size with Chevron as Presenting Sponsor, drawing close to 200 attendees and offering a prize package of more than \$115,000 thanks to Capital One and an expanded list of professional services partners. The Slam now stands as a signature event that showcases innovation, empowers bold ideas, and positions the Northshore as a destination for entrepreneurship and creativity.

cantaloupe



**2025
WINNER**

“To be born and raised just down the street in a town with one red light, and to come home a winner, knowing the impact we can have on this area is special!” said Rich Simmerman, Cofounder & CEO of Cantaloupe AI.



THE LAUNCHPAD PITCH SERIES

WHERE IDEAS LIFT OFF

Where Ideas Lift Off

In July 2025, STartUP Northshore announced THE LAUNCHPAD, a brand-new series of live pitch competitions spotlighting early-stage founders from across the Northshore. Building on the success of STartUP Northshore's premiere pitch competition, the NSpire Startup Slam, THE LAUNCHPAD introduces a high-visibility, mini-pitch format designed to fuel early-stage ventures. While NSpire provides one of the largest growth capital prize packages in the Gulf South, THE LAUNCHPAD offers entrepreneurs a platform and the startup resources to get their ideas off the ground.

Each event in the series will feature three finalists pitching live to a panel of expert judges. Each finalist will receive individualized coaching for their unique pitch prior to the event and will compete for a \$5,000 prize pool—\$3,000 to the winner and \$1,500 to each runner-up.

THE LAUNCHPAD Pitch Series is the latest addition to STartUP Northshore's program pipeline, complementing larger events like the NSpire Startup Slam and its ongoing IDEAINSTITUTE Northshore accelerator.



THE LAUNCHPAD IS MORE THAN A PITCH COMPETITION, IT'S A LAUNCH POINT FOR INNOVATIVE IDEAS AND THE FOUNDERS BEHIND THEM. BY CREATING MORE MOMENTS FOR STARTUPS TO TAKE THE STAGE AND CONNECT WITH THEIR COMMUNITY, WE'RE SHAPING A FUTURE WHERE ANYONE WITH A VISION CAN BUILD SOMETHING GREAT RIGHT HERE ON THE NORTHSORE."

Cenzo Caronna >
EIR & Executive Director
of STartUP Northshore,
St. Tammany EDC



LETTER FROM THE EIR & ED



Three years ago, STartUP Northshore launched with a bold ambition to build a thriving entrepreneurial ecosystem across our three parishes. What began as a pilot has become a powerful movement that is enhancing our economy and creating new pathways for innovators and doers. We recognize entrepreneurship is economic development.

Every time someone takes a risk on an idea and turns it into a business, they are not just creating income for themselves. They are creating jobs, revitalizing main streets, solving problems in their communities, and keeping opportunity local. In the process, we're nourishing the next generation of leaders who will define the Gulf South economy for decades to come.

Together with our partners, we've launched world-class programs, connected hundreds of entrepreneurs to vital resources, and created multiple onramps to meet people wherever they are in their journey. What we've built is a platform for bold ideas, a launchpad for local ambition, and a living ecosystem that is helping redefine what's possible from right here.

STartUP Northshore was never just a program. It is a movement.

We've helped catalyze a culture shift that champions entrepreneurship as a driver of economic mobility, creativity, and community impact.

In doing so, we've connected more deeply with the broader innovation economy, from Baton Rouge to New Orleans and across the Gulf South, positioning the Northshore not as a satellite, but as a central node in this growing regional network. We're not here to prove we belong. We're here to lead.

I'm incredibly proud of what we've created, but I'm even more excited for where we're headed. The foundation is strong. The energy is real and the future is ours to shape.

The next chapter for STartUP Northshore is about scale: not just scaling businesses, but scaling impact. We are creating the kind of enduring infrastructure that will ensure entrepreneurship remains a defining force for our region's growth, resilience, and identity.

Sincerely,

Cenzo Caronna

*Entrepreneur in Residence and Executive
Director of STartUP Northshore
St. Tammany EDC*

A GROWING ECOSYSTEM OF PARTNERS

STartUP Northshore fosters partnerships with a growing ecosystem of stakeholders, including economic development organizations, industry, education, community, investment, and media who are committed to providing expertise, capital, and resources in support of STartUP Northshore's mission.

Core Economic Development Partners



Industry and Capital



Education



Community and Programs



Media



STartUP Northshore

Thank you to all of our generous advisors, funding partners, and in-kind service providers who make this work possible.

Funding



Service Providers



STartUP Northshore Catalyst Council

Will Boudreaux, Paul Ballard, Thomas Ryan Crosby, Catherine Deano, Calvin Fabre, Caitlin Hunter, Brian Laborde, Dr. Tará Lopez, Dr. Samer Shamieh, Shawn Torres.

BUILDING THE FUTURE

What began as a bold experiment to ignite entrepreneurship across the Northshore has evolved into a movement—one that is reshaping how, where, and by whom businesses are built in our region.

Since launching, we've laid a strong foundation, establishing the trust, infrastructure, and partnerships necessary to meet entrepreneurs where they are. In years two and three of the pilot program, we accelerated our efforts: launching regular entrepreneurial meetups, expanding technical assistance programming, building a deeper bench of mentors and service providers, and creating transformative access-to-capital pathways like the NSpire Startup Slam. These efforts weren't just tactical, they were catalytic. They proved what's possible when ecosystem-building is done with intentionality, inclusivity, and urgency.

Now, as we look to the future, STartUP Northshore is setting forth a bold vision: to become the convening force for entrepreneurship in our region and the go-to source for knowledge, resources, and community. We're not only supporting individual founders; we're raising the ceiling for what's possible across St. Tammany, Tangipahoa, and Washington Parishes.

From our flagship programs to our growing pipeline of ventures, STartUP Northshore is proving that the Gulf South can be a birthplace of transformative innovation. We are committed to scaling what works, closing longstanding gaps, and creating the kind of inclusive, future-facing economy that the next generation deserves.

AN ECONOMIC DEVELOPMENT INITIATIVE COMMITTED TO HELPING STARTUP

FOUNDERS ACROSS THE NORTHSORE LAUNCH AND SCALE THEIR VENTURES.



StArTUP
Northshore

STARTUPNORTHSHORE.COM

1001 Hwy 190 East Service Road, Suite 202, Covington, LA 70433

INSPIRE | START | SCALE

STAY IN TOUCH WITH US

Visit our website and follow our social media channels to stay up to date on SUNS' activities.



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