

New Orleans CITYBUSINESS

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Group envisions N.O. a hub for entrepreneurs

NEW ORLEANS - As New Orleans tries to recover from the 2005 hurricanes, a group of young business leaders is hoping to establish the city as a magnet for entrepreneurs and innovators.

Start Up New Orleans is a resource for entrepreneurs seeking information and connections to other entrepreneurs. It is designed to leverage the city's unique culture, low costs, economic incentives and talent pool, all of which distinguish it from anywhere else in the United States, the group says.

"New Orleans has always been a beacon for people with imagination, daring and alternative approaches to solving problems," said Sean Cummings, a developer, head of the New Orleans Building Corp. and co-founder of the group. "Our mission is to attract these types of people to New Orleans and provide them with the information and resources they need to start their businesses here."

Another co-founder, Nic Perkin, president of the New Orleans Exchange, a new technology startup, said: "Silicon Valley became the nerve center for technology in the U.S. because of the investment businesses in the region made in attracting and retaining technology people. The same can be said for New York City with financial people. What we're doing here in New Orleans is making this the city of choice for entrepreneurs. If you're smart, motivated and have a track record of success, we want you here."

For more information, go to www.startupneworleans.com.