

### ABOUT THE RESOURCE LIST

Starting a business can be a daunting task. Fortunately, there are many organizations and resources to help guide you through the process, no matter what stage you are in.

We have compiled a list of resources that we believe may be useful as you continue your entrepreneurial journey. Select a category to review. We recommend that you visit each organization's website for the most up-to-date information regarding their resources and programmatic offerings.

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### NEW ORLEANS ENTREPRENEURIAL RESOURCE CALENDAR

Propeller collaborates with [Thrive](#), [Fund 17](#), [El Centro](#), [Camelback](#), [the Black Chamber of Commerce](#), [4.0 Schools](#), [SUNO Small Business Incubator](#), [Urban League of Louisiana](#), [Go.Be](#), [The Greater New Orleans Foundation](#), [The New Orleans](#)

[Business Alliance](#), [The Hispanic Chamber of Commerce](#), [the Small Business Association](#), and other entrepreneurial support organizations in the Greater New Orleans region to provide a consolidated, inter-organizational calendar of events that are relevant to entrepreneurs and organizational leaders.

This calendar houses training opportunities, workshops, events and resources from various organizations who support entrepreneurial growth and development. The host organization, and more information about each event will be provided in each calendar entry description. Please read carefully for information about each event's registration requirements. Contact the event's host organization should you have questions about a specific event.

The New Orleans Entrepreneurial Resource calendar can be accessed by either viewing the calendar using [this link](#), or you can add the publicly available New Orleans Entrepreneurial Resource Calendar to your Google calendar and view event information from your personal Gmail account using the instructions below.

1. On your computer, open your Google calendar
2. On the left, next to "Other calendars," click Add + > From URL
3. In the "From URL" box, copy and paste this URL  
[https://calendar.google.com/calendar/ical/c\\_ri2328an7adecabakbe3mgrqeg%40group.calendar.google.com/public/basic.ics](https://calendar.google.com/calendar/ical/c_ri2328an7adecabakbe3mgrqeg%40group.calendar.google.com/public/basic.ics)
4. Press Add Calendar

Please note that if you add the calendar to your Google Calendar, you will not be able to edit any event information. Please pay close attention to any registration information in each calendar event description.

## ENTREPRENEURIAL SERVICES IN NEW ORLEANS

**4.0 Schools** offers training and fellowships for those working in education in the Greater New Orleans area. They provide coaching, curriculum and community to those who are working to create a more equitable education ecosystem.

The **BioInnovation Center** offers free consulting to support startups developing biotech, digital health, and clean technologies with projects including company planning, market research, IP analyses, and raising capital.

**The Camelback Fellowship** is open to innovative business leaders in education and conscious technology. Their applications open in August 2022. Their curriculum emphasizes providing coaching, access to capital and building connections.

**The Funding Seed** provides training for non-profit organizations regarding developing effective and sustainable fundraising strategies.

**Fund 17** has several levels of programming for mission-driven micro-entrepreneurs in New Orleans. The application for their Benchmarks Visit their website for more information about their Benchmarks programs opens in early 2023. Their Be The Boss Accelerator opens in August 2022. Fund17 is also the Kiva lending hub for the Greater New Orleans area (see Finance and Account section below).

**Go.Be.**, formerly the Good Work Network, coaches minority and women-owned businesses to group and create sustainable organizations and grow wealth. They offer one-on-one training and regular workshops for business owners.

**LaunchNOLA** runs a 12-week Business Academy to guide new entrepreneurs and offers the Launch NOLA Green program that helps landscaping operations make their businesses more competitive by providing stormwater management training.

**Louisiana Small Business Development Center** has services for entrepreneurs who want to start a business and those who want to grow their business. They offer consultations, regular training, and have a bank of useful DIY guides for business plans and income statements.

**Small Business Administration** The place to start if you don't know where to start. The SBA has a wealth of resources, online workshops, and step-by-step guides that are relevant to starting a business and staying in compliance. Get assistance to your startup for financing, government contracting, development training and advocacy.

**Small Business Development & Management Institute (SBDMI)**, offered through SUNO, is a multi-week course for potential and existing entrepreneurs. The program provides a practical, condensed series of entrepreneurial technical and training sessions.

**Thrive Nola** works with individuals, families and communities to build meaningful career paths and support Black Owned Businesses. They offer a 10-week ThriveLaunch Business Academy and affordable workspace options. ThriveLaunch Alumni also receive 2+ years of business coaching.

[Urban League of Louisiana](#) provides many resources and training in education, youth development, workforce and economic development, public policy and advocacy initiatives. They often host Small Business and Training events for entrepreneurs.

### **BUSINESS DEVELOPMENT RESOURCES AND TOOLS**

[Business Plan Handbook](#) Refer to this section for compilation of actual business plans written by entrepreneurs in North America who are seeking financing for their business.

[IBISWorld: Industry Reports](#) provides you with thoroughly researched, accurate and current general business information specializing in industry research and procurement research.

[New Orleans Business Insight Tool](#) has useful population, zoning, and environmental statistics that may be helpful to entrepreneurs as they research to develop their proof of concept and customer profiles.

[The Lean Startup](#), by Eric Reiss is considered a core text for business startups. The book is a concise review of the start up process and is recommended by many as a must-read for new entrepreneurs.

[Score](#) is a national program that provides a mentor to small businesses. A mentor can help connect you to resources and provide guidance to help grow your business. Score services are free of charge. Score offers regular workshops on many business basics.

[Score for Black Entrepreneurs](#) is a program from Score that offers training and mentorship from Black mentors who understand challenges specific to Black entrepreneurs.

### **LOCAL GOVERNMENT RESOURCES**

[City of New Orleans Guide to Business](#) A one stop for New Orleans government resources that provides tools and information on everything that is needed to start a business (patents, licenses, contracts, bids, taxes, etc).

[City of New Orleans - One Stop Shop - Business Permits and Licenses](#) Visit the City's website to apply for general business and occupational licenses, certificates of occupancy, and more.

[GeauxBiz](#) Get in touch with the Louisiana Secretary of State to help your business from pre-launch legal activities to post launch file amendments and annual reports.

[Louisiana Economic Development](#) has many resources for entrepreneurs and developers across various industries. They have programs for Small and Emerging Business Development, Mentor-Protégé Recognition Program, assistance for Veteran entrepreneurs and many others.

[Louisiana.gov: Business](#) Get help from Louisiana govt to provide your business with incentives, tax credits, standardizing & procurements of goods and services.

### FEDERAL RESOURCES

[IRS](#) The IRS website provides information about how to file your taxes and keep your business in compliance with federal and state tax law.

[Investor.gov](#) Includes shortcuts on legal obligations when you sell securities and on financial and other reporting obligations when securities are publicly traded from an investor perspective.

[United States Patent and Trademark Office](#) Get all the information you need about patents & trademarks, process, and information about existing patents and trademarks.

### LEGAL RESOURCES

[Entrepreneur.com: Legal](#) Keep up with all the new information and trends with articles from here.

[Rocket Lawyer](#) offers legal services for your businesses, affordable attorneys, and information for all your legal questions. Chat with them for quick assistance and resolve your legal problems.

[Legal Zoom](#) is a website that helps entrepreneurs develop and file various legal forms for your business. They have services that walk you through filing your LLC, Corporation, 501(c)(3) designation, or DBA. You can also use their services for annual reports, operating agreements and other business licenses.

**[Startup Lawyer](#)** Search for articles about the legal issues involved in a startup's lifecycle, including incorporation, funding, stock options, venture capital, etc.

**[UpCounsel](#)** Visit UpCounsel to find quality legal services from great lawyers at an affordable price and free legal resources? Visit UpCounsel.

### MARKETING & DESIGN

**[Canva](#)** is a dynamic and intuitive graphic design program. Canva's free program is a great place to start to build logos, social media images, and design templates for your business. You can also design impressive logos, business cards, slide decks and more with the help of hundreds of templates. Their paid version offers even more functionality and template options.

**[Mailchimp](#)** provides you with a platform for marketing and advertising through email. Mailchimp is also integrated with Facebook to help you increase your audience for your business.

**[Google Adwords](#)** With text-based search ads, graphic display ads, YouTube video ads, or in-app mobile ads, you have plenty of ways to reach your target customer with AdWords.

### GRANT OPPORTUNITIES

Propeller maintains a **[living document of grant opportunities](#)** that are relevant to Propeller Alumni and other equity-minded leaders working to address disparities in Community Economic Development, Education, Food, Health and Water.

This document is updated regularly and we welcome you to share these resources with others.

### FINANCE & ACCOUNTING

**[“How to Obtain Surety Bonds”](#)** This is a PDF of a document published by the Surety Information Office. This manual is an introduction to the process of securing surety bonds for those in the construction industry.

[Louisiana Economic Development's Bonding Assistance Program](#) is available to certified Small and Emerging Business Development (SEBD) Program clients that require bid, payment or performance surety bonds. This program provides access to quality bid, payment and performance bonds at reasonable rates from surety companies when bonding capacity is needed on public or private jobs.

[Resilia](#) helps incorporate your nonprofit, seek tax-exempt status, and keep your nonprofit documentation organized for more efficient operations.

[Quickbooks](#) is a commonly-used, online cloud based accounting system to keep track of all your transactions and payroll.

[Xero](#) is a beautiful and easy to use cloud-based accounting software that connects people with the right numbers anytime, anywhere, on any device. For accountants and bookkeepers, Xero helps build a trusted relationship with small business clients.

### DATABASE MANAGEMENT AND CRM

[Hubspot](#) is an all-in-one inbound marketing software that is everything you need to increase traffic, convert leads, and prove ROI – backed by a support team that helps you grow.

[Insightly](#) provides customer relationship management software for small and midsize businesses across a range of industries such as manufacturing, consulting, health & wellness, media and others. With more than 1.5 million users worldwide, Insightly is the world's most popular CRM software for Google and Office 365 users.

[Salesforce](#) is a commonly-used, cloud-based customer relationship management solution to understand them better, solve any problem faster, and even identify new sales opportunities.

### PROJECT MANAGEMENT AND COLLABORATION SOFTWARE

*There are many project management and team communication software programs available to help you keep your team and projects on track. Many of these programs such as [Asana](#), [Basecamp](#), [Monday](#), and [Mavenlink](#) have free trials to help you decide which program is best for you.*

## LOANS

**CUEE** is a nonprofit lender located in New Orleans, Louisiana providing loans and business consultations to start ups and existing businesses with 100 employees or less servicing the Greater New Orleans Region and the Northshore.

**HOPE** began as a commercial loan fund and has a long track record of supporting business with the financing they need to start, stabilize and grow. Their lending is focused on providing capital to viable companies that create jobs, support communities, and address infrastructure needs in economically distressed and rural areas of the Deep South.

**Liberty Bank** serves the financing needs of businesses of many sizes and purposes including purchasing real estate and equipment, or obtaining working capital and more.

**LiftFund** provides loans and resources to budding and established business owners. They provide loan solutions that include SBA micro-loans, SBA 504 Loans and the SBA Community Advantage.

**NewCorp** provides capital, counseling, technical assistance, and training to small-to-moderate, minority and women owned businesses that have difficulty accessing funds from traditional sources. They connect socially and economically deprived businesses (DBE firms) with access to the capital needed to fund bonding, equipment, and initial labor costs.

**OnPath Federal Credit Union** offers various commercial lending services for commercial real estate, construction, equipment, inventory, refinancing of business-related debt, business expansion, and working capital.

**Pelican State Federal Credit Union** offers various commercial lending services including business credit cards, lines of credit, SBA loans, as well as equipment and real estate loans.

**Regions Bank** offers various commercial lending services including business credit cards, lines of credit, SBA loans, as well as equipment and real estate loans.

**TruFund** lends to small businesses and nonprofits across a wide range of industries and business types. Their lending services include microloans, SBA Community Advantage and contract financing for startups and growing business enterprises.

They seek to support the health, sustainability, and growth of small businesses, especially those owned by women and minorities, and those from underserved and disadvantaged communities.

[Kiva](#) is a funding organization to help you lend money up to \$10,000 for building your small business through a crowdfunding loan campaign. Fund 17 is the Kiva lending hub for the Greater New Orleans area.

### VENTURE CAPITAL

[The NOLA Angel Network](#) is a group of accredited investors from New Orleans and throughout Louisiana who work together to evaluate, fund and nurture early-stage companies.

[New Orleans StartUp Fund](#) is a nonprofit venture fund focused on business creation and innovation in the 10-parish Greater New Orleans region. The Fund works with very early-stage, pre-revenue companies looking for proof-of-concept capital.

### WEBSITE DEVELOPMENT

[Duda Mobile](#) Have a website that is not compatible on your mobile device? Dudamobile is here for you.

[Squarespace](#) An all-in-one solution for anyone from small entrepreneurs or established businessmen looking to create a beautiful website.

[Wordpress](#) is an easy and fun way to create your website or blog to showcase your information and work.

### COMMERCIAL KITCHENS

[Carrollton Commissary](#) is a commercial grade production kitchen located in Carrollton/Riverbend.

[Codey's](#) is a nonprofit commissary kitchen and coop with two locations in the New Orleans area.

[Next To Eat](#) is a commissary kitchen in Gert Town, conveniently located close to Restaurant Depot and Costco.

Located on Baronne Street, [NOLAvore](#) is a commissary that offers full and part-time rental rates.

[New Orleans Trap Kitchen](#) a commercial kitchen space located in the Bywater offering monthly and hourly rates.

### SOCIAL SERVICES

[\*The New Orleans Community Resource Guide for Resistance & Renewal\*](#) was developed by the Common Ground Health Clinic in 2006 and has been maintained by volunteers with the Center for Ethical Living & Social Justice Renewal.

It is a comprehensive listing of free & low cost services for mental health, emergency housing, food and other social service resources in New Orleans.

### BIPOC CONTRACTORS

Propeller in collaboration with New Orleans Business Alliance, Thrive New Orleans, New Orleans Regional Black Chamber of Commerce, and The Collaborative have compiled a working list of BIPOC contractors in response to community needs post-Hurricane Ida. The goal of this list is to elevate the profile of existing BIPOC contractors and connect them with those individuals, homeowners, organizations, and corporations seeking the services of BIPOC contractors serving the Greater New Orleans area.

View the list: [\*BIPOC Contractors List 2021\*](#)