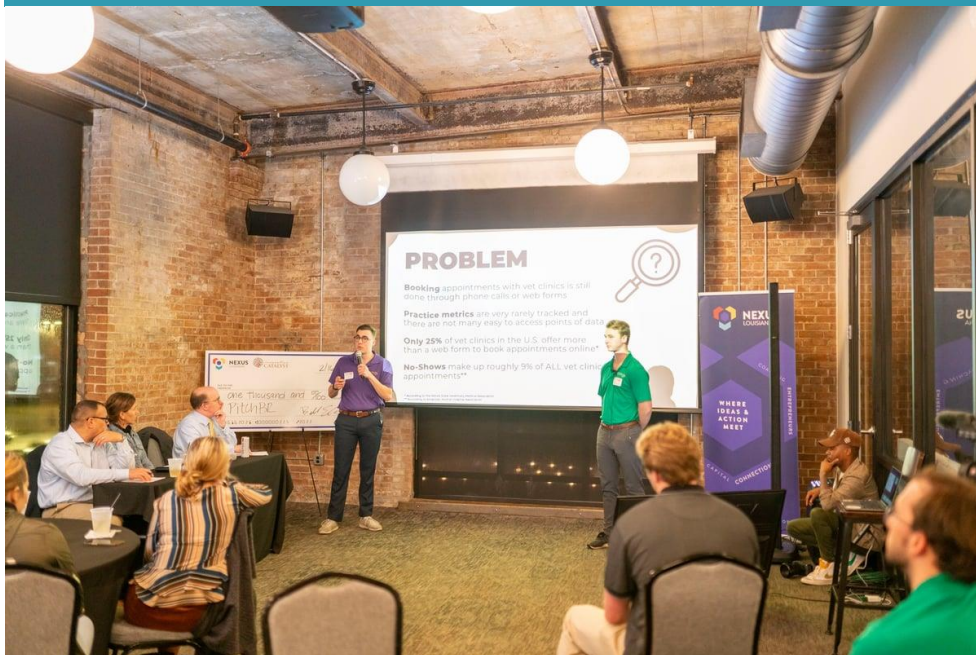




**NEXUS**  
LOUISIANA

» WHERE IDEAS & ACTION MEET «



## Pitch Your Big Idea

Are you a college student with a groundbreaking idea? Nexus Louisiana is currently welcoming applications for PitchBR, showcasing students from the top universities in Louisiana. Three scalable companies will present their pitches, competing for the opportunity to secure a \$1,000 prize.

Details regarding the criteria and qualifications required for all PitchBR applicants can be found on our website.

**REGISTER NOW**



## **How to Map the Customer Journey from Acquisition to Retention**

Customer acquisition and retention is essential to entrepreneurial and small business growth. Retaining your targeted customers produces many benefits, such as, reduced customer acquisition costs, improved overall customer experience, and an established and loyal customer base.

By identifying customer touch points in your own business, you will be able to implement an improved product and earn life long customers. Learn the seven steps to mapping out a business strategy for your customer journey from acquisition to retention.

**READ MORE**



## **Tech Park Member Spotlight: Chris Hilliard**

**Chris Hilliard launched Suds, a laundry service app, in 2018. During the peak of the COVID pandemic, Chris and his employees went from almost closing their business to adding a new commercial services branch to their company. In 2023, Suds received a \$75,000 prize through Black Ambition, a nonprofit launched by music star Pharrell Williams dedicated to supporting Black and Hispanic entrepreneurs.**

**As Suds continues to pivot and take advantage of opportunities, Chris shares what's next for the business and how he plans to invest the prize money for optimal success.**

# CHECK IT OUT

## ICYMI

- [How Black Entrepreneurship is Growing in the Capital Region and Beyond](#)
- [Best of 225 Nominations Have Opened](#)
- [A Look Into the State of Entrepreneurship After 2023](#)

Nexus Louisiana is a Baton Rouge based 501(c)3 nonprofit that provides high-potential, technology-enabled companies the coaching, capital and connections they need to accelerate their growth.

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