

**Todd A. Price**  
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**"40 Under 40" Profile: Nicolas Perkin**



**NICOLAS PERKIN, 36**  
**CO-FOUNDER, THE RECEIVABLES EXCHANGE**

Nicolas Perkin has worked with media and technology companies in Hong Kong, London, Prague and New York since he graduated from Tulane in 1994. He helped build Massive, which places advertisements in video games, into a company that Microsoft bought in 2006 for between \$200 and \$400 million. When Perkin needed a place to launch his next venture with partner Justin Brownhill, he decided it was time to return to New Orleans.

In early 2008, The Receivables Exchange opens for business. The high-tech exchange, built by the same team that created the New York Stock Exchange's bond trading system, will give small and medium-size companies a central place to sell their accounts receivable, the debt that customers owe them for goods and services. Last month, Prism VentureWorks decided the idea was worth a \$4.2 million investment.

Perkin and the New Orleans Entrepreneurs Club have worked to attract investments and talented people to the city. "You're going to see shortly another company get funding," he says. According to Perkin, New Orleans is an excellent place to start a company because of the low cost of living and the pool of smart students who want to stay here. He predicts that five to 10 companies will receive venture capital funding next year. "New Orleans is going to become a media and technology hub," he says. "It's just a question of how quickly." — Price