

Philip E. and Carole R. Ratcliffe Foundation
Shore Hatchery Program At Salisbury University
PROGRAM ANNUAL REPORT 2019



The Ratcliffe Shore Hatchery program is a

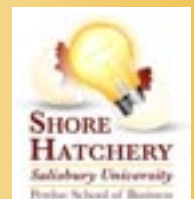
\$2 million

10-year initiative to assist entrepreneurs and help them create new jobs in the community. It is administered through SU's Franklin P. Perdue School of Business.

PHILIP E. & CAROLE R.
RATCLIFFE
FOUNDATION

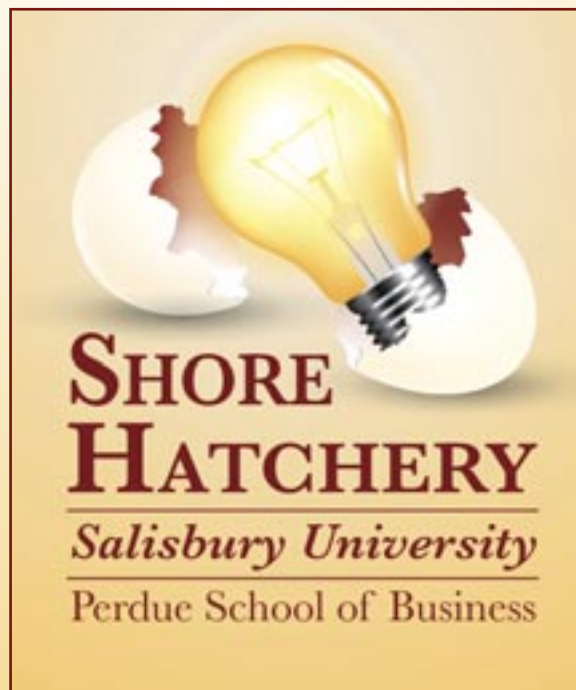
FRANKLIN P. PERDUE
SCHOOL OF
Business

Salisbury
UNIVERSITY



PHILIP E. & CAROLE R.
RATCLIFFE
FOUNDATION

www.theratcliffefoundation.org



shorehatchery.salisbury.edu



Shore Hatchery Winners 2013 – Spring 2019



Page	Business*	First Name	Last Name	Shore Hatchery Funds
1	Accessmatized	Takia	Ross	\$ 10,000.00
3	Algen Air, LLC	Kelsey	Abernathy	\$10,000.00
5	Asterisk DBA Forte	Nat	Ware	\$10,000.00
7	The Athlete Academy	Cody	Revel	\$ 15,000.00
9	Atlantic Vermiculture, LLC	Lawton	Myrick	\$5,000.00
11	Badjo-T Industries	Jean Paul	Badjo	\$ 40,000.00
13	Bio Research Solutions, LLC	Robert	Figliozi	\$ 30,000.00
15	Blueblood, LLC	Mary	Larkin	\$ 20,000.00
17	Blue Sources	PJ	Bellomo	\$10,000.00
19	Borrowed Pitch	Lindsay	Richard	\$ 5,000.00
21	ClearMask	Aaron	Hsu	\$30,000.00
23	College Scooters/Shore Cycles	John	Churchman	\$ 45,000.00
25	Compassionately Creative	Dawn	Kennedy	\$ 7,500.00
27	DiPole Materials, Inc	Dr. Ken	Malone	\$15,000.00
29	Eastern Shore Academy of Cosmetology	Doris Ebony	Brown	\$ 5,000.00
31	Femly	Arion	Long	\$27,000.00
33	FitMango/ShapeU, LLC/Diamond Hook Media	Seal-Bin	Han	\$ 25,000.00
35	The Frozen Farmer, LLC	Katey	Evans	\$ 5,000.00
37	gel-e, Inc.	Larry	Tiffany	\$ 10,000.00
39	GOEFER	Michael	Herod	\$ 30,000.00
41	GoldLeaf Academy Now GoldLeaf Corp.	Philippa	Palmer	\$ 5,000.00
43	HiveLend, LLC	Dawn	Musil	\$35,000.00
45	HUCK Performance Buckets , LLC	Joe	Schneider	\$ 25,000.00
47	Joost Wafel Company	Joost	Elling	\$ 15,000.00
49	Kanga Trash Solutions	Brian	Kelly	\$ 5,000.00
51	Kitchology/FOODMIDABLE	Alain	Braincon	\$ 25,000.00
53	Loophole Innovative Solutions, Inc.	Patrick	Crowe	\$ 10,000.00
55	MADTECH Modern Agronomy	Tom	Marnane	\$30,000.00
57	Mind The Current Dhremo Therapy IV Decals	Marsha	Hammond	\$ 32,500.00
59	Mindfully Anchored, Inc.	Ashton	Donoway	\$ 5,000.00
61	Mobtown Fermentation/Wild Kombucha	Sidharth	Sharma	\$ 45,000.00
63	MyRoute Apparel	Trey	Lodge	\$ 2,000.00
65	Oasis Group Holdings - Oasis Marinas, Snag-a-Slip	Dan	Cowens	\$ 50,000.00
67	Operational Precision Systems, Inc.	Lee	Beauchamp	\$ 45,000.00
69	PaverGuide, Inc.	Charles	White	\$ 35,000.00
71	Picklehead, LLC/Tip Tough	RJ	Batts	\$ 15,000.00
73	Scrub Nail Boutique	Jasmine	Simms	\$ 20,000.00
75	Shea Radiance/Agrobotanicals, LLC	Funlayo	Alabi	\$ 20,000.00
77	Shore Inspections, LLC	Zach	Bankert	\$ 15,000.00
79	Soccer Office/Sports Office 365	Jamie	Lowe	\$ 25,000.00
81	Stock Scholars	Marvin	Li	\$ 5,000.00
83	TANGO-Autumn Horizons Inc. DBA jang*go	Shelley	Wetzel	\$ 30,000.00
85	Vijan Motorsports Formerly Neuro Helmet	Megan	Newcomer	\$ 25,000.00
87	Wings of Life Mobile, LLC	Zandra	Zephas	\$ 25,000.00
89	Zero Gravity Creations DBA Magma Build Studios	Tim	McFadden	\$ 60,000.00
91	Zest Tea	James	Fayal	\$ 30,000.00
95	Impacts			
96	Shore Hatchery Funded Businesses			
97	In Honor of Carole Ratcliffe			

* 11 businesses are omitted from this report due no report being submitted or the business has been dissolved.

Accessmatized

Beauty - Mobile Makeup Artist Service



Business Description

Accessmatized provides professional, affordable, and reliable make-up artistry services that meets the needs of their clients' busy schedules, while helping to facilitate their ability to be their most confident selves.

Business History

Since 2013, Accessmatized offers services through their Studio, and recently Pretty Mobile Baltimore, DMV's First Mobile Make-Up Studio. Pretty is a 16 passenger wheel chair equipped vehicle that they have transformed to hold up to 3 artists, 9 clients, a small dressing room, refreshment station, electricity and Wi-Fi.

Shore Hatchery Funds, Specific Use, & Role \$10,000 Spring 2017

The Shore Hatchery funds were used for upgrades to Pretty Mobile Baltimore (signage, portable chairs, lighting and logo trademark) to prepare the vehicle for corporate usage. After the competition, they acquired a corporate contract with Strategic Factory, an Owings Mills based marketing firm who found Accessmatized because of the featured articles in the Baltimore Business Journal.

Additional External Funds & Accelerators

\$3,500 – Warnock Foundation & Morgan State EDAC Competition.

Results, Expansion, & Significant Milestones

Currently, Accessmatized is working on a number of projects to expand their service offerings (waxing, individual eyelash extensions, and facials) and to bring in additional revenue. By hiring a licensed esthetician to their team, they were able to rent out their make-up studio to other small businesses to host their 4 sold out events.

With the opening of their new studio space, they now offer make-up workshops and are phasing in limited photography services for clients that are interested in headshots and/or fashion photos.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

They have been fortunate to have the community's support. Their neighborhood association featured Accessmatized in their quarterly newsletter, which garnered them publicity in 7 South Baltimore neighborhoods (Federal Hill, Brooklyn, Westport, Cherry Hill, Port Covington, Mount Wynans, and Lakeland). The publicity helped them land additional inquiries and partnership requests. In addition, the University of Baltimore completed a feature on Accessmatized in the Fall Alumni Association magazine.

War Paint Showcase – arts & education program, CEO – Youth Entrepreneurship & Mentoring, and Pretty Mobile went out on a fall tour visiting 3 local high schools and participating in local small business events.

Principal(s): Takia Ross

Locations: 2 - Baltimore, MD (Studio & Mobile)

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: University of Maryland Baltimore '11

Phone: (443) 629-4254

Social Media: Facebook, Instagram, & Twitter @accessmatized

Business Address: 2300 Russell Street, Suite B | Baltimore, MD | 21225

Established: 2013

Shore Hatchery Funds: \$10,000 - 2017

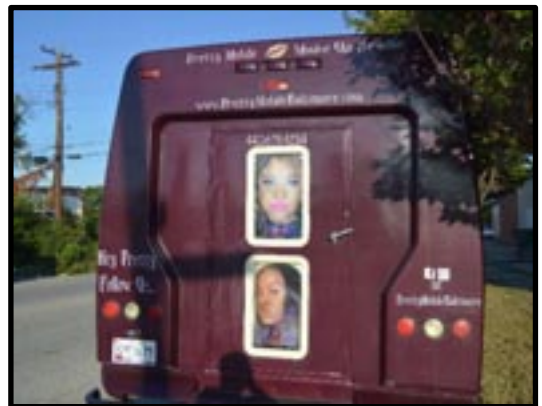
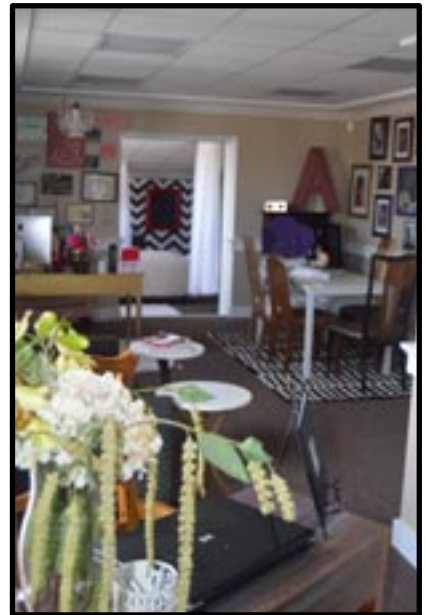
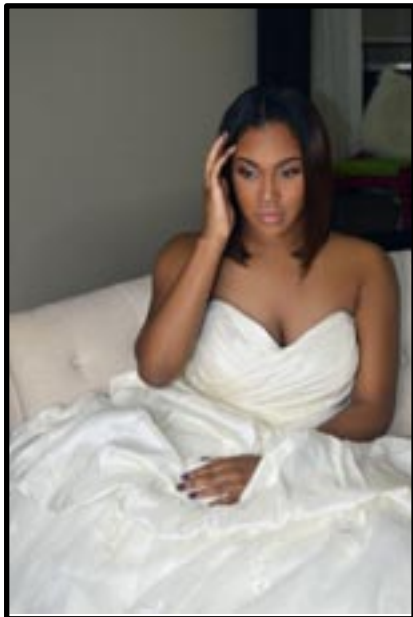
Stage of Business: Existing

Employees: 5 - 2019

Email: glam@accessmatized.com

Website: www.accessmatized.com

Accessmatized





AlgenAir, LLC

Retail - Functional Home Decor

Business Description

AlgenAir is an e-commerce company in Baltimore, MD that creates functional and artistic algae installations to improve the public's health. Its first product is the Aerium™, the world's first natural air purifier that uses algae to clean the air.

Business History

AlgenAir was co-founded by two graduate students in the Marine Estuarine Environmental Sciences (MEES) program at University of MD Baltimore. The idea for AlgenAir started when the founders entered a university pitch competition to come up with a solution to a public health problem. At the time, they decided to address the overwhelming number of algae nutraceuticals available in stores that contained toxin levels that are at or exceeding the recommended levels by the Oregon Health Authority (OHA). The solution was to use closed system bioreactors to grow algae that would be certified as toxin-free. The first product, Aerium™ removes particulate matter as well as well as reduces carbon dioxide as effectively as 25 house plants for a fraction of the cost, time, and space. Additionally, the algae grown in the system produces oxygen while the inline filter removes particulate matter such as mold, bacteria, and allergens. It works synergistically with your home garden, as the algae can be used as an all-natural organic fertilizer for your plants.

Shore Hatchery Funds, Specific Use, & Role

\$10,000 Fall 2018

The Shore Hatchery funds were used to do rapid in house prototyping of their product, purchase two 3D printers, filament, and other supplies such as LED lights and pumps. Additionally, this allowed the founders to develop a prototype for

their manufacturer, American Bully Manufacturing and to begin to produce their first 200 units.

Additional External Funds & Accelerators

\$36,500 – Pitch Dingman UMD – Semi-finalist; Hardware Cup DC – 1st; New Venture Championship, Portland, OR - 2nd Sustainability & 1st Lighting Round; UMB GRID – MVP; Hardware Cup International Finals – 3rd; F3 Tech Accelerator; & REEF

Results, Expansion, & Significant Milestones

AlgenAir expanded to a larger office space within 6 months. Since receiving funding, they have identified and fixed some internal hardware problems and adjusted the prototype. In May 2019, they began manufacturing the glass component. In June 2019, they began manufacturing the plastic and electrical components. They contract out much of the work to Maryland Companies. AlgenAir started offering pre-sales of the Aerium™ in late August 2019 and offer a subscription service, which provides new algae, algae food, and air filters every two months to ensure a low maintenance easy to use system.

IP, Copyrights, & Trademarks

AlgenAir, LLC filed Provisional Patent 5/2019

Promotional Opportunities & Giving Back

AlgenAir made several charitable contributions monetarily and through volunteer hours in 2018-2019. For the volunteer hours, they performed 3D printing and computer aided design workshops for several local area grade school classes.

Principal(s): Kelsey Abernathy & Dan Fucich

Locations: 1 - Baltimore, MD

2018 Revenue: \$35,000 Funds Raised - Pre-venture

Estimated 2019 Revenue: \$50,000

Alumni: St. Mary's College '15 & UMB PhD Cand. - Kelsey Abernathy & Duquesne Univ.'15 & UMCES PhD.Cand. – Dan Fucich

Phone: (443) 812-3895

Social Media: Facebook @algenair & Instagram @algenairllc

Business Address: 1026 Riverside Ave | Baltimore, MD | 21042

Established: 2018

Shore Hatchery Funds: \$10,000 - 2018

Stage of Business: Pre-Revenue

Employees: 2 - 2019, Add 2 - 2021

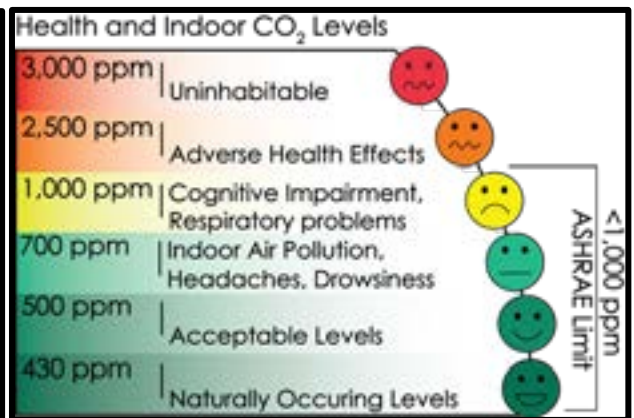
Email: algenair@gmail.com

Website: www.algenair.com

AlgenAir, LLC



aerium



Asterisk - DBA Forte

Education Retraining & Financing

Business Description

Due to feedback from a recent marketing study, Asterisk decided to rebrand as Forte. Forte provides an innovative way to finance education, at no cost to individuals or government without relying on philanthropy. It utilizes a new financial product called Tradable Income-Based Securities (TIBS), which enables the cost of education to be paid for by the increase in future taxation revenue caused by that training. Think of it as "Future Sofia's taxes paying for Present Sofia's training." With Forte, individuals get training for free, governments get to help disadvantaged groups and increase the skilled workforce without worsening the budget, and investors get low-risk, high-yield, short-term returns a, true win-win.

Business History

Nat is a social entrepreneur born to two public school teachers in one of the poorest suburbs of Australia. From an early age, he was taught that education can be a ladder out of poverty. However, he learned that too often the ladder is inaccessible without the right skills. Throughout his life, he has been committed to ensuring every individual has access to education and employment. At 16, he raised \$100,000 and rebuilt a school in Mozambique. At 19, he started 180 Degrees, which grew into the world's largest consultancy for nonprofits. At 25, he earned his PhD in education finance at Oxford on a Rhodes scholarship. Through his research he started getting to the heart of the problem and to develop better ways of providing high quality job training to disadvantaged individuals. After 300 interviews and 400 pages of economic modeling he invented the new financing mechanism TIBS. At 30, he decided that he didn't want to leave his research as just a proven concept and shifted his focus in 2018 to his social venture Forte.

Shore Hatchery Funds, Specific Use, & Role \$10,000 Spring 2019

The Shore Hatchery funds are being used to launch the retraining projects and the program assisted with networking. Receiving the grant from the Shore Hatchery has really assisted in attracting investor interest.

Additional External Funds & Accelerators

Raised an oversubscribed seed round.

Accelerators - Halcyon Fellowship 2018 consulting and legal support & Onward Labs 2019 consulting, technical, and legal support (no funding)

Results, Expansion, & Significant Milestones

In 2019, Forte obtained an agreement from the government to launch a pilot project. Also in 2019, they plan to launch 5 initial reskilling projects. Currently, they are in the seed funding round to further increase capacity and see how quickly they can grow. Forte was attracted to Maryland from New York. Nat was a Princeton Visiting Fellow, Forbes 30 under 30 list-maker, an Australian State Young Achiever of the Year, Goldman Sachs Global Leader, World Economic Forum Global Shaper, Oxford Vice-Chancellors Social Impact Awardee, only two time Global Winner of the St. Gallen Wings of Excellence Award, and has given 3 TEDx talks on social impact, which have been viewed over a million times.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Forte is beginning to reach out to mentor other entrepreneurs.

Principal(s): Nat Ware

Locations: 1 – New York - Registered DE

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: Sydney University '10 & Oxford University '12 Masters, 13' MBA, & '18 PhD

Phone: By Request

Social Media: Instagram @Forte_Global & Twitter @ForteGlobal

Business Address: 386 Park Avenue South, Level 5 | New York, NY | 10016

Established: 2018

Shore Hatchery Funds: \$10,000 - 2019

Stage of Business: Startup

Employees: N/A

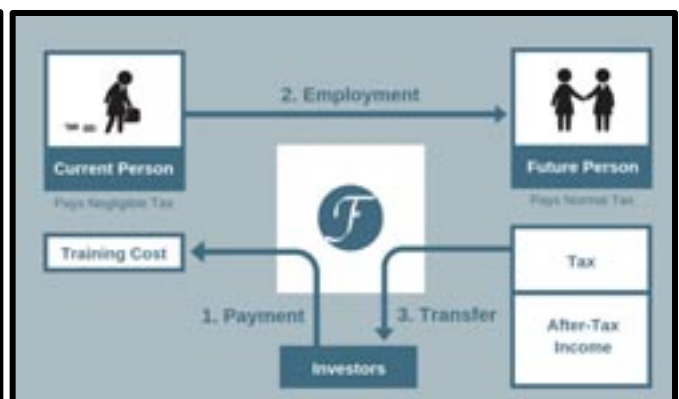
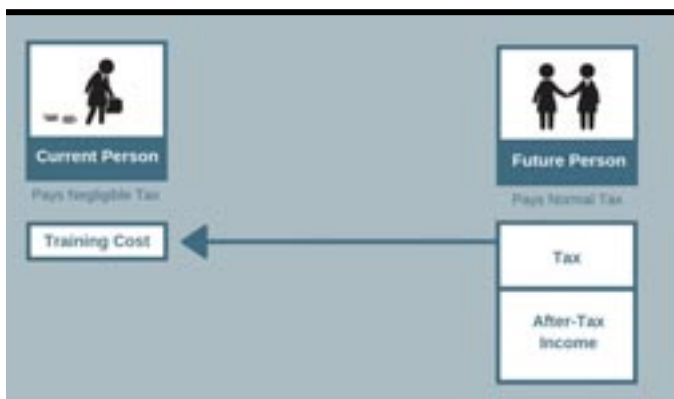
Email: info@forteofficial.com

Website: www.forteofficial.com

Asterisk - DBA Forte



FORTE



The Athlete Academy

Health - Performance Training Facility for Youth Athlete and Adult General Fitness



Business Description

The Athlete Academy is a rehab and performance institution for youth athletes and general fitness for adults. Focusing on developing athletes physically and mentally, they provide the most efficient next level preparation and training. Additionally, they also provide rehabilitation and injury prevention methods to adults and athletes.

Business History

The Athlete Academy, LLC, formed in January 2018, while Cody Revel was an exercise science student at Salisbury University. It is a rebranded organization previously known as Havas Athlete Academy (HAA). HAA, was operated for 3 years under Cody Revel's directorship. When the owner decided to close the location, Cody decided to open his own facility. As anticipated, most clientele from HAA followed to The Athlete Academy. The Athlete Academy offers a variety of Athletic development and Strength Conditioning programs, for in-season and out-of-season athletes ages 12-17, advanced training for college athletes, and FUNdamental, locomotor development for athletes 6-12 years old. Each program is designed specifically for the athlete's needs and long-term development, while also educating athletes, parents, and coaches on how to live a long and healthy lifestyle.

Shore Hatchery Funds, Specific Use, & Role \$15,000 Spring 2018

The Shore Hatchery funds allowed the business to become fully operational. Cody was able to hire 2 employees, purchase a HVAC Unit, and make building repairs.

In addition, the Shore Hatchery connected Cody with many mentors who he can call upon for assistance in the future. The local community connections he was able to make proved to be even more valuable. Especially the connection made with the City of Salisbury, their Director of Business Development, Laura Soper, and the Mayor Jake Day.

Additional External Funds & Accelerators

\$72,000 – Equipment Leasing; Salisbury University Student Entrepreneurship Competitions – 1st; & Personal Owner Funds.

Accelerators – Salisbury University's Entrepreneurship Hub

Results, Expansion, & Significant Milestones

The Athlete Academy was named Best Gym in Salisbury and plans to expand into the Berlin area at the start of 2020.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

The Athlete Academy is very involved in the community with speaking engagements at Salisbury University and other community events. Also, they award College Scholarships (\$1,000) and offer numerous team sponsorships for Parkside and Bennett Football, Delmar and Crisfield Soccer, Washington and Crisfield Hockey.

Principal(s): Cody Revel

Locations: 1 - Salisbury, MD

2018 Revenue: \$62,000

Estimated 2019 Revenue: \$95,000

Alumni: Salisbury University '17

Phone: (302) 519-5239

Social Media: Facebook, Instagram, & Twitter @AthleteAcademyMD

Business Address: 110 Williamsport Circle | Salisbury, MD | 21804

Established: 2018

Shore Hatchery Funds: \$15,000-2018

Stage of Business: Existing

Employees: 7 & 2 Interns – 2019

Add 5 - 2020

Email: info@athleteacademy.md

Website: www.athleteacademy.md

The Athlete Academy



Atlantic Vermiculture, LLC

Agri-technology - Controlled Environment Worm Farming

Business Description

Atlantic Vermiculture is a producer of high quality, locally grown earthworms for the bait industry and utilizes their castings for commercial and residential organic fertilizer.

Business History

The idea to start a worm farm came from lessons learned on a smaller scale, specifically composting for personal garden use. The results were noticeable and Lawton wondered if scaling up to a commercial level would be feasible.

After months of research, Lawton discovered a system that has been in use since the late 70's and seemed more reliable than other iterations of worm farming. The UNCO system, out of Union Grove, Wisconsin uses pails that can be stacked vertically instead of troughs or windrows and the operation is kept under roof in a controlled environment. This allows better understanding and control of system inputs and outputs.

Earthworm castings are a premium organic fertilizer that have a range of applications. These include fertilizer for commercial nurseries, vineyards, greenhouse operations, golf course maintenance, and retail outlets for home gardening and house plants. The castings can be added to dry potting soil or soaked in water to create a liquid "tea" to be applied to the plant leaves and their root systems.

The earthworms used are bait sized night crawlers which are in high demand year round. The worms in the system are highly marketable cultured night crawlers that do not require refrigeration during shipping or storing.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Spring 2019

The Shore Hatchery funds were used for travel expenses to tour an established facility in Wisconsin, as well as the purchase of a proprietary training manual.

The Shore Hatchery competition greatly helped by providing funds for operating expenses, networking with potential clients, and similar companies, as well as mentoring opportunities with local business leaders.

Additional External Funds & Accelerators

\$115,000 – TEDCO; MCE; Private Credit Line; & Angel Investor.

Results, Expansion, & Significant Milestones

Lawton has experience in Land Development, being on his employer's Sustainability Team, and having nurtured contacts in the Residential Building, and Golf/Sod industries. With his experience and contacts with multiple contractors throughout Delmarva, Atlantic Vermiculture, LLC hopes to double in size by year 3. The company would need to sell 100% of its inventory to double operation. It plans to hire at least 1 employee while scaling up.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Atlantic Vermiculture makes charitable donations, and testimonials as someone who successfully competed in Shore Hatchery without any prior experience, etc.

Principal(s): Lawton Myrick

Locations: 1 - Salisbury, MD

2018 Revenue: N/A

Estimated 2019 Revenue: \$20,000

Alumni: N/A

Phone: (410) 251-9568

Social Media: N/A

Business Address: 5973 Smithy's Lane | Salisbury, MD | 21801

Established: 2019

Shore Hatchery Funds: \$5,000 - 2019

Stage of Business: Startup

Employees: 1 –2019, Add 1 - 2020

Email: info@atlanticvermiculture.com

Website: www.atlanticvermiculture.com



ATLANTIC VERMICULTURE



Badjo-T Industries

Technology - High-tech Suits



Business Description

The BadjoSuit is a dream-come-true for the enthusiasts interested in videogames, anime, high-tech equipment, and comics. The target market falls under the category of "Otakus". Otakus are an extremely passionate group of people willing to go the extra mile and cost to express their love for their hobbies. Enthusiasts can be seen waiting in long lines at Star Wars and other conventions, such as: Otakon or Comicon, where Otakus gather from all over the world to participate in week-long events, dressing up as their favorite fictional characters. With the BadjoSuit, consumers will be able to design and create a suit with numerous, extremely high-tech, customizable features and working gadgets. Although the BadjoSuit can be designed for many different markets, the easiest market to penetrate is the cosplaying market, which is known for high-tech costumes. Additionally, BadjoSuits are marketable as non-lethal, high-tech suits, in order to generate revenue to fund its firefighter BadjoSuit research.

Business History

The company was officially registered September 2015, but sales did not start until May 2017. The company is operated by two employees.

Shore Hatchery Funds, Specific Use, & Role \$20,000 Fall 2015, \$10,000 Spring 2016, & \$10,000 Fall 2016

The Shore Hatchery funds assisted with product development, machines, advertisements, molds, and the initial patent. Without the competition, BadjoSuit would simply not exist. The money used from Shore Hatchery, the people introduced to, and the mentoring received were everything Jean Paul needed to formally startup. Jean Paul started as an engineer, and now

considers himself a businessman. Shore Hatchery's role in assisting his business could not have been more influential.

Additional External Funds & Accelerators

\$120,000 – MCE & MIPS

Results, Expansion, & Significant Milestones

Receiving a MCE loan, the Shore Hatchery grant, receiving his first commercial product for advertisement, getting molds made, redesigning the suit for manufacturing, hiring the first employees, getting the provisional patent, and selling the first product.

IP, Copyrights, & Trademarks

Provisional Patent for the Badjo Suit.

Promotional Opportunities & Giving Back

Badjo-T industries will attend events like Otakon, Katsucon, Burningman, and others for promotional activities. Jean Paul also has planned to participate in many competitions in the Baltimore region.

Principal(s): Jean Paul Badjo

Locations: 1 – Aberdeen, MD

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: UMES

Phone: (410) 845-7698

Social Media: Facebook, Instagram, & Twitter @bitsuits

Business Address: 4428 Ventura Way, Apt. L | Aberdeen, MD | 21001

Established: 2015

Shore Hatchery Funds: \$40K - 2016/17

Stage of Business: Existing

Employees: 2 - 2019

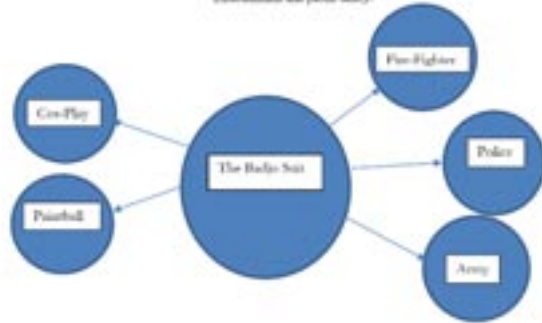
Email: bitsuits@gmail.com

Website: N/A

Badjo-T Industries



The Badjo Suit can be adapted to a number of various markets for Entertainment and public safety.



Bio Research Solutions, LLC

Bio-Technology - Research Tools, Assays, and Consultation



Business Description

Bio Research Solutions (BRS) develops and markets cost-effective research solutions primarily for Biotech and Pharmaceutical researchers. Their target customer base includes small scale or early stage academic researchers and companies who have limited budgets and resources. They provide a suite of services that catalyze and promote high-quality research outcomes, results, data, and access to investments and grant funding. Their collaborative approach and broad network of science resources propel their client's projects and operations to the next level.

Business History

BRS was founded in 2016, by Robert Figliozzi, an alum of Salisbury University and a UMES Toxicology PhD candidate. While expanding his dissertation research to include animal models, Rob observed a severe need for innovative laboratory zebrafish technologies, specifically related to the tracking of individual fish and fish logistics. BRS is currently being incubated at SU's Entrepreneurship Hub. In Spring of 2019, BRS's consultation service sales began seeing exponential growth. Its clients include toxicology and drugs of abuse testing labs, a startup cancer biologics company, an industrial cultivation and processing manufacturer, and a pharmaceutical nanoparticle formulations lab.

Shore Hatchery Funds, Specific Use, & Role \$10,000 Spring 2016 & \$20,000 Fall 2017

The Shore Hatchery funds were used to build and test several working prototypes of a zebrafish identification device and logistics system, as well as securing the services of Greenberg & Lieberman, LLC for provisional patent services including the Thompson Reuters Patent Search. The Shore Hatchery and its team have facilitated

and catalyzed the refinement of its business plan as well as innumerable networking opportunities such as TEDCO, SU's SBDC, StartUp MD, MCE and their Entrepreneur of the Year events, all of which connected BRS with potential investors and mentors.

Additional External Funds & Accelerators

Currently, evaluating multiple funding offers.

Accelerators – Salisbury University's Entrepreneurship Hub and Eastern Shore Innovation Center.

Results, Expansion, & Significant Milestones

BRS currently provides consultation services to 6 different clients throughout the broad biotech industry and academia. Notable milestones include developing a commercialization plan with a team of SU students, developed and tested prototypes, hired both domestic and international patent searches, drafted provisional domestic and international patents under legal counsel, "bread-board" prototype construction, and testing and validation at Technology Readiness Level 4, as defined by the US Department of Defense. The prototype was implemented at the UMES Faculty Research Lab. Recently, BRS and Early Charm Ventures signed agreements, which will hopefully lead to an investment and access to SBIR application consulting.

IP, Copyrights, & Trademarks

In process.

Promotional Opportunities & Giving Back

Served as a guest lecturer in SU's MGMT 338, mentored new student businesses, and represented SU and UMES to the USM Regents.

Principal(s): Robert W. Figliozzi

Locations: 1 - Salisbury, MD

2018 Revenue: \$20,000

Estimated 2019 Revenue: \$120,000

Alumni: Salisbury University '11 & University of Maryland Eastern Shore (UMES) PhD Candidate

Phone: (410) 212-8979

Social Media: N/A

Business Address: 518 Pine Bluff Road | Salisbury, MD | 21801

Established: 2016

Shore Hatchery Funds: \$30K - 2016/17

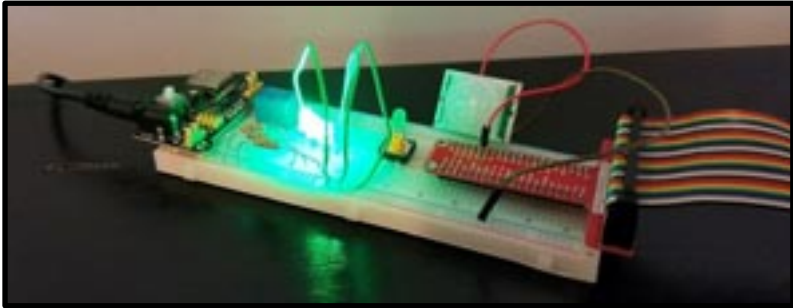
Stage of Business: Existing

Employees: 1- 2019, Add 2 - 2020

Email: rwwfigliozzi@gmail.com

Website: N/A

Bio Research Solutions, LLC





Blueblood, LLC

Health - Biomedical Product Supplier

Business Description

Blueblood, LLC, plans to offer a reliable, high-quality source of horseshoe crab blood to the biomedical industry for safety testing of its products. This testing is mandated by the FDA and ensures that medical products and devices are free of contaminating bacteria. By maintaining horseshoe crabs in aquaculture, they are independent of harvesting regulations and promote the preservation of the wild horseshoe crab population.

Business History

The company was founded by Dr. Mary Larkin, Jill Arnold, and Dr. Brent Whitaker on a shared interest in providing a profitable and valuable biomedical product, while promoting the conservation of wild horseshoe crabs. The three founders have equal stakes in the company and are devoting their combined skills in science, veterinary medicine, and entrepreneurship to promote the success of their venture. Blueblood, LLC, has an established partnership with the Institution of Marine and Environmental Technology (IMET) in Baltimore, MD, where Dr. Larkin was formerly a graduate student and fellow in the Ratcliffe Environmental Entrepreneurship Fellowship (REEF) program.

Blueblood, LLC, addresses the need to improve upon current practices for harvesting blood from wild horseshoe crabs, to reduce the mortality rate, and preserve the wild population. Horse shoe crab blood is essential to medical safety because it can be used to test for bacterial contamination in vaccinations, IV drips, and more.

Shore Hatchery Funds, Specific Use, & Role \$20,000 Spring 2018

The Shore Hatchery funds were used for supplies in Blueblood’s research and development. However, most of the funding still remains for future use.

The Shore Hatchery was very helpful in providing funding at the right time and opportunities for mentorship.

Additional External Funds & Accelerators

\$40,000 - REEF - Seed I and REEF - Seed II.

Accelerators - Harbor Launch at IMET provided startup assistance.

Results, Expansion, & Significant Milestones

Blueblood, LLC, has established relationships with potential customers and research partners, completed a short I-Corps course, and continues research and development. Also, the team has been navigating FDA regulations, in anticipation of its launch.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Open House at the Institute of Marine and Environmental Technology (IMET) and Assisted Waugh Chapel Elementary School students with their science project based on horseshoe crab blood.

Principal(s): Mary Larkin, Jill Arnold, & Brent Whitaker

Locations: 1 - Baltimore, MD

2018 Revenue: \$0

Estimated 2019 Revenue: \$0

Alumni: UMBC PhD '18 – Mary Larkin, UMBC MS '00 – Jill Arnold, & University of Florida MS '85, DVM '88– Brent Whitaker

Phone: (443) 574-4856

Social Media: N/A

Business Address: IMET | 701 E. Pratt St. | Baltimore, MD | 21202

Established: 2018

Shore Hatchery Funds: \$20,000 - 2018

Stage of Business: Existing

Employees: 0 – 2019

Email: blueblood.llc.md@gmail.com

Website: www.bluebloodllc.com

Blueblood, LLC



BLUEBLOOD 



BLUE SOURCES

Enviro-Technology -Water Security



Business Description

Blue Sources patented technology detects toxic chemicals (TCs) in water by 24x7 monitoring of live fish, namely Bluegills. Think canary-in-a-coal-mine for drinking water and wastewater.

Their equipment alarms when the fish detect a toxic chemical, akin to a building security alarming upon unauthorized entry. We primarily go to market with a monitoring-as-a-service (MaaS) offering whereby customers pay subscription fees rather than buying/maintaining equipment.

Business History

The US Army developed the fish bio-monitor technology in the '90s and early '00s, spending over a decade of research and development with the intent of protecting troops who might face an attack via poisoning of their water supply. Most of the work took place at Fort Detrick, Maryland.

Circa 2005, the Army deployed the first production model of the bio-monitor at 13 water utilities and 1 wastewater facility. The equipment performed well for a decade.

As a result of defense industry consolidation as well as a few bureaucratic stops and starts, the Army failed to secure a commercialization partner. In 2015, two Blue Sources founders saw the bio-monitor at a tech transfer showcase. Within six months, the Blue Sources team secured exclusive commercialization rights, and then within the next year added a third founder to develop a go-to-market strategy.

In mid-2017, through a convertible note from TEDCO, Blue Sources spent the next 18 months working with the engineering and manufacturing team at ACDI, located in Frederick, MD to develop

the BG-2, the 2nd generation of the bio-monitor. In Q1 2019, Blue Sources emerged market ready.

Shore Hatchery Funds, Specific Use, & Role \$10,000 Spring 2019

The Shore Hatchery funds will be used to travel to one or two events in pursuit of sales opportunities. Connecting with Shore Hatchery right after their product emerged from 18 months of engineering was perfect timing. Preparing for and participating in the competition assisted in refining Blue Sources messaging. With the funding received, and mentoring opportunities available, Blue Sources expects to see measurable positive impact over the next 6-9 months.

Additional External Funds & Accelerators

\$140,000 - TEDCO & Founders Investment.

Accelerators - Frederick Innovative Technology Center, Inc.

Results, Expansion, & Significant Milestones

Awards – Federal Lab Commission Award of Excellence Technology Transfer, Fort Detrick Alliance Innovator of the Year Award. Two local public water utilities have given verbal confirmation of their intent to purchase products and services based on the BG-2, their updated fish bio-monitor. Through the Water Research Foundation (WRF), Blue Sources will apply to the Leaders Innovation Forum for Technology (LIFT) linking BG-2 to its 900+ member utilities.

IP, Copyrights, & Trademarks

In 2015, they obtained sole, worldwide licensing rights to a family of 6 patents associated with the fish bio-monitor which is at the core of Blue Sources enviro-tech services.

Principal(s): PJ Bellomo, David Barr, & Terry Collins

Locations: 1 - Frederick, MD

2018 Revenue: \$0

Estimated 2019 Revenue: \$250,000

Alumni: Rensselaer Polytechnic Institution (RPI) MS '91

Phone: (240) 397-5080

Social Media: N/A

Business Address: 4359 Metropolitan Court | Frederick, MD | 21704

Established: 2015

Shore Hatchery Funds: \$10,000 - 2019

Stage of Business: Existing

Employees: 3 – 2019, Add 3 - 2020

Email: info@bluesources.com

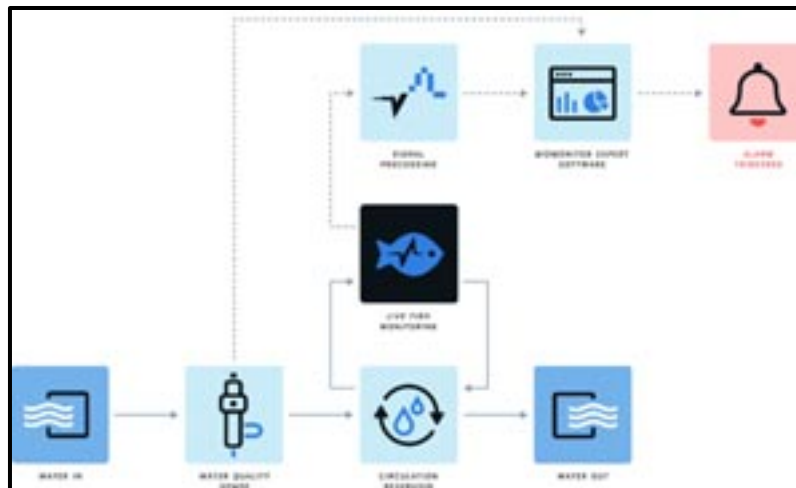
Website: www.bluesources.com

BLUE SOURCES



BLUE SOURCES

TRUST THE FISH



Borrowed Pitch

Travel - Luxury Camping Rental Service



Business Description

Borrowed Pitch specialized in upscale camping, commonly known as “glamping”. They rent fully outfitted, luxury camping suites in area campgrounds. This will allow guests to have a memorable camping experience but with the amenities they would expect in a hotel.

Business History

The owners developed the business concept in the summer of 2017, while driving along the California coast admiring the breathtaking landscape, yearning for the ability to camp and experience the nature around them up close. Thousands of miles from home, they couldn't have packed their own camping supplies, nor did they want to buy what they needed there and figure out how to send it back home. How perfect it would have been if they could have had a fully furnished camping suite. A unique accommodation that had the luxuries expected in a five-star hotel in a picturesque setting tucked away in the trees. With that thought, an idea came to mind: Borrowed Pitch.

Borrowed Pitch offers luxury camping suites in two of Delaware's most beautiful state parks: Trap Pond in Laurel, DE and Delaware Seashore State Park in Rehobeth, DE, where guests can rent fully furnished bell tents. The beautiful 13 foot bell tents will include all your glamping necessities. The suites would also be outfitted with electric outlets to allow guests to stay connected. Guests will be able to get the experience of camping without the stress of setting up and breaking down all of the equipment.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Spring 2018

The Shore Hatchery Funds were used to purchase

equipment (13 foot canvas bell tents, full or twin foam mattresses, high-quality bed linens and towels, lounge chairs, lighting, campfire cooking equipment, toiletries, and other camping necessities). The Shore Hatchery was instrumental in networking and providing mentorship to assist them as they attempted to launch.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

Since being awarded funding, Borrowed Pitch worked with Delaware State Parks to attempt to ratify a contract to operate out of their campgrounds. The remainder of 2018 was spent as a test season for Borrowed Pitch and they expected to be fully operational starting spring 2019. In May 2018, they received final blessing from Delaware State Parks to operate in their parks and were given permission to move forward with finalizing a contract.

However, due to personal family matters, a business partner deciding not to pursue the business any longer, coupled with struggles to get a final contract with Delaware State parks or any other host site, the business made the tough decision to dissolve.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A

Principal(s): Lindsay Richard

Locations: 2 – Laurel, DE & Rehobeth, DE

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: Salisbury University '11 & University of South Carolina Masters '12

Phone: (302) 841-4695

Social Media: N/A

Business Address: 33704 Briar Court, Suite 21 | Frankford, DE | 19945

Established: 2014

Shore Hatchery Funds: \$5,000 - 2018

Stage of Business: Dissolved

Employees: 0 - 2019

Email: borrowedpitch@gmail.com

Website: N/A

Borrowed Pitch



ClearMask, LLC

Bio – Health - Medical Device, R&D, and Commercialization



Business Description

Making healthcare more human and accessible through manufacturing and distribution of a full-face transparent surgical mask designed to improve patient-provider communication and reduce medical errors.

Business History

ClearMask was established in 2017 by the team of Aaron Hsu, Alyssa Dittmar, Elyse Heob, & Inez Lam who brought together their knowledge and experience in disability advocacy, biomedical engineering, clinical trials, and commercialization of startups. They are personally committed to the mission of their product. Co-founders Elyse Hoeb and Inez Lam were students attending Johns Hopkins University when ClearMask was formed. Alyssa Dittmar, who was born deaf, is a leader in the disability community and has worked in Governor Hogan's Cabinet as a politically appointed Policy Manager focusing on accessibility, hospital disability compliance, and health policy. ClearMask is a Maryland-based LLC with the goal of designing, producing, and distributing the ClearMask product to make healthcare more humane. The ClearMask team has since gone on to win multiple pitch competitions and gain entry into prominent accelerator programs, using those proceeds and support to fund customer discovery, IP protection, and manufacturing.

Shore Hatchery Funds, Specific Use, & Role \$30,000 Fall 2018

The Shore Hatchery provided ClearMask crucial cash flow to enable them to fulfill their three major milestones; filing their full US patent application, filing of their international PCT patent protection, and partial funded their FDA consulting fee.

Additional External Funds & Accelerators

\$107,000 – Owners; OpenWorks Innovate; Village Capital/Gallaudet University – 1st; John Hopkins University Social Innovation Lab; Accelerate Baltimore; & National Science Foundation iCorps.

Accelerators - Johns Hopkins Social Innovation Lab Accelerator; Gallaudet University/Village Capital Accelerator; Accelerate Baltimore; National Science Foundation's iCorps Program; & TrajectoryNext Accelerator.

Results, Expansion, & Significant Milestones

ClearMask has purchased machinery, which is to be delivered in late 2019 and this will allow them to automate the manufacturing process.

ClearMask has validated market needs with 500 stakeholder interviews, established relationships for 10 pilot/clinical trials post-FDA clearance, achieved 15 institution pre-orders, and finalized product design and material selection. Also, they have prepared for FDA Clearance, and pilots/clinical trials post-launch.

In 2019, they hired a Medical Supply Chain Consultant and Navigant Consulting for FDCA clearance advising.

IP, Copyrights, & Trademarks

ClearMask filed two trademarks with an intent to use the name ClearMask and phrase "Making Healthcare More Human." Along with a patent application for their Transparent Surgical Mask.

Promotional Opportunities & Giving Back

Guest speaker at local StartUp Grind chapters and at Technically's Philly Tech Week.

Principal(s): Aaron Hsu, Alyssa Dittmar, Elyse Heob, & Inez Lam

Locations: 1 - Baltimore, MD

2018 Revenue: \$0 – Pre-FDA

Estimated 2019 Revenue: \$0 – Pre-FDA

Alumni: Johns Hopkins Univ. '14/'15 – Aaron Hsu; Univ. of Arizona '11, John Hopkins Univ. '18 – Elyse Heob; Johns Hopkins Univ. '14/'17 – Alyssa Dittmar; & Johns Hopkins Univ. '16/ PhD '21 – Inez Lam

Phone: (443) 792-9763

Social Media: Facebook, Instagram, & Twitter @theclearmask

Business Address: 1824 Webster Street | Baltimore, MD | 21230

Established: 2017

Shore Hatchery Funds: \$30,000 - 2018

Stage of Business: Existing

Employees: 5 – 2019, Add in 2020

Email: contact@theclearmask.com

Website: www.theclearmask.com

ClearMask, LLC



 ClearMask™
Clarity. Comfort. Connection.



College Scooters/Shore Cycles

Retail - Power Sports Scooter/Motorcycle Dealership



Business Description

College Scooters, and Shore Cycles are a power-sports business. Through their brands, with stores located in Salisbury and College Park, MD, they aim to transform the way people get around, and improve their lives through two wheeled transportation options. They sell and service the widest array of motorcycles and scooters in the state. College Scooters is Maryland's #1 scooter dealer, and Shore Cycles is a unique independent motorcycle dealership.

Business History

College Scooters was founded in a garage in Ocean City during the summer of 2010 while John and Navid were both undergrads (19 and 18 years old). Its goal has always been simple: To make it easier for people to get around in a fun and efficient way. College Scooters' humble journey, started with just 50cc scooters, and has taken them to an operation where they now sell and service every size of motorcycle, ATV, dirt bike, and scooter.

In 2011, College Scooters opened their first retail location, in Salisbury University's Court Plaza retail space. In 2015, Shore Cycles was created and in 2016, they opened the College Park store. In February 2019, Shore Cycles relocated their Salisbury store to a new location near the areas' dealerships, as Salisbury University has plans to redevelop the Court Plaza space into much needed student housing.

Shore Hatchery Funds, Specific Use, & Role \$45,000 Spring 2014

Due to their incredible growth of their first location in Salisbury, MD they approached the Shore Hatchery to seek funding to open new locations in

Baltimore and College Park. They used the funds for showroom improvements, staffing increases, marketing, inventory improvements/increases, and selling activities such as advertising, events, etc. The Shore Hatchery's funds have allowed them to expand to 3 brands in 2017 and helped with community connections, mentorship opportunities, and of course funding.

Additional External Funds & Accelerators \$105,000 – MCE.

Results, Expansion, & Significant Milestones

Shore Cycles and College Scooters locations have seen 9 years of continuous growth, product line expansions, and continued community involvement. Shore Cycles has allowed them to diversify effectively into used motorcycle sales, motorcycle repairs, ATV service, and they have seen a large growth in helmet/apparel sales. They have made amazing connections with the Salisbury community, lasting mentorships, and general/social and professional growth. College Scooters is the dominant scooter dealer in the DMV. They are most proud of having team members with 3+ years of service with the company. A significant milestone in their view is that they have not had to access any additional outside funds since 2014 and have not needed any other outside investors, just John and Navid.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Support numerous MD motorcycle charity events and contribute to Salisbury University and UMD.

Principal(s): John Churchman & Navid Mazloom

Locations: 2 - Salisbury, MD & College Park, MD

2018 Revenue: \$1,280,000

Estimated 2019 Revenue: \$1,500,000

Alumni: Salisbury University '13 – John Churchman & UMD College Park '13 – Navid Mazloom

Phone: (443) 291-3030

Social Media: Facebook, Instagram @collgescooters @shorecycles

Established: 2010

Shore Hatchery Funds: \$45,000 - 2014

Stage of Business: Existing

Employees: 11 - 2019

Email: john@colegoholdings.com

Website: www.shorecyclesusa.com
www.collegescootersmd.com

Business Address: 2002 N. Salisbury Blvd., Suite. D | Salisbury, MD | 21801

College Scooters/Shore Cycles



Compassionately Creative

Education - Creative/ DIY Business – Sewing Classes



Business Description

Compassionately Creative creates beautiful things, but compassionately helps those from ALL backgrounds to tap into their creative genius by trying and making new things. We achieve this goal by providing an energetic social environment with hands on learning that yields a fashionably self-sewn product. Not only are consumers sewing stunning items, but they are either practicing or learning a new skill with those who want to achieve the same outcome. These classes or parties are called “Sip & Sew” for the adults and “SEWful of Tea” for the youth. The environment during these classes is fun, but relaxing because refreshments and wine or tea is provided along with the chosen fabric. These classes cater to people of all genders.

Business History

Since winning, they have been able to not only purchase more equipment, fabric, and sewing notions, but on June 25, 2017 they were able to rent a sewing studio. The sewing studio is located in southwest Baltimore, Maryland. The winnings were a big help in setting up the sewing studio. They now have five sewing tables, eight sewing machines, a larger cutting table, three Rowenta irons, ten sewing kits, a Babylock Evolution serger, and a Singer Pro Finish Serger.

Shore Hatchery Funds, Specific Use, & Role \$7,500 2017 Spring

Applying for the Shore Hatchery Pitch Competition allowed Compassionately Creative to develop a business plan and define their goals as a creative business. This was the first pitch competition they had the opportunity to enter. They said it was exciting and exhilarating. After returning home from the competition, the Baltimore Business Journal wrote an article about the Shore Hatchery

Pitch Competition and Compassionately Creative was mentioned. The publicity, networking, and mentors were a great help as well.

Additional External Funds & Accelerators

\$2,000 - Warnock Foundation December 2017

Results, Expansion, & Significant Milestones

Compassionately Creative was split between Sew Passionately Creative, SewSlick, and STEAM While Sewing. Sew Passionately Creative was for teaching sewing classes to all who want to learn and to those who are at-risk or women and men who are trying to reenter the world with a new skill. Their hope is to be able to train and hire some of these women or men to teach sewing classes. SewSlick allowed Compassionately Creative to be creative and sew fold-over purse clutches and other items. STEAM While Sewing is a program geared towards the youth, teaching them the STEAM process and entrepreneurship through sewing. Compassionately Creative is happy to say that at the end of May 2017 STEAM While Sewing is now fiscally sponsored through the Strong City Baltimore program.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Compassionately Creative is also participating in YouthWorks Baltimore, which allows youth from Baltimore City to get paid experience in a working environment. Compassionately Creative planned projects which should make \$10,000 by the end of 2017. They are planning to hire some interns in the summer of 2018.

Principal(s): Dawn Kennedy

Locations: 2 - Baltimore, MD

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: Coppin State University '03 & Towson '10

Phone: (410) 935-1743

Social Media: Facebook/Instagram @compassionatelycreative

Business Address: 208 Pulaski St. | Baltimore, MD | 21223

Established: January 2017

Shore Hatchery Funds: \$7,500 Spring '17

Stage of Business: Existing

Employees: 1 - 2019

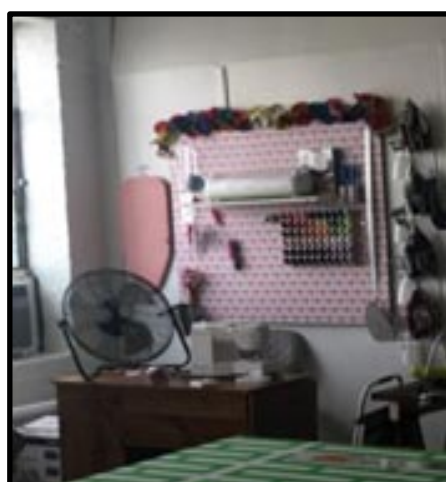
Email: dawncjoyner@gmail.com

Website: www.compassionatelycreative.com

Compassionately Creative

Compassionately Creative

- Awakening your creative genius! -



DiPole Materials, Inc.

Manufacturing - Custom Nanofiber



Business Description

A Custom manufacturer of nanofibers for researchers and companies interested in scaling electrospinning work. DiPole takes nanofiber ideas from the lab to the real world from beginning to end research and development. Their in-house products include nanofiber scaffolds-BioPapers and piezoelectric-electricity-generating yarn-Piezo Yarn.

The piezoelectric fibers would be integrated into clothing for wearable sensors, giving feedback on items such as posture, positioning, and heart rate. Examples: infant heart rate monitoring, athlete movement analysis, & powering sensors in a fitbit-like device. The BioPapers, which are made of gelatin nanofibers and are specially treated to provide robust scaffold upon which to grow cells and for use in tissue engineering, 3D bio printing, and drug screening. They are used primarily in biomedical research and seeding cells for therapeutic testing. Their contract manufacturing is for customers in a variety of industries such as doped textile, cancer treatments, and medical diagnostics.

Business History

In 2008, Dr. James West and his team at Johns Hopkins invented a process that produces piezoelectric-energy harvesting polymer nanofibers in a single manufacturing step. In 2015, the team co-founded DiPole Materials. In 2016, DiPole obtained its license from the US Naval Research Lab for IP-related electrospinning natural polymers. In 2017, the MIPS Program funded DiPole with Professor Gymama Slaughter, UMD to study DiPole's BioPapers for advance cell-based assays in drug discovery and tissue engineering.

Shore Hatchery Funds, Specific Use, & Role \$15,000 Spring 2019

The Shore Hatchery funds were used to purchase equipment for DiPole's BioPapers product development/refinement and the press was very helpful.

Additional External Funds & Accelerators

\$565,000 – NSF SBIR Phase I; TEDCO Validation Program; Abell Foundation; & Maryland Industrial Partnerships (MIPS).

Results, Expansion, & Significant Milestones

The expansion into ISO 9001/ISO 13485 certified Harbor Designs and Manufacturing lab space, the BioPaper product rollout in 2018, the first contract manufacturing customer in 2018, and now having multiple paying customers. In 2019, DiPole built out their nanofiber mass-manufacturing capabilities to help commercialize their electrospun innovations.

IP, Copyrights, & Trademarks

DiPole has licensed two US patents and an additional two filings from Johns Hopkins University's coverage of the use of polypeptides in piezoelectric applications and the methods for processing them to obtain piezoelectric properties. Additionally, a provisional patent, which DiPole has first rights to, has been disclosed at UMBC, regarding the optimization of BioPapers, which was the product of research partially sponsored by DiPole Materials.

Promotional Opportunities & Giving Back

2019-2020 mentor for Baltimore Ingenuity Project, working with advanced-level high school students on data science research.

Principal(s): Dr. Ken Malone, Kelli Booth, & Scott Gaboury

Locations: 1 - Baltimore, MD

2018 Revenue: \$6,575

Estimated 2019 Revenue: \$125,000

Alumni: Univ. of Miami '86 & Univ. of Southern Mississippi PhD '91 - Ken Malone; Georgia Institute of Technology '93 – Kelli Booth; & North Dakota State Univ. '88 & PhD '93 – Scott Gaboury

Phone: (646) 715-6020

Social Media: Facebook & Twitter @dipolematerials

Business Address: 8 Market Place | Baltimore, MD | 21202

Established: 2015

Shore Hatchery Funds: \$15,000 - 2019

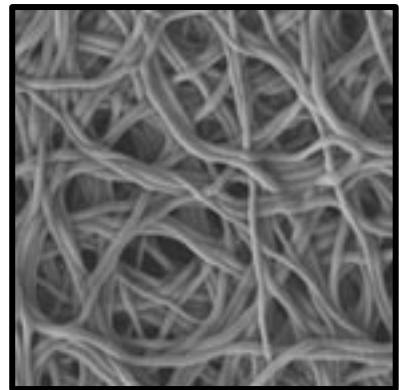
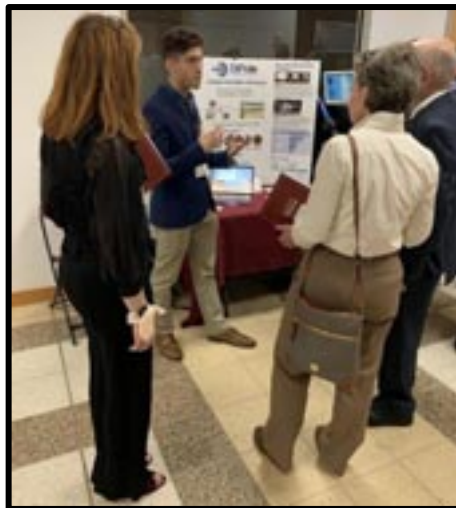
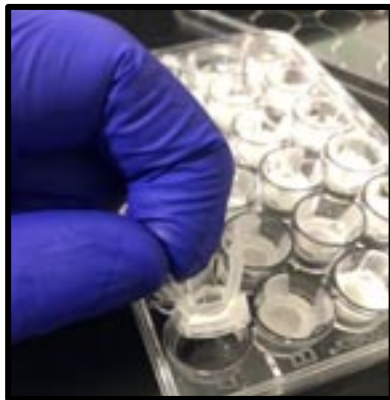
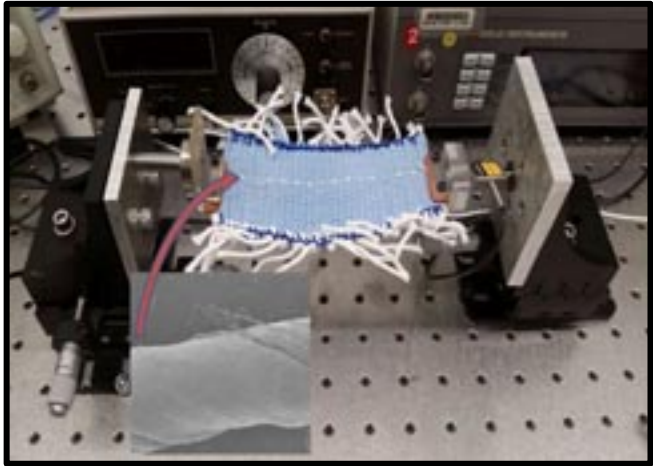
Stage of Business: Existing

Employees: 7 – 2019, Add 1 - 2020

Email: james.dolgin@dipolematerials.com

Website: www.dipolematerials.com

DiPole Materials, Inc.



Eastern Shore Academy of Cosmetology

Education - Cosmetology and Barbering School



Business Description

Eastern Shore Academy of Cosmetology is a beauty and barbering school aspiring men and women on the Eastern Shore to become licensed cosmetologists and/or barbers. The Academy offers training in hair, skin, and nails.

Business History

Eastern Shore Academy of Cosmetology was established in 2014 to bridge the gap between aspiring professionals and their passion to become licensed cosmetologists and/or barbers. The Academy is located in New Church, VA. It serves residents on the Eastern Shore VA, in Accomack and North Hampton counties, Maryland, and Delaware. The owner, who has been a licensed cosmetologist for over 15 years, is the instructor who began teaching a hair weaving and hair braiding class at the Eastern Shore Community College, in the spring of 2013. The class was full each semester and the students grabbed ahold of the techniques being taught. The graduation rate was 100% and 95% of the students gained employment after being certified. Although the classes were successful, that wasn't enough. Students began to ask about techniques in cutting, coloring, and more styling than what was being taught. The students expressed how they wanted to learn more but the nearest school was too far. Out of this need, the Eastern Shore Academy of Cosmetology was born. In 2013, Doris became licensed to instruct Cosmetology classes and began holding classes at the salon and became a full Cosmetology school in which students are trained. Each course takes approximately 12 to 15 months to complete for a total of 1,500 hours which certifies the student to work in VA, MD, and DE. Once the student has completed the 1,500 hour course, they then qualify for state board license testing.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Spring 2018

Though the facility was already equipped with the necessary equipment for operation, it needed to be updated and brought up to code for accreditation approval. The Shore Hatchery funds were used for the installation of shampoo stations, equipment and fees associated with the steps towards accreditation.

The Shore Hatchery funds allowed the school to bring what could have been violations up to code.

Additional External Funds & Accelerators

\$8,000 – Savings.

Results, Expansion, & Significant Milestones

The school was able to expand and now offers online courses and is making large strides to become an accredited school. The school was able to hire 3 new employees and plans to hire 3 - 4 more in 2020. As a result of winning the Shore Hatchery, the Academy was featured in the spotlight article with Eastern Shore Community College and WESR Radio. A milestone for the business was identifying its branding, acquiring a logo, and setting up its website. In the past year, the school has had 4 Maryland students enroll. Also, Doris has been given the opportunity to be an instructor for an annual class with one of the largest hair studios in the country!

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Eastern Shore Academy of Cosmetology was able to award two full scholarships to attend the school.

Principal(s): Doris Ebony Brown

Locations: 1 – New Church, VA

2018 Revenue: \$40,000

Estimated 2019 Revenue: \$40,000

Alumni: N/A

Phone: (757) 894-4477

Social Media: Facebook & Instagram @D.EbonyBrown

Business Address: 4247 Nelson Rd. | New Church, VA | 23415

Established: 2014

Shore Hatchery Funds: \$5,000 - 2018

Stage of Business: Existing

Employees: 3 – 2019, Add 3 - 2020

Email: vipsalon.deb04@gmail.com

Website: easternshoreacademyofcos.com

Eastern Shore Academy of Cosmetology



Femly

Health Care – Delivery of Natural Feminine Care & More



Business Description

Femly is a for-profit social enterprise that manufactures healthier alternatives to toxic feminine care and delivers them to your door. In addition, to a great B2C model, Femly also sells its product to colleges and hotels, which then offers them for free in restrooms to increase access to feminine care.

Business History

Arion Long launched her startup Femly after being diagnosed with a cervical tumor linked to the additives found in popular feminine care brands. She wanted to make a social impact with a healthier option. In December 2015, Femly launched as a subscription box and pivoted in 2017 towards manufacturing in order to maintain healthy margins and increase their social impact. Femly launched with a subscription service called “Femly Box.” Femly’s subscription offerings allows consumers to customize their feminine care kits and receive a variety of products catered to their menstrual needs. Subscribers to the kits have a choice of receiving a custom mix of the basics with feminine care included or can choose the updated box. The updated box includes complimentary body care products, snacks, symptom-relief, and other products. Femly aims to increase health education and access to healthier feminine care alternatives. Since 2015, Femly has become a nationally recognized provider of feminine care and has won several awards totaling \$200K for their dedication to social impact. In addition, to consumer subscription Femly also provides an enterprise solution and stocks colleges, athletic venues and more.

Shore Hatchery Funds, Specific Use, & Role \$27,000 Fall 2018

The Shore Hatchery funds were used for towards

manufacturing of their menstrual pad and panty liners. Allowing Femly to maintain healthy margins and increase their social impact. Additionally, the Shore Hatchery assisted with funds, networking, press, and provided coaching.

Additional External Funds

\$173,000 – Ford Motors Fund Her Impact Competition; Catalytic Grant; MasterCard National Grow Your Biz; Betamore Venture Competition; & Private Angel Investor.

Accelerators - Tory Burch Foundation Fellow and mentored by TEDCO.

Results, Expansion, & Significant Milestones

Manufactured and sold \$50,000 in inventory. Landed its first hotelier B2B sales partnership. Expected hotelier expansion into Marriott, MGM, Hyatt, & Kimpton.

Added a CEO, Logistics Coordinator, two social media interns, and contracted with a CFO.

Manufactured 10,000 Femly branded feminine care products, launched their line of eco-friendly and sustainable feminine care, with 4 added products expected by Q4 of 2019.

IP, Copyrights, & Trademarks

Trademarks in process.

Promotional Opportunities & Giving Back

Femly has donated 2,500 feminine care products to moms through the “Momference” Conference, in Washington, DC. They have also volunteered and partnered with two nonprofit entities that make feminine care kits for women who are facing homelessness.

Principal(s): Arion Long

Locations: 1 – Upper Marlboro, MD

2018 Revenue: \$207,065

Estimated 2019 Revenue: \$375,000

Alumni: Morgan State University '13

Phone: (240) 765-4225

Social Media: Facebook, Instagram, & Twitter @femlybox

Business Address: 101 W. Dickman Street | Baltimore, MD | 21230

Established: 2015

Shore Hatchery Funds: \$27,000 - 2018

Stage of Business: Existing

Employees: 3 – 2019, Add 2 - 2020
2 Interns

Email: sales@femlybox.com

Website: www.femlybox.com

Femly

JOIN THE MOVEMENT!
LET'S WORK TOGETHER TO INCREASE FEMININE CARE ACCESS

WHO WE ARE

For Consumers:
Femly is a tech-enabled company that manufactures & ships proprietary natural feminine care products directly to your door monthly along with health education and more!

For Organizations:
We partner & offer enterprise packages so that your location can empower visitors with free feminine care in restrooms.

PRODUCTS

WHY FEMLY?
100% COTTON & BIODEGRADABLE | SOCIAL IMPACT | ECONOMIC DEVELOPMENT

- 87% of women face access to safe feminine care & need a sustainable solution!
- Reproductive illnesses are linked with additives found in 95% of store bought products
- We support health education, local & national initiatives, and fight for gender equity!
- We increase access to over 100 urban populations where women of color are affected.

WANT TO LEARN MORE?
VISIT OUR WEBSITE OR EMAIL US
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THE HURKINGTON AFFINITY PROJECT

Logos: The Hurkington Affinity Project, H, Affinity Project, Creator

FEMLY





FitMango/ShapeU, LLC/Diamond Hook Media

Health Care - Web-Based Training Application

Business Description

FitMango allows gyms to improve margins on their personal training program while delivering a more consistent workout experience in every session. Using a web-based interface and a sleek, intuitive tablet application, ensures every client gets a fully customized workout and your trainers have the tools to run their best session, every session.

Business History

The team believes FitMango is best positioned as a personal training management platform to seamlessly organize and deliver world-class personal training sessions – even for newbie trainers. In Summer 2018, FitMango had been working on the technology platform with beta tests at Activate Body at Woodberry and the Maryland Athletic Club (MAC) at Harbor East.

FitMango’s professional services business segment was recently spun off as a separate entity called Diamond Hook Media. It cross-sold digital professional services (social media management, search engine optimization, web/mobile development, and content creation) alongside their software product to their existing customers under the name “FM Social” (FitMango Social). In July 2017, they spun off “FM Social” to unlock shareholder value and to focus their energy on the FitMango platform. They organized a new team, registered the LLC, funded with new private investors and built a brand around a new entity: Diamond Hook Media.

Shore Hatchery Funds, Specific Use, & Role \$25,000 2016 Spring

FitMango’s team was able to hire Charlie George as their product manager.

Additional External Funds & Accelerators

\$275,000 - Brick Family Investment & Chalkboard Capital Investment.

Results, Expansion, & Significant Milestones

FitMango did not submit a 2019 report, so the following information is according to their 2018 report. In 2017, they opened a NYC office, utilizing the new product sales process, and driving of significant revenues. They hired a Product Manager (2017) and Chief Revenue Officer (2018). Also, spun out digital agency (Diamond Hook Media) of which FitMango owns 30%. DHM generates between \$300,000 - \$500,000 USD annually. This is not counted in their revenues. Diamond Hook Media is cash flow positive and, in its second full month of operation (August 2017), they generated \$30,000 in monthly recurring revenue (70% locked in for 12-months, 30% month-to-month). In September 2017, it will generate more than \$50,000 in monthly recurring revenue (conservatively assuming we don’t close any new business in the next 30-days) in addition to one “one-off” deal to develop a web platform for \$350,000 over the last four months of 2017. The business has gross margins above 80% for its recurring business and 50% gross margins for web + mobile app development projects. We are confident FitMango’s costs will be completely covered by end of Q1-2018 on just these dividends.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A

Principal(s): Seal-Bin Han, Ben Supik, & Jordan Matelsky

Locations: 2 - Baltimore, MD & NYC, NY

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: Johns Hopkins Univ. '17 – Seal Bin Han, Towson Univ. '07 – Ben Supik, & Johns Hopkins Univ. '16 – Jordan Matelsky

Phone: (978) 790-7497

Social Media: Facebook & Twitter @fitmangoapp

Business Address: 1734 Maryland Avenue, Suite 138-142 | Baltimore, MD | 21201
224 West 35th Street | New York, NY | 10001

Established: 2014

Shore Hatchery Funds: \$25,000 - 2016

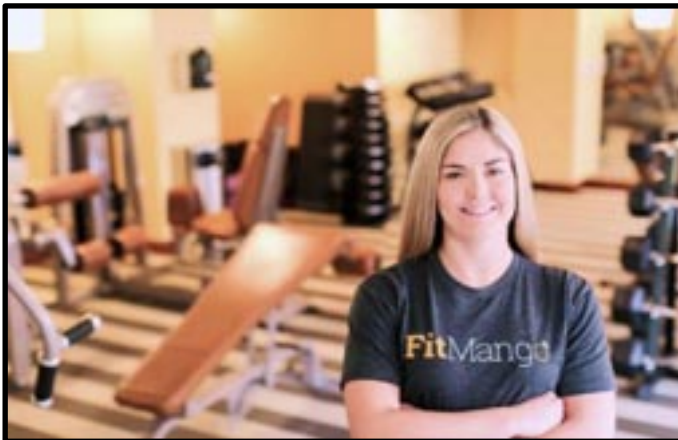
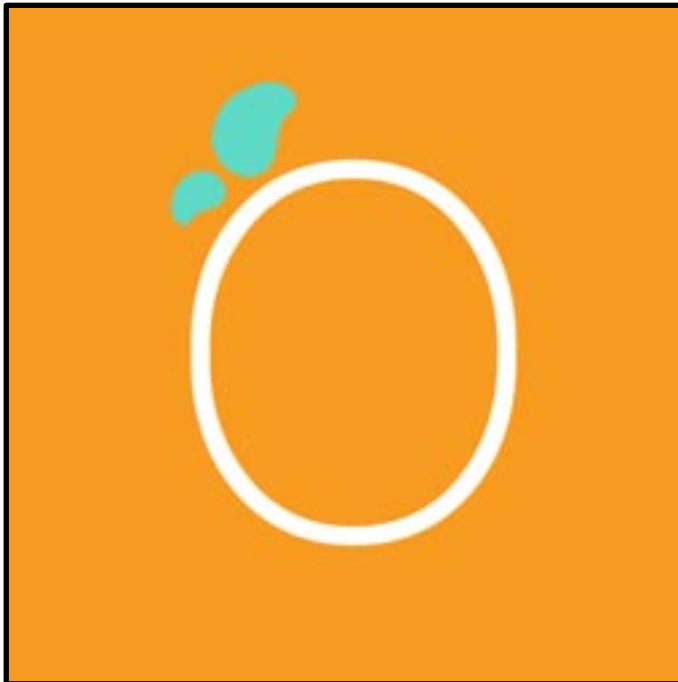
Stage of Business: Existing

Employees: 4 - 2019

Email: seal@fitmango.com

Website: www.fitmango.com

FitMango/ShapeU, LLC/Diamond Hook Media



FitMangoTM



The Frozen Farmer, LLC

Food & Beverage - Homemade Ice Cream, Nice Cream, & Sorbet



Business Description

The most delicious homemade super-premium ice cream, nice cream, & sorbet in Delaware. Why? Because it is made from local Delaware farmers and boatloads of luscious homegrown ingredients straight from the Evan's Farms. That's field to cup goodness and that's why everybody loves it! But that is not all. The Frozen Farmer has perfected fruit-based confections like sorbet (a lactose, gluten, and fat free treat that'll make your taste buds swoon) and nice cream (a part sorbet, part ice cream blend) to provide a farm to cup treat with an epic explosion of farm fresh flavor.

Business History

The Frozen Farmer was founded while Katey was a student at Salisbury University and Jo Ellen was a student at Wilmington University. In 2015, The Frozen Farmer began working in an off-site commercial kitchen. In 2016, they built a 5,000 square foot facility that houses their produce market and ice cream parlor.

As a third generation family farm, Evans Farms has taken their experience in the field of produce to the next level with The Frozen Farmer. They're taking a fresh approach to frozen treats—straight from the field—with their line of farm fresh ice cream, nice cream, and sorbet. Evans Farms Produce wholesales their local produce direct to numerous different restaurants in Delaware, over 58 grocers throughout Delaware, Maryland, and Washington, D.C., at nearly a half a dozen off-site seasonal produce market locations in Sussex County and Kent County, DE, and at their home market in Bridgeville, DE. The Frozen Farmer and their products are well known in their community, Delmarva, and the eastern region.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Fall 2015

The Shore Hatchery funds were put towards acquiring a double door freezer for the new building.

Additional External Funds & Accelerators

\$175,000 - Financed through Mid-Atlantic Farm Credit. The funds secured through Mid-Atlantic Farm Credit have been used to equip their retail location with the production equipment necessary to produce their full line of cold and frozen treats.

Results, Expansion, & Significant Milestones

The Frozen Farmer has a new building as of 2016 and has partnered with 58 Giant grocery stores, and is about to partner with 11 Redner's grocery stores, as well as several ice cream shops and restaurants.

Due to high demand for their products, The Frozen Farmer expects to hire additional team members in the summer months.

With its mobile food truck, they are able to travel to many area festivals and events. Most recently The Frozen Farmer attended the 2019 National Folk Festival in Downtown Salisbury, Maryland. This year's festival saw over 155,000 visitors.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

The Frozen Farmer hosts many fundraising events on the farm.

Principal(s): Kevin Evans, Katey Evans, & Jo Ellen Algier

Locations: 1 – Bridgeville, DE

2018 Revenue: \$230,000

Estimated 2019 Revenue: \$350,000

Alumni: Salisbury University '09 – Katey Evans & Wilmington Univ. '09

Phone: (302) 337-8444

Social Media: Facebook, Instagram, & Twitter @TheFrozenFarmer

Business Address: 9843 Seashore Highway | Bridgeville, DE | 19933

Established: 2015

Shore Hatchery Funds: \$5,000 - 2015

Stage of Business: Existing

Employees: 15- 2019, Add Summer '20

Email: jalgier@aol.com

Website: www.thefrozenfarmer.com

The Frozen Farmer, LLC



gel-e, Inc.

Medical - Platform for Hemostatic and Wound Treatment

Business Description

“gel-e” is a clinical-stage medical device company developing versatile hemostatic products for surgical, medical, and consumer applications. With an initial focus on external wounds, “gel-e” combines the use of safe, inert ingredients with proprietary chemistry that can be designed for use across broad spectrum of clinical applications, including vascular closure, during surgery and over-the-counter (OTC).

Business History

Established in 2016, while co-founder Matt was a Post-Doc at UMD College Park, “gel-e” is a privately held, Maryland born-and-bred medical device start-up company based in College Park, MD. The team recognized a plethora of critical unmet needs where current available technologies provide either antiquated (cellulose-based gauze) or prohibitively expensive (fibrin sealants) solutions. “gel-e” represents the next generation of wound treatment. Our product is a modified version of chitosan, a widely available, low to manufacture natural polymer, which has anti-microbial, scarce reducing capabilities. It is superior to the standard-of-care in routine and severe bleeds. Their mission is to develop a broad range of game-changing hemostatic and wound treatment products, including bandages for the treatment of routine cuts and scrapes, foams and putties for traumatic and military injuries, and surgical gels & powders.

Shore Hatchery Funds, Specific Use, & Role \$10,000 Fall 2016

The Shore Hatchery funds were used to support travel and marketing materials to close “gel-e’s” preferred equity financing.

Additional External Funds & Accelerators

\$3,584,825 – 6 Maryland Industrial Partnerships (MIPS) & a MIPS Proof of Concept Award; DOD Prolonged Field Care Award; 6 - NSF SBIR Phase II Supplements; Phase IIB Investment & Investor Matching Award; Air Force Medical Assistance Program; Maryland Biotechnology Center - Transitional Research; TEDCO (MTTF); & NSF SBIR SECO Grant.

Accelerators – MTECH Venture & Maryland Technology Advancement Program.

Results, Expansion, & Significant Milestones

In June 2018, secured \$3.1 Million in private financing, which assisted in FDA 510(k) clearance of “gel-e” FLEX, an easy to use OTC product for healthcare providers, parents, coaches, etc. The clearance is the next step in expanding their OTC product line, and will be a key component of their “21st Century First Aid Kit TM.” Additionally, “gel-e” is featured as Top Innovator in Stephen Hawking’s BBC Series. They plan to move to larger space in Rockville, MD, in anticipation of their first commercial partnership. They recently expanded their Sr. Team and plan to expand their technical team. In 2018, recognized by MedTech Daily as one of the 10 Hottest MedTech Startups. In 2019, awarded patent for their chitosan dressings for wounds, and published recent study results in Journal of Surgical Research.

IP, Copyrights, & Trademarks

6 patents, 2 pending, & trademarked the name

Promotional Opportunities & Giving Back

“gel-e” is working with the US Military on a program to reduce combat bleeding deaths.

Principal(s): Larry Tiffany & Matthew Dowling

Locations: 1 – College Park, MD

2018 Revenue: \$100,000

Estimated 2019 Revenue: \$700,000

Alumni: Nazareth College & Johns Hopkins Univ. '03 - Larry Tiffany & Notre Dame Univ. & Univ. of MD College Park '10 - Matthew Dowling

Phone: (301) 529-4943

Social Media: Facebook, Instagram, & Twitter @gel_e_

Business Address: 387 Technology Drive | College Park, MD | 20742

Established: 2010

Shore Hatchery Funds: \$10,000 - 2016

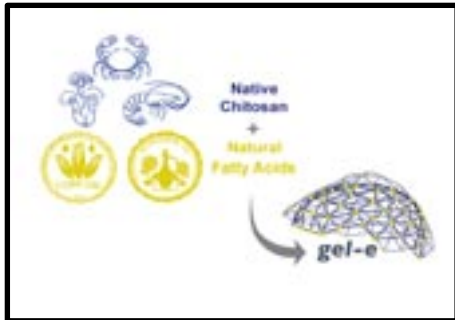
Stage of Business: Existing

Employees: 5 – 2019, Add 5-7 - 2020

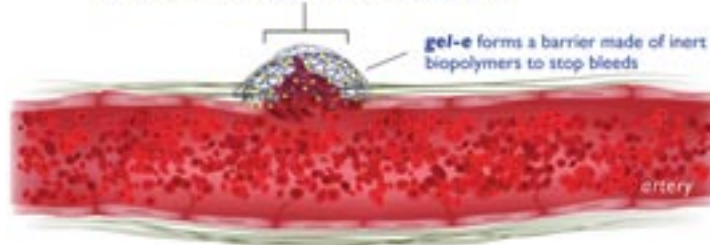
Email: larry@gel-e.co




Website: www.gel-e.co

gel-e, Inc.



gel-e works rapidly on any shape or size bleed, and is independent of the body's natural clotting ability



	Gauze	Commercial Chitosan	gel-e
% Initial Clotting Achieved	0%	75%	100%
Post-Treatment Blood Loss (mL/kg)	35.2 ± 5.0	37.1 ± 6.0	6.9 ± 6.0
Survival	0% 	0% 	100% 



“gel-e exemplifies an ideal investment for us, by strategically deploying grants, gel-e has built an impressive corporate foundation, such as achieving its first regulatory clearance, securing an issued patent estate, and recognition through numerous peer-reviewed publications. We are excited to be a part of this financing that supports the next phase in the company’s growth.”

Jim Hughes, Director, UM Ventures

“I’ve had the chance to apply the technology in a few research studies, these studies involved lethal bleeding in large animal models, where we were able to achieve rapid hemostasis using gel-e hemostats with superior results to competitive products.”

Dr. Mayur Narayan, attending trauma surgeon and Associate Program Director of the Surgical Critical Care Fellowship at Weill Cornell Medical College/ New York Presbyterian Hospital



GOEFER

Technology – Energy Software Company Providing the Easiest Way to Save Electricity

Business Description

GOEFER plugs and power strips offer control, insight, and savings into your electronics at home or in the office. When you plug your electronics into their advanced power strips, they are instantly connected to their cloud-based energy analysis and management software. The GOEFER software is in a constant state of monitoring, collecting, processing, and analyzing opportunities for savings and empowered data-base decision making.

Business History

GOEFER was founded in 2016, after its founder Michael, awoke in the middle of the night with an idea of a power strip that could monitor and control each plug-port independent of the others. The first year and a half was spent conducting customer discovery, locating hardware suppliers, beta testing, prototyping, and pilot testing.

In 2018, GOEFER began the pivot to include the residential market, which required a complete rebuild of the software backend in preparation for its launch to the Apple and Google app stores. GOEFER provides a customizable solution that is simple to use.

Shore Hatchery Funds, Specific Use, & Role \$30,000 Spring 2018

The Shore Hatchery funds were used for revamping of their website, increasing sales, marketing, inventory, branding, and software development.

Additional External Funds & Accelerators

\$178,500 – TEDCO; Bethesda Green; Private Funding, Angel Investors; & WVA Energy Pitch.

Accelerators – Frederick Innovative Technology Center, Inc. (FITCI) & Bethesda Green.

Results, Expansion, & Significant Milestones

After having hundreds of people ask if GOEFER can offer their plugs and smart strips for residential use, they were able to expand to offer their products not only to commercial customers but also to personal residential users. GOEFER now offers the GOEFER app on the Apple and Google app stores for use with their smart products. Their commercial customers will still drive and sustain the business but the residential market will offer a great second revenue stream.

GOEFER was able to hire a part time vice president of sales and a business director, along with 7 commission reps. Next year, they expect to hire two engineers, a CSO, and 15 sales reps.

GOEFER has reached some important milestones by launching its app and has placed an additional product order.

IP, Copyrights, & Trademarks

License agreement with IP holder of strip, trademark on logo, and copyright on code.

Promotional Opportunities & Giving Back

As part of their vision of giving back as they grow, GOEFER was able to donate \$500 towards Energy Research.

Principal(s): Michael Herod

Locations: 1 - Frederick, MD

2018 Revenue: \$45,000

Estimated 2019 Revenue: \$500,000

Alumni: Arizona State University '15

Phone: (240) 457-9227

Social Media: Facebook, Instagram, & Twitter @theGOEFER

Business Address: 118 N. Market Street, Suite 100 | Frederick, MD | 21701

Established: 2016

Shore Hatchery Funds: \$30,000 - 2018

Stage of Business: Startup

Employees: 2 - 2019, Add 19 - 2020

Email: info@goefer.com

Website: www.goefer.com

GOEFER



GoldLeaf Academy Now GoldLeaf Learning Corp.

Education - Childcare and Educational Service



Business Description

GoldLeaf Academy is headed in a new direction. It has started a partnering company, GoldLeaf Corporation, which is a 501(c)(3) not for profit organization. The new organization works with other innovative education nonprofits and school systems to create better opportunities for underserved students. It is committed to supporting high-impact organizations looking to transform education and drive lasting, systemic resources to children aged 5 to 18 in the state of Maryland. The GoldLeaf Learning Community offers a variety of community based programs that offer child care and tutoring services for students of low socio-economic status.

Business History

The original company was formerly known as Brighter Beginnings 4 Kids and started in 2002 before being re-branded as GoldLeaf Academy in 2014. The GoldLeaf Academy, located in Maryland, offers after care and tutoring services designed for children 5 to 18 years of age. For nearly 15 years, the owners have had means of entry to the practices, ideologies, and hierarchal system of education in place for the development of young children. They are well tenured in child-care and have a wide scope of experience. Both companies' mission is to create success, confidence, and a lifelong love of learning for young children.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Spring 2015

The Shore Hatchery funding and its program made it possible to secure a commercial location and open for business. Also, funding provided academic materials, and supplies such as student chairs, books, and pencils. GoldLeaf is now capable of building the brand and striving to make

a mark in the lives of local young children and their families. The Shore Hatchery Committee believed in Philippa's vision and passion for educating children, assisted in making the academy a reality, and are a huge part of its success. Her mentors allowed her to build confidence, gain a wealth of knowledge in marketing strategies, commercial lending, and fine tune basic business skills. They also provided many bank/business referrals and networking opportunities.

Additional External Funds & Accelerators

StartRight Business Plan Competition, Rockville.

Results, Expansion, & Significant Milestones

The center is in a great location, near a major beltway, that is heavily accessed by 3 separate counties, and used to connect Washington D.C., Maryland, and Baltimore. It has 2 large rooms, a computer center, and four separate learning areas that can accommodate up to 20 students. The center provides tutoring services, before/after care, and drop-in care for children Pre-K to 6th grade. Also, it features specialty services such as Saturday School and an Early Entrepreneurs Club. Philippa is shooting promo videos and is on a fast track to completing a GoldLeaf Academy YouTube Channel, which will feature discussions on current topics in education and learning videos for families and educators.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

In the 2019-2020 fiscal year, its joint companies will continue working with King and Priests Court International Ministries and will be providing more assistance in the local area and globally.

Principal(s): Philippa Palmer & Makalay Turay

Locations: 1 - Laurel, MD

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: UMD College Park '15 - Philippa Palmer

Phone: (240) 360-2923

Social Media: Facebook, Instagram, & Twitter @goldleafacademy

Business Address: 901 Cherry Lane Suite #109 | Laurel, MD | 20708

Established: 2014

Shore Hatchery Funds: \$5,000 - 2015

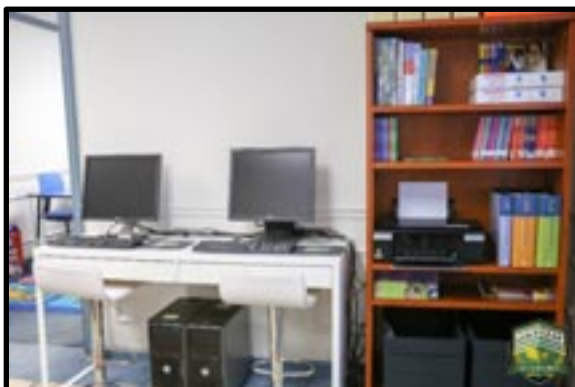
Stage of Business: Re-Branding

Employees: 2 - 2019

Email: philippa.y.palmer@hotmail.com

Website: www.goldleaflearning.com

GoldLeaf Academy Now GoldLeaf Corp.



HiveLend, LLC

Agri-Technology - Connection for Commercial Crop Pollination



Business Description

HiveLend offers a full-service pollination platform with services that include connecting farmers and beekeepers, negotiations, contracting, mapping, and delivery/pick-up of hives through its online platform that connects beekeepers and farmers. This enables farmers to gain access to the last minute pollination resources, find nearby beekeepers, and offers beekeepers the opportunity to make supplemental income with their hives for those just starting out. HiveLend facilitates contracts that offer the farmer more value in order to save them money and time that would be wasted through in-person negotiations and brokering.

Business History

The business was founded when Nick Zajciw was attending the University of Michigan, as an undergrad. He had the idea for HiveLend after he began beekeeping and saw an opportunity. He wanted to raise extra cash by renting out his hives, but cold-calling farmers and attending beekeeping club meetings proved an inefficient and ineffective process. Dawn, who has been beekeeping since 14 years old, joined Nick shortly after the idea was born. Nick and Dawn connected when they were both Venture for America Fellows, a program that connect young entrepreneurs with companies, resources, and mentorship to help jumpstart their idea. With their combined beekeeping and business experience, Nick and Dawn have been building an online pollination marketplace.

Shore Hatchery Funds, Specific Use, & Role \$35,000 Spring 2019

The Shore Hatchery funds were used to make a website featuring updates, marketing, and attend conferences to network and gain knowledge.

Additional External Funds & Accelerators

\$23,500 – F3Tech; Venture for America/NBC Universal – 1st; Venture For America – Runner-Up; & University of Michigan.

Accelerators - F3Tech Pre-Accelerator Eastern Shore Entrepreneurship Center; University of Michigan – Techarb Student Venture Accelerator; Venture for America; & Vinetta Project.

Results, Expansion, & Significant Milestones

In the winter of 2019, HiveLend secured its first contract facilitating 400 hives for almond pollination. This provided HiveLend with \$4,000 in revenue and the beekeeper \$80,000. The farmer involved expressed interest in future contracts. Over the course of the next year, HiveLend plans to expand and look in to hiring an intern. HiveLend was attracted to Maryland as part of the Venture for America program.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Dawn and Nick have plans to engage with community farms, and assist in educational hives in the future.

Principal(s): Nick Zajciw & Dawn Musil

Locations: 2 - Baltimore, MD & Sterling Heights, MI

2018 Revenue: \$0

Estimated 2019 Revenue: \$5,000

Alumni: University of Michigan '17 – Nick Zajciw & Ohio State University '16 – Dawn Musil

Phone: (568) 703-0417 or (928) 592-3274

Social Media: Facebook, Instagram, & Twitter @hivelend

Business Address: 2506 Maryland Ave. | Baltimore, MD | 21218

Established: 2015

Shore Hatchery Funds: \$35,000 - 2019

Stage of Business: Existing

Employees: 2 - 2019

Email: hivelend@gmail.com

Website: www.hivelend.com

HiveLend, LLC



HUCK Performance Buckets, LLC.

Retail - Manufacturer of High Performance 5-Gallon Buckets

Business Description

HUCK Performance Buckets builds high performance 5-gallon buckets out of premium materials. These materials coupled with thoughtful design dramatically extends the usability, service life, and performance of one of the most widely utilized products on the market today. The HUCK Bucket is an extremely durable 5-gallon bucket made from a performance polymer developed by DuPont. It's go anywhere, do anything design is complemented by non-skid feet with finger indents that are built by Vibram, the global gold standard in footwear outsoles. The result is a super strong 5-gallon bucket that has been completely re-engineered and built to last for an extremely long period of time.

Business History

Joe Schneider was born and raised on the Eastern Shore of MD and is a graduate from Salisbury University (then known as Salisbury State University) with a degree in Environmental Science. Prior to catching the entrepreneurial spirit, Joe traveled extensively and built a successful real estate business. In 2016, Joe arrived at what is now called the HUCK Bucket, through the constant and relentless struggles with the normal 5 gallon buckets. Growing up hunting and fishing outdoors, the 5-Gallon bucket was never too far away. Whether it was for carrying fish, cleaning boats, catching bait, or making a quick makeshift seat or stool he always had a task bucket. Joe got tired of the normal bucket handles always pulling out, their sides cracking, or warping from the amount of weight being carried. The straw that broke the camel's back was when Joe was down in the Florida Keys visiting his family and he was carrying a bucket full of fresh ballyhoo. The handle broke and the bucket and bait fell overboard into the water. This

is when inspiration struck and led to many hours of researching different products and materials. He wanted to create a product with the best materials he could find, that offers the best construction while giving a reliable version of the same product. Hence, the birth of HUCK Performance Buckets. Joe has quit his day job of 15 years to pursue this new venture full time.

Shore Hatchery Funds, Specific Use, & Role \$25,000 Fall 2017

The Shore Hatchery funds were used to create molds and for research/development. Funds were also used to assist in purchasing molds for injection molding procedures. Shore Hatchery's role was very timely and helpful. Joe had significant startup costs and the program helped ease those burdens. Also, his time as an SU student many years ago taught Joe life lessons in planning, meeting deadlines, and knowing how to keep many balls in the air.

Additional External Funds & Accelerators Private Investor

Results, Expansion, & Significant Milestones

Results from the public thus far have been very positive. HUCK has hired a marketing firm to guide him through the process of bringing the product to market. HUCK has expanded its footprint into a small warehouse and will maximize its use before making the next move. HUCK is working with Viking Yachts, Jarrett Bay Boatworks, Airstream Trailers, & Jeep just to name a few. Joe and HUCK Buckets were recently featured in SU's Alumni Magazine.

IP, Copyrights, & Trademarks

HUCK owns all IP, patents, and trademarks.

Principal(s): Joe Schneider

Locations: 1 – West Ocean City, MD

2018 Revenue: \$25,000

Estimated 2019 Revenue: \$100,000

Alumni: Salisbury University '99

Phone: (443) 880-4100

Social Media: Facebook, Instagram, & Twitter @HUCKPerformance

Business Address: 9924 Herring Creek Lane | Ocean City, MD | 21842

Established: 2016

Shore Hatchery Funds: \$25,000 - 2017

Stage of Business: Existing

Employees: 3 - 2019

Email: joe@thehuckbucket.com

Website: www.thehuckbucket.com

Huck Performance Buckets, LLC



HUCK™

■ PERFORMANCE BUCKETS ■



Joost Wafel Company

Food - Traditional Dutch Cookies, Stroopwafels

Business Description

Joost Wafel Company, based out of Bethany Beach, DE, makes traditional Dutch Stroopwafels. They bring the fresh, artisan made Dutch stroopwafels to the United States by recreating the experience of having fresh stroopwafels served hot right off the waffle iron or prepackaged to carry home.

Business History

Joost Wafel Company was founded in 2013 while Joost Elling was a Senior at Indian River High School in Dagsboro, Delaware. The idea started in 2010, when Joost was 13 and lived for the summer with his Oma in the Netherlands. He would bike to the markets and absolutely loved the stroopwafels made there and when he returned home to the United States, he decided to share this experience with his friends and family. He imported the necessary equipment and created his own recipe for the dough and caramel. In 2013, Joost decided to test his stroopwafels in the Rehoboth Beach Chocolate Festival and won 1st place out of thousands of contestants leading to the official start of Joost Wafel Company in 2013.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Spring 2014 & \$10,000 Fall 2015

The Shore Hatchery funds were used for online and apparel marketing, to purchase additional equipment for production, and catering events with their stroopwafels.

The Shore Hatchery has been helpful far beyond the funding by assisting in the mentoring system. His first mentors, John Churchman, from College Scooters, helped from the point of view of being a fellow young entrepreneur that began his business while in school. Joost's second Shore Hatchery mentor, Mike Cottingham, offered more

professional networking help that has led to Joost finding more reliable and custom equipment for making the cookies. Additionally, being a Shore Hatchery participant has assisted in press, marketing, networking, and the knowledge of mentors was most invaluable.

Additional External Funds & Accelerators

\$7,000 – University of Delaware Hen Hatch.

Accelerators - University of Delaware Entrepreneurship Program.

Results, Expansion, & Significant Milestones

Joost Wafel has expanded its catering events to over 10 per month and has increased their wholesale accounts from 9 to 14. Due to demand, Joost Wafel has been able to hire 2 part time employees and is expecting to make one into a full time employee soon.

Joost Wafel Company now has a summer season location at Turtle Beach Café on boardwalk in Bethany Beach, DE offering made to order stroopwafels. Towards the end of the summer of 2018, Joost's stroopwafel was named Waffle King of Bethany Beach. Also, the stroopwafel was chosen to represent the Dutch Scouts contingent at the 2019 World Scout Jamboree in the Dutch food tent for over 50,000 attendees.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Joost Wafel works with Sussex Academy Fundraising, Quiet Resorts Charitable Foundation, and the University of Delaware Men's Rugby team.

Principal(s): Joost Elling

Locations: 1 – Bethany Beach, DE (Sold in 14 Locations)

2018 Revenue: \$31,000

Estimated 2019 Revenue: \$40,000

Alumni: University of Delaware '17

Phone: (302) 531-5362

Social Media: Facebook, & Instagram @Joostwafelco

Business Address: P.O. Box 1501 | Bethany Beach, DE | 19930

Established: 2013

Shore Hatchery Funds: \$15K - 2014/15

Stage of Business: Existing

Employees: 3 – 2019, Add 1 - 2020

Email: joostwafelco@gmail.com

Website: www.joostwafelco.com

Joost Wafel Company



Kanga Trash Solutions

Retail - Modern Stadium Seat Collection Bag System

Business Description

Kanga Trash Solutions seeks to provide stadiums and large venues with a clean, modern collection bag and attachment that allows patrons to dispose of their trash underneath their seat without leaving it on the ground. The bags are purchased in bulk and the attachments can hold multiple bags so that the stadium clean-up crews do not have to replace them after every event. The attachments attach to the underneath of the seat near the front edge using a semi-permanent adhesive. The bags are sturdy enough to stay flat and compressed until they are opened. At baseball games for example, more often than not, it is inconvenient to throw away your trash. For one it is awkward to shuffle across aisles, bumping into the legs of other patrons along the way. Secondly, many fans do not want to miss any of the game, just to throw away a cup. This is where Kanga comes in (Kanga derives from Kangaroo, who notably boast a pouch in front of their stomachs). They provide stadiums a collection of bags and attachments that are placed underneath the seats, allowing fans to dispose of their trash without leaving it on the ground. The attachments are installed underneath the seat via a 3M adhesive.

Shore Hatchery Funds, Specific Use, & Role \$5,000 2015 Spring

The Shore Hatchery funding has allowed the team to apply for a provisional patent through a well-regarded patent firm. In additions, the funding was invested into hiring a free-lance engineer, who helped design Kanga Trash's attachment and provided the team a 3D printed prototype. The funds also went towards building Kanga Trash Solutions' website. Lastly, Kanga Trash Solutions utilized 3DHubs' 3D printing technology to

manufacture 250 attachments that were then used

on the grandstand seats at 18 Bethesda Big Train games. Being able to do this was instrumental in allowing the team to gather data and important metrics.

Additional External Funds & Accelerators

\$1,000 - Babson College's Entrepreneur Competition.

Accelerators – Babson College's Entrepreneur Program

Results, Expansion, & Significant Milestones

Through small market testing at Big Train games, Kanga Trash Solutions has learned that families appreciate the convenience of the bags. Knowing this has allowed the company to establish its target market, family sections at large Pro venues and AA and AAA baseball stadiums. Kanga Trash Solutions discovered that indeed fans used the bags 42% of the time, and this was not counting seats that were not utilized.

Bags cut roughly 30% of the cleanup time in the test section. The team calculated this by comparing similarly attended games and timing how long it took to clean up the grandstand with our bags versus the grandstand at a game without.

IP, Copyrights, & Trademarks

Provisional Patent filed.

Promotional Opportunities & Giving Back

Kanga Trash Solutions would like to be able to donate Kanga bags to Collegiate baseball teams like the Big Train free of charge.

Principal(s): Brian Kelly & Marc Steren

Locations: 1 – Derwood, MD

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: Babson '18 – Brian Kelly

Phone: (210) 750-5048

Social Media: Facebook- @kangabagz Twitter - @ksolutions

Business Address: 18800 Muncaster Road| Derwood, MD | 20855

Established: 2014 Spring

Shore Hatchery Funds: \$5,000 Spring '15

Stage of Business: Existing

Employees: N/A

Email: ktesystem@gmail.com

Website: www.kangatrash.com

Kanga Trash Solutions



Kitchology/FOODMIDABLE

Technology - Mobile/Web App – Integrated Social Special Diet Cooking Platform

Business Description

Kitchology is a software (SaaS) that allows partners to hyper-personalize food and wellness solutions & gain valuable insights about their customers' food habits. Kitchology is actionable intelligence for special diets. This app provides substitution suggestions in recipes for diners seeking to lose weight or manage dietary restrictions.

Business History

Kitchology is the first integrated analytics and media/marketing platform for the 160 million people in the US dealing with special diets. These consumers spend \$500B on groceries and use \$230B in preventive health products. Kitchology helps consumers make better decisions and overcome the limitations imposed by food restrictions without losing their freedom to try new dishes. They support any special diet where some ingredients are in and other ingredients are out. Wellness program providers, retailers, and food brands pay them to use their platform.

Shore Hatchery Funds, Specific Use, & Role \$25,000 Spring 2015

The Shore Hatchery funds were used to develop an Android version of the app, social media marketing toward women and kids with allergies for customer acquisition along with database integrations.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

Kitchology has formed a joint venture with a recognized industry leader, InRFood. Kitchology has integrated its technologies to provide the ultimate platform for the food and wellness

sectors. This joint venture occurred in July of 2017. Kitchology has expanded its technology through this venture. The complimentary engagement platform FOODMIDABLE uses machine learning algorithms and a state of the art nutrition and diet database (600k products, 480k substitutions rules, 80k culinary rules, 73 diet compliance so far). FOODMIDABLE matches the diet and food preferences of individuals with any recipe, food product, ingredient, restaurant chain, to deliver personalized information and recommendations through robust APIs. It is available through licensing or SAAS.

FOODMIDABLE'S patent pending platform which supports consumer and patient touchpoints throughout the entire food cycle. This includes diet planning, meal planning, meal tracking, and shopping both online and in stores. It covers generic ingredients, branded products, processed and unprocessed foods, and restaurants.

By pivoting to a B2B business model in which they are licensing their APIs and technology, they are preparing for acquisition discussions. Acquisition candidates include food data management companies; health and wellness providers; meal kits providers; appliance makers; IT providers; and media publishers. The interest in these types of companies is to create applications and products that promote commerce, sustain wellness, and support consumer lifestyles and concerns.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Kitchology promotes around key events and key groups, but are in discussion to sell the business.

Principal(s): Alain Braincon & Iris Sherman

Locations: 1 - Germantown, MD

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: MIT PhD '86 – Alain Braincon

Phone: (301) 728-5512

Social Media: Facebook, Instagram, & Twitter @kitchology

Business Address: 13017 Wisteria Drive, Suite 342 | Germantown, MD | 20874

Established: 2013

Shore Hatchery Funds: \$25,000 - 2015

Stage of Business: Existing – Selling

Employees: N/A

Email: alain.braincon@kitchology.com

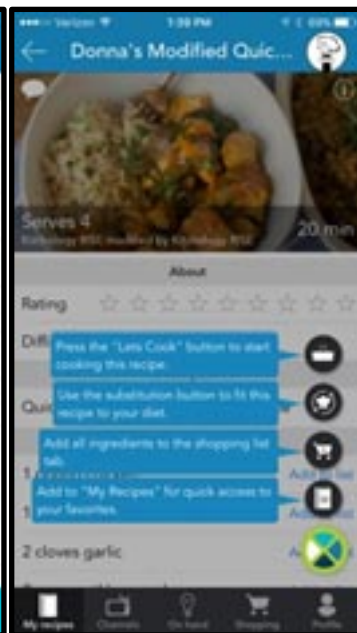
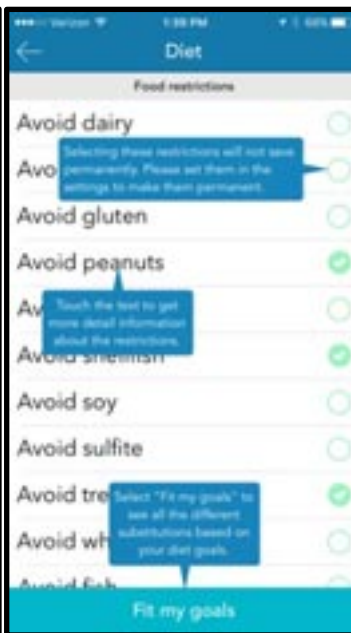
Website: www.kitchology.com

Kitchology/FOODMIDABLE



KITCHOLOGY[®]

FOODMIDABLE



Loophole Innovative Solutions, Inc.

Retail - Premium Quality Retail Phone Accessories/Grips

Business Description

Loophole Innovative Solutions offers innovative phone accessories. Its flagship product, the Loophole is a premium multi-use, high quality phone grip preventing users from dropping their phones. Perfect for holding your phone while taking the perfect picture, watching or recording videos, hanging from your car dashboard to view your GPS, and many other options! Grip it, stand it, hand it, spin it, swap it.

More accessories are on the way simplifying people's lives and pockets!

Business History

Loophole was founded when Pat Crowe and Steven Stillwell were undergrad students at Colgate and Towson Universities. The mission of Loophole's owners is to put an end to this cell phone shattering epidemic. Both Pat and Steven are smartphone owners who have both broken and shattered more than one cell phone before coming to the idea of Loophole. These two young entrepreneurs are looking forward to working within this industry and creating the solution to the issue of shattered screens and broken phones. Loophole has multiple phone accessories in the pipeline... so stay tuned!

Shore Hatchery Funds, Specific Use, & Role \$10,000 Spring 2017

The Shore Hatchery funds were used for a production mold for an updated version of the product, which is based on feedback from their successfully funded Kickstarter campaign. With their new version, they were ready to expand to mass production.

The Shore Hatchery competition provided the Loophole team with not only funding to proceed

with their production mold, but it also offered mentorship and networking opportunities.

Additional External Funds, & Accelerators

\$34,000 – Private Angel Investors; Founders' Investment; & Colgate E-Fund.

Accelerators - Loophole is a member of the Colgate E-Fund & Towson University Incubators.

Results, Expansion, & Significant Milestones

Loophole has expanded their team to four and recently hired a Creative Director. Loophole has received custom orders from fortune 500 companies. The best milestone is that Loophole has all of its debts paid off.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

None yet but now that debts are paid off they are beginning to investigate ways to give back in the near future, such as mentoring other entrepreneurs.

Principal(s): Pat Crowe & Steven Stillwell

Locations: 1 - Kensington, MD

2018 Revenue: \$18,000

Estimated 2019 Revenue: \$20,000

Alumni: Colgate University '18 – Pat Crowe & Towson University '18 – Steven Stillwell

Phone: (301) 275-6405

Social Media: Facebook, Instagram, & Twitter @LoopholeUSA

Business Address: 10511 Summit Avenue | Kensington, MD | 20895

Established: 2017

Shore Hatchery Funds: \$10,000 - 2017

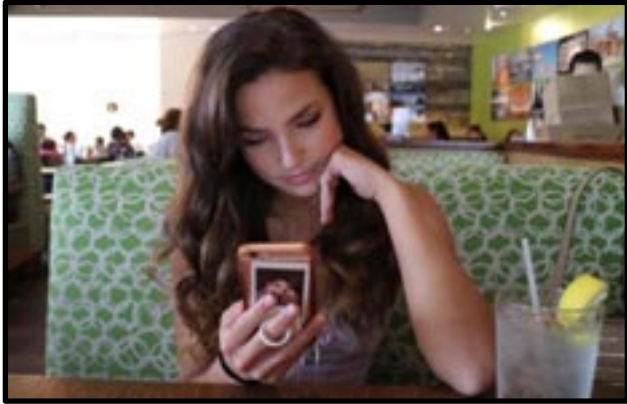
Stage of Business: Existing

Employees: 4 - 2019

Email: info@loopholeusa.com

Website: www.loopholeusa.com

Loophole Innovative Solutions, Inc.



MADTECH Modern Agronomy

Agri-Technology – Farming Technology Company



Business Description

MADTECH® Modern Agronomy is a proprietary system which utilizes modern tools, such as drones and software, to survey crops, fields, and structures to collect data and provide farming solutions for irrigation issues, optimal soil and plant health, and property surveys.

Business History

Starting in 2017, MADTECH® was founded after researching how state of the art drone technology was being utilized for farming in California and Europe. The team learned drone technology assisted farmers in increasing their yields while lowering costs. Their research was validated by Shannon Wyman, marketing executive of Syngenta, a Swiss multi-national agricultural biotechnology, seed, and agrochemical company. The research was also confirmed by Drone University in Sacramento, CA. Shortly after, the MADTECH® System was developed as a proprietary method of integrating data collected from drones utilizing multi-spectral sensors to assess plant health, soil and plant tissue testing, and land surveys. This allowed them to write better prescriptions for operating equipment, smartly manage land and water usage, reduce costs, decrease environmental impacts, and enable continuous optimization of farming. Commercially, it is determined that farmers will save 40%+ on labor and other costs and enjoy 20%+ greater harvests when taking full advantage of The MADTECH® System.

A father and son team, Zach Marnane is the prodigy behind the MADTECH® system and holds the reigns as the product/technology guru while Tom Marnane excels in customer acquisition and sales with over 30+ years in facility optimization using software, automation, controls, and high

efficiency equipment to reduce customer operating costs.

Shore Hatchery Funds, Specific Use, & Role \$30,000 Spring 2019

The Shore Hatchery funds were used to purchase equipment, add jobs, and improve their technology.

Additional External Funds & Accelerators

\$15,000 - TEDCO & 2018 AgPitch Mid-Atlantic Farm Credit (MAFC) – 1st.

Accelerators - MADTECH® has applied to F3 Tech & TEDCO's I-Corp Certificate Program Summer 2019.

Results, Expansion, & Significant Milestones

MADTECH® plans to build and own an in-house plant/soil testing facility to further service its customers and expand outside the Delmarva Peninsula. In 2019, they plan to employ a part time Agronomist to help them grow their plant nutrient services. MADTECH® also hired two summer interns, one rising junior high school student from the Key School and a rising junior college student from Northwestern University. In early 2020, they plan to see the addition of structural surveys and 3D renderings, as a new vertical in their offered services.

IP, Copyrights, & Trademarks

None as of yet.

Promotional Opportunities & Giving Back

The team has not identified any opportunities as of yet but they have plans to give back later as the company develops.

Principal(s): Zach Marnane, Tom Marnane, & Monica Beeman

Locations: 1 - Huntingtown, MD

2018 Revenue: \$216,229

Estimated 2019 Revenue: \$235,000

Alumni: US Navy – Tom Marnane

Phone: (410) 703-4298

Social Media: Facebook @MADTECHAG

Business Address: 3251 Deep Landing Road | Huntingtown, MD | 20639

Established: 2017

Shore Hatchery Funds: \$30,000 - 2019

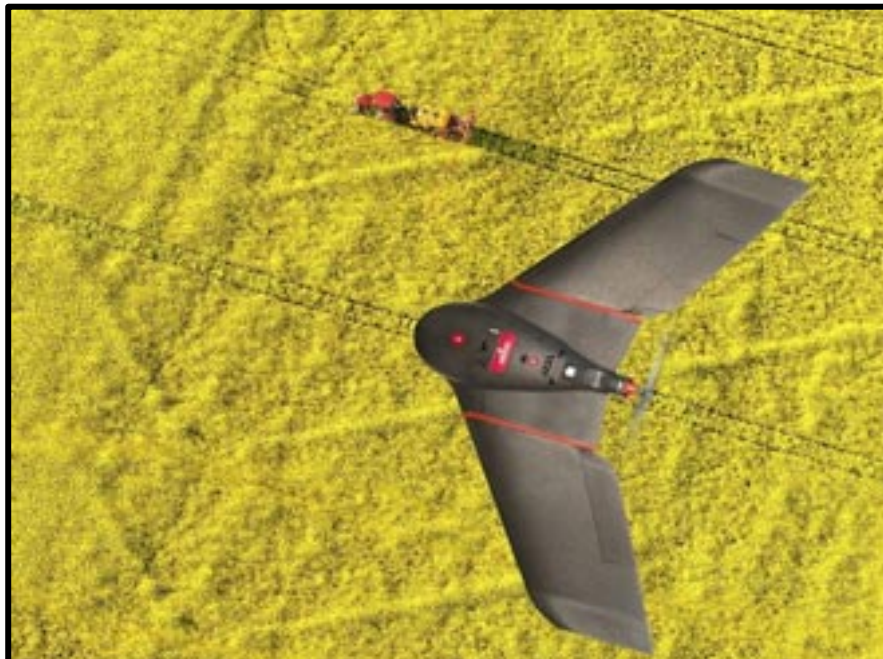
Stage of Business: Existing

Employees: 8 – 2019, Add 3 - 2020

Email: info@madtechfarm.com

Website: www.madtechfarm.com

MADTECH Modern Agronomy



Mind the Current/Dhremo Therapy IV Decals

Health Care - Retail Product Transforming the Cancer Experience



Business Description

Dhremo Therapy IV Decals, which is the flagship of Mind the Current, LLC, are the first step in a greater mission to revolutionize the cancer experience, to embrace the power of the mind and spirit for optimum outcome in healing disease. By providing products that awaken and focus the mind and uplifting spirit, patients and loved ones are empowered to actively participate in their own healing journey.

Business History

The company was started by owner Marsha Hammond, while she was 25K in cancer debt, 9 months after completing cancer treatment. She felt compelled and obligated to share this product with patients. She started printing decals on demand on her home printer and selling them through Etsy. Three months after the launch the company surpassed their goal with Kickstarter, raising over 13k in presales. It was clear this was a viable product and very much needed in the cancer community.

Shore Hatchery Funds, Specific Use, & Role \$25,000 Fall 2016 & \$7,500 Spring 2017

The initial Shore Hatchery funding allowed for the development of "Dhremo Kids," a line of pediatric IV decals, as well as the development of the "Hospital Starter Kits." These kits are designed for hospitals to purchase Dhremo Therapy IV Decals in bulk. The additional funds received have been used to develop marketing materials and exhibit at some of the largest Oncology Conferences in the US.

The Shore Hatchery and its mentors have assisted with not only providing funding but provided access to networking events and making community connections.

Additional External Funds & Accelerators

\$22,100 – Kickstarter; Openworks - EnterpRIse Pitch Competition; Pitch Across Maryland – Champion's Choice Award; Warnock Foundation Social Innovation Pitch Competition; MICA Alumni Grant; & Towson University Student Nurse Association Class Gift.

Accelerators - Openworks EnterpRISE Fellow; Design for America; Warnock Social Innovation Fellow; & Community Consulting Lab.

Results, Expansion, & Significant Milestones

In 2018, Dhremo Therapy partnered with Balti-Virtual and a MICA student, to create an augmented reality prototype pediatric decal, which will allow patients to scan the decal with their smart device and watch the character jump out of the label. This new product has gained attention and led to Dhremo being invited to present at the Google Women in Tech Conference. Dhremo has shipped to 43 US states and territories. By attending national and international oncology conferences, Dhremo has been able to raise awareness for their products and made many important connections. The Decals are the most popular exhibit at every conference attended and have been implemented into 7 hospitals across the country.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

In Summer 2020, they are planning a "Road Show of Hope" to assist with visibility, reach their target market, and raise awareness of their brand. As part of their mission to give back and give forward, they donate 10% of the profits to non-profit organizations and cancer research efforts.

Principal(s): Marsha Lynn Hammond

Locations: 1 - Towson, MD

2018 Revenue: \$9,549

Estimated 2019 Revenue: \$18,127

Alumni: Maryland Institute College of Art (MICA) '99 & BFA '98

Phone: (443) 801-5966

Social Media: Facebook, Instagram, & Twitter @DhremoTherapy

Business Address: P.O. Box 42582 | Towson, MD | 21286

Established: 2015

Shore Hatchery Funds: \$32.5K – '16/'17

Stage of Business: Existing

Employees: 1 & 5 Interns - 2019

Email: marsha@dhremo.com

Website: www.dhremo.com

Mind the Current/Dhremo Therapy IV Decals



Mindfully Anchored, Inc.

Education - Courses in Mindfulness for Students and the Community



Business Description

Mindfully Anchored is a local, grassroots nonprofit providing mindfulness services to the youth and mentors of our community through public schools and community service events.

Business History

Over the past four years, Mindfully Anchored has reached over 10,000 people in the community, teaching mindfulness, a life skill that empowers confidence, kindness, and the capability of responding to the world in a positive way. Mindfully Anchored continues to thrive, supported by the generous community!

A grassroots effort, Mindfully Anchored is a home-based business. The founder, Ashton Donoway, continues to act as the executive director, assisted by a 10 member executive board and 10 volunteers who operate independently in the community. She has appeared as a speaker and teacher at many Wicomico County schools, as well as Salisbury University and Wor-Wic Community College. She has also appeared in the press numerous times for her work with Mindfully Anchored.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Spring 2017

The Shore Hatchery funds supported Mindfully Anchored's first annual Mindfully Anchored Open Golf Tournament, netting \$25,000 and supporting its efforts for one full operating year

Additional External Funds & Accelerators

\$30,000 - Donations

Results, Expansion, & Significant Milestones

In 2017, Donoway began completing contract agreements with the Wicomico County Board of

Education teaching mindfulness in schools! With this, as well as many requests to speak at education and mental health conferences, she became the first paid employee of Mindfully Anchored, Inc. In 2016, Donoway was awarded Coastal Style's "Best of" Volunteer of the Year!

In 2018, Founder and CEO Ashton Donoway visited 600 children per week sharing the benefits of mindfulness! This community supported, volunteer run organization has hosted many charity events, including two successful golf tournaments. Ashton recently applied to the MD State Department of Education to approve her Certificate for Professional Development on a two-credit course teaching mindfulness to teachers.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Mindfully Anchored is volunteer based, so they give back every day! Mindfully Anchored grossed over \$30,000 in donations in 2016, over \$10,000 of which was given to community members and teachers as scholarships to Mindful Schools. Mindfully Anchored does have something in the works. A mindfulness event including all schools in the county and potentially a community event. "The Heart of Mindfulness for Youth Week." Schools are on board and she is working with community leaders. Ashton did an interview on WMDT for the event.

Principal(s): Ashton Donoway

Locations: 1 – Salisbury, MD

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: SU '08

Phone: (410) 330-8474

Social Media: Facebook @mindfullyanchored

Business Address: 5295 Safe Harbor Way | Salisbury, MD | 21801

Established: 2014

Shore Hatchery Funds: \$5,000 Spring '17

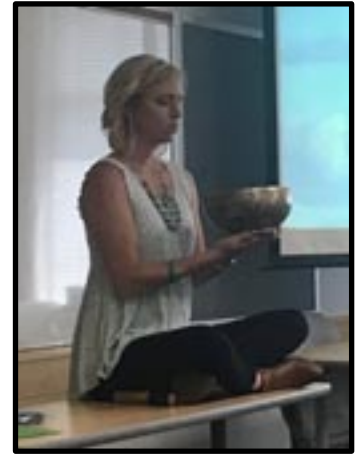
Stage of Business: Existing

Employees: 2 - 2019

Email: ashton@mindfullyanchored.org

Website: www.mindfullyanchored.org

Mindfully Anchored, Inc.





Mobtown Fermentation/Wild Kombucha

Beverage - Specialty Beverage Manufacturing

Business Description

Mobtown Fermentation brews, bottles, and distributes Wild Kombucha, a probiotic drink made from fermented green tea. They are primarily a wholesaler of a functional health beverage.

Business History

Mobtown Fermentation was started while Sidharth was in grad school. He was attending Duke University for his Masters in Environmental Management. Mobtown began in a tiny one room brewery, where they began handcrafting and hand bottling all of their products. They first sold their product in the side of a juice shop in Baltimore City, and since selling their first bottle in 2015, they have more than doubled their sales every year.

Shore Hatchery Funds, Specific Use, & Role \$30,000 Spring 2016 & \$15,000 Fall 2016

The Shore Hatchery funds were used for the build-out of their new brewery and to buy a reverse osmosis water purifying system, an industrial water boiler, and 6 large stainless steel conical fermentation tanks.

The Shore Hatchery competition greatly helped by providing the capital they needed to buy more fermentation tanks in order to keep up with demand. In addition, it provided many networking opportunities, one of which put them in contact with the Baltimore County Office of Economic Development, where they received loans to buy a fully automated bottling production line!

Additional External Funds & Accelerators

\$431,000 - Baltimore County Office of Workforce Development; Baltimore Development Corp.; Baltimore Business Lending; & UMBventures Baltimore Fund.

Accelerators - Goldman Sachs 10,000 Small Business Program

Results, Expansion, & Significant Milestones

Mobtown just moved from their 3,500 square foot facility to a new 13,000 square foot brewery in Baltimore!

Mobtown's Wild Kombucha just got into their 750th store, which stretches them across 6 states. They also put the first kegerator into a Giant Store. In September 2019, they are launching into all the Whole Foods in the Mid-Atlantic region.

IP, Copyrights, & Trademarks

Trademark for Wild Kombucha and the Mascot.

Promotional Opportunities & Giving Back

As a proud supporter of the National Wildlife Federation, for every bottle sold 2% goes towards the conservation of Wildlife Habitats. Mobtown gives 1% of all sales to the Chesapeake Bay Foundation.

Principal(s): Sidharth Sharma, Adam Bufano, & Sergio Malarin **Established:** 2014
Locations: 1 - Baltimore, MD (750 Stores) **Shore Hatchery Funds:** \$45,000 - 2016
2018 Revenue: \$764,000 **Stage of Business:** Existing
Estimated 2019 Revenue: \$1,440,000 **Employees:** 16 - 2019, Add 5 - 2020
Alumni: Case Western Univ. '12 & Duke '14 – Sidharth Sharma UMBC '13 – Adam Bufano, & UMD
College Park '13 – Sergio Malarin
Phone: (410) 252-2850 **Email:** sid@mobtownfermentation.com
Social Media: Facebook, Instagram, & Twitter @wild_kombucha **Website:** www.mobtownfermentation.com
Business Address: 4820 Seton Dr., Suite L | Baltimore, MD | 21215

Mobtown Fermentation/Wild Kombucha



MyRoute Apparel

Retail - Souvenir Apparel

Business Description

MyRoute Apparel is a resort apparel company, which sells unique souvenirs that show where you have been and how you got there! This makes their product a unique souvenir. MyRoute's products incorporate the road going into a town with that town's main attraction. They sell in niche markets like book stores and gift shops.

Business History

MyRoute Apparel was inspired by Trey's participation in the Young Entrepreneur Academy (YEA!) program, in downtown Salisbury. When Trey was 14 years old, he started MyRoute Apparel to fill the void he saw in the souvenir market. MyRoute Apparel began in his garage in the spring of 2017, when he was a 15 year old high school student and this was his first business. Through YEA!, he received an award of assistance with marketing and graphics from Salisbury University's BEACON and was given the opportunity to sell his product in Angello's Unique Gifts and Pohanka Automotive of Salisbury. MyRoute is a very small apparel company that is in few stores. MyRoute is committed to selling quality yet inexpensive products, which makes you stand out from the crowd. Trey is proud to sell his unique souvenirs for the Delmarva beaches and has plans to expand beyond Delmarva in the near future. He hopes that you all like his souvenirs and find them as unique as he does. .

Shore Hatchery Funds, Specific Use, & Role \$2,000 Spring 2017

The Shore Hatchery funds were used to purchase inventory of shirts and supplies.

The Shore Hatchery assisted with mentorship to

help advance MyRoute Apparel. The program offered outstanding mentorship from his mentor David Landsberger and the mentors from SU Small Business Development Center.

Additional External Funds & Accelerators

\$950 – YEA! Young Entrepreneurs Academy – 3rd

Accelerators – Young Entrepreneurs Academy

Results, Expansion, & Significant Milestones

MyRoute Apparel has expanded farther down the Eastern Shore into Onancock, Virginia and started selling MyRoute Apparel in Sundial Books, in Chincoteague, VA and Book Bin in Onancock, VA. After many summers, MyRoute Apparel has sold hundreds of shirts. Trey is currently a high school student at Milford High School. He plans to graduate in 2020 and continue his business while he is a student.

IP, Copyrights, & Trademarks

All designs have been copyrighted in 2017 and the slogan, name, and logo have been trademarked.

Promotional Opportunities & Giving Back

MyRoute Apparel is a proud supporter of the local community and youth activities. MyRoute Apparel donated \$100 worth of t-shirts for the Boys and Girls Clubs of Odyssey of the Mind in Dover, Delaware. The Boys and Girls Clubs of Delaware got third place at the 2018 State Finals in Middletown, Delaware. Congrats!!! He happens to be one of the team members.

Principal(s): Trey Lodge

Locations: 1 – Chincoteague Island, VA

2018 Revenue: \$5,000

Estimated 2019 Revenue: \$10,000

Alumni: Milford High School '20

Phone: (302) 270-3195

Social Media: N/A

Business Address: 5260 Deep Hole Rd. | Chincoteague Island, VA | 23336

Established: 2017

Shore Hatchery Funds: \$2,000 - 2017

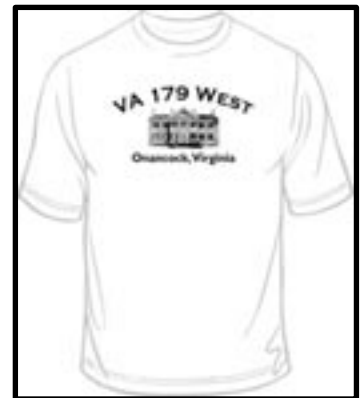
Stage of Business: Existing

Employees: 1 - 2019

Email: trey lodge@myrouteapparel.com

Website: www.myrouteapparel.com

MyRoute Apparel



Oasis Group Holdings

Oasis Marinas, Snag-A-Slip, MarinaLife Magazine

Travel - Marina Consulting/Membership Based Publication and PMS Technology



Business Description

Oasis Group Holdings aims to support marina owners in driving their business through their core brand offerings' Oasis Marinas is headquartered in Annapolis, MD and supports marina owners with services from consulting to turn key management, currently serving 22 marinas in the Mid-Atlantic under full management. Snag-A-Slip connects boaters with available boat slip inventory through its App, website, and social media platforms, which service over 500K boaters and 600+ marinas. Oasis Marinas also offers the marina's a cloud based property management system to run their business, which is interfaced with Snag-A-Slip. MarinaLife Magazine is a membership based lifestyle publication that has amazing content for people that like to be close to the water. In addition, it offers discounts to over 4K marinas, from Canada to the Caribbean while servicing 200K boaters.

Business History

Salisbury University alum, Dan Cowens was in the Executive MBA program at the Smith School of Business at University of Maryland College Park while starting Oasis Marinas. The company expanded and eventually became Oasis Group Holdings, which solves a problem for marinas. Many marinas are family owned with minimal ability to invest in capital improvements and technology. No easy way existed for boaters to book marina slips online or view available options. Oasis Group Holdings partners with marina owners to offer a range of professional services from full service management to consulting and secures a management fee, revenue shares, or lease contract with marina owners.

Shore Hatchery Funds, Specific Use, & Role

\$30,000 Fall 2014 & \$20,000 Spring 2015

The Shore Hatchery's first round of funding was used to support the Snag-A-Slip MVP build, which launched in the summer of 2015. The second round of funding was used for Snag-A-Slip's site enhancements, pre A Round. Building their MVP opened up Oasis Marinas to the US Marina Industry, a \$4.2B industry. There are 25,000+ public marinas and 16 million recreational boaters in the US. Each and every one of them represents a potential customer for Oasis and Snag-A-Slip.

Additional External Funds & Accelerators

\$6,800,000 – Series A Round (2) Claritas is now a Lead Investor.

Accelerators - Betamore

Results, Expansion, & Significant Milestones

By June 2019, Oasis Marinas has grown from 8 locations to 22. They expect to double in size in the next year. Some significant milestones were closing their A Round funding, closing the MarinaLife Magazine acquisition (2017), expanding their services, and pivoting their tech model.

IP, Copyrights, & Trademarks

Copyrights and Trademarks on multiple items.

Promotional Opportunities & Giving Back

Mentor other young entrepreneurs and military veteran startups with lessons learned.

Principal(s): Dan Cowens, Jen Leroux, Kirk Geatreau, & Adam Zilberbaum

Locations: 1 – Annapolis, MD – 22 Canada to Caribbean

2018 Revenue: \$8,600,000

Estimated 2019 Revenue: \$15,000,000

Alumni: Salisbury University '95 & UMD '13 – Dan Cowens

Phone: (410) 741-3773

Social Media: Facebook, Instagram, & Twitter @OasisMarina @Snag-A-Slip & @MarinaLife

Business Address: 125 West Street, Suite 201 | Annapolis, MD | 21401

Established: 2015

Shore Hatchery Funds: \$50K – 2014/15

Stage of Business: Existing

Employees: 190 - 2019, 300 - 2020

Email: info@snagaslip.com

Website: www.oasismarinas.com

www.snagaslip.com & www.marinalife.com

Oasis Group Holdings

Oasis Marinas, Snag-A-Slip, MarinaLife Magazine



SNAG-A-SLIP

EXPLORE. BOOK. BOAT.



Operational Precision Systems, LLC

Technology - Cloud-Based Web Application Service Software



Business Description

Operational Precision Systems, LLC (OPS) is an integrated cloud-based environmental monitoring solutions system. It is designed for agencies responsible for testing samples against mandated regulatory standards, yet often they don't have the resources or funding to maintain compliance with the increasingly complex regulations from the EPA and states. Their first application WaterOPS(SM) will be targeted to the national network of 150,000 water agencies supplying drinking water to 320 million citizens of the USA.

Business History

Established in 2015, OPS was founded to provide integrated environmental monitoring solutions, or as they like to refer to it "environmental monitoring in the cloud" for agencies. Its mission is to provide solutions to support public drinking water infrastructure systems, recording reliable and secure field-data for analysis, and helping to reduce costly violation levels, because no compliance-centric affordable alternatives exist in the marketplace. Since no easy solution exists to support them in the operational management of water monitoring OPS is designing its first product 'WaterOPS' to be the ultimate go-to service for managing the issue. OPS has since incorporated, established a web and social media presence, completed their market research, and designed and specified their core cloud-based application that will fulfill the needs of their target user base.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Spring 2015 & \$40,000 Fall 2015

The Shore Hatchery funds were used as a percentage cash-match for 2 MIPS grants, paying Salisbury University interns, purchasing equipment/software licenses, and conferences.

The Shore Hatchery mentoring and networking resources were most valuable. OPS was most fortunate to spend time with Kathy Kiernan of APPI Energy, who mentored them in their early stages and played a huge supporting role.

Additional External Funds & Accelerators

\$145,000 – TEDCO; Kathy Kiernan; MIPS Phases 1 & 2; & University of Delaware Hen Hatch.

Accelerators - hotDesks

Results, Expansion, & Significant Milestones

Over the past few years, OPS has placed high in several major competitions, including placing in the top 4 in the Imagine H2O Accelerator Competition. In 2019, OPS hired 2 SU interns, established a Pilot program, and in 2020 plans to release version 1.0! OPS is now ramped into a full development phase that began in 2016 and has so far completed over 10 major milestones. They are: 90% of the front-end user interfaces that auto-scale to smartphone/tablet/laptop displays; geo-location functionality; navigation function; scheduling controls; barcode scanning to allow tracking; equipment calibration & tracking functionality; on-boarding module designed; internal secure email and alerting system; and trademark granted for WaterOPS(SM).

IP, Copyrights, & Trademarks

Provisional Patent obtained by O-P-S, LLC. Trademark use of WaterOPS(SM).

Promotional Opportunities & Giving Back

OPS believes WaterOPS(SM) could prove useful for the Chesapeake Bay Foundation and hope to provide a version that could record Bay samples.

Principal(s): Lee Beauchamp, Timothy Gantzhorn, Matt Beard & Tai Nguyen

Locations: 1 - Salisbury, MD

2018 Revenue: \$5,500

Estimated 2019 Revenue: \$25,000

Alumni: Univ. of Delaware '05 – Lee Beauchamp

Phone: (443) 880-2301

Social Media: Facebook, Instagram, & Twitter @OPSnetllc

Business Address: 30591 Bennett Rd. | Salisbury, MD | 21804

Established: 2015

Shore Hatchery Funds: \$45,000 - 2015

Stage of Business: Development

Employees: 5 - 2019, Add 2 - 2020

Email: webmaster@o-p-s.net

Website: www.o-p-s.net

Operational Precision Systems, LLC

Opportunities for the community

CHESAPEAKE BAY FOUNDATION
Saving a National Treasure

CHESAPEAKE BAY RECORD DEAD ZONE

Source: <http://www.cbff.org/>

Public Drinking Water

Do you know what you are drinking?

Facts

- 155,000 Systems in the USA
- Supplies 320 million people
- 196,130 violations of federal standards in latest EPA report
- Cost est. \$112 million each year
- 143,183 systems are in the small to small class
- **There are 13 Systems in violation locally**



WaterOPS

Aligned and Integrated with Business Process Roles

- Compliance:** Government and reports, Audit trail, accountability
- Manager:** Dashboard and management of process
- Lab Technician:** Performance Evaluation of field data quality and results
- Sample:** Multi-state collection of samples

WaterOPS project initiatives include:

- WaterOPS compliance engine
- WaterOPS data integration
- WaterOPS data storage
- WaterOPS data analysis
- WaterOPS data visualization
- WaterOPS data reporting

Contact Us:
 OPS, LLC
 1000 North 10th Street
 Cary, NC 27513
 919.487.1000
www.opsllc.com

The Solution:

The "TurboTax" of Regulatory Compliance

WaterOPS

Compliance Engine

- Will be configured with EPA regulations (300+ parameters)
- Configured with state regulations (200+ extra parameters)
- Processes Legacy Data
- Report generation
- Audit trail
- Identifies potential violations before they are known

Real-time Data

- Cloud access, anywhere, anytime
- Device Agnostic (Bring your own)
- Backwards for all users
- Automatic Alerting
- Paperless Efficiency
- 360° view of progress
- Logical step-by-step approach to field integration: business Schedules, Samples, Laboratory

The Solution?

"We are the TurboTax of Environmental Compliance"

WaterOPS

PaverGuide, Inc.

Enviro-Technology - Designs, Manufactures, and Sells Products Used to Reduce Storm Water Runoff

Business Description

PaverGuide, Inc. designs and manufactures products for reducing storm water runoff pollution. PaverGuide is a recycled plastic storm water capture system used to replace stone as a more stable road base and as a high capacity reservoir below permeable pavements. PaverGuide, Inc. also manufactures the deepest grass paver on the market, and the first nutrient and metals storm water filtering media that can be placed in the permeable pavement road base. All of the products provide better performance and a lower installed cost than current products and methods.

Business History

In 2015, PaverGuide, Inc. was established and product sales began in 2016. PaverGuide creates clean runoff by advancing permeable pavement through lowering costs, improving pollutant removal, and reducing environmental impacts. PaverGuide accomplishes this through long term client relationships, employee empowerment and development, and environmental stewardship.

Shore Hatchery Funds, Specific Use, & Role \$35,000 Spring 2016

The Shore Hatchery funds were used for the purchase of the initial product inventory, which helped move the business forward.

The Shore Hatchery program and its mentors have been extremely helpful in publicity, networking, resources, and providing their insight into various issues as they arose with the business.

Additional External Funds & Accelerators

\$1,320,000 – Climate Ventures 2.0; MD Department of Natural Resources (DNR)/Maryland Industrial Partnerships (MIPS)

Research Grants (3); Chesapeake Bay Seed Capital Fund (2); TEDCO; Eastern Shore Entrepreneurship Center; USM Momentum Fund; & Pin Oak.

Accelerators - Imagine H20; Climate Ventures 2.0; Cambridge SBDC; & Aqualyst.

Results, Expansion, & Significant Milestones

Tooling was purchased, structural capacities reached expectations, and product is being manufactured. The town of Easton will be installing its first sidewalk project this fall and will use PaverGuide for a larger sidewalk project later this year. Last year, the town of Chestertown used PaverGuide at the Chestertown Marina and Ocean City installed the product in a couple of commercial projects. A 40 lot sub division, where PaverGuide will be used in all the driveways, will break ground later this year. Successful municipal projects will lead to scale. In April 2018, a civil engineer was hired and they expect to hire another next month. Also, they have not seen any product issues, in projects that have been installed. The filter media patent application received a favorable response from the International Searching Authority and that the claims included inventive steps. PaverGuide has signed a worldwide license agreement with the University of Maryland to sell the filter media and received a \$300,000 investment from the USM Momentum Fund, which is a \$25 million early-stage investment fund for the most promising and innovative ideas in the market place.

IP, Copyrights, & Trademarks

Patent & Trademark for “PaverGuide” and filed a joint patent application with University of Maryland on the filter media.

Principal(s): Charles White & Andy Whaley

Locations: 1 - Worton, MD

2018 Revenue: \$51,269

Estimated 2019 Revenue: \$400,000

Alumni: Morgan State '74 – Charles White

Phone: (866) 721-3590

Social Media: N/A

Business Address: 24030 Kinnairds Point Drive | Worton, MD | 21678

Established: 2015

Shore Hatchery Funds: \$35,000 - 2016

Stage of Business: Existing

Employees: 1 - 2019, Add 1 - 2020

Email: cw@paverguide.com

Website: www.paverguide.com

PaverGuide, Inc.



Picklehead, LLC/Tip Tough

Retail - Makers of Tip Tough Finger Protector



Business Description

Picklehead, LLC is the maker and distributor of the Tip Tough (Pro Chef and Home Chef Tip Tough). Tip Tough is a finger protector that completely encases your fingers protecting them from the knife blade, making food prep safe and efficient. Pro Chef Tip Tough is a steel manufactured kitchen tool, which avoids expensive injuries for restaurant workers as they work in commercial kitchens. Home Chef Tip Tough allows families to cook food and create memories without worrying about cutting yourself while preparing healthy meals.

Business History

RJ Batts was a 15 year old middle school student when he came up with the idea for Tip Tough. RJ noticed growing up that his father, a professional chef, always had knife cuts on his fingers and on one occasion requiring stitches. In 2015, the teen conceived the idea for Tip Tough, a kitchen tool to protect fingers. Tip Tough can also be used by hunters and anglers on their catches and game. They spent the next few years grinding away getting a patent and developing their product. Their products are made in the USA and in the State of Maryland. Local jobs for local people. They currently sell their product in 14 stores in the regional area, events, their website, and Amazon.com. Six regional restaurants are using Tip Tough in their kitchens.

Shore Hatchery Funds, Specific Use, & Role \$15,000 Fall 2016

The Shore Hatchery funds were used for three marketing videos from Perfect Form (an SU alumni company), hiring ASAPR at a reduced rate from public relations and media networking tradeshows, and funding for the machining of the Pro Chef Tip Tough.

The Shore Hatchery provided the initial press and networking that accelerated sales and business contacts. Their mentor, Mike Cottingham, ACE Hardware assisted with giving feedback about the direction to go, expected big expenditures, and the retail/wholesale market. Bill Burke, John Hickman, and Tim Sherman were critical to the business success by mentoring, giving feedback, finding funding, linking RJ with contacts and with SU students, who in 2017 helped them establish a hiring policy, supply chain graphics, and a social media presence across platforms using LinkedIn, Instagram, Twitter, and Facebook. They now have a strong organic social media presence and continue to work with a social media expert.

Additional External Funds & Accelerators

\$77,000 – Young Entrepreneurs Academy YEA!; TEDCO; MCE; Personal; and Friends.

Results, Expansion, & Significant Milestones

They attended the International Home and Housewares Show (IHHS) in 2017 and 2018, with RJ as the youngest inventor ever featured in the Inventor's Corner. This allowed them to meet with buyers and industry professionals from across the US and internationally. They caught the eye of Walmart MADE IN THE USA division and are working with a QVC sales representative. In March 2018, RJ and Lori flew to Los Angeles to film the CBS pilot for a show that focused on kid businesses. Though sales have been slow this year, they still have lined up a few vending events and are working on getting a salesperson on board.

IP, Copyrights, & Trademarks

N/A

Principal(s): RJ Batts & Lori Batts

Locations: 1 - Salisbury, MD (14 Stores)

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: Parkside High '20 - RJ & SU '98 - Lori

Phone: (443) 735-1878

Social Media: Facebook, Instagram, & Twitter @pickleheadllc

Business Address: 4309 Ramblin Rd | Salisbury, MD | 21804

Established: 2016

Shore Hatchery Funds: \$15,000 - 2016

Stage of Business: Existing

Employees: 2 - 2019, Add 0 - 2020

Email: pickleheadllc@gmail.com

Website: www.tiptough.com

Picklehead, LLC/Tip Tough



Scrub Nail Boutique

Beauty - Membership Based Nail Salon



Business Description

Scrub Nail Boutique is a fume-free natural nail salon. Scrub has been voted Baltimore's Best Nail Salon and is an official employee benefit of Under Armour and Paypal headquarters in Maryland. Scrub is the only membership based nail salon in Maryland, known for its subscription service business model, offering Unlimited Manicures for \$49 per month.

Business History

Upon finding her niche in the hospitality industry, Jasmine founded a luxury service nail salon, Scrub Nail Boutique in Baltimore, MD in 2013. After much success and earning many awards, Scrub was closed due to a devastating fire, which could have closed the business indefinitely. Thankfully, Scrub Nail Boutique was able to restore its location and reopened March 2018. Since reopening in March, Scrub has been awarded the 2018 Best Nail Salon by the Baltimore Sun Newspaper.

Shore Hatchery Funds, Specific Use, & Role \$20,000 Fall 2017

The Shore Hatchery funding was used to assist in rebuilding after the fire, in March 2017. With the funds they were able to rebuild the pedicure platforms for the 4 luxury pedicure stations, furnish 3 manicure stations, and purchase the initial inventory for retail sales including Scrub branded paraphernalia and its in-house made products, which are best used in their services.

The Shore Hatchery's support has allowed Scrub to regain its momentum and reopen in the Baltimore area as the Best Nail Salon. Scrub has been able to expand its existing equipment, hire additional staff, and add retail products for sale within the boutique.

Additional External Funds & Accelerators

\$3,500 – Warnock Foundation & Morgan State EDAC Competition.

Results, Expansion, & Significant Milestones

No 2019 Report was submitted, so the following info is from their 2018 Report. Increased the number of pedicure stations from 3 to 4, which will yield approximately an additional \$20,000 in service sales for the year. Scrub has also been able to invest in retail products and branded novelty items for sale in their boutique. These items include branded t-shirts, tote bags, and body and skin care products. These will allow for an additional \$7,500 in sales. In 2018, they hired an additional 2 make-up artists and an additional 3 artists to include a licensed Cosmetologist.

Notable milestones are: 2013 Best Nail Salon Best of Baltimore – Baltimore Magazine; and Best Manicure – CBS Baltimore. Featured in Lifestyle Magazine; Baltimore Magazine; The Baltimore Sun; The b Daily Paper; My 24 Bmore; Technically; and Fox News Baltimore. Have a 4.8/5 Rating Yelp; Google; and Facebook; In 2018 Best Nail Salon – Baltimore Sun. In 2016, Technically Baltimore Entrepreneur of the Year; & Goldman Sachs 10,000 Small Businesses Scholar.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Jasmine Simms hosts an intern from Carver High School through the Baltimore Region Urban Alliance and is a Co-Founder and Mentor for Moms as Entrepreneurs.

Principal(s): Jasmine Simms

Locations: 1 – Baltimore, MD

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: Anne Arundel Community College '12

Phone: (443) 869-6470

Social Media: Facebook & Instagram @scrubnailboutique

Business Address: 722 S. Broadway, Suite 200 | Baltimore, MD | 21231

Established: 2013

Shore Hatchery Funds: \$20,000 - 2017

Stage of Business: Existing

Employees: 4 - 2019

Email: hello@scrubnailboutique.com

Website: www.scrubnailboutique.com

Scrub Nail Boutique



Shea Radiance/Agrobotanicals, LLC

Beauty - Manufacturing, Wholesale and Retail



Business Description

Manufacturer of natural hair and body care products using Shea butter as their key ingredient. Shea Radiance is a brand of Agrobotanicals, LLC.

Business History

Shea Radiance started making natural body care products made in their kitchen to solve their children's dry and eczema prone skin problems. The founders found Shea butter to be a natural healing balm perfect for healing and beauty. The Shea butter is sourced directly from women run cooperatives in West Africa. This provides economic access that allows women to feed, clothe and educate their children. Shea Radiance craft products using clean and simple ingredients that resolve dry skin problems, without the use of synthetic additives that are toxic to the body and harmful to the environment. Shea Radiance would like to increase their distribution and expand their production capacity. They know there is a direct correlation between their growth and providing economic access to the women in their supply chain. They are in the process of moving from their home based business to a manufacturing facility in Baltimore City in 2019.

Shore Hatchery Funds, Specific Use, & Role \$20,000 Spring 2018

The Shore Hatchery funds were used to purchase inventory and complete packaging of 9 new products to be sold in Whole Foods in the Mid-Atlantic region.

The Shore Hatchery program, publicity, and resources assisted their expansion. Without the funding they would not have been able to fulfill the purchase order, which assisted in their ability to continue to expand to other regions.

Additional External Funds & Accelerators

\$185,000 – The Motley Fool; Individual Investors; Bridge Loan; & Porter Group.

Accelerators – 2017 Goldman Sachs 10,000 Small Business Program & Baltimore Leadership Group.

Results, Expansion, & Significant Milestones

In 2018, they picked up 9 new products. Currently, Shea Radiance has 7 part-time employees and one full time person (Funlayo). They plan to convert two of their current team members and hire additional staff in 2020.

Some of their recent milestones are: In 2019, Shea Radiance launched in close to 100 Whole Foods Stores in the Mid-Atlantic and Northeast Atlantic regions. By 2020, they plan to launch in an additional 200 Whole Foods Stores in the South, Southwest, and Southern Pacific regions. This will bring them in close to 300 stores!

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Increased employment opportunities in their local Baltimore economy. Improved quality of life for the Shea producers in their supply chain. Shea Radiance supports women led small & mid-size enterprises in the US and Africa. In 2019, they raised close to \$5,000 and were able to purchase 100 clean cook stoves for the women who produce their shea butter in Nigeria.

Principal(s): Funlayo Alabi & Shola Alabi

Locations: 1 - Ellicott City, MD

2018 Revenue: \$216,000

Estimated 2019 Revenue: \$300,000

Alumni: Howard Univ. '87 - Funlayo & Morgan State '91 - Shola

Phone: (443) 812-0762

Social Media: Facebook, Instagram, & Twitter @shearadiance

Business Address: 5139 Britten Lane | Ellicott City, MD | 21043

Established: 2008

Shore Hatchery Funds: \$20,000 - 2018

Stage of Business: Existing

Employees: 8 - 2019, Add 4 - 2020

Email: funlayo@shearadiance.com

Website: www.shearadiance.com

Shea Radiance/Agrobotanicals, LLC



SHEA RADIANCE™



Shore Inspections, LLC

Environmental – Lead Paint Inspections

Business Description

Shore Inspections offers the full range of lead paint inspections, using both dust wipes and a XRF analyzer. Shore Inspections operates throughout the Eastern Shore of Maryland. Their customers include concerned home owners and landlords keeping their residential rentals up to code.

Business History

As a local landlord, Zach Bankert became aware of the state regulations requiring lead inspections for residential rentals. The new regulations affected all residential rentals built before 1978 (the prior date was 1950); 40% of the housing stock in the state was built between 1950 and 1978. This regulation expansion was a motivating factor in his decision to start the business in 2014 and he was fully operational when the expansion went into effect. Since then, Zach continues to serve his customers and build his client base. The company has thrived due to his superior web presence, focus on customer service, pre-existing contacts in the real estate and property management industries, and competitive pricing.

Shore Hatchery Funds, Specific Use, & Role \$15,000 Fall 2014

The Shore Hatchery funds were received just as the company was forming and completing the necessary certifications from the state. The funds were immediately used for startup costs such as building a web presence, training cost, licensing fees, insurance premiums, and equipment cost. Purchasing the XRF equipment cost \$20,000. The funds allowed Shore Inspections to start the business.

Additional External Funds & Accelerators

Private Line of Credit from Hebron Saving Bank.

Results, Expansion, & Significant Milestones

The original concept of Shore Inspections was to expand the inspections offered to include septic, water quality, home, and mold. While the company has not expanded into other inspection services, as proposed when pitching to the Shore Hatchery Committee, the company is well established with low overhead and has been profitable. The flexibility of Shore Inspections allows Zach to pursue other business ventures in real estate, while operating Shore Inspections. Being a working, licensed agent has allowed Zach to network with other realtors and has led to inspection work. Zach has also expanded his real estate holding company, Bankert Rentals, gaining more rental units and moving into flipping houses in turn growing more business for Shore Inspections.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Zach is currently involved with Downtown Salisbury's Third Friday and has been a part of this great community event for years.

Principal(s): Zach Bankert

Locations: 1 - Salisbury, MD

2018 Revenue: \$37,500

Estimated 2019 Revenue: \$37,500

Alumni: St. Mary's College of Maryland '08

Phone: (443) 783-4793

Social Media: Facebook, Instagram, & Twitter @shoreinspections

Business Address: 1113 Riden Court | Salisbury, MD | 21804

Established: 2014

Shore Hatchery Funds: \$15,000 - 2014

Stage of Business: Existing

Employees: 1 - 2019, Add 0 - 2020

Email: shoreinspections@gmail.com

Website: www.shoreinspections.com

Shore Inspections, LLC



SHORE INSPECTIONS

2401 S. Kent | 642.732.4792 | Shoreinspections@gmail.com | Shoreinspections.com

YOUR LEAD PAINT INSPECTION OPTIONS:			
	<p>Lead Free Certificate</p> <p>We test with our XRF equipment... when all samples inside and outside test negative for lead, you get a Lead Free Certificate.</p>	<p>Limited Lead Free Certificate</p> <p>We test with our XRF equipment, we find the exterior tests negative for lead. The exterior tests positive for lead but has no chipping, peeling, or flaking paint.</p>	<p>Full Risk Reduction Certificate</p> <p>We don't use our XRF equipment, instead we take dust wipe samples to test for lead dust. We'll take 1 to 2 dust wipes per room. The interior and exterior cannot have chipping, peeling, or flaking paint.</p>
When do we reinspect?	Never... the certificate is good for life and easily transfers if the property is sold.	Every two years (the exterior needs to be inspected for chipping, peeling, or flaking paint).	At every tenant turnover (making this certificate a recurring cost).
Shore Inspection Cost	\$250	\$250 (initial inspection) \$75 (2nd year re-inspection)	\$10 per dust wipe and a \$75 inspection fee (average cost is \$175)
MDE Charge	\$10 (one time)	\$10 (one time... unless you need re-inspection)	\$30 every year
	<p>Start with a Survey</p> <p>For \$75 we'll test your house with our XRF equipment and give you a typed report of all the components that tested positive for lead. With this report you can decide which report is best for you.</p>		

Soccer Office/Sports Office 365

Technology - Virtual Youth Sports Administration



Business Description

Soccer Office manages youth sports organizations including website management, team building, administrative services and more. With their technology and staff, they can answer client's phones and emails, manage their registration systems, as well as social media. They provide youth sports organizations a professional administrative backbone that doesn't burn out volunteers.

Business History

Soccer Office was founded while Jamie Lowe and Adam Manning were Perdue School of Business students at Salisbury University. They entered their business plan into the Annual Perdue School of Business' Student Entrepreneurship Competitions. They walked away with \$10,000 in cash and services and were awarded the top prize, the Bernstein Award of Excellence. Through the program and its mentoring they went on to win the Shore Hatchery in 2016. In the beginning of 2016, Soccer Office officially launched its business at the National Soccer Coaches Association. In Oct 2016, they signed their first professional soccer league – The American Soccer League. In their 2nd year of operations, they added the brand, Sports Office 365 to serve all sports in addition to soccer. Soccer Office now manages all different types of sports.

Shore Hatchery Funds, Specific Use, & Role \$25,000 Spring 2016

The Shore Hatchery funds provided Soccer Office with working capital, entrance into two conventions as vendors and allowed their organization to hire a Sports Administrator.

The Shore Hatchery program and Salisbury University (SU) have helped their business by

giving it a foundation to grow. This includes inviting Soccer Office to job fairs to find interns and part time employees, as well as beginning to map the careers of some current students who work for them. SU has provided their business with an expansive network of like-minded individuals to work with, office space, and other resources. SU helped them find their first investor, David Landsberger, who they met through the Student Entrepreneurship Competitions and he has helped guide their business to where it is today. At the Student Competitions, Landsberger awarded Soccer Office company office space and allowed them to do a private pitch to him directly for financing. Through SU's programs, Soccer Office was able to find funding and official launch on a national level.

Additional External Funds & Accelerators

\$210,000 – Salisbury University Student Entrepreneurship Competitions; Private Angel Investor; & Private Loan.

Accelerators – hotDesks & Salisbury University's Entrepreneurship Hub.

Results, Expansion, & Significant Milestones

In 2019, Soccer Office experienced an ownership change but still met their break even goals. They are now established in 20 states. In 2018, they expanded into the Canadian Market and further into the west coast.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Soccer Office provides internship opportunities for Salisbury University students.

Principal(s): Jamie Lowe, Sam Charles, & Joshua Tanavage,

Locations: 1 - Salisbury, MD

2018 Revenue: \$100,000

Estimated 2019 Revenue: \$200,000

Alumni: Salisbury Univ. '15 - Jamie Lowe, '15 - Sam Charles & '18 – Josh Tanavage

Phone: (443) 267-3100

Social Media: Facebook, Instagram, & Twitter @SocOffice

Business Address: 1732 Broad Street | Pocomoke City, MD | 21851

Established: 2015

Shore Hatchery Funds: \$25,000 - 2016

Stage of Business: Existing

Employees: 3 - 2019, Add 3 - 2020

Email: jamie@socceroffice.com

Website: www.socceroffice.com

Soccer Office/Sports Office 365



TeamRunner

<p>Coach Education 7 Year Coach Portfolio \$1,200 Value</p>	<p>CHALLENGER Summer Camps For summer camps for 8 teams \$1,200 Value</p>	<p>Virtual Administration 7 Year of Custom Services \$1,200 Value</p>	<p>Recruiting Technology 7 Year Club Subscription \$1,200 Value</p>	<p>COLLEGE NATIONAL College Scholarships Up to 17 million in Scholarships \$1,200 Value</p>
<p>VOLTA Leadership Training 7 Year Assessment & Training \$1,200 Value</p>	<p>Website / Registration Digital Platform \$1,200 Value</p>	<p>Mental Skills Training 100 Lifetime Classes \$1,200 Value</p>	<p>Social Engagement 4 Social Media Goals \$1,200 Value</p>	<p>Total Value of Package is \$120,000!</p>

www.solvingsoccer.com



Stock Scholars

Education - Technology Software



Business Description

Stock Scholars provides educational games with a comprehensive curriculum that systematically teaches high school students important financial literacy topics. These games provide rewarding and fun experiences to high school students, while giving them tools that they will need to prosper in the future.

Business History

Marvin Li was in middle school when he decided to start Stock Scholars after he noticed a concerning lack of financial literacy among his peers. Lack of financial literacy increases the likelihood of financially irresponsible decisions in the future, yet this can be addressed simply through proper education. After conducting surveys with local students, Marvin realized that financial illiteracy was indeed a pervasive problem in his community and there existed a need for a proper education. Marvin noticed that one roadblock for educating students about financial literacy was that content was usually presented in dry, uninteresting ways. Marvin decided to create a business that would meet that need in the community in fun format. In 2015/16, Stock Scholars received its first funding through the Young Entrepreneurs Academy (YEA!). Through YEA! Stock Scholars developed a website, marketing material, and an alpha version of the app, which teaches students how to start and grow their own businesses.

Shore Hatchery Funds, Specific Use, & Role \$5,000 Fall 2016

The Shore Hatchery funds assisted in accelerating the development and growth of Stock Scholars. This allowed Stock Scholars to improve their product, paid for website hosting services, and allowed Marvin to hire programming and graphic

design contractors, which assisted in developing the beta version. In addition to funds, the program provided business advice. Stock Scholars communicated with several members of the local banking community and the Comptroller of Maryland to discuss the impact of youth financial ignorance. All showed interest in trying to solve the problem.

Additional External Funds & Accelerators

\$1,200 - Young Entrepreneurs Academy (YEA!)

Results, Expansion, & Significant Milestones

Despite the unmet needs in financial education among high school students, it has proven difficult to monetize the app and charge a user fee. Most high school students come to expect free downloads of apps and free access to social media websites. Stock Scholars is currently exploring ways to bring free financial education to schools and classrooms while delivering useful financial information in an entertaining way. A promising way forward is to partner with the Wicomico County Board of Education.

Marvin has taken what he has learned from his first start up and recently began a second project working with University of Maryland's Horn Point. After a school field trip sparked Marvin's interest in water quality in the bays and coastal waterways, he began his research and identified a way to detect water quality through satellite remote sensing of water color. He is using advanced machine learning tools to develop a new algorithm for satellite remote sensing of coastal waters. To further his research, he won a prestigious \$10,000 Davidson Fellows Scholarship. He hopes this may lead to a cost effective way to monitor the regions coastal waterways.

Principal(s): Marvin Li

Locations: 1 - Salisbury, MD

2018 Revenue: \$0

Estimated 2019 Revenue: \$0

Alumni: James M. Bennett High School '21

Phone: (410) 749-5934

Social Media: N/A

Business Address: 5579 King Stuart Drive | Salisbury, MD | 21801

Established: 2016

Shore Hatchery Funds: \$5,000 - 2016

Stage of Business: Existing

Employees: 1 - 2019

Email: marvin.fanzhou.li@gmail.com

Website: www.stockscholars.com

Stock Scholars



Youth Financial Literacy

77% OF MALES & 63% OF FEMALES AGE 16-18 DO NOT KEEP TRACK OF THEIR SAVINGS.

52% OF TEENAGERS WANT TO LEARN ABOUT BUDGETING, SAVING, & INVESTING.

84% OF TEENS REPORT LOOKING TO THEIR PARENTS FOR INFORMATION ON HOW TO MANAGE MONEY.

ONLY 5 STATES REQUIRE STUDENTS TO STUDY FINANCIAL LITERACY

80% OF AMERICANS ARE IN FINANCIAL DEBT

76% OF FAMILIES ARE LIVING PAYCHECK TO PAYCHECK

THE TOTAL STUDENT LOAN DEBT IS 1.2 TRILLION DOLLARS

*Financial literacy is a real problem, but do not worry, Stock Scholars has the solution! Stock Scholars provides quality financial education to high school students. It teaches investments with engaging and entertaining games, activities, and lessons. Enrich you child's financial future and see all of the cool and educational activities. Available online at stockscholars.com and the Google Play Store.

GET 10% OFF OF YOUR FIRST PURCHASE! ENTER CODE "MARVIN" AT CHECKOUT!

STOCKSCHOLARS.COM
A DOLLAR A DAY, A MILLIONAIRE ON THE WAY

ADMIN@STOCKSCHOLARS.COM
MARVIN F. LI | CHIEF EXECUTIVE OFFICER



Tango - Autumn Horizons, Inc. DBA jang*go

Retail – Mobile Accessory



Business Description

A mobile accessory firm solving problems for consumer and business markets utilizing their mobile devices in diverse environments and for multiple applications.

Business History

Shelley's mobile accessory product was originally named "Tango" but after some marketing research it was rebranded as "jang*go." During the startup process, Autumn Horizons, Inc. is currently being used to "house" jang*go. Tango/jang*go started as an idea while Shelly was living in an apartment with a galley kitchen and having no place to use her tablet. The concept was to develop a mobile device that allows the user to suspend their tablet from under the kitchen cabinet and stores away when not in use, without taking up any countertop space. In 2010, Shelly started her business venture. In 2011, she filed a patent, approval was received in 2013 which led to a soft launch at a trade show in 2015. Jang*go launched again on Black Friday in 2016 and in 2017, another patent was filed.

Shore Hatchery Funds, Specific Use, & Role \$30,000 Fall 2014

The Shore Hatchery funding was used as leverage for other funding and to fund development of jang*go with a trade mark, extending the utility of jang*go in consumer and business markets, patent attorney fees, initial packaging prototypes, designing a mass-market version in ABS plastic, as was advised by many and an initial production of 100 in 2016. The funds were also used to attend the Dallas Gift Show, a booth at the Metropolitan Cooking Show in DC, a visit to potential investors in Richmond, VA, and patent work.

The Shore Hatchery program was an important milestone in Tango/jang*go's development. The program provided a mentor and networking opportunities with TEDCO and Eastern Shore Entrepreneurship Center.

Additional External Funds & Accelerators

\$4,250 – Private Investor.

Accelerators – Eastern Shore Entrepreneurship Center.

Results, Expansion, & Significant Milestones

Over the years Shelly has gone through several prototypes, participated in several business competitions, and browsed many new websites looking to license it. Work is moving forward on updating promotional material (videos and pictures) along with composing content to launch a crowd-funding campaign in January 2020.

IP, Copyrights, & Trademarks

In 2016, Trademark, Utility Patent in 2013, and one pending.

Promotional Opportunities & Giving Back

By staying in touch with past mentors, Shelly continues to work with others who are just getting started on their new business journey and offers advice and lessons learned.

Principal(s): Shelley Wetzel

Locations: 1 - Gaithersburg, MD

2018 Revenue: \$0

Estimated 2019 Revenue: \$0

Alumni: Salisbury University '01

Phone: (443) 880-2959

Social Media: Facebook @janggostand

Business Address: 208 Fairgrove Circle | Gaithersburg, MD | 20877

Established: 2010

Shore Hatchery Funds: \$30,000 - 2014

Stage of Business: Startup

Employees: 1 - 2019, Add 0 - 2020

Email: info@janggostand.com

Website: www.janggostand.com

Tango - Autumn Horizons, Inc. DBA jang*go



universal tablet stand and mounting system

www.janggostand.com



Soft Launch: Metropolitan Cooking Show - DC
October 2015



Aluminum Version - silver, blue, red, and back of green



Custom etching
to brand
your jang*go



Using jang*go with your
mobile phone



Mounting ring on back of
phone case to attach to
jang*go



jang*go: aluminum/premium on the left;
ABS plastic/mass-market on the right



jang*go - suspended under the kitchen
cabinet



Using jang*go
to hold your
tablet while
doing homework

Viyan Motorsports

Retail - Motorcycle Accessories



Business Description

Viyan Motorsports specializes in making safety oriented accessories with innovative technology. Viyan is currently using art as a catalyst for conversation between riders and non-riders alike. They have gone around the community and placed their work in stores to show the community how art and motorcycles come together and change how the world views the ride. Viyan's goal is to change the negative stigma associated with motorcyclists, so that they look for each other on the road.

Business History

Megan Newcomer began her first business venture as an undergraduate student at Salisbury University (SU) while earning degrees in Marketing & Management & Fine Arts. Viyan's first venture was Neuro Helmet Systems, which was started with another SU student and Megan's brother Matthew. Their startup was a motorcycle helmet accessory company, specializing in advanced technology, located in Salisbury, Maryland. The first product was a helmet offering a heads-up display. During their first venture, they learned how to create a marketing campaign to establish a market for their product, develop a website, and develop a working MVP. They also learned how to make modifications and changes to keep the product moving forward, and create a trade mark. During the process of creating a trademark, they decided it was best to abandon the heads-up display due to a competitor filing a patent. The team decided to shift focus to motorcycle accessories. In 2017, Megan, Matthew, and Ben Malesh created their new company Viyan Motorsports, which will manufacture and sell motorcycle accessories, staying within the same industry. Viyan began developing new small products to build a revenue

stream and began developing disruptive innovation for motorcycles.

Shore Hatchery Funds, Specific Use, & Role \$10,000 Fall 2016 & \$15,000 Spring 2017

The Shore Hatchery funds were used to develop their original heads up display prototype, marketing, a website, and a patent search. With the latest round of funds and mentoring they transitioned to the new company, formed the LLC, created a new website, and began product assembly and development.

Additional External Funds & Accelerators

\$29,500 – Salisbury University Student Entrepreneurship Competitions.

Accelerators – Salisbury University's Entrepreneurship Hub

Results, Expansion, & Significant Milestones

In 2017, the team started a new market research study with TEDCO to prove there was a market for smart mirrors. With the transition to the new company it broadened their product portfolio to begin the development of disruptive innovation, to develop technology to increase situational awareness, and partnered with existing companies within the industry. In 2018, Viyan launched its website and made its first sale! At the end of 2018, Ben Malesh left Viyan Motorsports.

IP, Copyrights, & Trademarks

Coming soon.

Promotional Opportunities & Giving Back

They will begin a used gear bin, which they can supply repair parts to those who can't otherwise afford them.

Principal(s): Megan Newcomer & Matthew Newcomer

Locations: 1 – Mount Airy, MD

2018 Revenue: \$240.98

Estimated 2019 Revenue: \$1,000

Alumni: Salisbury University '17 – Megan Newcomer

Phone: (443) 605-4451

Social Media: Facebook, Instagram, & Twitter @ViyanMotorsports

Business Address: 706 Deer Hollow Drive | Mount Airy, MD | 21771

Established: 2016

Shore Hatchery Funds: \$25K – 2016/17

Stage of Business: Existing

Employees: 0 - 2019

Email: info@viyanmotorsport.com

Website: www.viyanmotorsport.com

Viyan Motorsports



Wings of Life Mobile, LLC

Health Care - Mobile Healthcare and Medical Business



Business Description

Wings of Life Mobile, LLC services the Lower Eastern Shore of Maryland, Delaware, and Virginia by providing a professional and convenient alternative to the traditional way of getting your lab work completed. They take the time to come to you at your home, office, or care facility at the time which is convenient for you or your love one instead of you or your loved one having to take the time to travel to the traditional lab office to get your lab work. The best part is this service can be billed through insurance with a small co-pay, similar to what you may already pay at current lab facilities. They follow your lab orders starting with the draw, to the lab, to the doctor, to billing your insurance.

Business History

Zandra's vision was birthed through twenty plus years of working as a health care provider and eleven as a phlebotomist, observing the hardships of people needing health care. She is licensed and insured as a National Certified Phlebotomist and the business objective is to provide mobile laboratory services to patients by traveling to one's home, care facility, or place of business and professionally collecting specimens of all kinds according to doctor's orders. Wings of Life provides a professional, personal, and convenient alternative to the long waits for public transportation and short staffed lab offices. Wings of Life is an alternative for the elderly, busy families, working adults, businesses requiring drug testing, handicapped, autistic, and seriously ill individuals, who find it difficult to travel for bloodwork or struggle in a new unfamiliar environment. We come to you!

Shore Hatchery Funds, Specific Use, & Role \$10,000 Spring 2017

The Shore Hatchery funds were used to acquire supplies, advertising, insurance, a reliable vehicle, a centrifuge, and a building lease to expand to open her own draw site to process orders.

The Shore Hatchery funds, mentorship, networking, financial guidance, and coaching have assisted tremendously!

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

Since walking into the doors of the Hub just seeking advice, her journey began with preparing for the competition, to winning, to perfecting the startup of her businesses. Zandra has contracted with two assisted living centers and has 10 regular home base clients. Zandra's eventual goal is to offer training and employment to the Lower Shore. A huge obstacle Wings of Life is currently dealing with is getting its lengthy Medicaid and Medicare provider 855I and 855B forms completed to become a provider, which will increase her client database. Zandra still has a pocket of regular clients in the Salisbury and Ocean Pines areas. She has gone back to work to help make ends meet until she increases her business accounts. This summer she signed two contracts one for a life insurance company doing policy draws and a second one for a new doctor in the Salisbury area, who is doing disease research.

IP, Copyrights & Trademarks

N/A

Principal(s): Zandra Zephas

Locations: 2 – Fruitland & Pocomoke, MD

2018 Revenue: \$0

Estimated 2019 Revenue: \$0

Alumni: Wor Wic Community College

Phone: (410) 726-6573

Social Media: Facebook @Wings-Of-Life-Mobile-LLC

Business Address: 202 Holly St. | Fruitland, MD | 21826

Established: 2017

Shore Hatchery Funds: \$25,000 - 2017

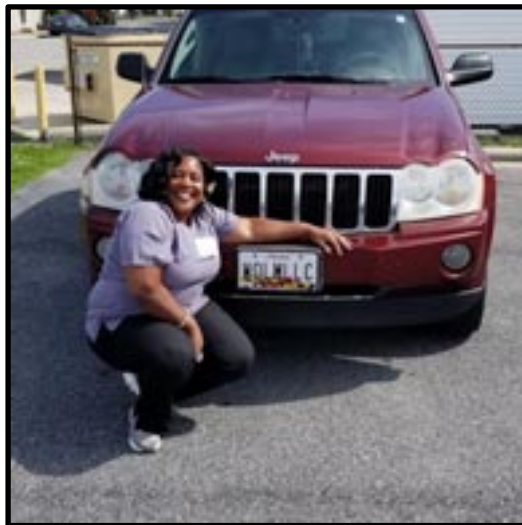
Stage of Business: Existing

Employees: 1 - 2019

Email: zzandra4413@gmail.com

Website: www.wingsoflife.biz

Wings of Life Mobile, LLC



Zero Gravity Creations/Tapologie/DBA Magma Build Studios



Retail - Fabrication and Production of Lighting, Furniture, Faucets, Fine Art, & Décor

Business Description

Magma Build Studios (MBS) has developed fine art, furnishing, and fixture brands for hospitality and residential customers who demand unique products that are easily customized. Magma Build Studios is part of Zero Gravity Creations, LLC, which developed the patented Magma Bond technology which structurally fuses glass and metal. MBS does custom and production work for hospitality clients, commercial clients, TV/Film sets, residential clients, and has products online for retail purchase.

Business History

Zero Gravity was based on McFadden's \$5,000 winning proposal in the SU Student Competition. After graduation, Salisbury University Alumni, Tim McFadden with fellow artist Aric Wanveer, developed Magmabond a glass and metal fusion process. Initially, it was just for their own purposes, but eventually they realized with this new process there are a ton of opportunities. Zero Gravity was founded in 2012 to develop and introduce their proprietary method for structurally fusing glass and metal and work it into the production and manufacturing of lighting, faucets, furniture, and décor. By 2015, they had a US patent and pending patents in 4 other countries and the EU, along with a small garage production shop and a small office. In 2016, they moved up to the City Garage in Port Covington (founded by Under Armour founder & CEO Kevin Plank), it was a great high profile move, which gave them a central location and a good deal more space. They were able to bring on a few new employees and a CEO to continue to grow. In late 2017, they had outgrown the space at City Garage and needed a larger more manufacturing friendly location. They are now centrally located in the Baltimore City's downtown arts/manufacturing district.

Shore Hatchery Funds, Specific Use, & Role

\$25,000 Spring 2013 & \$35,000 Spring 2014

The Shore Hatchery funds were used to acquire some fabrication equipment and welders, their first office space at Baltimore's ETC incubator, hired 2 people to help and invested in the patent for their technology, which took 2 more years. As one of the first winners of the Shore Hatchery in 2013, Zero Gravity has benefited greatly from the program. Thanks to the funding from the program and support from others, McFadden and his business partners were able to take their early stage idea and turn it into a profitable venture.

Additional External Funds & Accelerators

\$690,000 – Investor & Bank Loan.

Accelerators – Emerging Technology Center (ETC)

Results, Expansion & Significant Milestones

October 2017, Zero Gravity moved to their new space in order to have more capacity and equipment to take on larger projects and increase their work volume. Zero Gravity is now well established in their new location in Baltimore City's arts district. In 2020, Zero Gravity expects to hire 2-3 employees to keep up with their growth. Revenue wise, Zero Gravity is on track to have their biggest revenue year to date. They have had huge success in tapping into the casino and restaurant markets in New York, Miami, and San Francisco.

IP, Copyrights & Trademarks

Magamabond Patent

Promotional Opportunities & Giving Back

Partner with local schools and offer internships opportunities.

Principal(s): Tim McFadden & Aric Wanveer

Locations: 1 - Baltimore, MD

2018 Revenue: \$500,000

Estimated 2019 Revenue: \$1,000,000

Alumni: Salisbury University '06 – Tim McFadden & Towson '05 - Wanveer

Phone: (443) 451-7204

Social Media: Facebook & Instagram @magambuildstudios

Business Address: 325 E. Oliver Street | Baltimore, MD | 21202

Established: 2012

Shore Hatchery Funds: \$60K - 2013/14

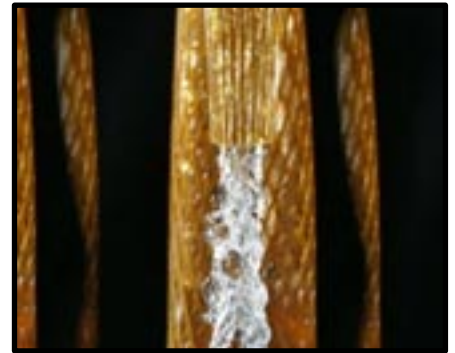
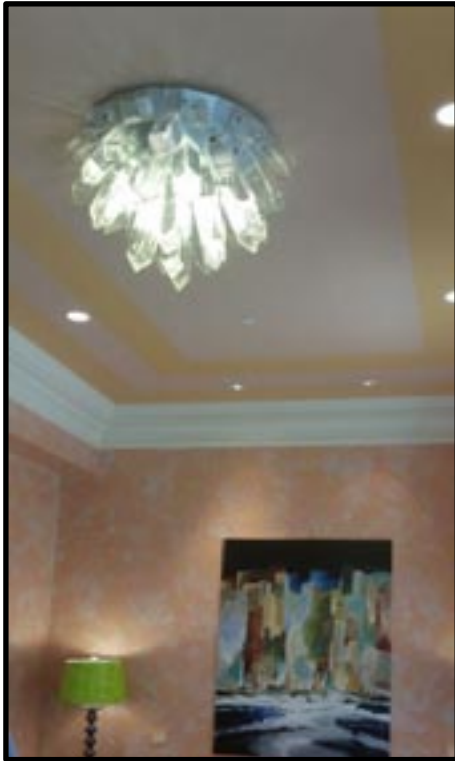
Stage of Business: Existing

Employees: 12 – 2019, Add 2-3 - 2020

Email: aric@magmabuildstudios.com

Website: www.magmabuildstudios.com
www.tapologie.com

Zero Gravity Creations/Topologie/DBA Magma Build Studios



Zest Tea

Beverage - Tea Based Energy Beverage Company

Business Description

Zest Tea is a line of premium energy teas. All of their blends have as much caffeine as a cup of coffee, or about three times the levels of traditional teas. Zest Tea also contains an amino acid called L-Theanine, which has been shown to help moderate caffeine and produce a steady and prolonged alertness compared to coffee and other caffeinated products.

Business History

Zest Tea was launched in 2014 with a small crowdfunding campaign. The product was available exclusively through their website, but through word of mouth the customer base grew rapidly. In 2015, the business was attracted to Baltimore, Maryland and moved their headquarters from Philadelphia. Since 2016, they've built out their corporate, foodservice, and retail channels. The product is now stocked in dozens of offices and thousands of retail locations across the nation. Last year, they launched a new line of Ready-To-Drink canned energy teas, which have already been placed in over 500 locations across the mid-Atlantic and New York City metro regions.

Shore Hatchery Funds, Specific Use, & Role \$20,000 Spring 2017 & \$10,000 Fall 2017

The Shore Hatchery funds received were used to finance working capital, while rapidly expanded its retail channel.

The Shore Hatchery program came at a pivotal and crucial point in the company's lifecycle and was enough to hold over the company until it raised an additional round of capital. Without the grant from the Shore Hatchery, they would have had a very difficult time funding their inventory and working capital growth over this period.

Additional External Funds & Accelerators

\$1,480,000 – Family; Friends; & USM Momentum Fund.

Results, Expansion, & Significant Milestones

In 2019, Zest Tea will expand their retail placements from about 1,900 locations to well above 3,000 including over 500 placements of their new Ready-To-Drink (RTD) iced tea line. A significant milestone is launching with a new distributor to carry the RTD line through the metro-NYC region, along with opening into the Mid-Atlantic division of 7-11. Their direct-to-customer business has continued to grow at approximately 100% each year. The team has grown from 5 to 8 employees over the last year with the focus being on attracting top talent from the top food and beverage industries.

The Shore Hatchery program was instrumental in recommending Zest Tea to the USM Momentum Fund opportunity. Zest Tea was awarded a \$1,000,000 investment from the USM Momentum Fund, which is a \$25 million early-stage investment fund for the most promising and innovative ideas in the market place. The funds received from the USM will be used to accelerate the success and profitability of USM startups. With this additional funding, Zest Tea estimates to almost double their revenue.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Zest Tea continues to focus on their growth and plans to invest in Baltimore City. They would like to bring more of their manufacturing into the city and create more jobs in the process.

Principal(s): James Fayal

Locations: 1 - Baltimore, MD (3,000+ Stores)

2018 Revenue: \$1,600,000

Estimated 2019 Revenue: \$3,000,000

Alumni: University of Maryland, College Park '12

Phone: (443) 438-6177

Social Media: Facebook, Instagram, & Twitter @getzesttea

Business Address: 1100 Wicomico Street, Suite 321| Baltimore, MD | 21230

Established: 2014

Shore Hatchery Funds: \$30,000 - 2017

Stage of Business: Existing

Employees: 8 – 2019, Add 0 - 2020

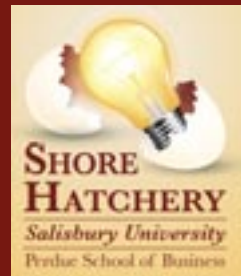
Email: james@zesttea.com

Website: www.zesttea.com

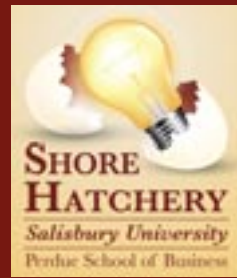
Zest Tea



PHILIP E. & CAROLE R. RATCLIFFE FOUNDATION



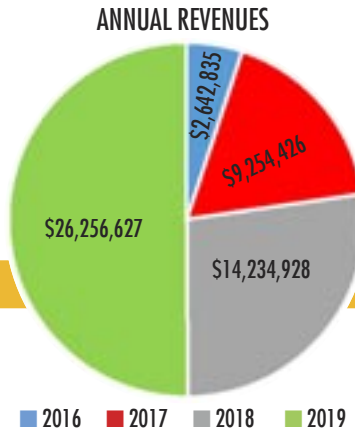
PHILIP E. & CAROLE R. RATCLIFFE FOUNDATION



Shore Hatchery Impacts



373 Jobs



58 Entrepreneurs Awarded (2013-2019)



50 Businesses Actively Reporting



\$803,000 To Be Awarded (2019-2023)



\$200,000 Awarded Annually



21 Mentors Assigned



\$1,197,000 Awarded 58 Businesses
(2013-2019 Spring)



19 Eastern Shore
27 Across the Bridge
5 DE/ Virginia/ Beaches



23

Women-Owned Businesses



19

Minority-Owned Businesses



4

Veteran-Owned Businesses



12

SU Alumni Businesses

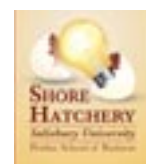


2 out of **8**

Shore Hatchery Alumni

Numbers reflect 50 businesses — self-reported

Ratcliffe Shore Hatchery 58 Winners 2013-2019 Spring





In Honor of Carole Ratcliffe

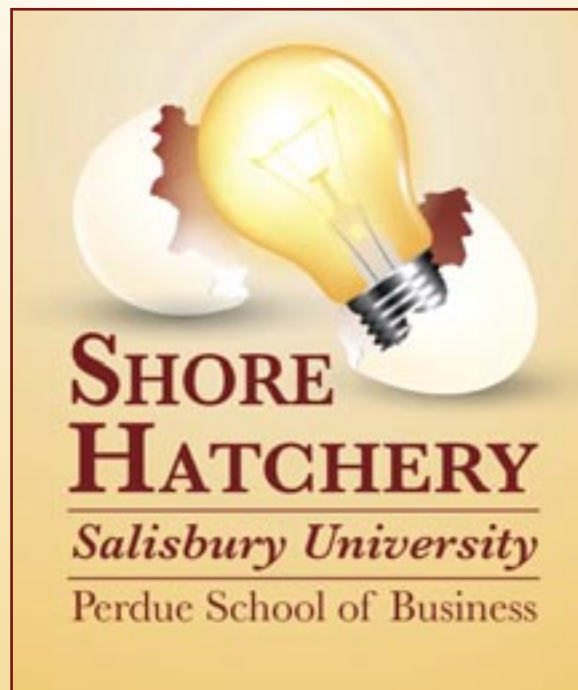
11/10/2018



Carole Ratcliffe was the matriarch of the Philip E. & Carole R. Ratcliffe Foundation that supports our Shore Hatchery Competition. We are thankful for her ongoing support of our Entrepreneurship Program in the Perdue School of Business at Salisbury University. Her presence in her front row seat of the Shore Hatchery will be greatly missed.

PHILIP E. & CAROLE R.
RATCLIFFE
FOUNDATION

www.theratcliffefoundation.org



shorehatchery.salisbury.edu

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