Philip E. and Carole R. Ratcliffe Foundation

Shore Hatchery Program at Salisbury University

ANNUAL REPORT 2025



PHILIP E. & CAROLE R. RATCLIFFE FOUNDATION

SHORE HATCHERY

FRANKLIN P. PERDUE SCHOOL OF BUSINESS

Salisbury UNIVERSITY

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Foundations of **INNOVATION**

The Story of the Shore Hatchery Competition

The Shore Hatchery competition was established in 2013 with generous contributions from the Philip E. and Carole R. Ratcliffe Foundation. Over the past 12 years, the competition has distributed over $2.3 million in funds to Mid-Atlantic startups and aspiring entrepreneurs. Our goal is to help entrepreneurs overcome critical obstacles to venture formation and growth with cash grants of up to $50,000, leading to the creation of new jobs.

Around 60 companies apply for funding each year. Half are selected to compete in all-day competition events, which occur twice a year during the fall and spring semesters. Each event consists of an exhibit tradeshow and a pitch competition. The competition judges are business and community leaders from the Eastern Shore and representatives of the Ratcliffe Foundation. Between 10-15 companies are ultimately awarded a share of the $200,000 in funds distributed annually. Winners are also matched with members of the judging panel for mentorship.

Winners have self-reported estimated profits of $98 million and created over 1,195 jobs over the past decade. The Shore Hatchery has drawn national attention, including auditions for the ABC-TV series *Shark Tank.* Winners like Tania Speaks organic skincare, The Frozen Farmer ice cream, and Tip Tough finger protector have appeared on national TV networks, securing investment deals and showcasing the competition's success in fostering entrepreneurship.

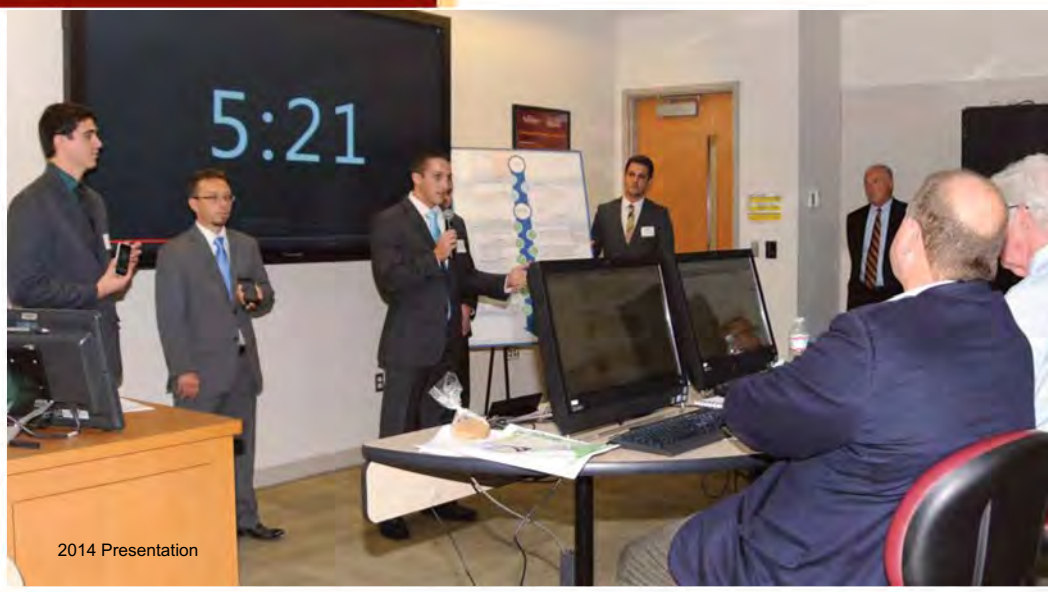
The Shore Hatchery Competition continues to honor the vision of Philip and Carole Ratcliffe, supporting young entrepreneurs and contributing to the regional economy. With ongoing support from the Ratcliffe Foundation and a strong network of mentors and resources, the competition remains a cornerstone of entrepreneurial development at Salisbury University and the Mid-Atlantic region.

The Shore Hatchery competition is administered by the entrepreneurship program operated by the Perdue School of Business at Salisbury University. Shore Hatchery complements the program's other initiatives such as the Student Entrepreneurship Competitions and the Dave and Patsy Rommel Center for Entrepreneurship.

Learn more at:
salisbury.edu/entrepreneurship

FRANKLIN P. PERDUE SCHOOL OF Business

> When SU partnered with Carole Ratcliffe and the Ratcliffe Foundation to create the Shore Hatchery program in 2013, we set out to help local entrepreneurs start or grow their businesses quickly, and the success we've seen from this program is exponential."
>
> ***- SU President Carolyn Ringer Lepre***



2014 Presentation

2025 IMPACTS

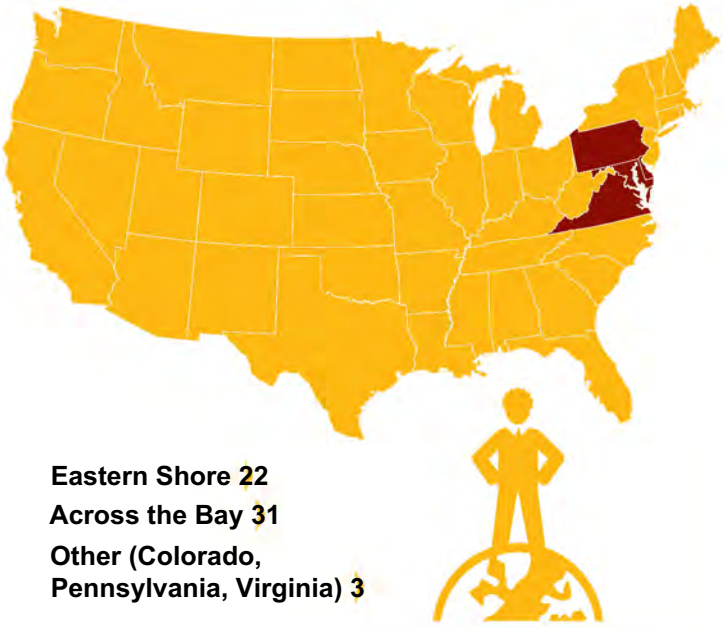


$22,904,881
ANNUAL REVENUE

26
JOBS CREATED

TOTAL JOBS (ALL YEARS): 1,195

56 TOTAL BUSINESS LOCATIONS



Eastern Shore 22
Across the Bay 31
Other (Colorado, Pennsylvania, Virginia) 3

$2,390,000
TOTAL AWARDED TO DATE

SECTORS REPRESENTED

- **Food & Beverage 14**
- **Retail 12**
- **Health Care 10**
- **Technology 7**
- **Education 5**
- **Manufacturing 2**
- **Art 1**
- **Beauty 1**
- **Nonprofit 1**
- **Property Management 1**
- **Sports Instruction 1**
- **Workforce Development 1**

135
 # OF ENTREPRENEURS AWARDED

61%
Women-Owned Businesses

46%
Minority-Owned Businesses

Learn more at:
shorehatchery.salisbury.edu

FALL 2024
Competition Winners

B&J's Soulful Creations
Catering and food truck enterprise
Salisbury, MD • $10,000



Cherone Chocolates
Artisan chocolates
Willards, MD • $15,000

Jay's Watermelonade
Heart-healthy beverages
Baltimore, MD • $10,000

Marins Med
Innovative prosthetic device
Georgetown, DE • $40,000



Upstream Innovations
Bed ledge mobility device
Newark, DE • $25,000



SPRING 2025
Competition Winners

Sustainabli
Innovative sensor technology
Baltimore, MD • $5,000

GaiaXus
Water quality monitoring system
Germantown, MD • $5,000

Easy Oat Burgers
Plant-based burger mix
Frederick, MD • $5,000

Blackwater Apothecary
Metaphysical wellness shop
Salisbury, MD • $10,000

Consult Lemonade, Management and technology resource firm
Columbia, MD • $15,000

Krave, LLC
Affordable canned cocktails
Washington, DC • $25,000

Lectra Technologies, INC
Wireless pain relief
Camp Hill, PA • $35,000



Eastern Shore
ECONOMIC DEVELOPMENT

A primary purpose of the Shore Hatchery competition is to **promote economic development** on the Eastern Shore. Over the past five years, we have funded 26 Eastern Shore startups, including seven of the 15 competition winners this past year. These funds often go to **help these local businesses expand** their operating capacity or market reach by purchasing equipment or accessing new professional services. Winners typically have strong market validation and revenue.

29 **Eastern Shore based startups for 2020-2025**

42% **Companies with 3 or more jobs created within 3 years**

79% **Companies with 1 or more jobs created within 3 years**

40.28% **Eastern Shore/Delmarva companies (29 of 72)**

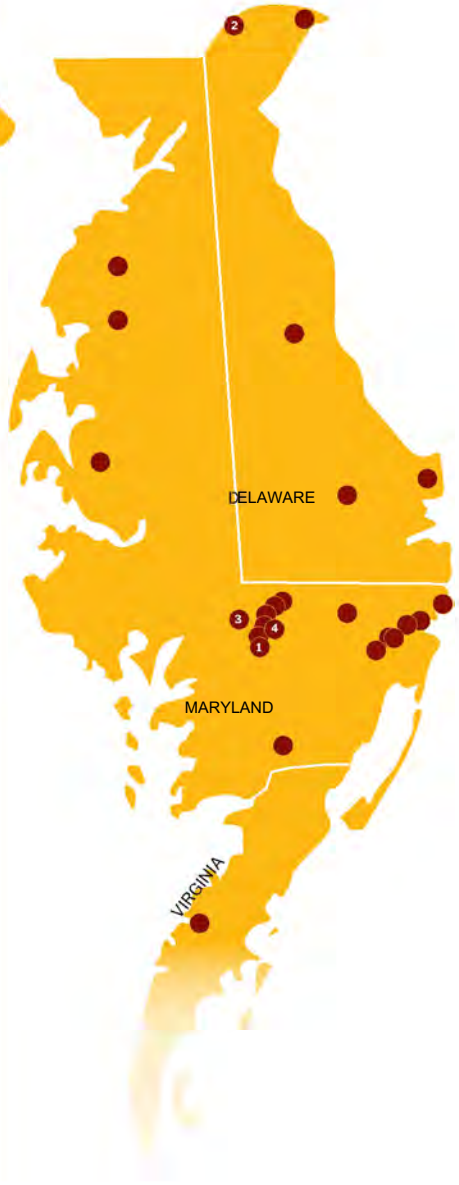
2.3 **Avg # of jobs created by total winning companies in the past 5 years**



B&J's Soulful Creations [1]

(Fall 2024)

B&J's founder LaTosha Bateman of Salisbury, MD, won $10,000 to expand her catering and food truck business. Known for its gourmet Southern cuisine, including vegan and vegetarian options, the company is dedicated to creating employment opportunities in the community, with a focus on mentoring and teaching troubled youth. Over the past year, LaTosha has purchased a generator, repainted her food truck, and added new equipment to support her growing operations. She is now actively seeking a restaurant location to continue expanding B&J's impact and reach.



Upstream Innovations 2

(Fall 2024)

The Newark, DE,-based company manufactures Bed Ledge, a product designed to support safe and independent bed mobility. Serving aging populations, medical facilities, and post-surgical rehabilitation, the device reduces fall risk and helps prevent future injuries. This has been a big year for the company, with funding in place to bring the product to market. They are currently focused on pre-sales, including a Kickstarter campaign that launched last month.



“The Shore Hatchery was instrumental in getting us over the hump to get our tooling made. Without them none of this would have been possible! We’ve also been lucky enough to work with mentors provided by the Hatchery team who have helped with our go-to-market and advertising strategies.”

Mosaic Counseling & Wellness (Fall 2022) 3

Mosaic Counseling and Wellness, based in Salisbury, MD, expanded this year from a solo practice into a multi-practitioner office to better serve residents of the Delmarva Peninsula. Founded by Stephanie Blevins, the practice provides a range of services, recently adding youth counseling, art therapy, and hydromassage. With funding from the Shore Hatchery, Mosaic has increased its revenue by 190.5%, doubled its number of employees, and is expanding to two additional locations in Salisbury, MD, and Pocomoke City, MD.

“This grant was the boost we needed to get our feet under us as a young business. We will be forever grateful for the support in a time where we were struggling to understand our financial story. The guidance from the business partners and mentors was so important to our mindset as we were starting out. Thank you for this wonderful gift to the community!”



Blackwater Apothecary (Spring 2025) 4



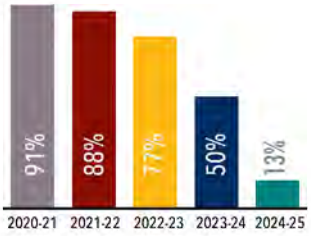
Blackwater Apothecary, based in Salisbury, MD, is a metaphysical supply store focused on expanding its offerings and growing in the wholesale market. With funding support, the company has purchased materials and strengthened its marketing efforts to build a solid foundation for long-term growth. Over the past several months, Blackwater Apothecary has streamlined its supply chain by buying bulk materials at reduced costs, boosting margins and improving efficiency to meet growing demand. The business also launched a refreshed, user-friendly website to better serve both retail and wholesale customers and expanded its wholesale marketing initiatives. These efforts have driven a steady increase in wholesale sales and helped the company build strong relationships with like-minded retailers.

“We’re deeply grateful for the opportunities the Shore Hatchery program has provided. The guidance from mentors and judges, as well as the press and community support, have been invaluable in helping us refine our vision and take meaningful steps toward our goals.”

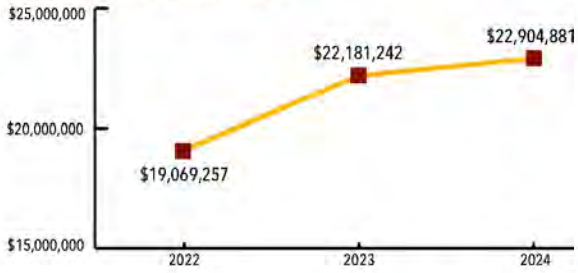
TECHNOLOGY & COMMERCIALIZATION

The Shore Hatchery competition also supports technology startups. These businesses leverage new technology to produce **innovative products or services**. Tech companies have the potential to scale rapidly and generate many jobs. However, technology startups are risky ventures, and the majority do not survive to become large businesses. It is a high-risk, high-reward proposition. We often invest early on in a technology startup's lifecycle when the risk is highest and funding is very hard to find. Our awards typically go to assist with prototype development and securing intellectual property protection during the pre-revenue period. Shore Hatchery provides essential funding that helps these entrepreneurs continue to **advance their concepts** and bring new products to market.

REVENUE GROWTH BY COHORT
% of companies doubling their revenues (post award)



REPORTED REVENUE 2022-2024



23 % Technology-based startups for 2020-2025

PATENT

52%
Companies with a patent

4
Companies obtained patents in 2025

REVENUE

$107,000
Median revenue

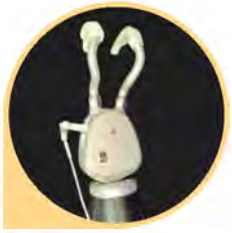
84%
Companies doubling their revenue, post-award within 3 years

INVESTMENT

31%
Receiving investment post-competition

$757,000
2024 total investment, post-competition

TECHNOLOGY FUNDED BY SHORE HATCHERY



Marins Med
Pro-hensor (Spring 2024)



Lectra Technologies, inc.
Magnetic Wireless Kinesiology Tape (Spring 2025)



Sustainabli Sashimi
IoT system (Spring 2025)



NEW WINNER!

Marins Med

(Fall 2024)

Marins Med, based in Georgetown, DE, develops body-powered upper extremity prosthetics designed to restore functionality and improve daily life for amputees. Co-founders Darryl and Suzen DuBre and Steve Burke created the patented ProHensor, a specialized prosthetic featuring a user-actuated lock, three functional modes, and a durable design that enhances prosthetic acceptance. With $40,000 in funding from the Shore Hatchery, Marins Med has advanced device manufacturing and completed validation testing in South Africa and Ukraine, marking a significant step toward expanding the reach and impact of their innovative prosthetic technology.

Korion Health (Spring 2024)

Korion Health, based in Pittsburgh, PA, aims to expand health care access for underserved communities and those historically hesitant to engage with preventive care. The company is advancing telehealth accessibility through its electronic USB stethoscope and companion app with an intuitive guided interface that brings cardiopulmonary exams into patient homes. Korion Health was awarded $10,000 in the spring 2024 Shore Hatchery competition, which was used for product research and development and usability studies. Major milestones over the past year include finalizing the hardware and electrical design of the product, setting up a quality management system, closing a pre-seed fundraising round, and winning multiple awards, including the $1M Social Entrepreneurship Prize at the Hult Prize Global Finals.

“The Shore Hatchery provided us with a strategic $10K grant at a critical moment for our business. The funding allowed us to conduct a key usability study, which informed product design improvements and benchmarking of our device against competitors. This support was instrumental in helping us sharpen our focus, attract further investments, and prepare for the next stage of our growth.”



HIGHEST REVENUE REPORTED

2020-2021: SIMPLi $14M

2021-2022: Omega3 $2.8M

2022-2023: An Optical Galleria $1.7M

2023-2024: Zenology $500K

2024-2025: GaiaXus $220K

2024 TOP INVESTMENTS (Post Competion)

- **Korion $377K**
- **Sindri Materials $202K**
- **MD Energy & Sensor Technology $137K**

NEW WINNER!

GaiaXus (Spring 2025)

GaiaXus, based in Germantown, MD, provides affordable environmental monitoring solutions for K–12 STEM education, citizen science, and undergraduate research. Its flagship product, the GaiaXus Water Guardian, is a water quality monitoring system designed for students, educators, and citizen scientists as a low-cost alternative to traditional lab instruments. The company was awarded $5,000, which dramatically increased visibility, sharpened its value proposition, and improved its pitch. In 2024, GaiaXus released a new multi-mode water quality monitoring system, completed all required testing, and began low-volume manufacturing. The company also finalized pilots in the Netherlands, positioning it to expand into Europe with the support of the Maryland Department of Commerce, and completed a large study with a Title I school in Hawaii, which is expected to become a customer.



Lytos Vodka

(Fall 2022)

Lytos Vodka, based in Columbia, MD, distills gluten-free vodka from corn infused with salt, potassium, and phosphorus, creating the first spirit of its kind with added electrolytes. Lytos received $20,000 to support on- and off-premise marketing, trade sales, and digital advertising. The funding helped shift the business from a cash-burning startup to a profitable and growing venture. In 2024, Lytos was awarded the allowance for its U.S. patent, recognizing the company as the first vodka brand to successfully infuse electrolytes into spirits while securing the proprietary production process. This milestone has strengthened the brand’s credibility and positioned it for continued growth, with distribution now reaching every county in Maryland.

“Funds received from the Shore Hatchery marked a turning point for my brand. I went from a struggling startup to a smooth-sailing operation, and Lytos has been in good shape ever since. I don’t know what I would have done without that support. We deeply appreciate Salisbury University’s focus on local entrepreneurship.”



SUSTAINABILITY & SOCIAL IMPACT

The Shore Hatchery competition takes an interest in companies that make a positive impact in our region and around the world. The program seeks to support social entrepreneurs and, occasionally, nonprofit startups that are **committed to making a difference**. We also track how our funded companies **give back to their communities** in other ways.

61%
Women-Owned Businesses

46%
Minority-Owned Businesses

24 out of 56
Companies Give Back in 2024

82%
Social Impact Winners In Past 5 Years

CREATING A POSITIVE IMPACT



Jay's Watermelonade
Bringing heart-healthy beverage options to community events in Baltimore, with a focus on neighborhoods facing health and food disparities.

The Science Nerds
Donating science kits to local organizations, helping ensure that every child has the chance to explore and discover.

Nina's Cookies
Donates 10% of the dough of the month's profits to a different charity each month.



Jay's Watermelonade
(Fall 2024)

Jay's Watermelonade, a Baltimore-based company, won $10,000 in the fall 2024 Shore Hatchery Competition and has since served more than 5,000 customers across the city. They are now expanding their production team and preparing to launch a shelf-stable version of their product for local retail and wholesale markets.

Rooted in social impact, Jay's Watermelonade offers paid seasonal internships for local youth, providing job training and entrepreneurial experience. They have partnered with Walmart, the Watson Institute, and Our Time Kitchen to host Baltimore's Food & Beverage Bootcamp, empowering emerging food entrepreneurs with resources and industry insights through a pitch competition.

Their achievements include winning first place in CCBC's Annual Business Plan Competition, earning $20,000 in additional funding, and being selected for several competitive programs, including the Watson Institute's Retail Readiness Program (supported by Walmart), Baltimore Corps' Elevation Awards, and the Greater Baltimore Urban League's Restaurant Accelerator.



Science Nerds (Spring 2024)

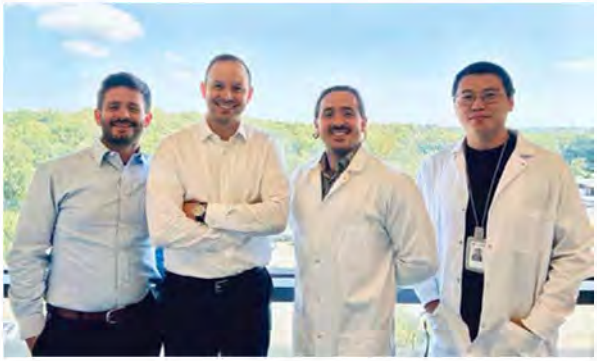
Science Nerds is on a mission to make science fun, accessible, and engaging for children of all ages. In 2024, they expanded programming to reach children as young as two, while also bringing hands-on STEM experiences to thousands of students in underserved communities. They also launched virtual science sessions, connecting with learners beyond the Eastern Shore and broadening access to quality STEM education.

To further extend their reach, Science Nerds introduced retail-ready science kits – including Explore the Oceans and Outdoors Camping Science – that are now sold in popular local shops, campgrounds, and family destinations. These kits provide screen-free adventures for children and have created new wholesale partnerships that sustain their mission. With support from Shore Hatchery, Science Nerds has been able to grow their impact, combining entrepreneurial success with a strong commitment to educational equity and community enrichment.

Sindri Materials (Spring 2024)

In October 2024, Sindri Materials was awarded $10,000 from the Shore Hatchery, funding that proved pivotal in advancing their first commercial product: graphene-based cryo-EM grids, used for high-resolution imaging in structural biology and gene therapy. The award supported critical early-stage needs – including R&D, procurement of specialized materials, and access to essential testing and quality control resources – laying the groundwork for future commercialization.

Equally as important, Sindri has dedicated time and expertise to giving back through education and mentorship. Over the past year, the team has spoken on entrepreneurship panels at Columbia University, delivered a tech talk at the University of Delaware, and mentored students through job shadow programs. By expanding into a larger lab, tripling their team, launching a pilot program in gene therapy applications, and securing $350,000 in seed investment – all while fostering the next generation of innovators – Sindri demonstrates how Shore Hatchery companies can combine entrepreneurial success with meaningful social impact.





Nina's Cookies (Fall 2021)

Nina's Cookies, a mission-driven bakery, has been steadily growing its footprint while staying rooted in community impact. Through its popular Dough of the Month Club, Nina's donates 10% of profits each month to a different local charity. To date, the bakery has supported 18 charities, contributing approximately $2,400 over its first five years in business. Beyond financial contributions, Nina's also donates cookies to community organizations, spreading kindness in both meaningful and delicious ways.

In 2024, Nina's Cookies was awarded $10,000 from the University System of Maryland Launch Fund, fueling their growth and momentum. Over the past year, sales grew by 25%, climbing from $70,000 to $88,000. Most recently, the company signed the lease for its first brick-and-mortar store – an exciting milestone that will expand its reach while deepening its community impact. Nina's Cookies continues to blend entrepreneurial success with social responsibility, proving that small businesses can make a big difference.

BUSINESS INDEX

This business index provides information regarding Shore Hatchery winners within the last five years.

An Optical Galleria, LLC/Hook Optics

Principal(s): Niki Pino, Robert Pino

Location(s): 3 - Centreville, MD; Ocean City, MD; Easton, MD

Year-End Revenue 2024: $1,600,000

Phone:
- 443-262-9415 - Centreville
- 410-390-3924 - Ocean City
- 443-746-0040 - Easton

Social Media: Facebook: @anopticalgalleriallc, @eyeglassesEaston, @HookOptics, @anopticalgalleriaOC

Industry: Retail

Business Address:
- 111 W. Water St. | Centreville, MD | 21617
- 9927 Stephen Decatur Hwy. | Ocean City, MD | 21842
- 19 North Harrison St. | Easton, MD | 21601

Established: 2002

Shore Hatchery Funds: $15,000 - 2023

Stage of Business: Existing

Employees: 9

Email: anopticalgalleria@yahoo.com

Website: hooksunglasses.com



Atlantic Portable X-Ray

Principal(s): Sara Noyes Aquino, Gavin Aquino, Mike Noyes

Location(s): 2 - Ocean City, MD; Bethany Beach, DE

Year-End Revenue 2024: $145,000

Phone: 410-433-4747 or 888-524-XRAY(9729)

Social Media: Facebook, Instagram, LinkedIn: @atlanticportablexray

Industry: Health Care

Business Address: 9748 Stephen Decatur Hwy. | Suite 113 | Ocean City, MD | 21842

Established: 2021

Shore Hatchery Funds: $40,000 - 2023

Stage of Business: Existing

Employees: 2

Email: info@apxray.com

Website: apxray.com



B&J's Soulful Creations

Principal(s): LaTosha Bateman

Location(s): 1 - Salisbury, MD

Year-End Revenue 2024: $25,000

Phone: 443-754-0678

Social Media: Facebook, Instagram: @B&J'sSoulfulCreations

Industry: Food & Beverage

Business Address: 709 Richmond Ave. | Salisbury, MD | 21801

Established: 2019

Shore Hatchery Funds: $10,000 - 2024

Stage of Business: Existing

Employees: 1

Email: cheftoshab02@gmail.com

Website: bjssoulfulcreations.com



Blackwater Apothecary

Principal(s): Nicole Bishop

Location(s): 1 - Salisbury, MD

Year-End Revenue 2024: $75,000

Phone: 410-713-8418

Social Media:
Facebook: @BlackwaterApothecary
Instagram: @blackwaterapothecarysbymd

Industry: Retail

Business Address: 213 W Main St., Suite 108 | Salisbury, MD | 21801

Established: 2021

Shore Hatchery Funds: $10,000 - 2025

Stage of Business: Existing

Employees: 1

Email: Nicole@BlackwaterApothecary.com

Website: blackwaterapothecary.com



BUSINESS INDEX

Breathe Interiors

Principal(s): Jessica Mason

Location(s): 1 - Salisbury, MD

Year-End Revenue 2024: $66,000

Phone: N/A

Social Media: Facebook, Instagram: @breatheinteriors.sby

Industry: Retail

Business Address: 106 N. Division St. | Salisbury, MD | 21801

Established: 2022

Shore Hatchery Funds: $7,000 - 2023

Stage of Business: Existing

Employees: 1

Email: breatheinteriors.sby@gmail.com

Website: N/A



Buzz Meadery

Principal(s): Brett and Megan Hines

Location(s): 1 - Berlin, MD

Year-End Revenue 2024: $19,700

Phone: 240-997-2211

Social Media: Facebook, Instagram, X: @thebuzzmeadery

Industry: Food & Beverage

Business Address: 21 Jefferson St. | Berlin, MD | 21811

Established: 2020

Shore Hatchery Funds: $20,000 - 2020

Stage of Business: Existing

Employees: 0

Email: info@thebuzzmeadery.com

Website: thebuzzmeadery.com



CarrTech Corp

Principal(s): Sue Carr

Location(s): 1 - Frederick, MD

Year-End Revenue 2024: 0

Phone: 301-694-2999

Social Media: X: @carrtechllc

Industry: Health Care

Business Address: 321 Ballenger Center Dr. | Suite 125 | Frederick, MD | 21703

Established: 2012 - CarrTech, LLC; 2021 - CarrTech Corp.

Shore Hatchery Funds: $10,000 - 2020

Stage of Business: Startup

Employees: 2

Email: sue@carrtechcorp.com

Website: carrtechcorp.com



Cast 26 Coffee (formerly Iron Skillet Coffee)

Principal(s): Jeff Smith

Location(s): 1 - Berlin, MD

Year-End Revenue 2024: $44,500

Phone: 646-229-4175

Social Media: Facebook & Instagram: @cast26coffee

Industry: Food & Beverage

Business Address: 101 Davis Ct. | Berlin, MD | 21811

Established: 2020

Shore Hatchery Funds: $5,000 - 2024

Stage of Business: Existing

Employees: 1

Email: Jeff@cast26coffee.com

Website: cast26coffee.com



BUSINESS INDEX

Cherone Chocolates

Principal(s): Mekia Cherone

Location(s): 1 - Willards, MD

Year-End Revenue 2024 $10,300

Phone: 410-422-9180

Social Media: Facebook, Instagram: @cheronechocolates

Industry: Food and Beverage

Business Address: 36157 Woodyard Rd. | Willards, MD | 21874

Established: 2024

Shore Hatchery Funds: $15,000 - 2024

Stage of Business: Existing

Employees: 0

Email: cheronechocolates@gmail.com

Website: cheronechocolates.com



CM Training, LLC

Principal(s): Samuel Kayode

Location(s): 1 - Bel Air, MD

Year-End Revenue 2024: $100,000

Phone: 410-929-5653

Social Media: Facebook: @cmtrainingllc

Industry: Education

Business Address: 669 Bel Air Rd., #1165 | Bel Air, MD | 21014

Established: 2017

Shore Hatchery Funds: $5,000 - 2021

Stage of Business: Existing

Employees: 0

Email: Jasamcases@gmail.com

Website: cmtrainingllc.com



Consult Lemonade

Principal(s): Tierra Lathan

Location(s): 1 - Columbia, MD

Year-End Revenue 2024: $297,000

Phone: 443-820-5173

Social Media: Facebook, Instagram: @consultlemonade
LinkedIn: @consult-lemonade

Industry: Non-Profit

Business Address: 6751 Columbia Gateway Dr., Suite 300 | Columbia, MD | 21046

Established: 2022

Shore Hatchery Funds: $15,000 - 2025

Stage of Business: Existing

Employees: 6

Email: tierra@consultlemonade.com

Website: consultlemonade.org



Driven Physiotherapy

Principal(s): Kate James

Location(s): 1 - Salisbury, MD

Year-End Revenue 2024: $187,000

Phone: 410-713-4227

Social Media: Facebook: @drivenpt
Instagram: @driven_pt

Industry: Health Care

Business Address: 724 E. Main St. | Salisbury, MD | 21801

Established: 2012

Shore Hatchery Funds: $5,000 - 2023

Stage of Business: Existing

Employees: 2

Email: kate@drivenpt.com

Website: drivenpt.com



BUSINESS INDEX

Easy Oat Burgers

Principal(s): Desiree Calixte
Location(s): 1 - Myersville, MD
Year-End Revenue 2024: $800
Phone: 954-732-1940

Social Media: Facebook, Instagram, TikTok: @easyoatburgers
Industry: Food and Beverage
Business Address: 11920 Loy Wolfe Rd. | Myersville, MD | 21773
Established: 2022
Shore Hatchery Funds: $5,000 - 2025
Stage of Business: Existing
Employees: 1
Email: easyoatburgers@gmail.com
Website: Easyoatburgers.com



Elucidi, LLC

Principal(s): Early Charm
Location(s): 1 - Baltimore, MD
Year-End Revenue 2024: 0
Phone: 410-754-4297 ext. 705

Social Media: N/A
Industry: Technology
Business Address: 1300 Bayard St. | Baltimore, MD | 21230
Established: 2021
Shore Hatchery Funds: $5,000 - 2023
Stage of Business: Startup
Employees: 2
Email: Kelsey.abernathy@earlycharm.com
Website: N/A



Friendly Goods Company

Principal(s): Samuel Shoge, CJ Price

Location(s): 1 - Chestertown, MD

Year-End Revenue 2024: $24,702

Phone: 302-223-4150

Social Media: Facebook & Instagram: @friendlygoodscompany

Industry: Retail

Business Address: 503 Washington Ave., Suite 212 | Chestertown, MD | 21620

Established: 2023

Shore Hatchery Funds: $5,000 - 2023

Stage of Business: Existing

Employees: 2

Email: hello@friendlygoodsco.com

Website: friendlygoodsco.com



GaiaXus

Principal(s): Dietrich Ruehlmann

Location(s): 1 - Germantown, MD

Year-End Revenue 2024: $241,000

Phone: 301-528-2244

Social Media:
Bluesky: gaiaxus.com, X: @gaiaxus
LinkedIn: @gaiaxus

Industry: Environment

Business Address: 20410 Century Blvd., # 120 | Germantown, MD | 20874

Established: 2021

Shore Hatchery Funds: $5,000 - 2025

Stage of Business: Existing

Employees: 4

Email: info@gaiaxus.com

Website: gaiaxus.com



BUSINESS INDEX

Galaxy Gymnastics

Principal(s): Chelsea Lahey
Location(s): 1 - Salisbury, MD
Year-End Revenue 2024: $893,200
Phone: 410-572-4992

Social Media: Facebook, Instagram: @galaxy_gymnastics1
Industry: Sports Instruction
Business Address: 337 Civic Ave. | Suite 300 | Salisbury, MD | 21804
Established: 2016
Shore Hatchery Funds: $20,000 - 2022
Stage of Business: Existing
Employees: 35
Email: galaxygymnastics2016@gmail.com
Website: galaxygymnast.com



Jay's Watermelonade, LLC

Principal(s): Joyson BaLisamore
Location(s): 1 - Baltimore, MD
Year-End Revenue 2024: $27,000
Phone: 443-478-3124

Social Media:
Instagram, TikTok: @jayswatermelonade
Facebook: JWatermelonade
Industry: Food and Beverage
Business Address: 100 Light St., 23rd Floor, Suite 18 | Baltimore, MD | 21202
Established: 2023
Shore Hatchery Funds: $10,000 - 2024
Stage of Business: Existing
Employees: 2
Email: enjoy@jayswatermelonade.com
Website: jayswatermelonade.com



Korion Health

Principal(s): Anna Li, Akshaya Anand

Location(s): 1 - Pittsburgh, PA

Year-End Revenue 2024: $0

Phone: 919-599-5828

Social Media: Instagram, LinkedIn: @korion-health

Industry: Health Care

Business Address: 520 Coyne Terr. | Pittsburgh PA | 15207

Established: 2022

Shore Hatchery Funds: $10,000 - 2024

Stage of Business: Existing

Employees: 1

Email: akshaya@korionhealth.com

Website: korionhealth.com



Krave

Principal(s): Angel Hobbs, Aliyah Newman, Rachel Ransom

Location(s): 1 - Lorton, VA

Year-End Revenue 2024: $20,000

Phone: 804-590-5436

Social Media: Instagram: @drinkkrave

Industry: Food and Beverage

Business Address: 8320 Royal Tern Way | Lorton, VA | 22079

Established: 2023

Shore Hatchery Funds: $25,000 - 2025

Stage of Business: Startup

Employees: 3

Email: info.kraveofficial@gmail.com

Website: drinkkrave.com



BUSINESS INDEX

Lectra Technologies, INC.

Principal(s): Jake Henry

Location(s): 1 - Camp Hill, PA

Year-End Revenue 2024: $0

Phone: 717-497-9396

Social Media: Youtube: @JakeHenry
LinkedIn: jenrytech, TikTok: @.jenry

Industry: Health Care

Business Address: 513 Susan Rd. | Camp Hill, PA | 17011

Established: 2023

Shore Hatchery Funds: $35,000 - 2025

Stage of Business: Existing

Employees: 1

Email:
shannon.collins@lightworkpub.com

Website: lectra.tech



Lightwork Publishing, LLC

Principal(s): Gregory & Shannon Collins

Location(s): 1 - Aberdeen, MD

Year-End Revenue 2024: $125,000

Phone: 240-853-3229

Social Media:
Instagram: @lightworkpublishing
Facebook: @TheAfterGraduationPlan

Industry: Workforce Development

Business Address: 1013 Beards Hill Rd., Suite 198 | Aberdeen MD | 21001

Established: 2020

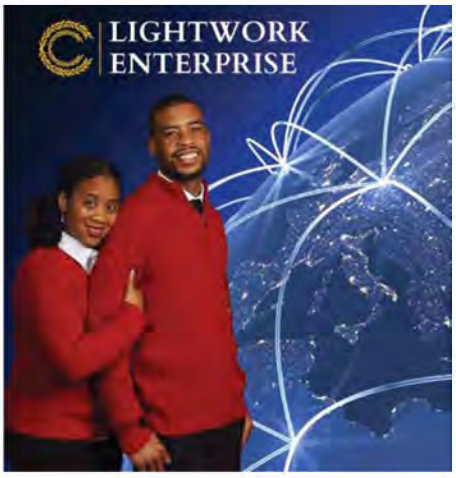
Shore Hatchery Funds: $3,000 - 2023

Stage of Business: Existing

Employees: 2

Email:
shannon.collins@lightworkpub.com

Website: lightworkenterprise.com



Lytos Vodka

Principal(s): Billy Fanshawe

Location(s): 1 - Towson, MD

Year-End Revenue 2024: $114,000

Phone: 443-848-3730

Social Media: Instagram, Facebook, X, LinkedIn: @lytosvodka

Industry: Food and Beverage

Business Address: 307 Washington Ave., Unit 2200F | Towson, MD | 21204

Established: 2019

Shore Hatchery Funds: $20,000 - 2022

Stage of Business: Existing

Employees: 7

Email: social@lytosvodka.com

Website: lytosvodka.com



MaQlar Hair Care

Principal(s): Priscilla Tabi-Gyansah, Lawrence Tawiah

Location(s): 1 - Salisbury, MD

Year-End Revenue 2024: $8,500

Phone: 443-614-1930

Social Media: Facebook, Instagram, TikTok: @MaQLarhaircare

Industry: Beauty

Business Address: 408 E North Pointe Dr., Apt. 301 | Salisbury, MD | 21804

Established: 2023

Shore Hatchery Funds: $2,000 - 2024

Stage of Business: Startup

Employees: 1

Email: tabigyansahpriscilla@gmail.com

Website: maqlarhaircare.com



BUSINESS INDEX

Marins Med LLC

Principal(s): Suzen DuBre, Darryl DuBre, Steve Burke, Chad Scheinder

Location(s): 1 - Georgetown, DE

Year-End Revenue 2024: $0

Phone: 302-245-4596

Social Media:
Instagram, YouTube: @Marins Med
TikTok: @ProHook

Industry: Health Care

Business Address: 23334 Frederick Ln. | Georgetown, DE | 19947

Established: 2017

Shore Hatchery Funds: $40,000 - 2024

Stage of Business: Startup

Employees: 0

Email: Suzen@marinsmed.com

Website: marinsmed.com



Maryland Energy and Sensor Technologies, LLC

Principal(s): Dr. Ichiro Takeuchi, Sherry Xie

Location(s): 1 - College Park, MD

Year-End Revenue 2024: By Request

Phone: 240-565-0280

Social Media: N/A

Industry: Technology

Business Address:
4467 Technology Dr. | Suite 2125 | Bldg. 387 | College Park, MD | 20742

Established: 2009

Shore Hatchery Funds: $25,000 - 2021

Stage of Business: Existing

Employees: 6

Email:
sherry.xie@energysensortech.com

Website: energysensortech.com



Mosaic Counseling and Wellness

Principal(s): Stephanie Blevins
Location(s): 1 - Salisbury, MD
Year-End Revenue 2024: $687,660
Phone: 443-358-5809

Social Media: Facebook: @mosaiccounselingandwellness
Industry: Health Care
Business Address: 2333 N Zion Rd. | Salisbury, MD | 21801
Established: 2019
Shore Hatchery Funds: $25,000 - 2022
Stage of Business: Existing
Employees: 12
Email: stephanie@mosaiccw.com
Website: Mosaic.care



Move And Still, LLC

Principal(s): Dominiece Clifton
Location(s): 1 - Baltimore, MD
Year-End Revenue 2024: $75,685
Phone: 443-675-2511
Social Media: LinkedIn: @Dominiece R. Clifton

Industry: Health Care
Business Address: 100 Light St., Fl. 23, Suite 13 | Baltimore, MD | 21202
Established: 2022
Shore Hatchery Funds: $5,000 - 2022
Stage of Business: Existing
Employees: 1
Email: dom@movexstill.com
Website: movexstill.com



BUSINESS INDEX

Nina's Cookie Explosion

Principal(s): Nina Ross

Location(s): 1 - Baltimore, MD

Year-End Revenue 2024: $88,000

Phone: 443-457-3452

Social Media: Facebook, Instagram, Tiktok: @Ninascookieexplosion

Industry: Food & Beverage

Business Address: 1617 Olive St. | Baltimore, MD | 21230

Established: 2020

Shore Hatchery Funds: $10,000 - 2021

Stage of Business: Existing

Employees: 3

Email: info@ninascookieexplosion.com

Website: ninascookieexplosion.com



Omega 3 Nutrition

Principal(s): Edwin Bright Djampa

Location(s): 1 - Bethesda, MD

Year-End Revenue 2024: $2,840,845

Phone: 301-302-5629

Social Media: Facebook, Instagram: @eatomega3

Industry: Food and Beverage

Business Address: 4800 Auburn Ave. | Suite 1204 | Bethesda, MD | 20814

Established: 2019

Shore Hatchery Funds: $30,000 - 2022

Stage of Business: Existing

Employees: 25

Email: edwindjampa@eatomega3.com

Website: eatomega3.com



Perphora, LLC

Principal(s): Early Charm Ventures, LLC
Location(s): 1 - Baltimore, MD
Year-End Revenue 2024: $0
Phone: 601-818-0612

Social Media: N/A
Industry: Manufacturing
Business Address: 1100 Wicomico St., Suite 323 | Baltimore, MD | 21230
Established: 2020
Shore Hatchery Funds: $30,000 - 2021
Stage of Business: Existing
Employees: 0
Email: Mark.juetten@earlycharm.com
Website: earlycharm.com



Quantum Senses

Principal(s): Justin Lee
Location(s): 1 - Upper Marlboro, MD
Year-End Revenue 2024: $20,000
Phone: 301-906-1229

Social Media: Facebook, Instagram: @earcoustic
Industry: Retail
Business Address: 13701 Hebron Ln. | Upper Marlboro, MD | 20774
Established: 2021
Shore Hatchery Funds: $8,000 - 2023
Stage of Business: Existing
Employees: 1
Email: justinlee@theearcoustic.com
Website: theearcoustic.com



BUSINESS INDEX

Real Vibez Productions

Principal(s): J'kai Braboy

Location(s): N/A

Year-End Revenue 2024: $10,000

Phone: 410-422-6152

Social Media:
Instagram: @real.vibez.productions
YouTube: @RVWK

Industry: Technology

Business Address: N/A

Established: 2020

Shore Hatchery Funds: $5,000 - 2022

Stage of Business: Existing

Employees: 0

Email: rvwkproductions@gmail.com

Website:
realvibezproductions.mypixieset.com



Resolved Property Solutions

Principal(s): DeVanna Young

Location(s): 1 - Salisbury, MD

Year-End Revenue 2024: N/A

Phone: 410-726-2925

Social Media: Facebook, Instagram: @resolvedps

Industry: Property Management

Business Address: 31901 Tri County Way | Suite 102-F | Salisbury, MD | 21804

Established: 2019

Shore Hatchery Funds: $15,000 - 2022

Stage of Business: Existing

Employees: 1

Email: devanna@resolvedpropertysolutions.com

Website: resolvedpropertysolutions.com



Rip Current Sports

Principal(s): Jose Gallagher

Location(s): 1 - Kensington, MD

Year-End Revenue 2024: $7,264

Phone: 301-949-4205

Social Media: Facebook, Instagram: @ripcurrentsports,
TikTok: @ripcurrentsport,
YouTube: @ripcurrentsports511

Industry: Retail

Business Address: 3516 Astoria Ct. | Kensington, MD | 20895

Established: 2021

Shore Hatchery Funds: $10,000 - 2021

Stage of Business: Existing

Employees: 3

Email: juliawhittle@ripcurrentsports.com

Website: ripcurrentsports.com



RunMitts, LLC

Principal(s): Susan Clayton

Location(s): 1 - Baltimore, MD

Year-End Revenue 2024: $45,000

Phone: 443-990-1577

Social Media:
Instagram: @whitepaws_runmitts
Facebook: @whitepawsrunmitts
X: @Runmitts
TikTok: @whitepawsrunmitts
LinkedIn: @susanclayton

Industry: Retail

Business Address: 620 S. Paca St. | Baltimore, MD | 21230

Established: 2016

Shore Hatchery Funds: $17,000 - 2020

Stage of Business: Existing

Employees: 2

Email: runmitt16@gmail.com

Website: RunMitts.com



BUSINESS INDEX

Salisbury Dance Academy

Principal(s): Elena Manakhova
Location(s): 1 - Salisbury, MD
Year-End Revenue 2024: $319,546
Phone: 410-742-2858

Social Media:
Instagram: @sby_dance_academy
Facebook: @ salisburydanceacademy
Industry: Art
Business Address: 105 S Camden Ave. | P.O. Box 127 | Fruitland MD | 21826
Established: 2010
Shore Hatchery Funds: $10,000 - 2023
Stage of Business: Existing
Employees: 10
Email: salisburydanceacademy@gmail.com
Website: salisburydanceacademy.com



Salvaton, LLC

Principal(s): Lankenau Ventures, LLC
Location(s): 1 - Baltimore, MD
Year-End Revenue 2024: $0
Phone: 601-818-0612
Social Media: N/A

Industry: Health Care
Business Address: 1100 Wicomico St., Suite 323 | Baltimore, MD | 21230
Established: 2021
Shore Hatchery Funds: $10,000 - 2021
Stage of Business: Startup
Employees: 0
Email: salvaton@earlycharm.com
Website: earlycharm.com



The Science Nerds

Principal(s): Lindsey MacWha, Jenn Corron

Location(s): 1 - Berlin, MD

Year-End Revenue 2024: $385,057

Phone: 443-235-1509

Social Media:
Facebook: @the2sciencenerds
Instagram: @thesciencenerds

Industry: Education

Business Address: 9842 Main St., Suite 5 | Berlin, MD | 21811

Established: 2021

Shore Hatchery Funds: $37,000 - 2024

Stage of Business: Existing

Employees: 2

Email: nerds@thesciencenerds.com

Website: thesciencenerds.com



The SHELLER

Principal(s): Shelby Blondell

Location(s): 1 - Linthicum, MD

Year-End Revenue 2024: $50,000

Phone: 443-827-7897

Social Media:
Facebook, Instagram: @thesheller

Industry: Retail

Business Address: 326 Tulip Oak Ct. | Linthicum, MD | 21090

Established: 2017

Shore Hatchery Funds: $30,000 - 2021

Stage of Business: Existing

Employees: 1

Email: shelby@thesheller.com

Website: thesheller.com



BUSINESS INDEX

SIMPLi

Principal(s): Matt Cohen, Sarela Herrada

Location(s): 1 - Baltimore, MD

Year-End Revenue 2024: $14,000,000

Phone: 443-254-8534

Social Media:
Instagram, TikTok: @eatsimpli

Industry: Food & Beverage

Business Address: 729 E Pratt St. | Suite 460 | Baltimore, MD | 21202

Established: 2020

Shore Hatchery Funds: $10,000 - 2021

Stage of Business: Existing

Employees: 34

Email: matt@eatsimpli.com

Website: eatsimpli.com



Sindri Materials

Principal(s): Christopher DiMarco, David DiMarco, Brian Checchio

Location(s): 1 - Wilmington, DE

Year-End Revenue 2024: $111,000

Phone: 610-715-9011

Social Media: LinkedIn: @sindrimaterials

Industry: Technology

Business Address: 200 Powder Mill Rd., Bldg. E500/4404 | Wilmington, DE | 19803

Established: 2021

Shore Hatchery Funds: $10,000 - 2024

Stage of Business: Startup

Employees: 1

Email: christopher.dimarco@sindrimaterials.com

Website: sindrimaterials.com



Sustainabli

Principal(s): Kevin Tu
Location(s): 1 - Columbia, MD
Year-End Revenue 2024: $0
Phone: 443-739-3202
Social Media: N/A
Industry: Energy

Business Address: 6449 River Run | Columbia, MD | 21044
Established: 2023
Shore Hatchery Funds: $5,000 - 2025
Stage of Business: Existing
Employees: 5
Email: team@sustainabli.org
Website: gosustainabli.com



Upstream Innovations (BedLedge)

Principal(s): Nick LeGrand
Location(s): 1 - Hockessin, DE
Year-End Revenue 2024: $0
Phone: 610-506-5199
Social Media: N/A
Industry: Retail

Business Address: 531 Southwood Rd. | Hockessin, DE | 19707
Established: 2023
Shore Hatchery Funds: $25,000 - 2024
Stage of Business: Startup
Employees: 1
Email: Thelegrandcompanyllc@gmail.com
Website: thebedledge.com



BUSINESS INDEX

Zenology

Principal(s): Mack Anderson, Tim Brumbaugh, Daniel Osborne

Location(s): 1 - Towson, MD

Year-End Revenue 2024: $500,000

Phone: 443-255-3013

Social Media: Instagram: @drinkzenjoy

Industry: Food and Beverage

Business Address: 307 Washington Ave. | Towson, MD | 21204

Established: 2022

Shore Hatchery Funds: $35,000 - 2023

Stage of Business: Existing

Employees: 2

Email: mack@drinkzenjoy.com

Website: drinkzenjoy.com



Million Dollar Momentum

Zenjoy, recipient of $35,000 in 2023, has experienced remarkable growth since its Shore Hatchery win. The company has doubled its store count, expanded into Albertsons Mid-Atlantic, Giant Eagle, and Market District locations across Pennsylvania and Ohio, and it is now featured in more than 100 stores throughout the region. With new product innovations like their Stress Relief Fridges boosting sales, Zenjoy achieved $500,000 in revenue and is on track to surpass $1.25 million in 2025. Their expansion into the college market marks the next chapter of growth for this fast-rising brand.







PROGRAMS & PEOPLE

MAIN SAIL ANGEL NETWORK

This year, the Shore Hatchery expanded its entrepreneurship competition portfolio with the addition of the Mainsail Angel Network, a new angel investing group based in Salisbury, MD. The network provides funding and support to early-stage businesses in the Greater Eastern Shore region, offering investments typically ranging from $50,000 to $500,000 to companies across various industries that demonstrate growth potential and regional impact. Their application process runs on an annual cycle, with businesses submitting applications by year-end, presenting to panels in the spring, and making final pitches to investors during the summer. Beyond funding, selected companies receive mentorship and guidance from experienced investors and entrepreneurs. The network focuses on supporting ventures that contribute to economic development in the Eastern Shore community.



SCALING NEW HEIGHTS

Since securing $30,000 in 2022, Omega 3 has scaled its business to new heights. The company signed a contract with Goldstar, the largest K–12 distributor in California, while also landing sales through an airline industry partner. These efforts have driven revenue growth from $970,000 to more than $2.8 million and expanded their team to 25 employees. Omega 3's trajectory highlights Shore Hatchery's role in supporting businesses with both funding and critical market connections.



NETWORK OPENS DOORS

Huck Bucket leveraged its participation in the Shore Hatchery and the inaugural Main Sail Angel Network meeting to open doors to new opportunities. Through connections made at the event, the company secured a major order from Pohanka and was introduced to a potential investor. These milestones reflect the power of the Shore Hatchery ecosystem to not only provide capital but also foster the relationships that help entrepreneurs scale their businesses.



2025 PARTICIPANTS

June Meeting:

Rip Current Sports

KLEENUP

Huck Performance Buckets

July Meeting:

Woods Ice

Omega 3

Hopflyt

Sindri Materials

RESEARCH PROJECT ENHANCES COMPETITIONS

Our future Ratcliffe Shore Hatchery Graduate Assistant Leah Osmon conducted a research project focused on improving student engagement in Salisbury University's business competitions. She surveyed students across all schools, analyzed participation barriers, and reviewed best practices from peer institutions. Her findings revealed that awareness of competitions remains low outside of the business school, with faculty engagement, targeted digital marketing, and examples of past winners identified as the strongest ways to broaden participation. Leah's research is directly shaping our continuous improvement process, helping us strengthen outreach, create more inclusive opportunities, and ensure our competitions inspire innovation across every discipline at SU.





SCHOLARSHIPS FOR ENTREPRENEURSHIP

The Ratcliffe Foundation provides $40,000 to support transfer students from area community colleges who have an interest in studying entrepreneurship at Salisbury University. Lauryn Damron, one of our Ratcliffe Scholarship recipients, continues to be an engaged leader as president of the Collegiate Entrepreneurs Organization (CEO) club and a student worker with our entrepreneurship program. This year, she competed in the Idea Factory poster competition, earning a Merit Award, while also leading competitor readiness training and organizing guest speakers to prepare students for success. Lauryn's efforts have helped build momentum for student entrepreneurship and created more opportunities for her peers to get involved.



SHORE HATCHERY GRANT RENEWAL

This year, Salisbury University celebrated the renewal of its Shore Hatchery program with a $900,000 gift from the Ratcliffe Foundation, ensuring the initiative continues through 2029. Established in 2013, the Shore Hatchery provides funding and mentorship to entrepreneurs who are actively growing their small businesses, helping them overcome barriers to expansion and reach new markets. Each year, up to $200,000 is awarded to applicants selected by a board of directors following competitive presentations. In addition to funding, all participants gain access to guidance and resources through the Dave and Patsy Rommel Center for Entrepreneurship. Now in its second decade, the Shore Hatchery continues to play a vital role in strengthening the regional economy and supporting the success of emerging business leaders.

BUSINESS PARTNERS WHO HAVE USED THE FOOD FOR THOUGHT C

The Ratcliffe Foundation Food for Thought Café in the Rommel Center is a popular meeting room for community organizations and business leaders, including those listed here.

- Beach to Bay Heritage Area
- Boys & Girls Club
- Chamber of Commerce Young Professionals
- Chesapeake Bay Foundation
- City of Salisbury Public Art Committee
- Downtown Salisbury Public Art Committee
- HEARD for Life
- HopFlyt
- James M. Bennett High School
- kindSBY
- Salisbury Downtown Business Alliance (SDBA)
- Salisbury-Wicomico Economic Development Corporation
- SBDC
- SCORE
- SU Biology Department
- SU FYS INF01 Design Thinking, Innovation, and Entrepreneurship Class
- SU Human Resources
- SU Human Resources/Police Department
- SU New Faculty
- SU PACE (Institute for Public Affairs & Civic Engagement)
- SU Perdue School of Business
- SU President's Office
- SU Seidel School of Education
- SU Staff Senate
- Wicomico Middle School
- Worcester County Office of Tourism & Economic Development



















rewarding
entrepreneurial
efforts





creating
and growing
businesses









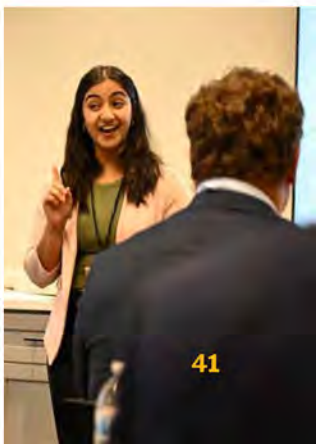








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Matt Cohen
Co-Founder, SIMPLi



Mike Cottingham
President/CEO Rommel Chesapeake, Inc.



Dan Cowens
Founder at Snag-A-Slip / Oasis Marinas



Sandy Fitzgerald-Angello
Vice President/Dealer Operator, Pohanka Automotive Group of Salisbury



David Landsberger
Entrepreneur



Jennifer Layton
General Manager, Layton's Chance Vineyard & Winery



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Jim Perdue
Chairman of the Board, Perdue Farms



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Former President/CEO, Sherwood of Salisbury & Board Member, Salisbury University Foundation



Dave Rommel
Owner, Rommel Chesapeake, Inc.



Pat Royak
Chief Executive Officer, Royak Consulting & Board Advisor, OmniChannel & Perdue Executive Advisory Council



Jean Sewell
Vice President of E-Commerce, NFP Corporate Benefits



Erinn Tucker-Oluwole
Hospitality & Tourism Department Chair/ Associate Professor, University of Maryland Eastern Shore



Doug Wilson
Managing Principal/ Chartered Retirement Planning Counselor, Private Wealth Partners, LLC



Jim Wright
President, Philip E. & Carole R. Ratcliffe Foundation

WELCOME TO OUR NEWEST MEMBERS!

- Leonard Arvi
- Dan Cowens



THANK YOU!

Thanks to the Philip E. and Carole R. Ratcliffe Foundation for their longstanding commitment and support of cultivating entrepreneurship through the Shore Hatchery competition.



salisbury.edu/entrepreneurship

1101 Camden Ave. | Salisbury, MD 21801

shorehatchery.salisbury.edu

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