

Philip E. and Carole R. Ratcliffe Foundation
Shore Hatchery Program at Salisbury University
PROGRAM ANNUAL REPORT 2020



The Ratcliffe Shore Hatchery program is a

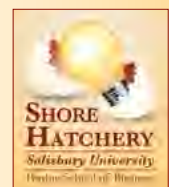
\$2 million

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

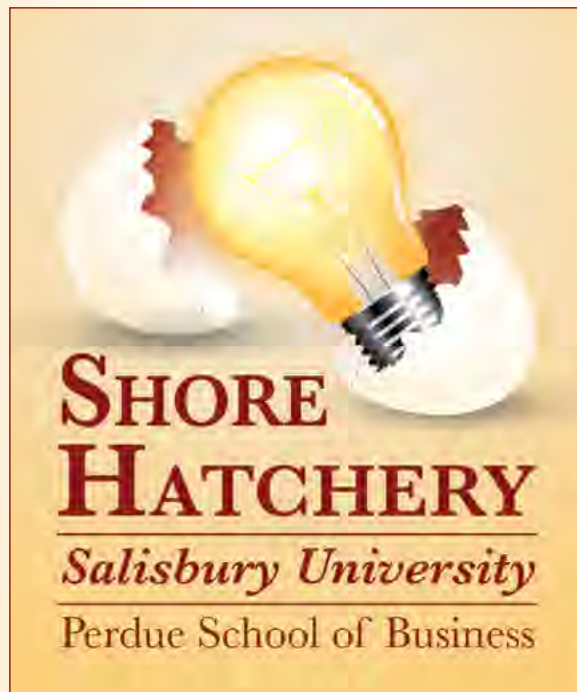
FRANKLIN P. PERDUE
SCHOOL OF
Business

Salisbury
UNIVERSITY



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www.theratcliffefoundation.org



shorehatchery.salisbury.edu



Shore Hatchery Winners 2013 – Spring 2020



Page	Business*	Principal(s)	Year(s) Awarded	Total Funds **
1.....	360 VR Technology, Inc.	Suryansh Gupta	2019 Fall - New	\$50,000
3.....	AlgenAir, LLC	Kelsey Abernathy, Dan Fucich	2018 Fall	\$10,000
5.....	The Athlete Academy, Inc.	Cody Revel	2018 Spring	\$15,000
7.....	Atlantic Vermiculture, LLC	R. Lawton Myrick	2019 Spring	\$5,000
9.....	Bio Research Solutions, LLC	Robert Figliozzi	2016 Spring, 2017 Fall	\$30,000
11.....	Blue Sources, LLC	PJ Bellomo	2019 Spring	\$10,000
13.....	Blueblood, LLC	Mary Larkin	2018 Spring	\$20,000
15.....	CarrTech, LLC	Sue Carr	2020 Spring - New	\$10,000
17.....	ClearMask, LLC	Aaron Hsu, Alyssa Dittmar	2018 Fall	\$30,000
19.....	College Scooters/Shore Cycles	John Churchman, Navid Mazloom	2014 Spring	\$45,000
21.....	Compassionately Creative	Dawn Kennedy	2017 Spring	\$7,500
23.....	DiPole Materials, Inc.	Dr. Ken Malone	2019 Spring	\$15,000
25.....	Door Robotics	Joshua Ermias	2020 Spring - New	\$5,000
27.....	Eastern Shore Academy of Cosmetology	Doris Ebony Brown	2018 Spring	\$5,000
29.....	Femly	Arion Long	2018 Fall	\$27,000
31.....	Ferretly	Darrin Lipscomb	2020 Spring - New	\$25,000
33.....	Forte Formerly Asterisk	Dr. Nat Ware	2019 Spring	\$10,000
35.....	The Frozen Farmer, LLC	Katey Evans, Kevin Evans, Jo Ellen Algier	2015 Fall	\$5,000
37.....	gel-e, Inc. Rebranded Medcura, Inc.	Larry Tiffany	2016 Fall	\$10,000
39.....	Hivelend, LLC	Dawn Musil, Nick Zajciw	2019 Spring	\$35,000
41.....	HUCK Performance Buckets, LLC	Joe Schneider	2017 Fall	\$25,000
43.....	Joost Wafel Company	Joost Elling	2014 Spring, 2015 Fall	\$15,000
45.....	K9 Precision, LLC	Mitch Fletcher	2020 Spring - New	\$17,000
47.....	Kitchology/FOODMIDABLE	Alain Briancon	2015 Spring	\$25,000
49.....	LemonadeLove, LLC	Eee Arenas, Zee Arenas	2020 Spring - New	\$1,000
51.....	Linnel Luxury Child Care, Inc.	Hafeezah Muhammad	2019 Fall - New	\$15,000
53.....	MADTECH, Inc.	Thomas Marnane	2019 Spring	\$30,000
55.....	Mind the Current, LLC/Dhremo Therapy	Marsha Lynn Hammond	2016 Fall, 2017 Spring	\$32,500
57.....	Mindfully Anchored, Inc.	Ashton Donoway	2017 Spring	\$5,000
59.....	Minds in Motion Salisbury	Vira Ogburn	2019 Fall - New	\$15,000
61.....	Mobtown Fermentation	Sid Sharma, Adam Bufano, Sergio Malarin	2016 Spring, 2016 Fall	\$45,000
63.....	MyRoute Apparel	Trey Lodge	2017 Spring	\$2,000
65.....	Oasis Group Holdings/Oasis Marinas	Dan Cowens	2014 Fall, 2015 Spring	\$50,000
67.....	Operational Precision Systems, LLC	Lee Beauchamp	2015 Spring, 2015 Fall	\$45,000
69.....	Overwatch Golf Rebranded Inn8Golf, Inc.	Seth Ainsworth	2019 Fall - New	\$15,000
71.....	PaverGuide, Inc.	Charles White	2015 Spring	\$35,000
73.....	Picklehead, LLC/Tip Tough	RJ Batts, Lori Batts	2016 Fall	\$15,000
75.....	RunMitts, LLC DBA WhitePaws	Susan Clayton	2020 Spring - New	\$17,000
77.....	Scrub Nail Boutique	Jasmine Simms	2017 Fall	\$20,000
79.....	Shea Radiance/Agrobotanicals, LLC	Funlayo Alabi	2018 Spring	\$20,000
81.....	Shore Inspections, LLC	Zachary Bankert	2014 Fall	\$15,000
83.....	Soccer Office/Sports Office 365	Jamie Lowe	2016 Spring	\$25,000
85.....	TANGO/Second Story, LLC DBA jang*go	Shelley Wetzel	2014 Fall	\$30,000
87.....	Viyan Formerly Neuro Helmet Systems	Megan Newcomer	2016 Fall, 2017 Spring	\$25,000
89.....	Walt's Waffles/ Walt's Original Waffle Buns, LLC	Chi Y. Yan	2020 Spring - New	\$30,000
91.....	Zero Gravity Creations	Aric Wanveer, Tim McFadden	2013 Fall, 2014 Spring	\$60,000
93.....	Zest Tea, LLC	James Fayal	2017 Spring, 2017 Fall	\$30,000
95.....	Ratcliffe Foundation Shore Hatchery Funded Businesses 2013-2020			
97.....	Shore Hatchery Impacts			

* 22 businesses are omitted from this report due to no report being submitted or the business is inactive. **Amount Awarded does not include Salisbury University Student Competitions awards, if applicable.



360VR Technology, Inc.

Technology - Safety and Security - Building Risk Management

Business Description

360VR Technology built a platform using 3D models & IoT integration to improve building operations & reduce risk. The software is used for emergency response & day to day operations. First responders & building admin. have access to this platform, which is used to improve pre-incident training, cut down response time, & save lives. As a result, the facility admin can track, manage & visualize their building assets through their software, including inventory management, equipment & machinery upkeep, & facility personnel communication.

Business History

Suryansh Gupta first had the idea in an entrepreneurship class in October of 2018 and from there they interviewed over 300 first responders to validate the problems they have with building information during emergencies.

Shore Hatchery Funds, Specific Use, & Role \$50,000 Fall 2019

The Shore Hatchery funds were used to purchase equipment and make significant improvements to their software, to perform higher fidelity pilots and pursue early sales.

The Shore Hatchery helped develop their technology and purchase critical equipment needed to further develop their business model and seek future opportunities and accelerators. They have also benefitted tremendously from the mentorship and guidance provided as well.

Additional External Funds & Accelerators

Total Investment: \$35,000
Startup of the Year at SxSW - 2019;
Texas Christian University Bus. Comp. - 2019;
University of DE Hen Hatch Semi-Finalist - 2019;

\$20,000 - Univ. of California, Davis Big Bang!
Competition 1st place - 2019;
\$10,000 - Swim with the Sharks - New Castle Chamber of Commerce 2019;
SxSW Pitch Alternate Semi-Finalist - 2020 Canceled;
\$5,000 - Blue Hen Proof of Concept Grant

Results, Expansion, & Significant Milestones

Notable milestones include: Summer Founders Pre-Accelerator at University of Delaware - 2019
Capital Factory in Austin Texas - 2020
Mass Challenge in Austin Texas - 2020. Also, completed successful pilots at several large organizations and have been accepted into two reputable accelerators in the Austin area.

360VR has a much better understanding of their business model, connections, fundamentals and how to adapt. Currently, there are no plans to expand significantly, due to the coronavirus.

IP, Copyrights, & Trademarks

Currently pursuing provisional patents.

Promotional opportunities

360VR is working with Department of Labor and workforce training programs to help individuals learn about opportunities in modeling and virtual reality.

COVID-19 Impacts

With commercial buildings being their focus customers, they have faced many of their pipelines either delaying a few months or cancelling altogether. Currently, looking to adjust their technology and model to address reopening and new health standards.

Principal(s): Suryansh Gupta

Locations: 1 - Newark, DE

2019 Revenue: \$86,000

Estimated 2020 Revenue: \$100,000

Alumni: University of Delaware '20

Phone: (302) 464-9205

Social Media: LinkedIn @360VRTechnology

Business Address: Newark, DE | 19711

Established: 2018

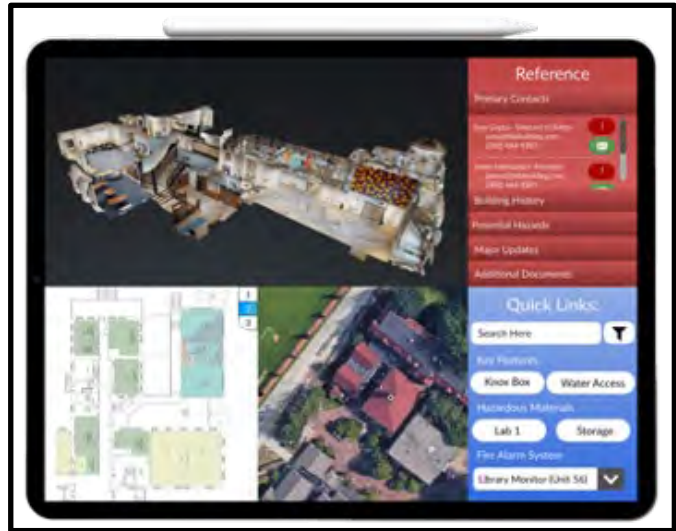
Shore Hatchery Funds: \$50,000 - 2019

Stage of Business: Startup

Employees: 2 (1 Intern) - 2020,
Add 0 - 2021

Email: sury@360vrtechnology.com

Website: www.360vrtechnology.com/



AlgenAir, LLC

E-commerce Retail - Functional Home Decor



Business Description

AlgenAir creates functional algae installations to improve indoor air quality. Our first product is the aerium, a natural air purifier that uses algae to reduce CO2 indoors.

Business History

AlgenAir was co-founded by two PhD candidates in the Marine Estuarine Environmental Science (MEES) program at the University of Maryland. As algae researchers (and self-proclaimed algae nerds), they saw the potential of how algae could revolutionize the indoor air purification industry and begun designs on the aerium, a natural air purifier. They bootstrapped the company from the start in 2018, raising all funds from non-equity, non-dilutive sources and completing the design and rapid prototyping of the aerium in house.

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 them to develop a prototype for their manufacturer, American Bully Manufacturing and to begin producing their first 200 units.

Additional External Funds & Accelerators

Total Investment: \$110,000

- \$10,000 - F3 Tech accelerator - 2018;
- \$15,000 - Ratcliffe Foundation - 2018;
- \$500 - Agriculture/Aquaculture Competition -
- \$500 - 2018 Pitch Dingman SECU - 2018;
- \$3,000 - AlphaLabGear DC - 2019;
- \$2,500- New Venture Championships Portland, OR - 2019;
- \$3,000 - AlphaLabGear Finals 3rd place - 2019;

- \$2,500 - UMB GRID Pitch - 2019;
- \$15,000 - Ratcliffe Foundation - 2019;
- \$500 - Pitch Dingman Semifinalist award - 2019;
- \$7,500 - Pitch Dingman Finals 2nd place - 2020;
- \$25,000 - Heartland Challenge 2nd place - 2020;
- \$25,000 - Rice Business Plan NASA Prize - 2020

Results, Expansion, & Significant Milestones

F3 Tech Accelerator Fall 2018; Harbor Launch Incubator 2019 - present. AlgenAir launched their first product last fall and have since scaled production, raised funds through the graduate pitch circuit, and expanded to a larger office in the Columbus Center in Baltimore. In 2020 they launched the aerium and subscription service from <https://algenair.com>. The co-founders are expected to go full time in 2021 and plan to expand manufacturing production. They have had multiple press opportunities, in news articles, reports, and in person functions to highlight the aerium.

IP, Copyrights, & Trademarks

AlgenAir filed a non-provisional patent on the aerium on April 21, 2020. AlgenAir has trademarks on both the AlgenAir and aerium logo. All IP is owned by AlgenAir, LLC.

Promotional Opportunities & Giving Back

AlgenAir has participated in the Institute of Marine and Environmental Technology (IMET) open house in 2018 and 2019 to educate visitors on indoor air quality and the power of algae.

COVID-19 Impacts

AlgenAir reduced normal operation during the shutdown while diverting resources to both a state COVID-19 testing facility and mask production. AlgenAir has since resumed full operations.

Principal(s): Kelsey Abernathy & Dan Fucich

Locations: 1 - Baltimore, Maryland

2019 Revenue: \$5,250

Estimated 2020 Revenue: \$50,000

Alumni: St. Mary's College-BA Biology '15, University of Maryland Baltimore-PhD '21 - Kelsey Abernathy; Duquesne University-BS Biology '15, Univ. MD. Center for Envir. Sciences-PhD '20 - Dan Fucich

Phone: (443) 812-3895

Social Media: Facebook: @algenair; Instagram: @algenairllc

Business Address: 701 E Pratt Street | 2HallD| Baltimore, MD | 21202

Established: 2018

Shore Hatchery Funds: \$10,000 - 2018

Stage of Business: Existing

Employees: 0 - 2020, Add 2 - 2021

Email: support@algenair.com

Website: www.algenair.com



The Athlete Academy, Inc.

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 were used to purchase HVAC Units.

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

Total Investment: \$72,000

Equipment Leasing;

\$31,000 - Salisbury University Student

Entrepreneurship Competitions - 1st place;

Personal Owner Funds

Accelerators

Salisbury University Entrepreneurship Hub

Results, Expansion, & Significant Milestones

The Athlete Academy has consistently grown over the past 2 years. The Academy was named Best Gym in Salisbury, Maryland. In their 2nd year of business had 100k in revenue. The plan is to expand in the next 2 years by adding another facility.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

The Athlete Academy is very involved in the community with speaking engagements at Salisbury University, youth events 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.

COVID-19 Impacts

The Athlete Academy was shut down for 3 months creating a loss of roughly \$25,000.

Principal(s): Cody Revel

Locations: 1 - Salisbury, MD

2019 Revenue: \$137,000

Estimated 2020 Revenue: \$160,000

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: 6 (4 Interns) - 2020,
Add 0 - 2021

Email: info@athleteacademy.md

Website: www.athleteacademy.md

CREATED BY CULTURE



7 PILLARS OF A CHAMPION

- DRIVE
- FOCUS
- IMAGERY
- SELF-BELIEF
- COMMITMENT
- SOCIAL SKILLS
- PRESSURE-COPING



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.

They are currently researching available grants and loan programs via State and Federal

programs. They are actively pursuing a viable property for business operations.

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 SBDC.

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. Business has yet to start as the search for suitable land continues.

Lawton was featured as a Guest speaker at the annual Palmer Gillis entrepreneurship banquet.

COVID-19 Impacts

There are fewer land listings available due to market uncertainty.

Principal(s): R. Lawton Myrick

Locations: 1 - Salisbury, MD

2019 Revenue: \$0

Estimated 2020 Revenue: \$0

Alumni: University of Georgia '01

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: Pre-venture

Employees: 0 – 2020, Add 0 - 2021

Email: info@atlanticvermiculture.com

Website: Inactive



ATLANTIC VERMICULTURE



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 Figliozi, an alum of Salisbury University and a UMES Toxicology PhD. 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 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

Bio Research is currently evaluating multiple funding offers.

Accelerators

Salisbury University 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. Prototypes will be tested by Beta Users.

COVID-19 Impacts

BRS laboratory activities were rendered impossible due to shutdowns of their lab within USM incubators and collaborator labs. Under essential research waivers, a COVID-19 diagnostic test was developed in part by Figliozi.

Principal(s): Robert W. Figliozi

Locations: 1 - Salisbury, MD

2019 Revenue: \$40,000

Estimated 2020 Revenue: \$40,000

Alumni: Salisbury University '11 & UMES PhD '20

Phone: (410) 212-8979

Social Media: N/A

Business Address: 518 Pine Bluff Rd. | Salisbury, MD | 21801

Established: 2016

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

Stage of Business: Existing

Employees: 1 - 2020,

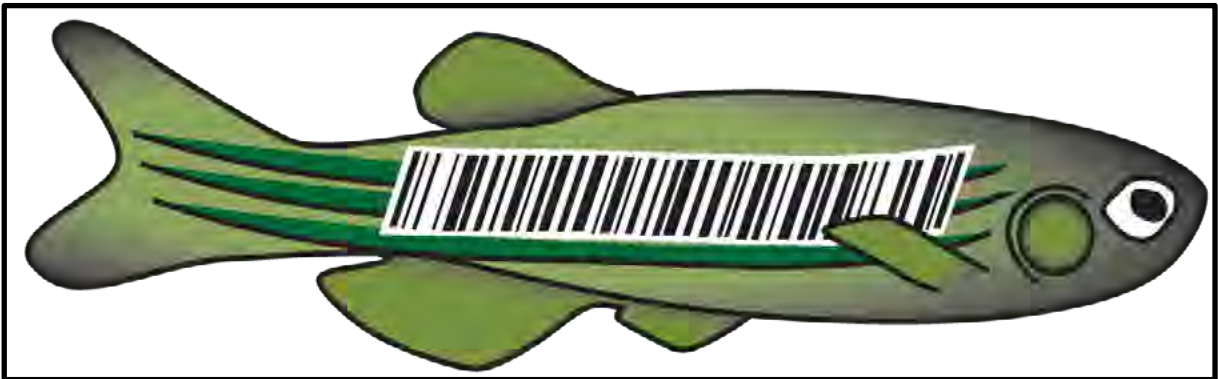
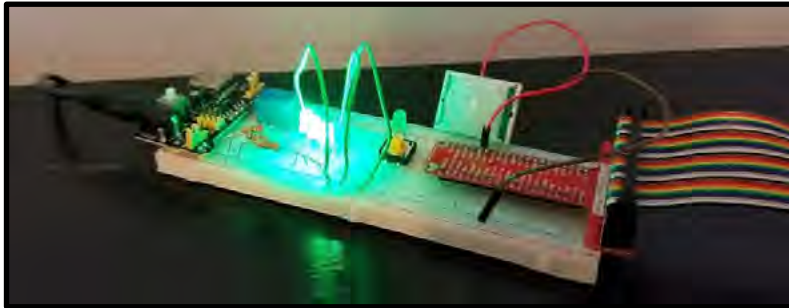
Add 2 (2 Interns) - 2021

Email: rwfigliozi@gmail.com

Website: N/A



A horizontal banner with a green, grid-like pattern. The text "BIO RESEARCH SOLUTIONS" is written in large, white, sans-serif capital letters across the center of the banner.





Blue Sources, LLC

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 were used to travel to events in pursuit of sales opportunities. With the funding received, and mentoring opportunities available, Blue Sources expects to see a measurable positive impact, in the future.

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.

COVID-19 Impacts

All aspects of business are taking more time to complete due to COVID-19.

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

Locations: 1 - Frederick, MD

2019 Revenue: \$47,500

Estimated 2020 Revenue: \$250,000

Alumni: Rensselaer Polytechnic Institution (RPI) MS '91

Phone: (240) 397-5080

Social Media: N/A

Business Address: 4539 Metropolitan Court | Frederick, MD | 21704

Established: 2015

Shore Hatchery Funds: \$10,000 - 2019

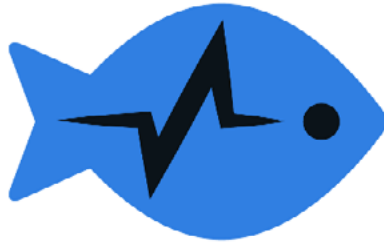
Stage of Business: Existing

Employees: 3 - 2020,

Add 3 (3 Interns) - 2021

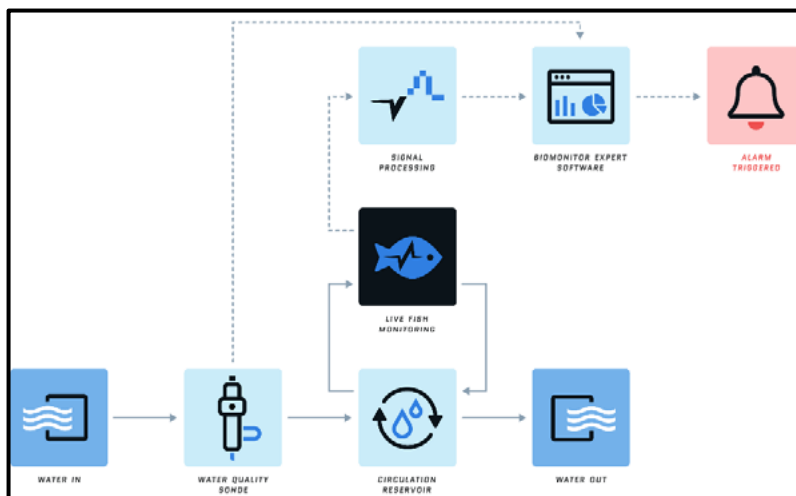
Email: info@bluesources.com

Website: www.bluesources.com



BLUE SOURCES

TRUST THE FISH



Blueblood, LLC

Health Care - 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, we 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 3 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 has an established partnership with the Institute 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 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.

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

Blueblood, LLC, used their funds for travel to conferences and research and development.

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

Additional External Funds & Accelerators

Total Investment: \$40,000

\$15,000 - REEF-Seed I Grant - 2018;

\$25,000 - 2018 REEF-Seed II Grant - 2018

Accelerators

Harbor Launch at IMET

Results, Expansion, & Significant Milestones

The company is continuing to focus on research and development. They have established relationships with potential customers and research partners, and completed a short I-Corps course. Also, the team has been navigating FDA regulations, in anticipation of its launch.

As a result of focusing on building relationships, they have established a partnership with Marine Biological Laboratory for research and development.

IP, Copyrights, & Trademarks

N/A

COVID-19 Impacts

Due to COVID-19, they are currently delaying research and development, which requires travel.

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

Locations: 1 - Baltimore, MD

2019 Revenue: \$0

Estimated 2020 Revenue: \$0

Alumni: UMBC PhD, '18 - Mary Larkin; UMBC M.S. '00 – Jill Arnold;

University of Florida, Gainesville; M.S. '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: 3 - 2020, 0 - 2021

Email: blueblood.llc.md@gmail.com

Website: N/A



BLUEBLOOD 





CarrTech, LLC

Bio Health- Medical Device

Business Description

CarrTech is a medical device company that built the "Filter Removal of Glass" (FROG™) for ampule based injectable medication. This is an all in one package, one needle filter system increasing safety, saving time and money.

Business History

CarrTech was founded by Sue Carr, RPh when she received her first patent. In 2018, her board was formed and she received investments from friends and family. CarrTech has received 3 US patents and a Canadian patent.

Shore Hatchery Funds, Specific Use, & Role \$10,000 Spring 2020

CarrTech is using the funds to help pay for the pre-submission preparation by their FDA regulatory advisors.

Thanks to the Shore Hatchery networking opportunity, CarrTech has reached over a million viewers. Their business coach Pat Royak, provided valuable advice to assist them, moving forward.

Additional External Funds & Accelerators

Total Investment: \$300,300
\$3,000 - TEDCO research grant 2018 - 2019;
\$1,500 - Frederick County Video Pitch - 2018;
\$1,500 - Frederick County, MD Judges Choice & People's Choice Video Pitch Competition - 2020;
\$50,000 - TEDCO Builder Fund - 2020;
\$3,300 - Frederick County Government - 2020;
\$50,000 - Fulton Bank Line of Credit - 2020;
\$191,000 - Friends and Family

Accelerators

Inova Personalized Health Accelerator - 2019;
THE EDGE- FITCI - 2019;
Intro to I-Corp- GWU - 2019;
TEDCO Builder Fund - 2020

Results, Expansion, & Significant Milestones

CarrTech's major milestones were, preparing for FDA approval, put metrics to VP, finding 3 medical device companies to prepare for FDA and getting the pre-submission package submitted to the FDA for a 510 (K) Class II device and scheduling an appointment. Carr anticipates increased conversations with potential licensing partners.

IP, Copyrights, & Trademarks

US patent - 8,002,751-2012; US patent 9,669,164- 2017; US Patent 10,512,728-2019; Canadian Patent 2947955 5-2020; Trademark for the "FROG™" submitted 2020 - awaiting final approval all owned by CarrTech, LLC.

Promotional Opportunities & Giving Back

CarrTech has built, patented, and prototyped the only all in one package, one needle filter device that will revolutionize the filter needle industry saving time, money, and lives.

COVID-19 Impacts

CarrTech was able to pivot by applying for an NSF COVID Relief grant, pitched and received funding and support through the Builder Fund at TEDCO, and is in early conversations with potential licensing partners.

Principal(s): Sue Carr, John Brzezinski, John Nazzaro, Terri Lopatka & Gary Lopez

Locations: 1 - Frederick, MD

2019 Revenue: \$0

Estimated 2020 Revenue: \$0

Alumni: N/A

Phone: (301) 694-2999

Social Media: Twitter @CarrtechL

Business Address: 4539 Metropolitan Ct | Frederick, MD | 21704

Established: 2012

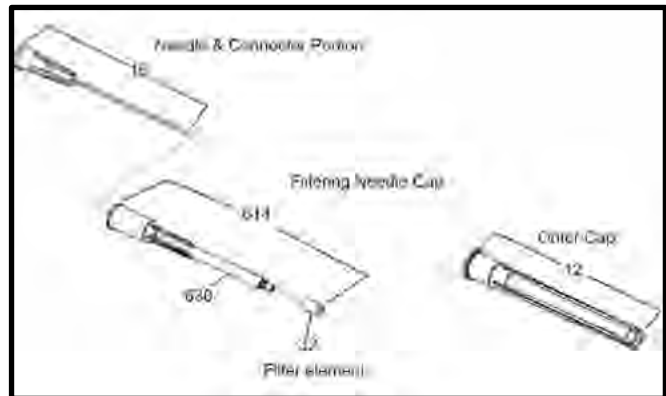
Shore Hatchery Funds: \$10,000 - 2020

Stage of Business: Seed or Pre-Seed

Employees: 6 (2 Interns) - 2020, Add 0 - 2021

Email: suecarr@carrtechllc.com

Website: www.carrtechllc.com



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. 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 has since gone on to win multiple pitch competitions and accepted into a number of prominent accelerator programs, using those proceeds 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

Total Investment: \$107,000
\$300,000 - TEDCO Convertible Note - 2020
OpenWorks Innovate;

Village Capital Gallaudet University;
John Hopkins University Social Innovation Lab;
Accelerate Baltimore;
National Science Foundation iCorps;
Owners Investment

Accelerators

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

Results, Expansion, & Significant Milestones

In spring of 2020, as the COVID-19 pandemic began to emerge, ClearMask gained international attention. In 2020, ClearMask received its FDA approval as a Class II medical device, becoming the first FDA-cleared surgical mask that is completely transparent. Recently, ClearMask was awarded a 250,000-mask contract by UK's National Health Service, to supply clear masks to NHS and care workers. ClearMask has provided the masks in bulk volumes, typically in the tens to hundreds of thousands, via their website. In 2020, ClearMask has experienced high revenue growth. They are currently expanding to Europe and Canada. Their highest daily revenue has been \$500,000. They continue to mentor student ventures at Johns Hopkins.

IP, Copyrights, & Trademarks

Filed two trademarks for the name ClearMask and phrase "Making Healthcare More Human" and Patent for the Transparent Surgical Mask.

COVID-19 Impacts

ClearMask has experienced a huge surge in orders, with expansion to multiple countries.

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

Locations: 1 - Baltimore, MD

2019 Revenue: \$0 - Pre-FDA

Estimated 2020 Revenue: By Request

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: 6 (3 Interns)-2020, Add 0-2021

Email: contact@theclearmask.com

Website: www.theclearmask.com



 ClearMask™
Clarity. Comfort. Connection.



College Scooters/Shore Cycles

Retail - Power Sports Scooter/Motorcycle/ATV/Dirt Bikes/Go Karts 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. College Scooters, located in College Park is Maryland's #1 scooter dealer. They sell and service a wide array of motorcycles and scooters. Shore Cycles, located in Salisbury, MD sell and service all types of motorcycles and off-road vehicles.

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.

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. The Hatchery had a huge impact on their business. They used the funds to expand to 3 brands in 2017, make showroom improvements, increase staff, enhance marketing, increase inventory, advertise and hold events. The mentoring also helped shape their selling proposition into a precise message.

Additional External Funds & Accelerators

\$105,000 – MCE

Results, Expansion, & Significant Milestones

Shore Cycles and College Scooters locations have seen 10 years of continuous revenue 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 also acquired numerous reputable brands over the years. 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. One significant milestone 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.

COVID-19 Impacts

Demand has been up for go karts, dirt bikes, motorcycles and youth ATVs, and demand for scooters has decreased slightly, with less people commuting. Supply constraints have been felt across all categories as suppliers have battled keeping up with demand increases and factory shut downs.

Principal(s): John Churchman & Navid Mazloom
Locations: 2 - Salisbury, MD & College Park, MD
2019 Revenue: \$1,578,595
Estimated 2020 Revenue: \$1,700,000
Alumni: Salisbury University '13 - John Churchman & UMD College Park '13 - Navid Mazloom
Phone: (443) 291-3030
Social Media: Facebook, Instagram @collegescooters @shorecycles

Established: 2010
Shore Hatchery Funds: \$45,000 - 2014
Stage of Business: Existing
Employees: 8 - 2020, Add 4 - 2021
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

Compassionately Creative was established in 2017, when it launched its 1st Sip & Sew. From then on Compassionately Creative has hosted many sewing workshops for both adults and children. They have also started an eclectic headwrap line call SewSlick.

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

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 their sewing studio. Giving them 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. The Shore Hatchery assisted in providing the necessary startup funds for the business venture.

Additional External Funds & Accelerators

\$2,000 - Warnock Foundation December 2017

Results, Expansion, & Significant Milestones

Compassionately Creative has expanded their offerings to children in 2020, by teaching after-school and summer programs. They are currently teaching hand sewing, virtually to 15 students. The competition has encouraged them to compete in other competitions.

They hope to start a virtual Sew & Chill community, where they meet 1/week to work on one sewing pattern for 1 month.

Notable milestones for the business were launching headwraps, participating in pitch competitions and pitching to a school to teach sewing.

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.

COVID-19 Impacts

Due to COVID-19, the company has had to discontinue in person workshops. They have been busy making and selling masks during this time.

Principal(s): Dawn Kennedy

Locations: 1 - Baltimore, MD

2019 Revenue: \$3,000

Estimated 2020 Revenue: \$8,000

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: 2017

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

Stage of Business: Existing

Employees: 1 - 2020, Add 0 - 2021

Email: dawncjoyner@gmail.com

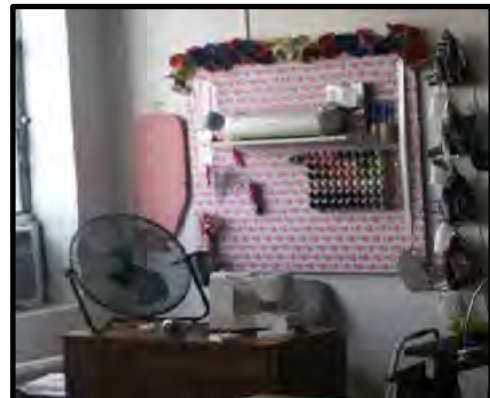
Website: N/A

Compassionately Creative



Compassionately CREATIVE

TAPPING INTO 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. 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. 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 BioPapers product development and refinement.

Additional External Funds & Accelerators

Total Investment: \$680,000
NSF SBIR Phase I;
TEDCO Validation Program;
Abell Foundation;
Maryland Industrial Partnerships (MIPS);
MD Dept. of Commerce;
Baltimore Fund

Results, Expansion, & Significant Milestones

In 2019, DiPole built out their nanofiber mass-manufacturing capabilities to help commercialize their electrospun innovations. They plan to expand production in the coming year and has established a strategic partnership with Elmarco, a leading manufacturer of electrospinning equipment, to co-promote custom solutions.

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. Also, a provisional patent, which DiPole has first rights to, has been disclosed at UMBC, regarding the optimization of BioPapers, which was research product 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.

COVID-19 Impacts

DiPole pivoted to make filter material for protective masks and hired 18 part-time workers for 24/7 production. Mask filters are sold online and in roll form to manufacturers.

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

Locations: 1 - Baltimore, MD

2019 Revenue: By Request

Estimated 2020 Revenue: By Request

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: (601) 818-0612

Social Media: Facebook & Twitter @dipolematerials

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

Established: 2015

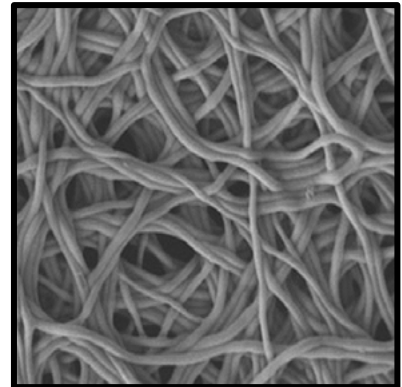
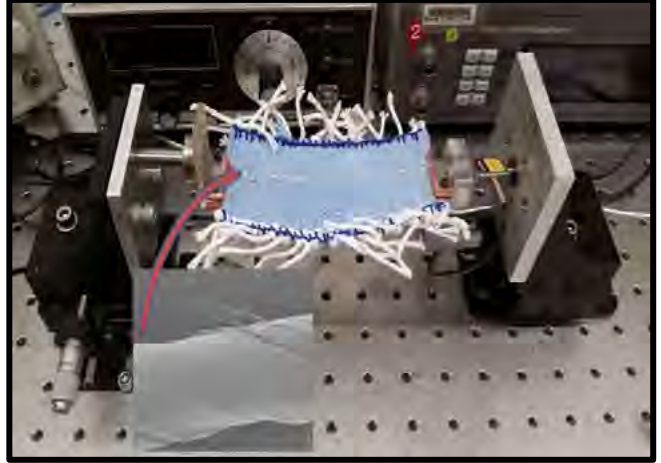
Shore Hatchery Funds: \$15,000 - 2019

Stage of Business: Existing

Employees: 25 (1 Intern) – 2020, Add 4 - 2021

Email: scott.gaboury@dipolematerials.com

Website: www.dipolematerials.com





Door Robotics

Technology - Drone Media

Business Description

Door Robotics patented technology allows users to capture 360-degree aerial drone photographs and convert them into standard video. The company plans to sell its drones directly to consumers, and also contract out its virtual reality services to companies for real estate purposes, or even for wedding and music video photography.

Business History

In May of 2016, Josh Ermias, was awarded a grant from the University of Maryland's Academy for Innovation and Entrepreneurship to work on a drone idea as a startup. At the time, Josh was also working on a separate 360 video project with a fellow student.

After making the first prototype for this idea with grant money, they began frequenting Nova Labs in Northern Virginia, using their CNC Router, Thermoformer, Laser Cutter, and other high-end manufacturing equipment to make two more production level prototypes. Together, they've finalized a design ready to be manufactured, scaled and brought to market.

Shore Hatchery Funds, Specific Use, & Role \$5,000 - 2020

The Shore Hatchery funds were used for hiring additional staff and purchasing parts.

As a result of participating in the Shore Hatchery, they've been able to close more deals. We were able to close another \$30,000 in investment after Shore Hatchery.

Additional External Funds & Accelerators

Total Investment: \$108,500
\$100,000 - Angels Investors - 2020;
\$3,500 - UMD Pitch Dingman - 2020;
\$5,000 - UMD Terp Startup Accelerator - 2020

Accelerators

Terp Startup at UMD - 2020;
Startup Shell at UMD - 2018

Results, Expansion, & Significant Milestones

Door Robotics started with funding from an angel investor in 2019 and the founders supported R&D costs for a long period of time.

They are aiming to launch in September 2020. At that time, they expect to do \$100,000 to \$250,000 in pre-sales. In the next year, Door Robotics expects to raise a seed round. After the Shore competition concluded, they were able to close another \$30,000 in investment.

IP, Copyrights, & Trademarks

Drone patent - March 10, 2020

COVID-19 Impacts

Due to COVID, they have had an increased interest from customers, because more people are looking to take virtual home tours. As a result of creating virtual tours, Door Robotics has been able to help keep realtors and properties safe.

Principal(s): Joshua Ermias

Locations: 1 - Washington, DC

2019 Revenue: \$0

Estimated 2020 Revenue: \$150,000

Alumni: University of Maryland College Park '20

Phone: (301) 633-1006

Social Media: Facebook, Instagram, & Twitter @doorrobotics

Business Address: 387 Technology Dr. | College Park, MD | 20740

Established: 2017

Shore Hatchery Funds: \$5,000 - 2020

Stage of Business: Startup

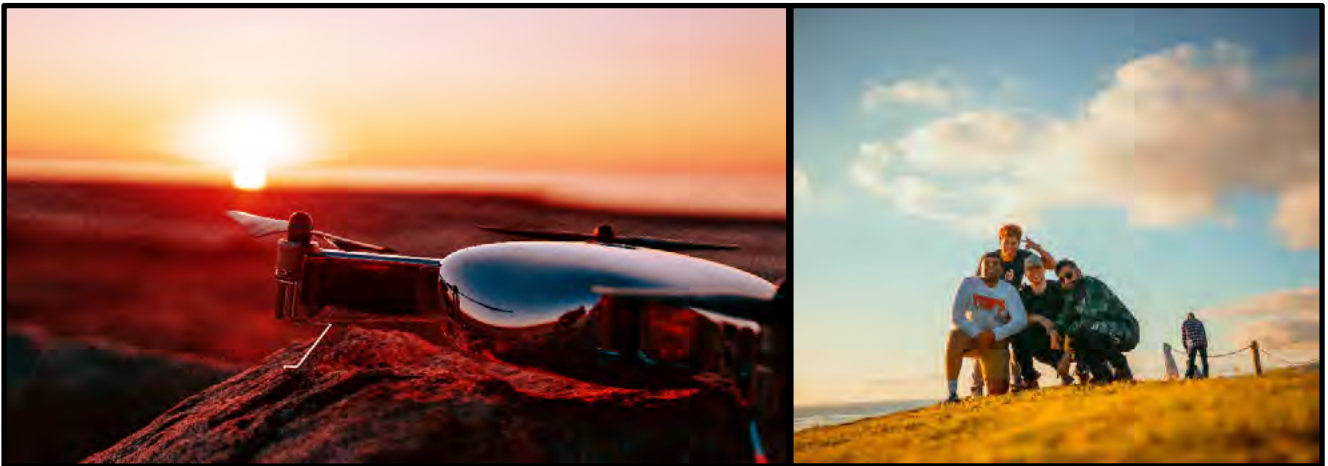
Employees: 3 (6 Interns) - 2020,
Add 0 - 2021

Email: josh@doorrobotics.com

Website: www.doorrobotics.com



door
robotics



Eastern Shore Academy of Cosmetology

Education - Cosmetology and Barbering Training School



Business Description

Eastern Shore Academy of Cosmetology is a training School that helps aspiring men and women cultivate their skill to become licensed professional cosmetologists and 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 resident's 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. Students expressed interest in learning 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.

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

The Shore Hatchery provided funds that allowed the school to move forward with the accreditation process and provided mentors to assist along the way. The Shore Hatchery funds were used for the installation of shampoo stations, equipment and fees.

Principal(s): Doris Ebony Brown

Locations: 1 – New Church, VA

2019 Revenue: \$30,000

Estimated 2020 Revenue: \$38,000

Alumni: N/A

Phone: (757) 894-4477

Social Media: Facebook @D.EbonyBrown

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

Additional External Funds & Accelerators

\$8,000 Savings

Results, Expansion, & Significant Milestones

Eastern Shore Academy of Cosmetology's has purchased and set up their website, identified its brand, acquired a logo, and is working on their LLC. The school was able to expand and now offers online courses and is making large strides to become an accredited school by the end of the year. They are on step 3 of 5 to becoming fully accredited. The school is still open and operating and well on its way.

Eastern Shore Academy of Cosmetology was able to save funds and host a mini hair show that contributed to the funds needed for the accreditation process.

Promotional Opportunities & Giving Back

In the 2019, they were able to offer scholarships to some students, which lowered the revenue for that year but was much needed for their students.

IP, Copyrights, & Trademarks

N/A

COVID-19 Impacts

In 2020, the Academy was unable to enroll students or service clients for months, which brought the numbers down. During this period, they have had to discontinue teaching and providing hair care services. Revenue has been impacted due to not being able to enroll students or clients.

Established: 2014

Shore Hatchery Funds: \$5,000 - 2018

Stage of Business: Existing

Employees: 3 - 2020, Add 6 - 2021

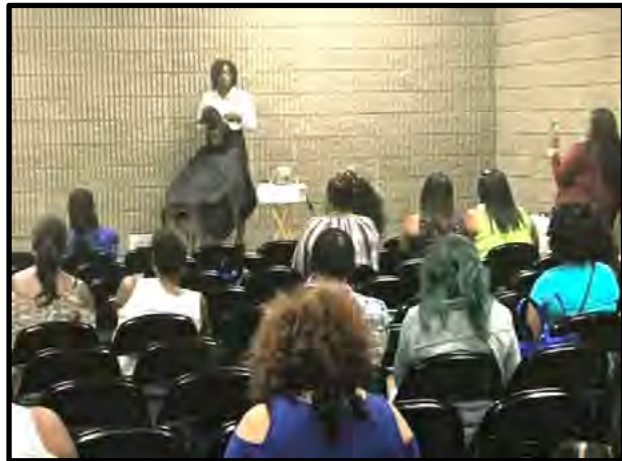
Email: vipsalon.deb04@gmail.com

Website: www.esacademyofcos.com

Eastern Shore Academy of Cosmetology



**EASTERN
SHORE**
ACADEMY OF COSMETOLOGY
"THE BRIDGE BETWEEN YOU AND YOUR PASSION"





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 business to consumer 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 started Femly after being diagnosed with a reproductive illness that was linked to chemicals in popular feminine hygiene products. In 2015, Femly launched as a subscription box and in 2017, pivoted towards manufacturing in order to maintain healthy margins and increase their social impact. Femly launched with a subscription service called “Femly Box.” Their subscription offerings allow consumers to customize their feminine care kits and receive a variety of products catered to their menstrual needs. Subscribers have a choice of receiving a custom mix of feminine care basics or can choose the updated box. The updated box includes complimentary body care products, snacks, symptom-relief, and other products. Since 2015, Femly has become a nationally recognized provider of feminine care and won several awards for their dedication to social impact, totaling \$200K. In addition, to consumer subscriptions 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 product manufacturing and fulfillment. Additionally, the Shore Hatchery assisted with networking, press, introductions, ongoing support and mentorship.

Additional External Funds & Accelerators

Total Investment: \$200,500
\$5,000 - Tory Burch Foundation;
\$10,000 - Stacy's Rise Project;
\$2,500 - Ifundwomen Grant;
\$10,000 - Enricher;
\$173,000 - Ford Motors Fund Her Impact Comp.; 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 10,000 products and sold \$50,000 in inventory. Landed its first hotelier business to business sales partnership. Expected hotelier expansion into Marriott, MGM, Hyatt, & Kimpton. Added a CEO, Logistics Coordinator, two social media interns, and contracted a CFO. In 2020, they launched a sustainable menstrual cup option and were featured in Forbes, Nylon Magazine, and on Good Morning America. They plan to expand into major retail chains and grocery stores.

IP, Copyrights, & Trademarks

Trademarks in process.

Promotional Opportunities & Giving Back

Femly has donated 2,500 products to moms through the “Momference” Conference, in Washington, DC. They also partnered with Baltimore Healthy Start to supply menstrual care packages to 250 women, donated 1,000 masks to John’s Hopkins University workers and have supported PPE initiatives.

COVID-19 Impacts

Femly’s business has tripled.

Principal(s): Arion Long

Locations: 1 – Upper Marlboro, MD

2019 Revenue: \$207,000

Estimated 2020 Revenue: \$1,072,000

Alumni: Morgan State University '13

Phone: (202) 630-5780

Social Media: Facebook, Instagram, & Twitter @femlybox

Business Address: 14715 Turner Wootton Pkwy | Upper Marlboro, MD | 20774

Established: 2015

Shore Hatchery Funds: \$27,000 - 2018

Stage of Business: Existing

Employees: 3 (2 Interns) - 2020,
Add 3 - 2021

Email: info@femlybox.com

Website: www.femlybox.com

Femly



FEMLY



Ferretly

Technology - AI Powered Social Media Background Screening

Business Description

Ferretly helps organizations hire smarter with AI Powered Social Media Screening. Their cloud platform identifies undesirable behavior of a candidate's online posts and generates a compliant report in 30 minutes.

Business History

Ferretly has spent over 2 years on research and development specifically around building machine learning algorithms to identify hate speech, political speech, threats of violence, insults and toxic language and more. Their 1.0 version has been used by over 300 customers in the first year after going live. With the 2.0 release, Ferretly will give companies the ability to perform continuous screening to ensure social media compliance for their employees.

Shore Hatchery Funds, Specific Use, & Role \$25,000 Spring 2020

Ferretly used their Shore Hatchery funds to hire inside sales and to further accelerate research and development.

The Shore Hatchery competition provided them with important business skills and mentorship from Kathy Kiernan. The business experience will help the company make better business decisions and ensure they meet their growth objectives.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

Ferretly has signed up over a dozen resellers across the country and has plans this year to grow their channel further with an inside business-to-business sales team who will assist with increasing enterprise sales. With their upcoming 2.0 release and investment in business development, this will help them achieve tremendous growth in 2021. With this expansion, Ferretly plans on growing over 200% in the next year.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Ferretly is currently working on several deals with large background screening companies, which could resell their services to thousands of these companies' customers. Two of these resellers are among the top 10 largest background screening companies in the United States.

COVID-19 Impacts

Due to the virus, for several months in late spring into early summer, Ferretly's revenues were considerably off of their projections. However, in the past 2 months, the company has seen a tremendous spike in activity.

Principal(s): Darrin Lipscomb, CEO

Locations: 1 - Easton, MD

2019 Revenue: \$30,000

Estimated 2020 Revenue: \$200,000

Alumni: Virginia Tech, MS Systems Engineering '92

Phone: (833) 337-7385

Social Media: LinkedIn @Ferretly

Business Address: 16 N. Washington Street | Suite 102 | Easton, MD | 21601

Established: 2019

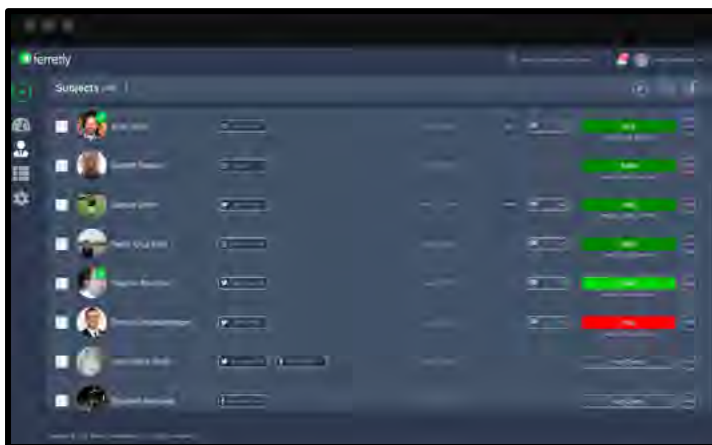
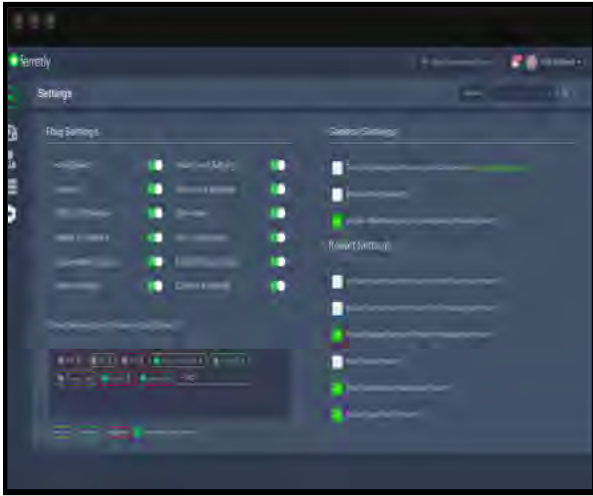
Shore Hatchery Funds: \$25,000 - 2020

Stage of Business: Pre-Seed

Employees: 3 - 2020, Add 5 - 2021

Email: info@ferretly.com

Website: www.ferretly.com



Forte Formerly Asterisk

Education - Retraining & Financing



Business Description

Due to feedback from a recent marketing study, Asterisk decided to rebrand as Forte, which stands for Financing Of Return To Employment (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. At 16, Nat 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 in 2018, shifted his focus to his social venture Forte.

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

The Shore Hatchery funds were used to launch the retraining projects and the program assisted with networking and in attracting investor interest.

Additional External Funds & Accelerators

\$10,000 - Halcyon;
\$15,000 - St. Gallen

Accelerators

Halcyon Fellowship 2018;
Onward Labs 2019;
Human Ventures

Results, Expansion, & Significant Milestones

Forte experienced an overly subscribed seed funding round. They have pioneered a new way to retrain at scale.

The business is expanding rapidly and plans to move into 5 additional countries in 2020-2021. This will put them in 10 countries, as they begin to roll out the Forte model. Nat’s work has won numerous awards and he has given 3 TEDx talks on social impact, which have been viewed over a million times.

IP, Copyrights, & Trademarks

Trademarks to the Forte name and mechanism

Promotional Opportunities & Giving Back

Forte is beginning to reach out and mentor other entrepreneurs.

COVID-19 Impacts

Forte is needed now more than ever, they are seeing a massive increase in demand and interest! They are now helping 10 governments with the COVID-19 response.

Principal(s): Nat Ware

Locations: 1 – New York - Registered DE

2019 Revenue: By Request

Estimated 2020 Revenue: By Request

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

Phone: By Request

Social Media: Instagram @Forte_Global & Twitter @ForteGlobal

Business Address: 411 Lafayette St, Level 6, Suite 628 | New York, NY | 10016

Established: 2018

Shore Hatchery Funds: \$10,000 - 2019

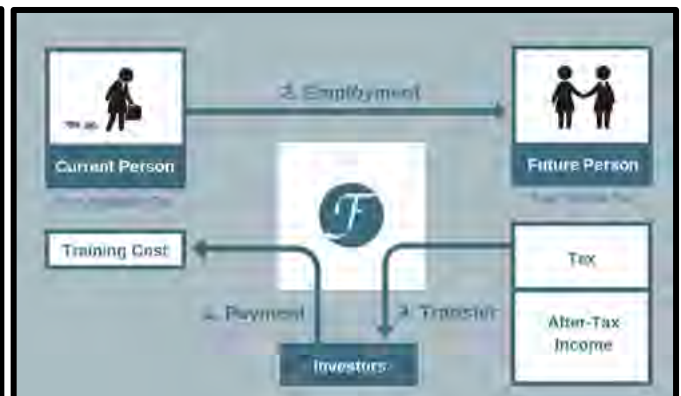
Stage of Business: Early Stage

Employees: By Request

Email: info@forteofficial.com

Website: www.forteofficial.com

Forte Formerly Asterisk



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

\$50,000 – USDA Value Added Grant; \$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

In 2016, The Frozen Farmer moved into a new building, increasing their exposure to grocery stores substantially. They are partnered with 50 plus Giant grocery stores, Redner's grocery stores, as well as several ice cream shops and restaurants. With its mobile food truck, they are able to travel to many area festivals and events. The Frozen Farmer attended the 2019 National Folk Festival in Downtown Salisbury, Maryland and hope to return in 2021. The 2019 festival saw over 155,000 visitors.

The Frozen Farmer continues to increased business revenues each year. They are planning on an expansion to their facility in the next few years.

The Frozen Farmer's most recent significant milestone is landing a deal on Shark Tank with investor Lori Greiner. Founder Katey Evans, struck this sweet deal of \$125,000 for 30 percent of her farm creamery business, helping their rapid expansion.

Promotional Opportunities & Giving Back

The Frozen Farmer hosts many fundraising events on the farm and participate in numerous community events.

COVID-19 Impacts

The virus has brought more awareness to The Frozen Farmer's drive thru window, as customers have previously overlooked it.

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

Locations: 1 - Bridgeville, DE

2019 Revenue: \$400,000

Estimated 2020 Revenue: \$650,000

Alumni: Salisbury University '09 – Katey Evans & Wilmington Univ. '09 - Jo Ellen Algier

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: 28 (3 FT, 25 PT) - 2020

Email: jalqier@aol.com

Website: www.thefrozenfarmer.com

The Frozen Farmer, LLC



gel-e, Inc. Rebranded MEDCURA, Inc.

Bio-Technology - Commercial Stage Medical Device Company

Business Description

Medcura (formerly branded as gel-e, Inc.) is a clinical-stage medical device company developing versatile hemostatic products for surgical, medical, and consumer applications. With an initial focus on external wounds, Medcura 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 2010, while co-founder Matt was a Post-Doc at UMD College Park, Medcura is a privately held, Maryland born-and-bred medical device start-up company based in Riverdale, 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. Their product is a modified version of chitosan, a widely available, low to manufacture natural polymer, which has anti-microbial, scare reducing capabilities and is superior to the standard-of-care in routine and severe bleeds. The mission is to develop a broad range of 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 critical to getting the company initially financed and were used to support travel and marketing materials.

Additional External Funds & Accelerators

\$3,584,825 – 6 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

Results, Expansion, & Significant Milestones

In ongoing discussions with Eastern Shore companies to support provision of certain raw materials. In June 2018, Medcura 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.” Medcura moved into a new purpose-built facility in Riverdale, that will support the manufacture and commercialization of its growing product line. Medcura is working with the US Military on a program to reduce combat bleeding deaths.

IP, Copyrights, & Trademarks

7 patents in US, 1 in EU, numerous patents pending, and name trademarked

COVID-19 Impacts

To fulfill orders and scale their manufacturing, they chose to maintain their team, while taking safety measures. Series A financing with many small company investors is delayed due to investors being nervous due to financial market volatility.

Principal(s): Larry Tiffany, Matthew Dowling, Colleen Nye & Rich Vincent

Established: 2007

Locations: 1 - Riverdale, Maryland

Shore Hatchery Funds: \$10,000 - 2016

2019 Revenue: \$473,190

Stage of Business: Existing

Estimated 2020 Revenue: \$505,000

Employees: 4 - 2020, Add 2 – 2021

Alumni: Nazareth College & Johns Hopkins Univ. - Larry Tiffany; UMD College Park PhD – Matthew D.; Univ. of Rochester & Worcester Polytech Institute - Collen N; & San Diego State Univ. - Rich V

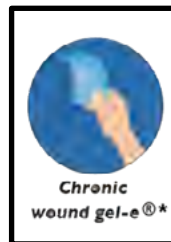
Phone: (240) 684-8801

Email: ltiffany@medcurainc.com

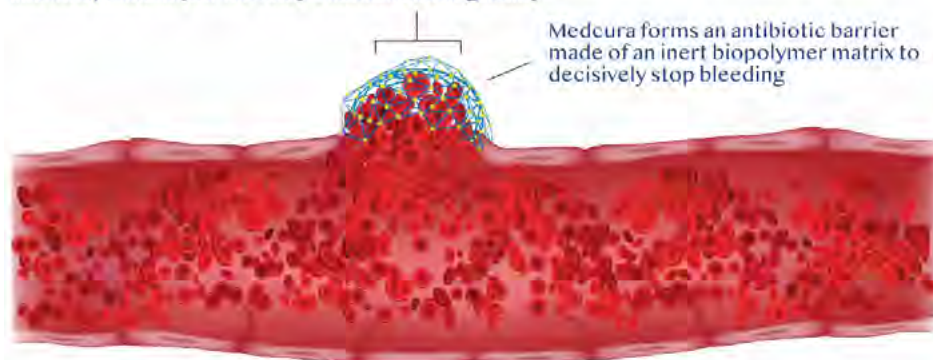
Social Media: Facebook, Intagram, & Twitter @medcurainc

Website: www.medcurainc.com

Business Address: 5650 Rivertech Court | Riverdale, MD | 20737



Medcura works rapidly on wounds of all shapes and sizes, and independently of the body's natural clotting ability



Medcura products target large worldwide markets

	Product Development	Marketing Approval/Clinical Testing	Commercialization
EXTERNAL PRODUCTS	OTC/1st AID (Medcura FlexTM)	FDA cleared 01/2010, 6/10/15, 6/10/11 & 8/19/07	\$3B
	VASCULAR CLOSURE (Triple RTM)	FDA cleared 4/14/10	\$1B
INTERNAL PRODUCTS	TRAUMA (LifeFoamTM)		\$1B
	SURGICAL (SurgcuraTM)		>\$2B

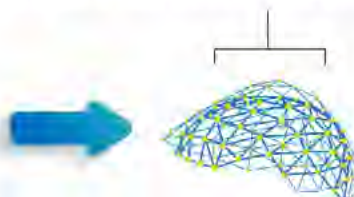
Medcura is a proprietary combination of natural polysaccharides...



...with natural fatty acids...



...to create an innovative, versatile, durable new hemostatic biomaterial.



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 she was 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, marketing, and conferences to meet/train with beekeepers to negotiate and fulfill contracts.

Additional External Funds & Accelerators

Total Investment: \$70,000
\$10,000 - NBCUniversal VFA Competition;
\$10,000 - F3 Agtech Accelerator;
\$15,000 - Farm Bureau Ag Innovation Challenge;

Accelerators

Ag Innovation Challenge;
F3Tech Pre-Accelerator;
University of Michigan Techarb Student Venture;
Venture for America;
Vinetta Project

Results, Expansion, & Significant Milestones

Completion of \$80,000 in almond pollination contracts. So far, HiveLend has had several successful transactions but is not growing at the present. 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.

COVID-19 Impacts

HiveLend was just starting to visit farms and connect with more farmers when the virus interrupted this process. In the agriculture industry, face to face meetings are important, so adjustments had to be made. Due to transitions and shifts with COVID, they are focusing on renewing contracts this year rather than growth.

Principal(s): Nick Zajciw & Dawn Musil

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

2019 Revenue: \$4,000

Estimated 2020 Revenue: \$10,000

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

Phone: (586) 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 - 2020, Add 0 - 2021

Email: hivelend@gmail.com

Website: www.hivelend.org/

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 graduated from Salisbury University, with a degree in Environmental Science. Prior to catching the entrepreneurial spirit, Joe traveled extensively and built a successful real estate business. 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 event is when inspiration struck and led to many hours of researching different products and materials.

Joe 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 Bucket. 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.

Additional External Funds & Accelerators

Private Investor

Results, Expansion, & Significant Milestones

HUCK 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 was featured in SU's Alumni Magazine.

IP, Copyrights, & Trademarks

HUCK owns all IP, patents, and trademarks

COVID-19 Impacts

HUCK is one of the many businesses affected by COVID-19 and they are adjusting to survive the best they can. Each day is new and challenging.

Principal(s): Joe Schneider

Locations: 1 - West Ocean City, MD

2019 Revenue: \$105,000

Estimated 2020 Revenue: By Request

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

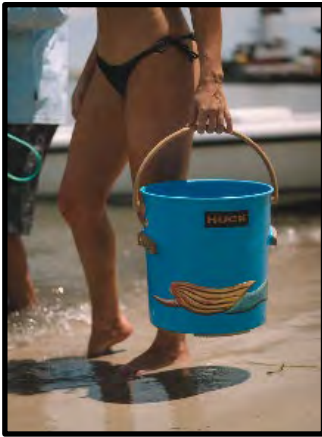
Stage of Business: Existing

Employees: 1 – 2020, Add 0 - 2021

Email: joe@thehuckbucket.com

Website: www.thehuckbucket.com

Huck Performance Buckets, LLC



HUCK™

■ PERFORMANCE BUCKETS ■



Joost Wafel Company

Food and Beverage - 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 with a 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. Shore Hatchery has been a fountain of support through their channels of funding, networking, press and mentors.

Additional External Funds & Accelerators

\$7,000 - University of DE Hen Hatch - 2016

Accelerators

University of DE Entrepreneurship Program

Results, Expansion, & Significant Milestones

Though Joost Wafel Company did lose a large customer in 2019, it has seen a steady increase in brand awareness and loyalty. They have expanded to over 20 different retail outlet locations and have a summer season location at Turtle Beach Café on boardwalk in Bethany Beach, DE offering made to order stroopwafels. Joost's stroopwafel has been named Waffle King of Bethany Beach and 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. Joost was also featured on WBOC multiple times, this past year.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

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

COVID-19 Impacts

Joost Wafel Company has been adjusting to the loss in live event catering, but they have had a huge spike in online sales.

Principal(s): Joost Elling

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

2019 Revenue: \$68,000

Estimated 2020 Revenue: \$55,000

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: 1 - 2020, Add 3 - 2021

Email: joostwafelco@gmail.com

Website: www.joostwafelco.com

Joost Wafel Company



K9 Precision, LLC

Retail - Designing, Manufacturing, Selling Dog Training Equipment

Business Description

K9 Precision is an organization built on a flagship product, The Precision Training Collar. The company is holding a US Patent for the design which is made to assist in dog training.

Business History

K9 Precision, LLC was established in 2015 and designs, develops and markets innovative and functional dog training products. The idea for the K9 Precision Training Collar was formed when founder, Mitch Fletcher, envisioned a new, simple collar that is still an effective training tool. After 15 years in the business, he felt that it was time to solve some common issues that trainers and owners have been dealing with for years, when it came to the available tools. Several pieces fell into place and the concept of something better was conceived and Mitch began the long and arduous process of taking a consumer product idea and turning it into a reality.

Shore Hatchery Funds, Specific Use, & Role \$17,000 Spring 2020

The Shore Hatchery funds are to be used for manufacturing and marketing costs.

The Shore Hatchery and its programming allowed K9 precision to take advantage of the competition preparation workshops with John Hickman, which prepared them for the virtual competition via Zoom. Also, working with their mentor, Chris Perdue has been very beneficial.

Additional External Funds & Accelerators

\$40,000 - Private Investor - 2020

Results, Expansion, & Significant Milestones

K9 Precision has been successful so far in their first few years of business. The company has sold over 500 units. This has gotten them closer to big run manufacturing. Depending on sales from their first major manufacturing run, they plan to expand their team by hiring two additional employees, in next 12 months. This will allow them to meet future demand. K9 Precision has filed for a US Patent and initial Rounds of Investment.

IP, Copyrights, & Trademarks

A US Patent was obtained 2017 and is owned by Mitch Fletcher.

Promotional Opportunities

K9 Precision offers training programs for dogs of a certain age. The proceeds from their camp training collar "The Bonneville Edition" will be donated to a Military Organization.

COVID-19 Impacts

Other than a change in supply chain logistics, K9 Precision has not experienced detrimental changes due to COVID-19.

Principal(s): Mitch Fletcher

Locations: 1 – Eden, MD

2019 Revenue: \$1,000

Estimated 2020 Revenue: \$10,000

Alumni: Penn State University – '05 BS

Phone: (443) 397-4141

Social Media: Facebook, Instagram, & Twitter @k9precision

Business Address: 28417 Old Eden Rd. | Eden, MD | 21822

Established: 2015

Shore Hatchery Funds: \$17,000 - 2020

Stage of Business: Existing

Employees: 4 - 2020, Add 2 - 2021

Email: info@k9precision.com

Website: www.k9precision.com



K9 PRECISION COLLAR



**SAY HELLO TO THE MISSING
LINK OF DOG TRAINING**



Kitchology/FOODMIDABLE

Health Care - 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.

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.

Promotional Opportunities & Giving Back

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

COVID-19 Impacts

Like many businesses, the COVID-19 pandemic has impacted Kitchology. Exit is planned for October 2020.

Principal(s): Alain Braincon & Iris Sherman

Locations: 1 - Germantown, MD

2019 Revenue: By Request

Estimated 2020 Revenue: By Request

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: 4 - 2020

Email: alain.braincon@kitchology.com

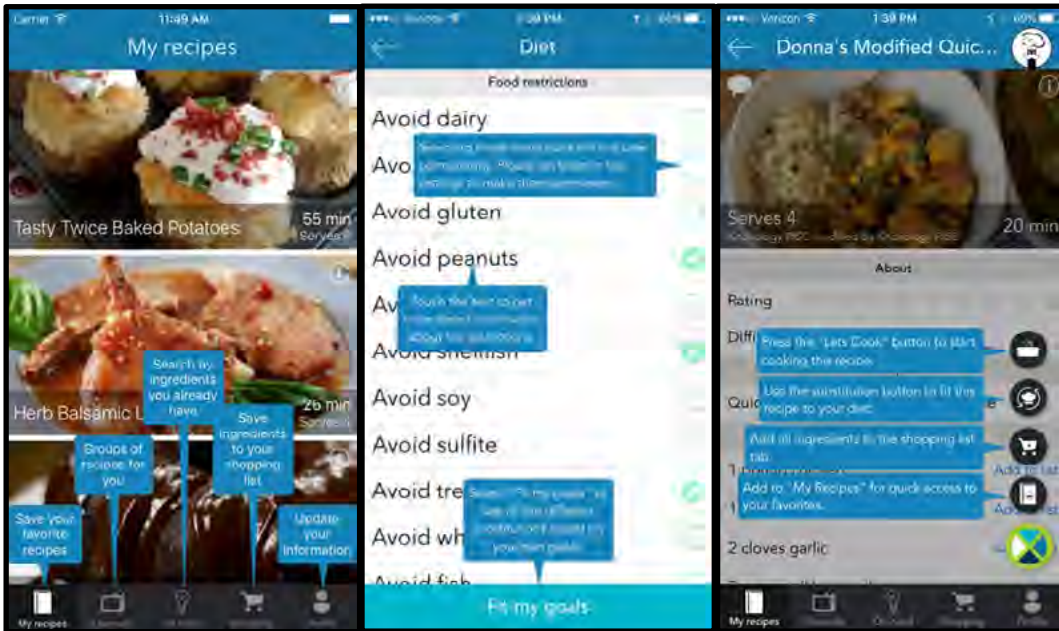
Website: www.kitchology.com

Kitchology/FOODMIDABLE



KITCHOLOGY®

FOODMIDABLE



LemonadeLove, LLC

Food and Beverage - Specialty Beverage Manufacturing



Business Description

LemonadeLove is a premium plant-powered veggie, fruit and herbal lemonade company. Co-founded by sisters Eee and Zee, the company's core mission is making love out of lemons. As mothers, both women have always tried to incorporate goodness in their children's diets by ensuring they received the required amounts of nutrition without compromising taste. Eee and Zee pass on the same dedication to their customers through their hand bottled lemonade.

Business History

Established in 2018, LemonadeLove began selling its products at local farmers markets and special events, with sellout crowds. The company is a minority and female owned family business and run by two sisters. LemonadeLove's line of products consist of healthy gourmet ready to drink veggie, fruit & herb infused lemonades and lemon detox. LemonadeLove offers a unique assortment of flavors such as SpinachGreenAppleCilantro, BeetsBlueberryBasil or CharcoalBlackberrySage Lemonades.

In deciding on a name for their fast-growing lemonade company, they recollected a common word thier customers used to describe their product. It was LOVE! So LemonadeLove was born.

Sparked by an entrepreneurial spirit, they start every day with a passion to consciously craft LemonadeLovliness by supporting their local farmers. Fresh farm picked produce is used to give their customers a little love...just 'for the health of it'.

Shore Hatchery Funds, Specific Use, & Role \$1,000 Spring 2020

The Shore Hatchery funds were used to purchase supplies for the business.

The Shore Hatchery mentorship and programming has been beneficial as well.

Additional External Funds & Accelerators

\$1500 - AccelerateHer grant - 2020

Along with receiving the 2020 AccelerateHer grant, the founders also received mentorship.

Results, Expansion, & Significant Milestones

Several local businesses have requested LemonadeLove's products and the company is obtaining new accounts. Once those new accounts are established, plans for expansion will be executed. Additionally, LemonadeLove currently has funding and wholesale opportunities.

IP, Copyrights, & Trademarks

The founders have a trademark in process.

Promotional Opportunities & Giving Back

In the past 3 years, LemonadeLove has participated in local farmers markets, private events, concerts, and festivals.

LemonadeLove donates a percentage of its profits to local charities and urban community gardens.

COVID-19 Impacts

Due to COVID-19, LemonadeLove has had reduced customer contact and canceled events.

Principal(s): Eee Arenas & Zee Arenas

Locations: 1 - College Park, MD

2019 Revenue: \$1,123

Estimated 2020 Revenue: \$56,000

Alumni: N/A

Phone: (202) 810-5855

Social Media: Instagram @lemonadeloveya

Business Address: 9215 51st Avenue | College Park, MD | 20740

Established: 2018

Shore Hatchery Funds: \$1,000 - 2020

Stage of Business: Existing

Employees: 2 - 2020, Add 0 - 2021

Email: lemonadeloveya@gmail.com

Website: www.lemonadelove.com

LemonadeLove, LLC



Linnel Luxury Child Care, Inc.

Education - Childcare



Business Description

The Linnel Luxury Child Care Center is a start-up company in Hanover Maryland, serving upper middle class dual-income families in their infant and pre-school childcare needs. Linnel's services range from all-day childcare on its child-safe, child-friendly premises, to mobile nanny services in the family's home or out in the city, as well as on the road with the parent and child(ren) for multi-day accompanied trips. Linnel offers 2 service formulas, each priced separately. All staff, from the caregivers and nannies to the food service staff and security personnel, are pre-screened using the most rigorous background check processes available today and must provide verifiable professional references and current certifications and licensing to be eligible for employment at Linnel Luxury Child Care.

Business History

Linnel Luxury Child Care, Inc. was established in 2019. The Maryland based company is female and minority owned. Linnel was founded by Hafeezah Muhammad, who is passionate about infant care. She is corporate mother herself, who is highly skilled as a business manager with over 10 years at the Verizon Corporation.

Most childcare business' are based on traditional daycare or educational pre-school services. None offer the comprehensive "busy, mobile family" formula Linnel does, and that is where it seizes a real opportunity. Future plans for the concept include franchising to other areas of the country.

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

The Shore Hatchery funds were leveraged to acquire additional funding.

The Shore Hatchery networking opportunities and press coverage, which resulted from their participating in the competition was very beneficial, as well. The company's leadership looks forward to working with their Shore Hatchery mentor.

Additional External Funds & Accelerators

Total Investment: \$72,000

\$25,000 - Personal Investment

\$47,000 - Family/Friends

Results, Expansion, & Significant Milestones

The company had hired its employees and was ready to open March 2020 when the COVID-19 pandemic hit delaying their launch plans. They were unable to apply for funds for businesses affected by COVID-19 funds due to not having any revenue last year.

Promotional Opportunities & Giving Back

The company is working with a social media marketing and advertisement company to promote its services.

For every 2 locations, Linnel Luxury Child Care opens, they plan to also open a non-profit school with a focus on STEM.

COVID-19 Impacts

The company lost its location due to the owner being concerned that the COVID-19 limitations on daycare centers would not allow them to cover the rent for the space. The company is now working with a builder to be the first socially distanced built center in Maryland.

Principal(s): Hafeezah Muhammad, CEO

Locations: 1 - Hanover MD

2019 Revenue: \$0

Estimated 2020 Revenue: \$0

Alumni: N/A

Phone: (410) 916-7164

Social Media: N/A

Business Address: 7144 Beaumont Place | Hanover, MD | 21076

Established: 2019

Shore Hatchery Funds: \$15,000 - 2019

Stage of Business: Startup

Employees: 1 - 2020, Add 0 - 2021

Email: hafeezah@linnelchildcare.com

Website: N/A



Monthly pre-paid membership

2 package prices to include 5 days of "around town" mobile nanny

\$2,295 for infant care
\$1,995 for preschool care



On-demand care

Add-on services for members:
Additional Mobile Nanny Days

Mobile Nanny "at home/around town"
Mobile Nanny "out of town"



Retail Products

In year 2, Linnel offers logo-branded baby and toddler accessories for purchase

Travel bags; toys; etc.





MADTECH, Inc.

Agri-Technology - Farming Technology Company

Business Description

MADTECH uses Drones, Lidar, Lasers, Satellites, and AI Software to develop solutions to improve facilities, agriculture, land management, and environmental management. It is now in Alliance with Leidos (www.leidos.com) to develop technology solutions for Leidos customer and acquire new customers for Leidos. MADTECH is a broad-based technology solutions provider.

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. MADTECH started in Agriculture optimizing farming with drones and AI software applications. MADTECH has expanded into providing technology solutions for not only agriculture, but also Ag Industry, Manufacturing, Healthcare, Engineering, and Commercial Property. The company is poised for large growth in coming years they move past COVID 19.

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

The Shore Hatchery funds were used to purchase a new drone and accompanying software. The Shore Hatchery and its ecosystem connections were pivotal in MADTECH's decision to locate in Salisbury, downtown across from SU's new Dave and Patsy Rommel Center for Entrepreneurship. The brand recognition from being a Shore Hatchery winner has been very helpful to the business.

Additional External Funds & Accelerators

\$15,000 - TEDCO;
AgPitch Mid-Atlantic Farm Credit 1st - 2018

Accelerators

F3 Tech - 2019;
TEDCO's I-Corp Certificate Program - 2019

Results, Expansion, & Significant Milestones

MADTECH is a profitable venture with geometric upside potential. MADTECH opened their offices and a Solutions Development and Training Center in the City Center building in downtown Salisbury, MD.

Promotional Opportunities & Giving

MADTECH donates 1% of its revenues to help foster children.

COVID-19 Impacts

The COVID-19 pandemic has caused MADTECH, LLC to have work stoppages. Additionally, the business has seen a decline in revenue, causing it to lay off 5 employees and will not be able to hire anyone for the rest of 2020. Also, COVID will delay \$500K+ in revenue, until 2021 and it has delayed their expansion, but MADTECH expects to double or triple in size in 2021.

Principal(s): Thomas Marnane

Locations: 1 - Salisbury, MD

2019 Revenue: \$330,930

Estimated 2020: Revenue: \$389,000

Alumni: United States Naval Academy '84

Phone: (410) 703-4298

Social Media: Facebook@MADTECHAG

Business Address: 213 W Main Street Suite 202 | Salisbury, MD | 21804

Established: 2017

Shore Hatchery Funds: \$30,000 - 2019

Stage of Business: Existing

Employees: 4 - 2020, Add 0 - 2021

Email: tomm@madtechfarm.com

Website: www.madtechfarm.com



MAD **TECH**
Modern Agronomy





Mind the Current, LLC Purveyor of Dhremo Therapy IV Decals

Health Care – Retail Product Transforming the Cancer Experience

Business Description

Dhremo Therapy IV Decals, flagship product 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 focus the mind and uplift the spirit, Mind the Current LLC empowers patients and their loved ones to actively participate in their healing journey.

Business History

The business was envisioned and developed out of a personal journey through cancer treatment by founder Marsha Lynn Hammond, and launched 9 months after her remission. With funding from a kickstarter and Shore Hatchery, the company's been able to grow several product lines and develop partnerships with 7 hospitals. Since their beginning, Dhremo has shipped to 43 US states and territories as well as 9 countries.

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

The Shore Hatchery funding assisted in the development of a Dhremo Kids, a pediatric line of IV as well as the development of Hospital Starter Kits, designed for hospitals to purchase Dhremo Therapy IV Decals in bulk. The additional funds were used to develop marketing materials and to exhibit at some of the largest Oncology Conferences in the US.

The Shore Hatchery and its programming have played a significant role in building the business, providing resources to research and develop a new pediatric line of decals. In addition, they have been able to cultivate relationships and build key partnerships with Pediatric hospitals.

Additional External Funds & Accelerators

- Total Investment: \$22,000
- \$13,000 - Kickstarter Crowdfunding - 2016;
- \$1,000 - Openworks EnterpRIse Fellowship 2018;
- \$7,000 - Warnock Foundation Social Innovation Fellowship Pitch Competition - 2019;
- \$1,000 - MICA Alumni Grant - 2019;
- \$100 - Towson Student Nurse Assoc. - 2019

Accelerators

- Warnock Foundation Social Innovation Fellowship;
- EnterPRISE Cohort Open Works - 2018;
- Startup Maryland - 2016

Results, Expansion, & Significant Milestones

This past year, the company launched a new DIY Dhremo kit for hospitals, fundraising events and single use. In recent years, they've been able to conduct a pilot research study with the Children's Hospital of Orange County, as well as develop an augmented reality prototype of Dhremo Therapy Pediatric Decals. The last few years, the company has hired contract help in the areas of social media, design, video production and relationship/sales. Most significantly, they hired a commission based medical professional, as their Clinical Integration Specialist, who works directly with hospitals.

Promotional Opportunities & Giving Back

Part of Dhremo Therapy's mission is to give back and give forward by donating 10% of profits to non-profit organizations and cancer research efforts.

COVID-19 Impacts

COVID-19 has affected Mind the Current's sales and ability to market and exhibit at conferences. The pandemic has also put a halt to the Road Show of Hope, a 30-day cross-country marketing initiative they were planning.

Principal(s): Marsha Lynn Hammond, Founder

Locations: 1 - Towson, MD

2019 Revenue: \$11,546

Estimated 2020 Revenue: \$5,000

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

Phone: (443) 801-5966

Social Media: Etsy, Facebook, Instagram, & Twitter @DhremoTherapy

Business Address: 995 Valewood Road | Towson, MD | 21286

Established: 2015

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

Stage of Business: Existing

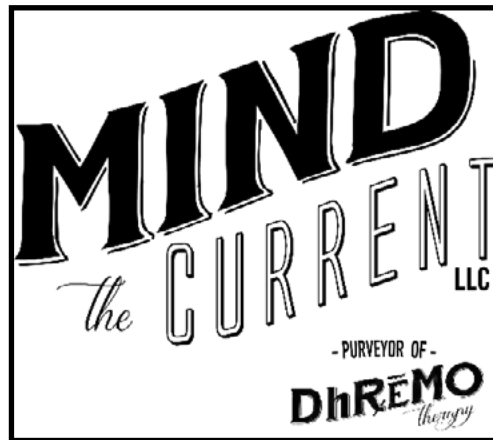
Employees: 1 (5 Interns) - 2020,

Add 0 - 2021

Email: marsha@dhremo.com

Website: www.dhremo.com

Mind the Current, LLC Purveyor of Dhremo Therapy IV Decals



Mindfully Anchored, Inc.

Education - Mindfulness



Business Description

Mindfully Anchored is a local, grassroots nonprofit group providing mindfulness services to the youth and mentors of the 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 community.

A grassroots effort, Mindfully Anchored is a home-based business. The founder, Ashton Donoway, continues to act as the executive director and is 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 - Personal Donations;
Many grants through Wicomico County Board of Education

Results, Expansion, & Significant Milestones

Founder and CEO Ashton Donoway visits hundreds of 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. At this time, they are unable to predict expansion, but are hopeful about the future. They have a rolling list of contractual workers and hope to expand in 2021 and bring on 5 part time staff and 4 interns.

Promotional Opportunities & Giving Back

Mindfully Anchored is volunteer based, so they give back daily to the community. In 2016, 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.

COVID-19 Impacts

Due to the COVID-19 pandemic, the organization was unable to operate when schools closed, taking a substantial revenue cut. As a small, private nonprofit, they have been unable to recoup any funds.

Principal(s): Ashton Donoway

Locations: 1 - Salisbury, MD

2019 Revenue: \$25,000

Estimated 2020 Revenue: \$20,000

Alumni: Salisbury University '08

Phone: (410) 330-8474

Social Media: Facebook @mindfullyanchored

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

Established: 2014

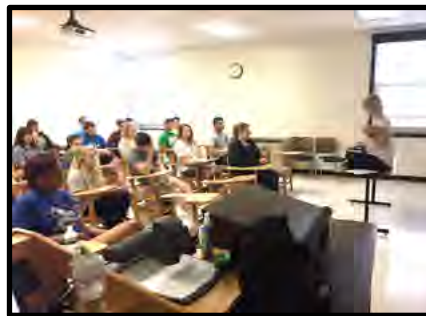
Shore Hatchery Funds: \$5,000 - 2017

Stage of Business: Existing

Employees: 1 - 2020, Add 5 PT - 2021

Email: ashton@mindfullyanchored.org

Website: www.mindfullyanchored.org



Minds in Motion Salisbury

Education - Non-Profit Children's Museum



Business Description

The Minds in Motion Children's Museum will offer interactive exhibits promoting creativity, exploration and STEM. The museum provides a safe space for children to explore through interactive exhibits and educational programs designed to ignite curiosity and foster a lifetime love of learning. Children will learn about daily living skills, local industries, future career pathways and gain experience in real world application through authentic learning opportunities. Minds in Motion will also serve as a training ground for aspiring teachers, museum curators and interns seeking professional experience under the supervision of professionals.

Business History

Minds in Motion is the brainchild of Vira Ogburn, who was inspired to start the museum following a visit to a children's museum in Harrisonburg, Virginia. After a grass roots board was formed combining teachers, entrepreneurs and finance professionals, Minds in Motion secured a small grant from the Community Foundation to conduct a feasibility study, develop a website and file for 501 (c) (3) status.

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

The Shore Hatchery funding will be used to assist with the down payment of a permanent location or leasing of a property. Though due to the pandemic, the board is also considering using the funds to contract with a local firm to develop a public relations campaign.

Additional External Funds & Accelerators

Total Investment: \$65,000
\$25,000 - Founding Fifty Gala - 2018;
\$20,000 - Founding Fifty Gala - 2019;
\$5,000 - 5k Hot Chocolate Run - 2019;
\$5,000 - 5k Hot Chocolate Run - 2020;
\$5,500 - 5k Hot Chocolate Run - 2020;
\$4,500 - 5k Run the Vines

Results, Expansion, & Significant Milestones

Minds in Motion is currently in talks regarding a permanent location at the Salisbury Mall. Minds in Motion is also meeting with Tom Napier, Director of Leasing of Brookfield Properties in Columbia, Maryland who manages the proposed space at the Shops at Salisbury. They plan to open by 2022 with 5 employees and will hire an executive director, development director and public relations manager.

Promotional Opportunities & Giving Back

Minds in Motion participates in Giving Tuesday twice annually.

COVID-19 Impacts

After several unsuccessful attempts to secure grants from local institutions, the company is expanding its reach to foundations with a national and international focus. Minds in Motion's president would like to use the \$15,000 for a public relations campaign and begin an annual drive requesting pledges of \$10 per month from past donors.

Principal(s): Vira Ogburn, President

Locations: 1 - Salisbury, Maryland

2019 Revenue: \$29,177.89

Estimated 2020 Revenue: \$15,000

Alumni: Salisbury University '14 BS Elementary Education & Minor in Theater Arts

Phone: (443) 736-8411

Social Media: Facebook, LinkedIn & Instagram @mindsinmotionsby

Business Address: PO Box 4486 | Salisbury, MD | 21803

Established: 2017

Shore Hatchery Funds: \$15,000 - 2019

Stage of Business: Pre-Venture

Employees: 0 - 2020, Add 0 - 2021

Email: info@mindsinmotionsby.org

Website: www.mindsinmotionsby.org

Minds In Motion Salisbury





Mobtown Fermentation

Food and 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 by three childhood friends, while Sidharth was in grad school. Their adventure 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. They are a cause driven health beverage manufacturer. The team grew the company organically by working with other local businesses in the Baltimore area. Since their humble beginnings, the trio have been able to scale the business to over 1 million dollars.

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 first brewery and to purchase large stainless-steel fermentation tanks. Without these funds, the founders acknowledge they could not have paid for their first facility.

The Shore Hatchery and its programming greatly helped by providing the capital needed 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 for fully automated bottling production. Mobtown is interested in continuing to work with the program's mentors during the company's next steps.

Additional External Funds & Accelerators

Baltimore County Office of Workforce Devel.;
Baltimore Development Corp.;
Baltimore Business Lending;
UMVentures Baltimore Fund

Accelerators

Goldman Sachs 10,000 Small Business Program

Results, Expansion, & Significant Milestones

Mobtown Fermentation's business has continued to grow and thrive as a result of mentorship and hard work. Mobtown is launching their new Icaro tea on Amazon and moving to selling Wild Kombucha into co-working spaces throughout the East Coast.

Last year, they crossed the \$1M mark and are expecting to be profitable this year. Also, they closed a round of investment and still own over 90 percent.

IP, Copyrights, & Trademarks

Trademarks: Wild Kombucha, Icaro Tea, Wild Bay Kombucha and their mascot

Promotional Opportunities & Giving

Mobtown Fermentation gives 1 percent of all sales of Wild Kombucha to the Chesapeake Bay Foundation and 1 percent of all sales of Icaro to Living Classrooms.

COVID-19 Impacts

Due to the COVID-19 pandemic, they have seen sales decrease by 60 percent. They expected to double sales this year, but have had to delay several big contracts. Over the last 12 months, they were able to hire 10 people. Unfortunately, they have had to let most of the new hires go.

Principal(s): Sidharth Sharma, Adam Bufano, & Sergio Malarin

Locations: 1 - Baltimore, MD

2019 Revenue: \$1,119,628

Estimated 2020 Revenue: \$1,250,000

Alumni: Case Western Univ. '12 & Duke '14 – Sidharth Sharma UMBC '13 – Adam Bufano, & UMD College Park '13 – Sergio Malarin

Phone: (410) 252-2850

Social Media: Facebook, Instagram, Twitter @wild_kombucha

Business Address: 4820 Seton Dr. | Baltimore, MD | 21215

Established: 2014

Shore Hatchery Funds: \$45K - 2016

Stage of Business: Existing

Employees: 10 - 2020, Add 2 - 2021

Email: sid@mobtownfermentation.com

Website: www.mobtownfermentation.com

Mobtown Fermentation



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 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 the SU Small Business Development Center.

Additional External Funds & Accelerators

\$950 – YEA! Young Entrepreneurs Academy 3rd

Accelerators

Young Entrepreneurs Academy – YEA!

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 operated his startup business as a middle and high school student. His most notable milestone is being a recent 2020 graduate of Milford High School.

IP, Copyrights, & Trademarks

In 2017, all designs were copyrighted. In 2018, the slogan, name, and logo were trademarked.

COVID-19 Impacts

The Covid-19 pandemic has impacted MyRoute's plans to participate in various events. COVID-19 regulations and gathering restrictions have caused event organizers to cancel and postpone events until 2021.

Principal(s): Trey Lodge

Locations: 1 - Chincoteague Island, VA

2019 Revenue: \$10,000

Estimated 2020 Revenue: \$0

Alumni: Milford High School '20

Phone: (302) 270-3195

Social Media: Facebook & Instagram @myrouteapparel

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

Established: 2017

Shore Hatchery Funds: \$2,000 - 2017

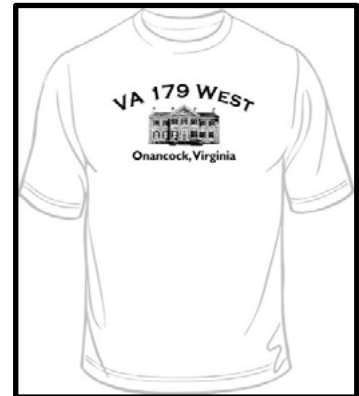
Stage of Business: Existing

Employees: 0 - 2020, Add 0 - 2021

Email: treylodge@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 is headquartered in Annapolis, MD and supports marina owners with services from consulting to turn key management. Oasis is currently serving 30 marinas in the Mid-Atlantic, Great Lakes and Florida. Snag-A-Slip and SlipSure connects boaters with available boat slip inventory through its App, website, and social media platforms, which service over 1M boaters and 600+ marinas. They offer marinas 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 for people who 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 University of Maryland College Park, when he launched Oasis Marinas and Snag-A-Slip, as part of the program at UMD. Dan, Founder and CEO, was a frustrated boater who saw a need for the consistent delivery of quality services in the marina space, led him to the idea. While building out the business model for Oasis, it became clear there was no online aggregator to find and book boat slips online, so Snag-A-Slip was born.

Shore Hatchery Funds, Specific Use, & Role

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

The Shore Hatchery funds were entirely used to build the minimum viable product Snag-A-Slip V1.

Additional External Funds & Accelerators

Total Investment: \$10 Million
\$10 Million - Series A - Round 3;
Clarita's Lead Investor

Accelerators

MAVA; Betamore; Bunker Labs

Results, Expansion, & Significant Milestones

Oasis continues to see double digit growth in management and triple digit growth in their tech adoption. They're focused on growth in the regions of Florida, the Caribbean, the Great Lakes and the North East. Within one year, they've reached 1 million unique users, on their tech platforms. They have added more employee shareholders; promoted the Controller to VP of Finance; and added a new Controller. Also, they are expanding their marketing, technology development and operations teams. Oasis Group Holdings expects to expand to over 300 staff in 2021.

IP, Copyrights, & Trademarks

Oasis Group Holdings possesses several copyrights and trademarks.

Promotional Opportunities & Giving Back

Mentor military veteran startups and young entrepreneurs.

COVID-19 Impacts

Oasis pivoted its service offerings to support the marinas and boaters, which has had a net positive effect. Additionally, Oasis Group Holdings have added 9 new marinas in 2020 thus far.

Principal(s): Dan Cowens, Kirk Geautreau, Mark Gretz, Adam Zilberbaum, Jen Leroux, Jody Presti, Joy McPeters, & Brian Arnold

Locations: 1 - Annapolis, MD (30 Locations from Canada to FL)

2019 Revenue: \$7,100,000

Estimated 2020 Revenue: \$12,000,000

Alumni: Salisbury University BA '95 & University of MD College Park MBA '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 - '14/'15

Stage of Business: Existing - Operating

Employees: 207 - 2020, Add 86 - 2021

Email: info@snagaslip.com

Website: www.oasismarinas.com

www.snagaslip.com & www.marinalife.com

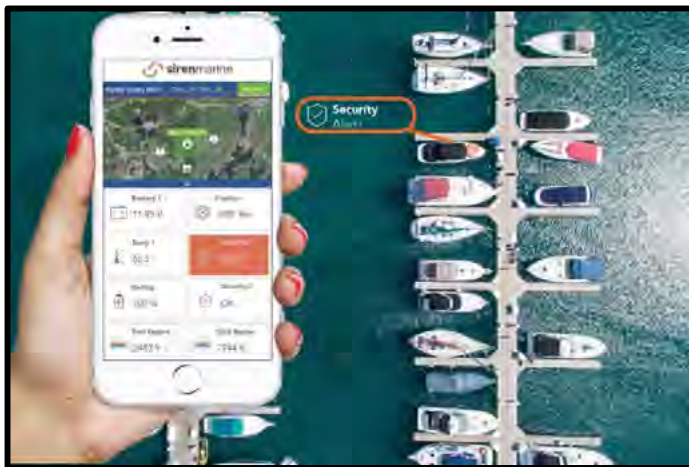
Oasis Group Holdings

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 who might not 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, as no compliance-centric affordable alternatives exist in the marketplace. Water monitoring OPS is designing ‘WaterOPS’ to be the ultimate go-to service for managing the issue. OPS has since incorporated, established an online 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 SU interns, purchasing equipment/software licenses, and conferences. The Shore Hatchery networking resources and their mentor Kathy Kiernan played a huge supporting role.

Additional External Funds & Accelerators

Total Investment: \$193,500
\$50,000 - Founder Investments;
\$7,500 - TEDCO Grant;
\$118,000 - Maryland Industrial Partnerships;
\$18,000 - University of Delaware Hen Hatch Accelerators - hotDesks

Results, Expansion, & Significant Milestones

OPS completed a prototype, which was used to demonstrate the potential functionality to several water systems and received overwhelming positive response. However, OPS is still working on the complex coding required to facilitate the functionality of the ‘WaterOPS’ application which, with limited resources, and a loss of their interns (who OPS is pleased to note have started successful careers!) is taking far longer than envisioned. Furthermore, it became apparent that some of the technology used in the app was not best suited to task, and subsequently efforts are underway to transfer functionality to alternative frameworks.

IP, Copyrights, & Trademarks

O-P-S, LLC. Provisional Patent and Trademark WaterOPS(SM)

Promotional Opportunities & Giving

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

COVID-19 Impacts

Since OPS is entirely software based, the team had already been communicating/working virtually between USA & Europe. However, the CEO and CTO are active duty members of the DE National Guard and were deployed to the Middle East from 2019-2020 which inevitably impacted progress.

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

Locations: 1 - Salisbury, MD

2019 Revenue: \$0 - Deployed National Guard

Estimated 2020 Revenue: \$0 – Deployed National Guard

Alumni: Univ. of Delaware '05 – Lee Beauchamp

Phone: (443) 880-2301

Social Media: Facebook @OPSnetllc

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

Established: 2015

Shore Hatchery Funds: \$45,000 - 2015

Stage of Business: Existing

Employees: 3 - 2020, Add 0 - 2021

Email: lee.beauchamp@o-p-s.net

Website: www.o-p-s.net

Opportunities for the community

CHESAPEAKE BAY RECORD DEAD ZONE
AUGUST 2015

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

Public Drinking Water

Do you know what you are drinking?

Facts

- 155,000 Systems in the USA.
- Supplies 320 million people
- 196,110 violations of federal standards in latest EPA report
- Cost est. \$112 million each year
- 143,183 systems are in the v.small to small class
- **There are 22 Systems in violation today!**



WaterOPS

Aligned and Integrated with Business Process Roles

Water Quality Simulator

WaterOPS

WaterOPS is a cloud based system that will reduce the time and cost of compliance and reporting requirements. Compliance Engine is designed to be user friendly and easy to use. The system is designed to be able to manage the operational cost of:

- Monitoring of thousands of water quality points
- Monitoring of thousands of water quality points
- Monitoring of thousands of water quality points
- Monitoring of thousands of water quality points
- Monitoring of thousands of water quality points
- Monitoring of thousands of water quality points

WaterOPS project initiatives include:

- WaterOPS - Cloud based for compliance and reporting requirements
- Compliance Engine - User friendly and easy to use
- Reporting - Automated reporting for compliance and reporting
- WaterOPS - User friendly for compliance and reporting requirements
- AI-OPS - Cloud based for compliance and reporting requirements

Contact Us

1111 S. 1st St.
1111 S. 1st St.
1111 S. 1st St.
1111 S. 1st St.
1111 S. 1st St.

www.op-s.com

The Solution:

The "TurboTax" of Regulatory Compliance

Compliance Engine

- Will be configured with EPA regulations (600 parameters)
- Configured with state regulations (400+ extra parameters)
- Preserves Legacy Data
- Report generation
- Audit trail
- Identifies potential violations before they can happen

Real-time Data

- Cloud access, anywhere, anytime
- Device Agnostic (Bring your own!)
- Dashboards for all users
- Automatic Alerting
- Paperless efficiency
- 360° view of progress
- Logical step-by-step approach to tasks
- Integration between Schedulers, Samplers, Laboratories

The Solution?

"We are the TurboTax of Environmental Compliance"

Overwatch Golf Rebranded INN8GOLF, Inc.

Technology - Advertising and Marketing

Business Description

INN8GOLF, Inc. (formerly branded as Overwatch Golf) is an award-winning platform that delivers industry leading original content and new sources of revenue to golf courses and clubs. Their main product, Video Caddie, is an aerial flyover of golf courses, which provides useful information for their clients, such as target lines, yardage markers, green mapping and commentary. Through INN8GOLF's instructional and promotional drone videos they allow golf courses to help players strategize and improve their golf game.

Business History

In June 2019, the company was established as Overwatch Golf and in 2020, began operating as INN8GOLF, Inc. The change in name was suggested after they completed their marketing study. The original concept came from recognizing a need for golfers to be able to see and experience the layout of golf courses before play, allowing them to develop better strategies to ensure they play their best. Inn8Golf's business model is unique because they are able to provide services and opportunities for golfers, golf courses, and businesses. They are in their first year of business.

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

The Shore Hatchery funds were used to assist with developing their app.

The Shore Hatchery programming and its mentors Patricia Royak and Jim Peterson (formerly of the Small Business Resource Center) were very helpful as they begin their startup journey.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

INN8GOLF is growing with over 25 golf courses signed up for development. The company also has deals and agreements with several large golf course management companies. Lastly, INN8GOLF has scheduled its first tournament at Wavery Woods in Columbia, MD, for the first week in November. They are also looking to hire an intern.

IP, Copyrights, & Trademarks

The company possesses a trademark for the name INN8GOLF and holds ownership of its videos.

Promotional Opportunities & Giving

INN8GOLF's tournament at Waverly Woods Golf Course in November will benefit the families of those who lost someone to Covid-19.

COVID-19 Impacts

As most golf courses were shut down earlier this year, INN8GOLF was not able to launch its product. Due to the delayed opening, the business was unable to earn any revenue.

Principal(s): Seth Ainsworth - Founder, CEO

Locations: 1 - Columbia, MD

2019 Revenue: N/A

Estimated 2020 Revenue: \$25,000

Alumni: N/A

Phone: (410) 804-3644

Social Media: Instagram & Twitter @inn8golf

Business Address: 4309 Ramblin Rd | Columbia, MD | 21405

Established: 2018


Shore Hatchery Funds: \$15,000 - 2019

Stage of Business: Startup

Employees: 6 - 2020, Add 0 - 2021

Email: seth@inn8golf.com

Website: www.inn8golf.com




**AS AN AUTO DEALER,
YOU SHOULD BE ADVERTISING TO GOLFERS!**

HERE ARE A FEW REASONS WHY:

<p>INCOME & ASSETS</p> <ul style="list-style-type: none"> ● AVERAGE HOUSEHOLD INCOME OVER \$100,000 ● (200% HIGHER THAN NON-GOLFERS) ● AVERAGE NET WORTH OVER \$750,000 ● 25% OF GOLFERS ARE WOMEN 	<p>VEHICLES</p> <ul style="list-style-type: none"> ● THE AVERAGE GOLFER OWNS 3 VEHICLES ● 47% PLAN ON BUYING A NEW CAR THIS YEAR ● GOLFERS HAVE MORE DISPOSABLE INCOME THAN THE AVERAGE NON-GOLFER
---	--

GET SEEN BY GOLFERS WITH VIDEO CADDIE™

Video Caddie™ Is an advertising platform that shows golfers the best way to play each hole of a particular golf course. Inn8golf places short video ads before and after each Video Caddie hole.



WITH VIDEO CADDIE™ YOU ENJOY:

- A Captive Audience: **Golfers**
- Cost-Effective Advertisements
- Targeted Exposure to Local Golfers
- Turn-Key & Cost-Free Ad Production

CLICK HERE TO SEE SAMPLE ADS

Ad Type	Est. Exposure	Cost Per Month
Tag Ad (Logo Only)	21,300 Golfers	\$95 = .004 Cents Per Golfer
Front Ad w/ Voice-Over	21,300 Golfers	\$325 = 1.5 Cents Per Golfer
Back Ad w/ Voice-Over	21,300 Golfers	\$295 = 1.3 Cents Per Golfer

To place an ad contact us at: direct@inn8golf.com or (410) 804-3644



VIDEO CADDIE™

The first hole-by-hole drone video narrated by course pros, including features like target lines, yardage markers, green mapping, and more. Check it out!



KEY DETAILS

PaverGuide, Inc.

Enviro - Technology - Manufacturer of stormwater products used in green infrastructure projects.

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 pavement. 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, employee development, and environmental stewardship.

Shore Hatchery Funds, Specific Use, & Role \$35,000 Spring 2015

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

Total Investment: \$845,000
\$150K - Chesapeake Bay Seed Capital Fund - 2017;
\$300K - CBSCF - 2019;
\$25K - TEDCO - 2018;
\$300K - USM Momentum Fund - 2019;
\$50K - PinOak Capital - 2019;
\$20K - Climate Ventures 2.1 - 2017;

Accelerators

Climate Ventures 2.1 - 2017;
Pure Blue - 2018;
Imagine H2O - 2016

Results, Expansion, & Significant Milestones

PaverGuide has continued to provide material for projects within the green infrastructure space. In 2019, the business sold its first sidewalk project. In 2020, it sold its first green roof project. Also, this year, PaverGuide sold its first streetscape project.

IP, Copyrights, & Trademarks

Patent issued in 2018 and assigned to PaverGuide, Inc. and Patent Pending to Charles White and the University of Maryland, for the stormwater filter media.

COVID-19 Impacts

PaverGuide has not yet replaced their sales engineer, who retired due to the virus. Most of the designers they would call are working from home or have limited access to their offices. Also, they planned a heavy vehicle simulator test for 2020 but were unable to proceed, due to COVID-19.

Principal(s): Charles White (CEO)

Locations: 1 - Worton, MD

2019 Revenue: \$11,491

Estimated 2020 Revenue: \$60,000

Alumni: Morgan State University Masters '74

Phone: (866) 721-3590

Social Media: LinkedIn

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

Established: 2015

Shore Hatchery Funds: \$35,000 - 2015

Stage of Business: Existing - Operating

Employees: 1 - 2020, Add 1 - 2021

Email: cw@paverguide.com

Website: www.paverguide.com



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 together 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 required 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.

Additional External Funds & Accelerators

\$600 - Young Entrepreneurs Academy 2016;
\$7000 - TEDCO 2017;
\$55,000 - MCE Loan 2018;
\$14,400 - Personal, family and friends

Accelerators

Young Entrepreneurs Academy - 2016

Results, Expansion, & Significant Milestones

Tip Tough is currently in the local market and they are trying to expand in the regional area. Last year, they traveled to Hampton Roads, VA and in 2020 they visited Howard County, MD. Getting the Tip Tough manufactured was a big milestone.

IP, Copyrights, & Trademarks

Patent Pending, Trademark Tip Tough 2016 owned by Picklehead, LLC

COVID-19 Impacts

In the past two years, Picklehead, LLC has made its money with vending events. COVID has put sales at a standstill, due to events being canceled.

Principal(s): RJ Batts - CEO and Inventor, Lori Batts - CFO

Locations: 1 - Salisbury, MD (14 Stores)

2019 Revenue: \$3,900

Estimated 2020 Revenue: \$1,200

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

Phone: (410) 726-4051

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 - 2020, Add 0 - 2021

Email: pickleheadllc@gmail.com

Website: www.tiptough.com

Picklehead, LLC/Tip Tough



Tip Tough



Attorney Provides Infringement Protections:

THE IMPACT LAWYERS SAW THROUGH AT SEVERAL MONTHS OF PROTECTION OF INFRINGEMENT BY KIND CREATOR

It is highly recommended that you read about the attorney's role in providing legal protection for your business. In this case, the lawyer provided legal protection for the Tip Tough product. The lawyer's role was to ensure that the product was protected from infringement. The lawyer's role was to ensure that the product was protected from infringement. The lawyer's role was to ensure that the product was protected from infringement.



RunMitts, LLC DBA WhitePaws

Retail - E-Commerce Sports Apparel



Business Description

WhitePaws RunMitts is an e-commerce company that sells its patented mittens for runners, walkers and outdoor sports enthusiast and fans. They also sell face mask geared towards runners, making the pivot due to COVID-19.

Business History

After a 3-year journey, WhitePaws RunMitts was awarded a patent for its unique mittens designed for runners. The LLC and website were launched in 2016 and has experienced a steady growth in the last 4 years. In 2020, the company has seen an increase in brand awareness from several news articles, social spotlights and podcast appearances.

Shore Hatchery Funds, Specific Use, & Role \$17,000 Spring 2020

The Shore Hatchery Funds will be used for pattern design improvements, inventory and to hire a marketing consultant and an assistant.

The Shore Hatchery's role in assisting WhitePaws RunMitts stems from the funding and mentoring that help set the company on the right path for added growth.

Additional External Funds & Accelerators

Total Investment: \$52,600
\$2,500 - SBRC Balt. 0-100 Competition - 2019;
\$100 - The Doonie Fund - 2020;
\$16,000 - Family Investment - 2016;
\$34,000 - Personal Funding - 2013 to 2016

Accelerators

SBRC Baltimore 0-100 Program – 2019;
Digitalundivided Cohort - 2020

Results, Expansion, & Significant Milestones

In 2020, leadership plans to hire a consultant to help with social media, marketing and press. They also plan to hire an assistant to help with packaging, shipping and inventory tracking.

Significant Milestones were being awarded a patent for my mitten design, winning and placing 3rd in the two Pitch Competitions and being recognized as one of the few African American companies in the outdoor sportswear industry.

IP, Copyrights, & Trademarks

US Patent No. 9,220,307 was awarded in 2015 and US Trademark No. 5,111,352 was awarded in 2016. Both patents are owned by Susan Clayton.

Promotional Opportunities and Giving Back

WhitePaws donates a portion of some sales to "Black Girls Run Foundation" and donates mittens to "Back On My Feet Baltimore." Susan Clayton donates time to do talks on Entrepreneurship to local inner-city schools and universities.

COVID-19 Impacts

WhitePaws RunMitts was able to pivot and produce face masks geared towards runners. This pivot has helped them to be recognized in the market during a different season. Because of the pivot due to Covid-19, their revenue has increased substantially.

Principal(s): Susan Clayton (Inventor/Owner)

Locations: 1 - Baltimore, Maryland

2019 Revenue: \$14,200

Estimated 2020 Revenue: \$50,000

Alumni: N/A

Phone: (443) 990-1577

Social Media: Facebook, Instagram, Twitter @whitepawsrunmitts

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

Established: 2016

Shore Hatchery Funds: \$17,000 - 2020

Stage of Business: Existing

Employees: 1 (1 Intern) - 2020,
Add 2 - 2021

Email: runmitt16@gmail.com

Website: www.runmitts.com



WHITEPAWS RunMitts



Scrub Nail Boutique

Beauty – Retail and Personal Care



Business Description

Scrub Nail Boutique, which has been voted consecutively as Baltimore's Best Nail Salon since its inception, is a membership based, natural nail salon. The business is known for its offering of a monthly Unlimited Manicure Membership club, Paint Society.

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 opening in 2013, Scrub Nail Boutique has been not only been awarded the title of Best Nail Salon in the Best of Baltimore annually but also Best Manicure by CBS Baltimore, featured in Style Magazine, Baltimore Magazine, The Baltimore Sun, The b Daily Paper, my24 Bmore Lifestyle, Technically and Fox News Baltimore.

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

Shore Hatchery funds were used to purchase equipment and retail inventory. The funds were also used to bridge the gap between insurance funds and funding necessary to acquire additional equipment for reopening after a fire which closed the business in April 2017.

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

Principal(s): Jasmine Simms

Locations: 1 - Baltimore, MD

2019 Revenue: \$92,000

Estimated 2020 Revenue: \$128,000

Alumni: Anne Arundel Community College '08

Phone: (888) 872-7961

Social Media: Instagram, @scrubnailboutique

Business Address: 722 S Broadway, Suite 200 | Baltimore, MD | 21230

Additional External Funds & Accelerators

Total Investment: \$4,000

\$4,000 - EIDL – 2020;

Goldman Sachs 10,000 Small Businesses - 2017

Results, Expansion, & Significant Milestones

Scrub Nail Boutique has recently obtained increased networking opportunities and garnered free press exposure. They have seen an increase in revenue, which the business attributes to the increased marketing efforts surrounding their membership and service offerings. They take pride in maintaining a 4.8/5 rating on Yelp, Google, and Facebook in positive customer experiences. Their current goal is to license the Paint Society Membership aspect of the Scrub Nail Boutique brand to other existing nail salons and spas to offer our products, services, and marketing. They recently promoted one of their contractors to a full-time management position and their owner has retired from nail services to focus on their marketing, partnerships, and procurement. Plan to hire 3 additional nail technicians, once COVID capacity restrictions lift.

Promotional Opportunities & Giving Back

The owner, Jasmine Simms, provides free small business start-up counseling sessions through the Women Business Center of Morgan State University and through Moms As Entrepreneurs of Baltimore City, Maryland.

COVID-19 Impacts

COVID-19 forced the closure of the business' operations from March 15 - June 5. However, an increase in social media marketing and the sale of at-home nail care kits during the closure, allowed them to attract new customers, in preparation for their reopening. Since reopening, business traffic has increased. Peak season is May to September.

Established: 2013

Shore Hatchery Funds: \$20,000 - 2017

Stage of Business: Existing

Employees: 4 - 2020, Add 3 - 2021

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's co-founders started making natural body care products in their kitchen to solve their children's dry and eczema prone skin problems. They 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

Total Investment: \$195,000
The Motley Fool;
Individual Investors;
Bridge Loan; & Porter Group;
\$10,000 - LEDC

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 5 part-time employees and one full time person (Funlayo). They plan to convert two of their current team members and hire additional staff in 2020-21. In 2019, Shea Radiance launched in close to 100 Whole Foods Stores in the Mid-Atlantic and Northeast Atlantic regions. In 2020, they expanded into 170 Giant Food Stores as well as additional retail 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.

COVID-19 Impacts

Shea Radiance experienced difficulty in their ability to source packaging due to the virus.

Principal(s): Funlayo Alabi & Shola Alabi

Locations: 1 - Savage, MD

2019 Revenue: \$325,000

Estimated 2020 Revenue: \$500,000

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

Phone: (443) 812-0762

Social Media: Facebook, Instagram, & Twitter @shearadiance

Business Address: 8520 Corridor Road, Unit K | Savage, MD | 20763

Established: 2008

Shore Hatchery Funds: \$20,000 - 2018

Stage of Business: Existing-Expansion

Employees: 6 - 2020, Add 9 - 2021

Email: funlayo@shearadiance.com

Website: www.shearadiance.com



SHEA RADIANCE™



Shore Inspections, LLC

Enviro-Technology – Lead Paint Inspections

Business Description

Shore Inspections offers dust wipe and XRF inspections to test for lead based paint. The majority of its customers are landlords and property managers who need lead inspection certificates in order to legally rent residential rentals built before 1978. Shore Inspections also conduct inspections for owner occupants who are concerned about lead hazards in their home.

Business History

Shore Inspections founded in 2014, operates throughout the Eastern Shore of Maryland. As a local landlord, Zach Bankert became aware of the state regulations requiring lead inspections for residential rentals. Through networking and advertising, he was able to gain many local landlord and property management companies as clients. Although not his only line of work, the company is running strong and he plan to continue to operate it for the foreseeable future.

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 allowed them to start the business and were immediately used for startup costs such as building a web presence, training cost, licensing fees, insurance premiums, equipment cost and purchasing the XRF equipment, which cost \$20,000.

Additional External Funds & Accelerators

Private Line of Credit from Hebron Saving Bank

Results, Expansion, & Significant Milestones

After an initial surge of revenue from landlords rushing to comply with new state regulations that took effect in 2015, the company has operated at steady revenue for the past three years.

There are a handful of large clients that make up the majority of Shore Inspections annual revenue, and gaining those clients was crucial.

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.

COVID-19 Impacts

Shore Inspections ran into difficulty with inspections during the virus. The inspections of occupied residences became difficult, as tenant turnover decreased, and out of town owners in the Ocean City area cancelled inspections during the travel bans.

Principal(s): Zach Bankert

Locations: 1 - Salisbury, MD

2019 Revenue: \$36,000

Estimated 2020 Revenue: \$36,000

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: 0 - 2020, Add 0 - 2021

Email: shoreinspections@gmail.com

Website: www.shoreinspections.com



 YOUR LEAD PAINT INSPECTION OPTIONS:			
	✓++ Lead Free Certificate We test with our XRF equipment... when all samples inside and outside test negative for lead, you get a Lead Free Certificate.	✓+ Limited Lead Free Certificate We test with our XRF equipment, we find the interior tests negative for lead. The exterior tests positive for lead but has no chipping, peeling, or flaking paint.	✓ Full Risk Reduction Certificate 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.
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 reoccurring cost).
Shore Inspection Cost 	\$250	\$250 (initial inspection) \$75 (2nd year Re-inspections)	\$10 per dust wipe and a \$75 inspection fee (average cost is \$175)
MDE Charge 	\$10 (one time)	\$10 (one time... unless you miss re-inspection)	\$30 every year
	Start with a Survey 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.		



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 SU's 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 Achievement Award for 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 SU have helped their business by giving it a foundation to grow.

This includes connecting them with interns and part time employees, as well as beginning to map the careers of some current SU students. SU has provided their business with an expansive network of like-minded individuals to work with, office space, and other resources. Such as their first investor, David Landsberger, through the Student Entrepreneurship Competitions who has helped guide their business to where it is today.

Additional External Funds & Accelerators

Total Investment: \$210,000
SU 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, as well as doubling in size. They are now established in 20 states. Expanded into the Canadian Market and further into the west coast. In the past year, they have added 1 staff member and expect to add 1 more in the next year.

Promotional Opportunities & Giving Back

Soccer Office provides internship opportunities for Salisbury University students.

COVID-19 Impacts

Soccer Office has been affected greatly by the virus, as sporting events nationwide have been cancelled or undergone a change in structure.

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

Locations: 1 - Salisbury, MD

2019 Revenue: \$176,000

Estimated 2020 Revenue: \$270,000

Alumni: Salisbury Univ. (SU) '15 - Jamie Lowe; SU '15 - Sam Charles & SU '18 - Josh Tanavage

Phone: (443) 267-3100

Social Media: Facebook, Instagram, & Twitter @SocOffice

Business Address: 104 Poplar Ave, Apt. 206 | Salisbury, MD | 21801

Established: 2015

Shore Hatchery Funds: \$25,000 - 2016

Stage of Business: Existing

Employees: 4 - 2020, Add 1 - 2021

Email: jamie@socceroffice.com

Website: www.socceroffice.com

Soccer Office/Sports Office 365



TeamRunner 

 Goal Machine 1 Year Coach Oversight \$100,000	 CHALLENGER 100+ Soccer Camps Free soccer camp for 3 teams \$100,000	 Virtual Soccer 1 Year of Custom Services \$100,000	 Goal Machine 1 Year Club Subscription \$100,000	 NCAA 1 Year of Scholarships \$100,000
 VOLTA 1 Year Assessment & Training \$100,000	 SE 1 Year of Digital Marketing \$100,000	 Virtual Soccer 100+ Virtual Soccer \$100,000	 GOAL MACHINE 1 Year of Staff Goals \$100,000	 Total Value of Package is \$100,000!

www.solvingsoccer.com



TANGO/Second Story, LLC 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 her product's development.

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. Plastic prototype versions of jang*go have been created as a consumer option beyond the original aluminum and are showing interest. As of July 2020, a marketing agency has been hired to research two niche markets to discover if jang*go is still relevant as a consumer and business product.

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, offering advice and lessons learned.

COVID-19 Impacts

The company believes there is a potential new need for jang*go, as people are visiting and using all areas of their homes even more due to COVID. Utilizing jang*go in any of these environments is more viable now than before.

Principal(s): Shelley Wetzel

Locations: 1 - Charles Town, WV

2019 Revenue: \$0

Estimated 2020 Revenue: \$5,000

Alumni: Salisbury University '01

Phone: (443) 880-2959

Social Media: Facebook @janggostand

Business Address: 100 Bullskin Street | Charles Town, WV | 25414

Established: 2010

Shore Hatchery Funds: \$30,000 - 2014

Stage of Business: Operating

Employees: 1 - 2020, Add 0 - 2021

Email: shelley@shelleywetzel.biz

Website: www.janggostand.com

TANGO/Second Story, LLC DBA jang*go



universal tablet stand and mounting system

www.janggostand.com



Soft Launch: Metropolitan Cooking Show - DC
October 2015



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



Using jang*go
to hold your
tablet while
doing homework



Viyán Motorsports Formerly Neuro Helmet Systems

Retail - Motorcycle Accessories

Business Description

Viyán Motorsports specialized in making safety-oriented accessories with innovative technology using art as a catalyst for conversation between riders and non-riders. Their goal was to change the negative stigma associated with motorcyclists, and increase motorcyclist awareness on the road.

Business History

Megan Newcomer started Neuro Helmet Systems with the dream to create a helmet that was customizable with many different features including a heads-up display, air bags (for the neck), Bluetooth, etc. In late 2016, they created a prototype with a reflective box that allowed an LED screen to be shown on the visor of a helmet. A huge proof of concept milestone. However, Nuviz, their biggest competitor, was backed by KTM with a patent, so similar to their technology. The team sat down with their advisors and concluded that pursuing this idea was too risky and should pivot as a company. Going back to the drawing board, they became Viyan Motorsports, a “motorcycle accessories” and motorcycle artwork company. However, with each prototype made, they learned that products that were crucial to the function of a vehicle had liability, so high that it did not justify commercializing. In late 2019, the executive team came together and made a difficult decision to dissolve Viyan Motorsports.

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 second round of funds and continued mentoring, they transitioned to the new company and began product assembly and development.

Even though the project is ending, the team is extremely grateful to have been given the opportunity to try and fail multiple times over. With each obstacle and failure that they encountered, they grew as professionals. This experience was more valuable than any education they could have received in the classroom.

Additional External Funds & Accelerators

Total Investment: \$59,500
 \$27,500 - SU’s Student Entrepreneurship Competitions - 2016;
 \$2,000 - SU Student Entrepreneurship Competitions - 2017;
 \$10,000 - TEDCO - 2017;
 \$20,000 - MCE Loan - 2010

Accelerators

SU Entrepreneurship Hub - 2016 & 2017

Results, Expansion, & Significant Milestones

Upon dissolving, the Viyan team returned the unused funds to the program and donated their artwork and 3D printer to SU’s Center for Entrepreneurship. Megan has utilized her start up experiences to great success in her current career at NetNoggin, as Marketing Director, specifically in new product planning. She has learned the importance of competitive intelligence and staying one step ahead of the competition by constantly learning about the market and continuously innovating product.

Matthew has utilized his start up experiences with Neuro and Viyan in his engineering career within the government contracting and robotics industries. Having this experience helped secure him a position as a lead mechanical engineer.

Principal(s): Megan Newcomer & Matthew Newcomer

Locations: Mount Airy, MD

2019 Revenue: \$0

Estimated 2020 Revenue: \$0

Alumni: Salisbury University '17 - Megan Newcomer

Phone: (443) 605-4451

Social Media: Facebook @viyanmotorsports

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

Established: 2016

Shore Hatchery Funds: \$25K – 2016/17

Stage of Business: Dissolved

Employees: 0 – 2020, Add 0 - 2021

Email: megangnewcomer@gmail.com

Website: Inactive

Viyani Motorsports Formerly Neuro Helmet Systems





Walt's Waffles/Walt's Original Waffle Buns, LLC

Food and Beverage - Packaged Foods

Business Description

Walt's Waffles is a small food manufacturer that makes waffles and waffle buns. Their Original Waffle Buns are made with a specially designed waffle machine that makes unique waffles designed for sandwiches. As for the regular waffles, they are made using a proprietary waffle mix which can also be bought as an easy-to-use Pancake & Waffle Mix.

Business History

Walt's Waffles began seven years ago as an idea to create a waffle designed for sandwiches. Many iterations, prototypes and recipes later with (a patent in hand), they started the company with the help of Union Kitchen Food Accelerator in 2019. They now proudly make their product in Washington, DC and currently distribute to the DC/Baltimore region.

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

Since Walt's Waffles just recently received the Shore Hatchery funds, they have not used the money yet nor have they leveraged it to acquire additional funding. The grant will provide a much-needed boost to the company and allow them to have the liquidity to pay rent and expenses, purchase additional production equipment for increased capacity, hire employees, and order additional packaging at greater quantities and a lower unit cost.

They also look forward to engaging with their mentor to gain his insight, perspective and knowledge.

Additional External Funds & Accelerators

Total Investment: \$12,000
\$10,000 - Crowdfunding loan via Kiva.org;
\$1,000 - District of Columbia Small Business Recovery Microgrant;
\$1,000 - SBA

Results, Expansion, & Significant Milestones

Walt's Waffles is excited to be brought on as a vendor with Rainforest Distribution, a regional distributor with a delivery area from Virginia to New York and access to some of the biggest chains on the East Coast. They're also excited to introduce their newly designed packaging for their Pancake & Waffle Mix and a newly launched Chocolate Pancake & Waffle Mix flavor.

They are excited to begin their relationship with Rainforest Distribution and Giant Delivers and expect that it will lead Walt's Waffles to new revenue goals for the remainder of 2020 and into 2021.

IP, Copyrights, & Trademarks

United States Utility Patent # US 9,554,670 B2, Waffle-Iron Type Cooking Apparatus for Cooking and Forming Rounded Bun Shaped Waffles, Chi Y Yan

COVID-19 Impacts

The economic shutdown in response to COVID-19 came when Walt's Waffles was just getting started as a company. As the restaurant and food service industry shut down, so too did many of their business leads and it has hampered their ability to establish their company in the marketplace.

Principal(s): Chi Y Yan, CEO

Locations: 1 - Washington, DC

2019 Revenue: \$0

Estimated 2020 Revenue: \$15,000

Alumni: University of Maryland, BS - '00 & Master - '07

Phone: (410) 925-9945

Social Media: Facebook & Instagram @thewafflebun

Business Address: 1369 New York Ave NE | Washington DC | 20002

Established: 2019

Shore Hatchery Funds: \$30,000 - 2020

Stage of Business: Startup

Employees: 0 - 2020, Add 2 - 2021

Email: cyan@waltswaffles.com

Website: www.waltswaffles.com

Walt's Waffles/Walt's Original Waffle Buns, LLC



WALT'S
WAFFLES





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 SU's 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 4 pending in other countries & the EU, along with a small garage production shop and office. In 2016, they moved to the City Garage in Port Covington, founded by Under Armour founder & CEO Kevin Plank. It was a great high profile move and gave them a central location and more space. They were able to bring on a few new employees and a CEO to continue to grow. In late 2017, they outgrew the City Garage space and 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 staff and invested in the patent for their technology, which took 2 more years. In 2013, as one of the first winners of the Shore Hatchery, they have benefited greatly from the program. Also, thanks to the program funding and support from others, they were able to take their early stage idea and turn it into a profitable venture.

Additional External Funds & Accelerators

Total Investment: \$690,000
Investor & Bank Loan;
\$5,000 - SU Student Entrepreneurship Competitions

Accelerators
Emerging Technology Center (ETC)

Results, Expansion, & Significant Milestones

In 2019 revenue wise, they had their biggest revenue year to date. They had huge success in tapping into the casino and restaurant markets in New York, Miami, and San Francisco but in 2020 things have slowed down, due to the virus.

IP, Copyrights & Trademarks

The company received a patent for Magamabond.

COVID-19 Impacts

The company's expansion plans were delayed because of the virus. Additionally, business slowed down, so they lost around two months of production. However, they've recently reported projects are starting to come back.

Principal(s): Eric Hanson, Tim McFadden, Eric Wanveer, & Victor Wanveer

Locations: 1 - Baltimore, MD

2019 Revenue: \$850,000

Estimated 2020 Revenue: \$1,000,000

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

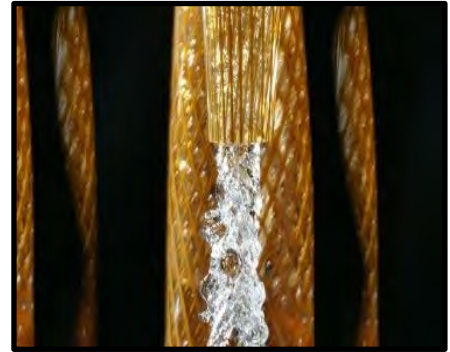
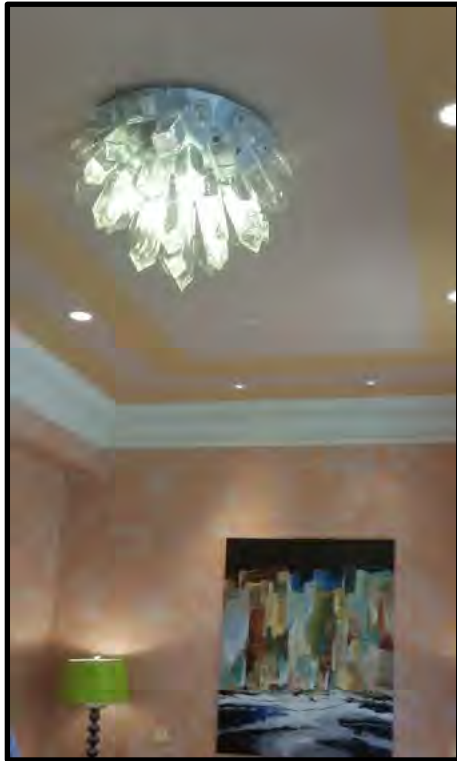
Stage of Business: Existing

Employees: 2 - 2020, Add 0 - 2021

Email: aric@magmabuildstudios.com

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

Zero Gravity Creations/Topologie DBA Magma Build Studios



Zest Tea, LLC

Retail – Food and Beverage

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. Also, Zest Tea 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 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 moved from Philadelphia to Baltimore, Maryland. 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. In 2018, they launched a new line of Ready-To-Drink canned energy teas, which was 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. Additionally, the Shore Hatchery program was instrumental in recommending Zest Tea to the USM Momentum Fund.

Additional External Funds & Accelerators

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

Results, Expansion, & Significant Milestones

In 2019, they expanded 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. Currently, Zest's Ready-To-Drink canned products are expanding to over 800 new stores across the East Coast and they are launching their hot teas into about 1,000 Kroger locations in 10 regions. Through early 2020, their direct-to-customer business has continued to grow at approximately 100% each year. In 2020, the team wanted to refocus the company and its partners on being as data driven and analytical as possible. The market is far more competitive than it was only a few years back and to stay ahead of the competition, they need to be the best at using the tools available. Over the early months of 2020, they had begun analyzing and optimizing their strategies around promotions, pricing, slotting expenses.

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.

COVID-19 Impacts

The COVID crisis has had a mixed impact on Zest. Some of their retail channels saw revenue declines, but their e-commerce channel saw a significant increase in orders.

Principal(s): James Fayal

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

2019 Revenue: \$2,400,000

Estimated 2020 Revenue: \$3,500,000

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 - 2020, Add 3 - 2021

Email: james@zesttea.com

Website: www.zesttea.com

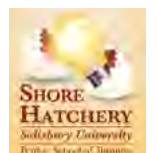
Zest Tea, LLC



Ratcliffe Foundation Shore Hatchery Funded Businesses 2013-2020



Ratcliffe Foundation Shore Hatchery Funded Businesses 2013-2020



Shore Hatchery Impacts



48 Businesses Actively Reporting



406 Jobs



21 Mentors Assigned

BUSINESS TYPE



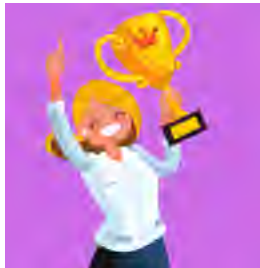
3 Beauty	5 Food & Beverage	12 Retail
5 Health	1 Manufacturing	14 Technology
7 Education	1 Travel	

ANNUAL REVENUES

2019 Revenues: \$15,999,531 • 2020 Estimated Revenues: \$55,001,400



○ 2018 Revenue ○ 2019 Revenue ○ Estimated 2020 Revenue



70 Entrepreneurs Awarded
2013-2019

BUSINESS LOCATIONS



24 Eastern Shore 7 DE/VA/Beaches 40 Across the Bay



\$200,000
Awarded Annually



\$1,397,000 Awarded
70 Businesses (2013-2020 Spring)

 UNIVERSITY SYSTEM
of MARYLAND
MARYLAND MOMENTUM FUND

2 Shore Hatchery Alumni
Businesses Funded



\$603,000
To Be Awarded (2020-2023)



60% Identify as Female, Minority or Veteran Owned

21 Women Owned Businesses

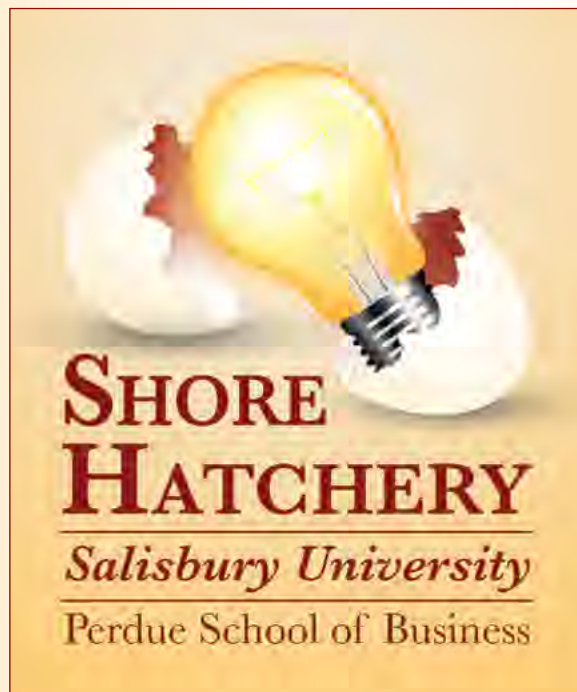
17 Minority Owned Businesses

6 Veteran Owned Businesses

13
SU Alumni Businesses

PHILIP E. & CAROLE R.
RATCLIFFE
FOUNDATION

www.theratcliffefoundation.org



shorehatchery.salisbury.edu

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