

Philip E. and Carole R. Ratcliffe Foundation  
Shore Hatchery Program at Salisbury University

# PROGRAM ANNUAL REPORT 2021



The Ratcliffe Shore Hatchery program is a

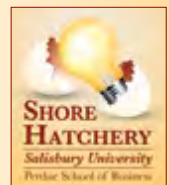
## \$2 million

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**

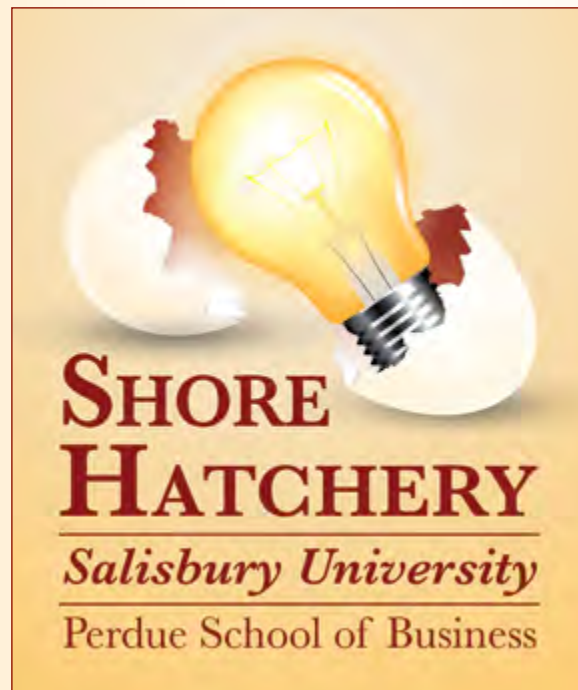
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[www.theratcliffefoundation.org](http://www.theratcliffefoundation.org)



[shorehatchery.salisbury.edu](http://shorehatchery.salisbury.edu)



# Shore Hatchery Winners 2013 – Spring 2021



Page	Business*	Principal(s)	Year(s) Awarded	Total Funds **
1	360VR Technology, Inc.	Suryansh Gupta	2019 Fall	\$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	Blue Sources, LLC	PJ Bellomo	2019 Spring	\$10,000
11	Blueblood, LLC	Mary Larkin	2018 Spring	\$20,000
13	The Buzz Meadery	Megan and Brett Hines	2020 Fall – New	\$20,000
15	Capsulomics, Inc.	Daniel Lunz	2020 Fall – New	\$15,000
17	CarrTech, LLC	Sue Carr	2020 Spring	\$10,000
19	Chow Corp.	Jordan Foley	2021 Spring – New	\$15,000
21	ClearMask, LLC	Aaron Hsu, Alyssa Dittmar	2018 Fall	\$30,000
23	CLUTCH by Tia Dash	Shantiyyah Hobby	2020 Fall – New	\$10,000
25	College Scooters/Shore Cycles	John Churchman, Navid Mazloom	2014 Spring	\$45,000
27	Compassionately Creative	Dawn Kennedy	2017 Spring	\$7,500
29	DiPole Materials, Inc.	Dr. Ken Malone	2019 Spring	\$15,000
31	Eastern Shore Academy of Cosmetology	Doris Ebony Brown	2018 Spring	\$5,000
33	Femly	Arion Long	2018 Fall	\$27,000
35	Ferretly	Darrin Lipscomb	2020 Spring	\$25,000
37	The Frozen Farmer, LLC	Katey Evans, Kevin Evans, Jo Ellen Algier	2015 Fall	\$5,000
39	gel-e, Inc. Rebranded Medcura, Inc.	Larry Tiffany	2016 Fall	\$10,000
41	Hivelend, LLC	Dawn Musil, Nick Zajciw	2019 Spring	\$35,000
43	Hummii, LLC	Tyler Phillips, Bethany Costello	2021 Spring – New	\$20,000
45	Joost Wafel Company	Joost Elling	2014 Spring, 2015 Fall	\$15,000
47	K9 Precision, LLC	Mitch Fletcher	2020 Spring	\$17,000
49	Kitchology/FOODMIDABLE	Alain Briancon	2015 Spring	\$25,000
51	MADTECH, Inc.	Thomas Marnane	2019 Spring	\$30,000
53	Maryland Energy and Sensor Technologies, LLC	Dr. Ichiro Takeuchi, Sherry Xie	2021 Spring – New	\$25,000
55	Mind the Current, LLC/Dhremo Therapy	Marsha Lynn Hammond	2016 Fall, 2017 Spring	\$32,500
57	Minds in Motion Salisbury	Vira Ogburn	2019 Fall	\$15,000
59	Mobtown Fermentation	Sid Sharma, Adam Bufano, Sergio Malarin	2016 Spring, 2016 Fall	\$45,000
61	MODERNature/PHILLIPS – Spring Forward	Julie Buisson, Piper Phillips	2016 Spring	\$5,000
63	Night Ice, LLC	Josh Woozley	2020 Fall – New	\$30,000
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	PaverGuide, Inc.	Charles White	2015 Spring	\$35,000
71	Picklehead, LLC/Tip Tough	RJ Batts, Lori Batts	2016 Fall	\$15,000
73	Rip Current Sports, LLC	Jose-Luis Gallagher	2021 Spring – New	\$10,000
75	RunMitts, LLC DBA WhitePaws	Susan Clayton	2020 Spring	\$17,000
77	Scrub Nail Boutique	Jasmine Simms	2017 Fall	\$20,000
79	THE SHELLER DBA Shelby Blondell, LLC	Shelby Blondell	2021 Spring – New	\$30,000
81	Side Eye BBQ Sauce	Syerita Turner, Marven Turner Jr.	2021 Spring – New	\$5,000
83	SIMPLi	Sarela Herrada, Matthew Cohen	2020 Fall – New	\$10,000
85	Soccer Office/Sports Office 365	Jamie Lowe	2016 Spring	\$25,000
87	TANGO/Second Story, LLC DBA jang*go	Shelley Wetzell	2014 Fall	\$30,000
89	Valkyrie Software Solutions	Cameron Kane	2020 Fall – New	\$10,000
91	Walt's Waffles/Walt's Original Waffle Buns, LLC	Chi Y. Yan	2020 Spring	\$30,000
93	Zest Tea, LLC	James Fayal	2017 Spring, 2017 Fall	\$30,000
95	Shore Hatchery Funded Businesses			
97	Dave and Patsy Rommel Center for Entrepreneurship			
99	Shore Hatchery Impacts			

\* 35 businesses are omitted from this report due 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 and IoT integration to improve building operations and reduce risk. The software is used for emergency response and day to day operations. First responders and building administrators have access to this platform, which is used to improve pre-incident training, cut down response time, and save lives. As a result, the facility administrators can track, manage and visualize their building assets through this software, including inventory management, equipment and machinery upkeep, and facility personnel communication.

## Business History

Suryansh Gupta first had the idea in an entrepreneurship class in October of 2018. Afterwards, 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 them develop their technology, purchase critical equipment needed to further develop their business model, seek future opportunities and accelerators. They have also benefitted tremendously from the mentorship and guidance provided.

## 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 1<sup>st</sup> 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 the Department of Labor and workforce training programs to help individuals learn about opportunities in modeling and virtual reality.

## COVID-19 Impacts

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

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**Principal(s):** Suryansh Gupta

**Locations:** 1 - Newark, DE

**2020 Revenue:** \$81,000

**Estimated 2021 Revenue:** \$15,000

**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

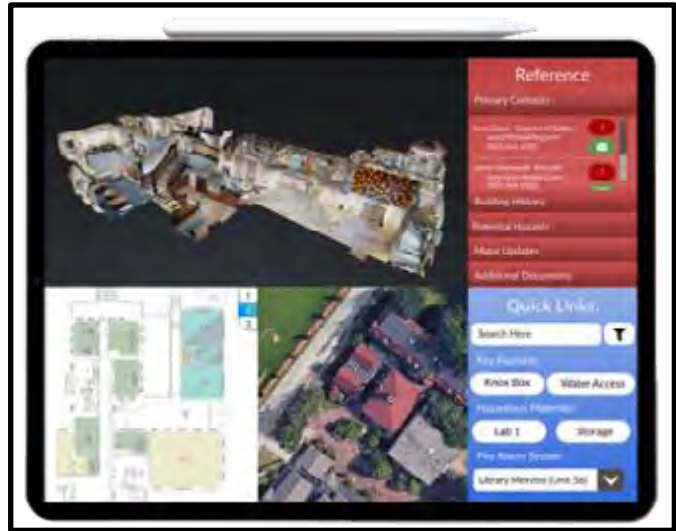
**Employees:** 1 - 2021, Add 2 - 2022

**Email:** [sury@360vrtechnology.com](mailto:sury@360vrtechnology.com)

**Website:** [www.360vrtechnology.com/](http://www.360vrtechnology.com/)

# 360VR Technology, Inc.

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# AlgenAir, LLC

E-commerce Retail - Functional Home Decor



## Business Description

AlgenAir creates functional algae installations to improve indoor air quality. Their 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 began 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 completed 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 on rapid in-house prototyping of their product, the purchase of 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 - 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 and have since scaled production, raised funds through the graduate pitch circuit, and expanded to a larger office in the Columbus Center in Baltimore, MD. In 2020, they launched the aerium subscription service from <https://algenair.com>. The co-founders went full time in 2021 following the first equity funding. 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 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.

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**Principal(s):** Kelsey Abernathy & Dan Fucich

**Locations:** 1 - Baltimore, Maryland

**2020 Revenue:** \$30,000

**Estimated 2021 Revenue:** \$75,000

**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:** 2 – 2021, Add 2 - 2022

**Email:** [support@algenair.com](mailto:support@algenair.com)

**Website:** [www.algenair.com](http://www.algenair.com)

# AlgenAir, LLC



# The Athlete Academy, LLC

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 Mayor Jake Day.

## Additional External Funds & Accelerators

Total Investment: \$72,000  
Equipment Leasing;  
\$31,000 - Salisbury University Student  
Entrepreneurship Competitions - 1<sup>st</sup> place - 2018  
Personal Owner Funds

Salisbury University Entrepreneurship Hub

## Results, Expansion, & Significant Milestones

The Athlete Academy has consistently grown over the past 3 years. The Academy was named Best Gym in Salisbury, Maryland. In their 3<sup>rd</sup> year of business they had \$170,000 in revenue. The plan is to expand and add a new location by the end of the year.

## 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.

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**Principal(s):** Cody Revel

**Locations:** 1 - Salisbury, MD

**2020 Revenue:** \$170,000

**Estimated 2021 Revenue:** \$200,000

**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:** 5 (4-6 Interns) - 2021,  
Add 4 - 2022

**Email:** [info@athleteacademy.md](mailto:info@athleteacademy.md)

**Website:** [www.athleteacademy.md](http://www.athleteacademy.md)



# The Athlete Academy, LLC



# 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 using composting for a personal garden. 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 in use since the late 70's that seemed more reliable than other iterations of worm farming. The UNCO system, from Union Grove, Wisconsin uses pails 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 with a range of applications. This includes fertilizer for commercial nurseries, vineyards, greenhouse operations, golf course maintenance, and retail outlets for home gardening and house plants. 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 for 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 their third year. The company needs to sell 100% of its inventory to double operation. It plans to hire at least one 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.

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**Principal(s):** R. Lawton Myrick

**Locations:** 1 - Salisbury, MD

**2020 Revenue:** \$0

**Estimated 2021 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 – 2021, Add 0 - 2022

**Email:** [info@atlanticvermiculture.com](mailto:info@atlanticvermiculture.com)

**Website:** Inactive



# ATLANTIC VERMICULTURE



# Blue Sources, LLC

Enviro-Technology – Water Security



## Business Description

Blue Sources patented technology detects toxic chemicals (TCs) in water with 24/7 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. They 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 2<sup>nd</sup> 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 purchase parts, supplies and services to design and build product. With the funding received, and mentoring opportunities available, Blue Sources expects to see a measurable positive impact in the future.

## Additional External Funds & Accelerators

\$150,000 - TEDCO & Founders Investment.

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 a group of 5 patent licenses from the US Army.

## COVID-19 Impacts

Blue Sources' business experienced a longer sales cycle and supply chain issues in obtaining parts to manufacture their products.

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

**Locations:** 1 - Frederick, MD

**2020 Revenue:** \$25,255

**Estimated 2021 Revenue:** \$220,000

**Alumni:** Rensselaer Polytechnic Institution (RPI) MS '91

**Phone:** (301) 471-5373

**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 - 2021, Add 2 - 2022

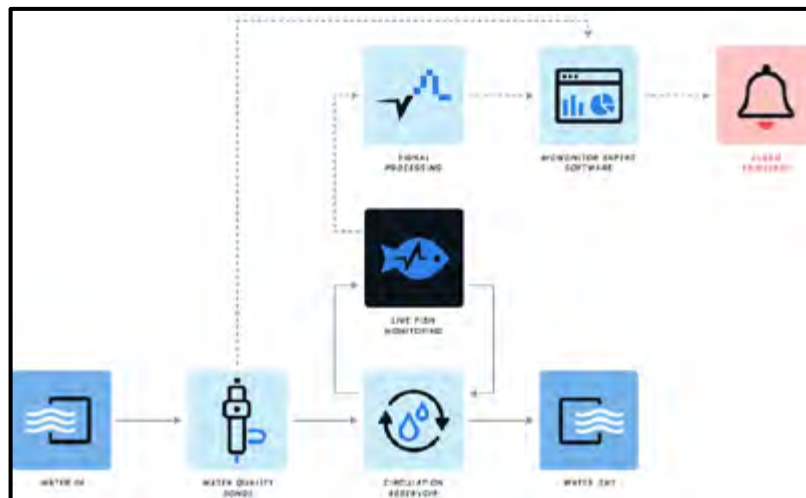
**Email:** [info@bluesources.com](mailto:info@bluesources.com)

**Website:** [www.bluesources.com](http://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, they are independent of harvesting regulations and promote the preservation of the wild horseshoe crab population.

## Business History

The company was founded by Dr. Mary Larkin, Jill Arnold, and Dr. Brent Whitaker on a shared interest in providing a profitable and valuable biomedical product while promoting the conservation of wild horseshoe crabs. The 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

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

Travel restrictions due to the pandemic were a problem, but a new collaboration is allowing research to proceed.

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

**Locations:** 1 - Baltimore, MD

**2020 Revenue:** \$0

**Estimated 2021 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:** (240) 604-4320

**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 – 2021, 0 – 2022

**Email:** [blueblood.llc.md@gmail.com](mailto:blueblood.llc.md@gmail.com)

**Website:** N/A

# Blueblood, LLC



**BLUEBLOOD** 





# The Buzz Meadery

Food & Beverage - Winery-Manufacturing Meadery

## Business Description

The Buzz Meadery crafts a session mead made with local Maryland honey and other seasonally available fruits and veggies. Their mead drinks are packed with local fruit and a low ABV and are light and refreshing in taste. Their business promotes both sustainable practices and local farmers. They offer a monthly bottle club featuring special deals and exclusive meads and offer a wide variety of flavors. Flavors include: Beached Peach, Bramblin' on, Blackberry + Peach, Spittin' Seeds, Honeycomber, Honeydrifter, Soulstice and Pear & Ginger.

## Business History

The Buzz Meadery opened their tap house in June 2020. Since then, they have expanded their production to about 10 BBLs/month, and have increased their sales to include multiple restaurant and retail locations as well as six seasonal farmers markets. They have also purchased commercial property in downtown Berlin.

## Shore Hatchery Funds, Specific Use, & Role \$20,000 Fall 2020

The Shore Hatchery funds received were used to purchase equipment for production purposes and a vehicle to create a mobile bar experience. Co-owner, Brett Hines, worked with the Staff at the Dave & Patsy Rommel Center for Entrepreneurship to create their business logo in large scale format and apply it to their van.

The Shore Hatchery program was an important milestone in their business as it provided funds, networking opportunities, preparation assistance, business plan development and vital feedback from mentors. In addition, it provided many

opportunities to share about their business, one of which was speaking to the USM Economic Development and Commercialization Committee.

## Additional External Funds & Accelerators

Total Investment: \$57,000

\$7,000 - Salisbury University Student Entrepreneurship Competitions - 2020

\$50,000 - VLT Flex Fund Grant from FSC First Bank - 2021

## Results, Expansion, & Significant Milestones

The Buzz Meadery completed their business plan. They are in the midst of expansion and have recently closed on a property in downtown Berlin called The Berlin Commons. The Commons is a community greenspace for outdoor dining and special events where they will sell their mead and feature other community vendors. Future events include: art shows, live (non-amplified) music, mead tastings, and more.

A significant milestone for the Meadery is reaching their first full year in business. In this time, they have established a strong social media presence with almost 2K followers on both Facebook and Instagram.

## IP, Copyrights, & Trademarks

N/A

## COVID-19 Impacts

The COVID-19 pandemic limited their taproom capacity and visibility to customers. The Winter months were especially slow, with very few sales.

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**Principal(s):** Megan and Brett Hines- Owners

**Locations:** 1 - Berlin, MD

**2020 Revenue:** \$70,000

**Estimated 2021 Revenue:** \$140,000

**Alumni:** Salisbury University- anticipated May 2022

**Phone:** (240) 997-2211

**Social Media:** Facebook, Instagram, & Twitter @thebuzzmeadery

**Business Address:** 9040 Worcester Hwy Unit D | Berlin, MD | 21811

**Established:** 2020

**Shore Hatchery Funds:** \$20,000 - 2020

**Stage of Business:** Start up

**Employees:** 2 – 2021,

Add 1 FT, 5 Seasonal - 2022

**Email:** [info@thebuzzmeadery.com](mailto:info@thebuzzmeadery.com)

**Website:** [www.thebuzzmeadery.com](http://www.thebuzzmeadery.com)



# The Buzz Meadery





# Capsulomics, Inc.

Health – Life Sciences - Molecular diagnostics

## Business Description

Capsulomics is re-imagining the way diseases are diagnosed, starting with lethal esophageal cancer. By combining epigenomics and advanced biochemistry, they are developing DNA tests that are affordable, convenient, and widely available to detect and predict diseases while they are still precancerous or at the earliest stages of cancer, while it's still curable.

## Business History

Capsulomics was founded at Johns Hopkins University School of Medicine by Daniel Lunz and Dr. Stephen Meltzer. Their technology was developed in the GI Early Detection Biomarkers Laboratory by epigenetics pioneers with the mission of empowering patients to receive better, personalized, life-saving diagnosis and treatment guidance.

## Shore Hatchery Funds, Specific Use, & Role \$15,000 Fall 2020

The Shore Hatchery funds were used to conduct a clinical utility study on our Envisage test. Envisage is an epigenomics based tissue test to risk stratify patients with precancerous Barrett's esophagus - a premalignant condition of esophageal cancer.

## Additional External Funds & Accelerators

Capsulomics has raised more than \$1.5M from NIH STTR, TEDCO MII, NIH R01 Subaward, and investor funding.

Techstars Patriot Boot Camp - 2019

## Results, Expansion, & Significant Milestones

In February of 2020, Capsulomics established a research partnership with Johns Hopkins University, funded by a 5-year, \$3.7 Million NIH Academic-Industrial Partnership grant, to conduct clinical research to detect esophageal cancer and its precancerous precursor condition, Barrett's esophagus (BE). Capsulomics will launch their first test, Envisage, in early 2022.

They will be raising venture funding later this year and plan to expand their team.

Capsulomics was able to secure further technology from Johns Hopkins this past year and recently completed their analytical validation study with the plans of submitting a CLIA application in the near future which will enable them to perform diagnostic testing with results that can be returned to physicians to guide patient care.

## IP, Copyrights, & Trademarks

In 2019 and 2020, Capsulomics exclusively licensed technologies from Johns Hopkins Tech Ventures.

## COVID-19 Impacts

Due to COVID - 19, Capsulomics had to stop enrollment for multiple clinical studies and pause lab work for several months.

**Principal(s):** Daniel Lunz, Stephen Meltzer, John Abraham  
John Niederhuber

**Locations:** 1- Baltimore, MD

**2020 Revenue:** \$345,219

**Estimated 2021 Revenue:** \$350,000

**Alumni:** Towson University '16 & Johns Hopkins University'19 - Daniel Lunz; SUNY at Buffalo Medical School '79 (MD) - Stephen Meltzer; University of Arizona, '86 (PhD) - John Abraham

**Phone:** (443) 942-2127

**Social Media:** LinkedIn @Capsulomics

**Business Address:** 2401 W. Belvedere Ave. | Schapiro Building, Room 301 | Baltimore, MD | 21215

**Established:** 2018

**Shore Hatchery Funds:** \$15,000 - 2020

**Stage of Business:** Existing

**Employees:** 5 (3 interns) - 2021,

Add 0 - 2022

**Email:** [info@capsulomics.com](mailto:info@capsulomics.com)

**Website:** <https://www.capsulomics.com>

# Capsulomics, Inc.



# Capsulomics



# CarrTech, LLC

Bio Health - Medical Device



## Business Description

CarrTech LLC is a medical device company that was founded to solve an unsafe and complicated problem of filtering ampule-based medications. CarrTech has built and patented FROG, (Filter Removal of Glass) which is an all-in-one package, one-needle filter that is safer, quicker, easier, and greener saving hospitals billions of dollars annually in unnecessary waste and revolutionizing the filter needle industry.

## 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 and is currently preparing for FDA 510(k) Class II approval.

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

CarrTech utilized Shore Hatchery funds to help pay for pre-submission package preparations. Thanks to the Shore Hatchery networking opportunity, CarrTech has reached over a million viewers. Shore Hatchery mentor, Patricia Royak has provided valuable guidance and assistance.

## Additional External Funds & Accelerators

Total Investment: \$369,300  
\$3,000 - TEDCO research grant 2018 - 2019;  
\$1,500 - Frederick County Video Pitch - 2019;  
\$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;  
\$100,000 - TEDCO Rubric Fund - 2021;  
\$210,000 - Friends and Family  
(\$50,000 - Fulton Bank Line of Credit - 2020)

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

## Results, Expansion, & Significant Milestones

CarrTech is 6 months into preparations for FDA 510(k) Class II approval and working with Gilero LLC, a medical design device company. They are in the process of securing funding for a seed investment with a local Angel Group. They also received the TEDCO RUBRIC Fund payback grant for \$100,000 in April 2021. CarrTech was chosen as the MD Tech Council's Emerging Life Sciences Company of the Year in May 2021. In 2022, they anticipate FDA submission in Q1 and FDA approval Q2 - Q3.

## 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's FROG, is the only all-in-one package, one-needle filter for ampule based injectables, that is revolutionizing the filter needle industry saving time, money and lives.

## COVID-19 Impacts

COVID-19 has had a positive impact on CarrTech. They have secured additional funding, continued conversations with potential licensing partners, started preparations for FDA approval and spoken with corporations and influencers globally.

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

**Locations:** 1 - Frederick, MD

**2020 Revenue:** \$0

**Estimated 2021 Revenue:** \$0

**Alumni:** N/A

**Phone:** (301) 694-2999

**Social Media:** Facebook @carrtechllcFROG, Twitter @CarrtechL, LinkedIn @carrtech-llc,

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

**Established:** 2012

**Shore Hatchery Funds:** \$10,000 - 2020

**Stage of Business:** Seed

**Employees:** 7 (1 Intern) - 2021,  
Add 0 - 2022

**Email:** [suecarr@carrtechllc.com](mailto:suecarr@carrtechllc.com)

**Website:** [www.carrtechllc.com](http://www.carrtechllc.com)

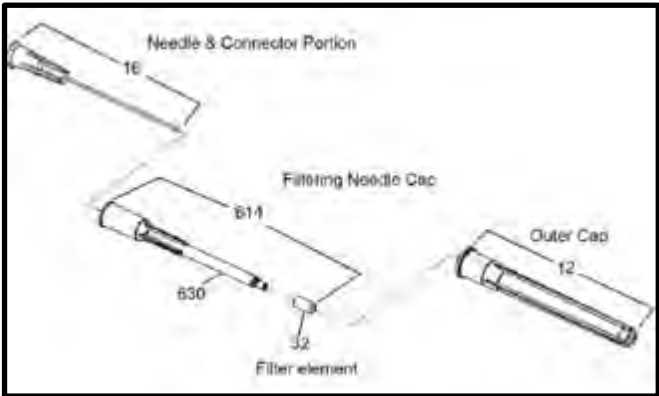
# CarrTech, LLC



**SAFER MEDICATION PREPARATION**  
Sue Carr, President and Founder

**US Patents:**  
10,312,726  
9,869,164  
8,002,751  
**Canada:**  
2,947,955

A hand is shown holding a clear syringe with a green cap. The background is dark blue with a CarrTech logo.





# Chow Corp.

Food and Beverage – Food Truck Training for Veterans

## Business Description

Chow Corp. is a nonprofit designed to provide services for veterans and military spouses through cooking therapy, cookware donations, culinary education, and business advice for anyone from home chefs to aspiring food truck or restaurant owners. They offer a unique vocational training program that provides online and hands-on food truck training for aspiring business owners at no cost to veterans or military spouses.

## Business History

Chow is a dedicated community builder. Through their range of services, they are the place to go for veterans and military spouses seeking to enhance their culinary talents and develop their skills through community service-oriented food truck training.

## Shore Hatchery Funds, Specific Use, & Role \$15,000 Spring 2021

The \$15,000 Shore Hatchery winnings will be used to fund their summer program for veterans in their food truck.

The Shore Hatchery network will be a valuable resource for Chow Corp. to expand to Salisbury.

## Additional External Funds & Accelerators

- Total Investments: \$119,000
- \$15,000 - Individual Donors - 2020;
- \$3,500 - Anne Arundel Community College - 2020;
- \$1,000 - TD Bank Nonprofit Training Grant - 2020;
- \$5,000 - Nav Inc Grant -2021;
- \$31,000 - Corporate Donors -2021;
- \$3,500 - Georgetown University – 2021;
- \$6,000 - Unrelated Taxable Business Income (from sales and events) – 2021;

Bunker Labs DC 21A Cohort – 2021;  
\$50,000 - Annapolis Rotary - 2022;  
Georgetown Summer Launch Initiative

## Results, Expansion, & Significant Milestones

Chow has been able to purchase their first food truck and start their first cohort of veterans and military spouses in their summer program.

They plan to explore expansion options in the MD Eastern Shore and Northern VA.

Chow purchased their first food truck and hit a milestone of \$100,000 of in-kind and received funding.

## IP, Copyrights, & Trademarks

They plan on filing a federal trademark for their logo.

## COVID-19 Impacts

Chow Corp. incorporated in January 2020 and unfortunately COVID-19 hit almost immediately after. They had to start out with QR codes as menus but quickly saw that their place in the community was taking food trucks directly to food insecure regions and providing aid.

**Principal(s):** Jordan Foley

**Locations:** 1 - Annapolis, MD

**2020 Revenue:** \$15,000

**Estimated 2021 Revenue:** \$100,000

**Alumni:** US Naval Academy '12 BS, MIT '14 MS, Georgetown '21 JD

**Phone:** (724) 355-2891

**Social Media:** Facebook, Instagram & Twitter @chow\_nonprofit

**Business Address:** 423 Fox Hollow Lane | Annapolis, MD | 21403

**Established:** 2020

**Shore Hatchery Funds:** \$15,000 - 2021

**Stage of Business:** Existing

**Employees:** 13 – 2021; Add 0 - 2022

**Email:** [info@letschow.org](mailto:info@letschow.org)

**Website:** <https://www.letschow.org/>

# Chow Corp.



# ClearMask, LLC

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



## Business Description

ClearMask is the first FDA-cleared and CE-marked fully transparent mask optimized for maximum clarity and comfort. ClearMask makes connections more human between patients and providers, and provides clearer communication for all.

## 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 Hoeb and 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 cash flow to fulfill four major milestones; filing their US patent application, filing their international PCT patent protection, regulatory approval and partially funded their FDA consulting fee.

## Additional External Funds & Accelerators

Total Investment: \$107,000

\$5,000 - OpenWorks EnterPRIZE Cohort,

Second Place Award (Grant) – 2018;  
\$15,000 - Village Capital/Gallaudet University Accelerator, First Place Award (Grant) – 2018;  
\$25,000 - Accelerate Baltimore Cohort, 2018;  
\$25,000 - National Science Foundation Innovation Corps Cohort (Grant)  
\$300,000 - TEDCO Convertible Note - 2020

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

## Results, Expansion, & Significant Milestones

In 2020, ClearMask received its FDA approval as a Class II medical device, becoming the first FDA-cleared surgical mask that is completely transparent. In December 2020, Forbes announced ClearMask in its 10th Annual Forbes 30 Under 30 list. ClearMask was awarded a 250,000-mask contract by UK's National Health Service to supply clear masks to frontline NHS and social workers. In 2021, ClearMask experienced high revenue growth as they expanded to Europe and Canada. To date, ClearMask has provided over 18 million masks in the United States and globally. 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 increased sales, and expansion.

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

**Locations:** 1 - Baltimore, MD

**2020 Revenue:** By Request

**Estimated 2021 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:** 15 (3 Interns)-2021, Add 0-2022

**Email:** [contact@theclearmask.com](mailto:contact@theclearmask.com)

**Website:** [www.theclearmask.com](http://www.theclearmask.com)



# ClearMask, LLC

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# CLUTCH by Tia Dash

Fashion Retail – Luxury Bag and Apparel



## Business Description

CLUTCH by Tia Dash began as a handmade bag business and has evolved into both a luxury bag and apparel brand. Their staple oversized CLUTCH bags are one of the many styles they sell including duffle bags, tote bags, and mini bags.

CLUTCH aims to contribute social change to the fashion industry, specifically luxury brands, by contributing variety to the race of those given the seats at the head of the table. Founder, Tia, hopes to be a leading part of the change in this market.

## Business History

As a junior at Salisbury University, Tia entered the Student Entrepreneurship Competition and was awarded \$1,500 in cash and services. She used the funding to secure a manufacturer and was then able to turn her \$1,500 winnings into \$10,000 in just 6 months. This growth led to several networking opportunities and motivated her to enter into the Shore Hatchery Competition.

In December 2020, CLUTCH was the first entrepreneur awarded office space in the Salisbury University Dave and Patsy Rommel Center for Entrepreneurship. The first product release of the 2021 year sold out and resulted in a doubling of her Shore Hatchery winnings.

In previous releases, CLUTCH has sold out in as fast as 2 hours and they often sell out of all products within a week or less.

In May 2021, Tia participated in the Student Entrepreneurship Competitions and was chosen as one of the 15 Invest in my Idea Competition winners. She was also awarded several Business Sector Awards: the City of Salisbury Mayor's Award, the Salisbury Wicomico Economic

Development Award and an SU Office of Diversity and Inclusion Award, bringing her total winnings to \$4,900 in cash and \$2,500 in services.

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

The Shore Hatchery Funds were used for marketing, promotion, product creation and manufacturing, storage, product shoots, pop up table rental, Shopify, DocuSign funds, press, and networking.

## Additional External Funds & Accelerators

Total Investment: \$5,900  
\$1,000 – SU Student Competitions – 2020;  
\$1,000 – SU Student Competitions – 2021;  
\$3,900 – Business Sector Awards - 2021

## Results, Expansion, & Significant Milestones

CLUTCH has had multiple sold out releases, received news features and interviews, as well as office space in downtown Salisbury.

CLUTCH social media has grown to over 6,000 followers on Instagram. The tote bag release sold out, totaling over 400 bags.

Significant milestones include winning in both the 2020 & 2021 Student Entrepreneurship Competitions and Shore Hatchery Competition.

## IP, Copyrights, & Trademarks

N/A

## COVID-19 Impacts

COVID-19 has delayed shipment of both customer orders and products. It has also left the CLUTCH website sold out for months due to increased production times.

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**Principal(s):** Shantiyyah Hobby

**Locations:** 2 - Magnolia, DE and Salisbury, MD

**2020 Revenue:** \$27,000

**Estimated 2021 Revenue:** \$45,000

**Alumni:** Salisbury University - Shantiyyah Hobby '21

**Phone:** (302) 670-8630

**Social Media:** Instagram & Twitter - @clutchbytiadash

**Business Address:** N/A

**Established:** 2020

**Shore Hatchery Funds:** \$10,000 - 2020

**Stage of Business:** Existing

**Employees:** 3 – 2021, Add 3 - 2022

**Email:** [shop.tia.dash@gmail.com](mailto:shop.tia.dash@gmail.com)

**Website:** [www.clutchbytiadash.com](http://www.clutchbytiadash.com)

# CLUTCH by Tia Dash



# CLUTCH BY TIA DASH



# 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 Shore 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

Total Investment: \$105,000  
\$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. They have made amazing connections with the Salisbury community, lasting mentorships, and general/social and professional growth.

Navid Mazloom and John Churchman sold College Scooters LLC in October 2020 to new owners. Navid exited the industry and started a new company and continued operations with Shore Cycles in Salisbury, MD.

## COVID-19 Impacts

COVID-19 created a large demand for off-road vehicles such as ATVs, go karts, and dirt bikes. Initially, scooters dropped in demand but picked up rapidly by mid-summer 2020 as people discovered they were a great way to get around their city or to work. Scooter demands has also increased among the RV and beach crowds. Similar to most industries they are facing large supply and shipping delays due to the pandemic.

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**Principal(s):** John Churchman & Navid Mazloom  
**Locations:** 2 - Salisbury, MD & College Park, MD  
**2020 Revenue:** \$2,000,000  
**Estimated 2021 Revenue:** \$2,500,000  
**Alumni:** Salisbury University '13 - John Churchman & UMD College Park '13 - Navid Mazloom  
**Phone:** (443) 291-3030  
**Social Media:** Facebook, Instagram @collegescooters @shorecycles  
**Business Address:** 2002 N. Salisbury Blvd., Suite. D | Salisbury, MD | 21801

**Established:** 2010  
**Shore Hatchery Funds:** \$45,000 - 2014  
**Stage of Business:** Existing  
**Employees:** 10 - 2021, Add 0 - 2022  
**Email:** [john@colegoholdings.com](mailto:john@colegoholdings.com)  
**Website:** [www.shorecyclesusa.com](http://www.shorecyclesusa.com)  
[www.collegescootersmd.com](http://www.collegescootersmd.com)

# 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. They 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. The 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. Their 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

Total Investment: \$2,000  
\$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 once a week to work on one sewing pattern for 1 month. In addition, they have plans to offer sewing sessions to those in nursing facilities, assisted living, and retirement communities.

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. Additionally, they have branched their STEAM While Sewing program out to operate under a non-profit.

## COVID-19 Impacts

The company has had to discontinue in person workshops for an entire year, causing them to have to close down their studio.

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**Principal(s):** Dawn Kennedy

**Locations:** 1 - Baltimore, MD

**2020 Revenue:** \$5,000

**Estimated 2021 Revenue:** \$15,000

**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 - 2017

**Stage of Business:** Existing

**Employees:** 1 - 2021, Add 0 - 2022

**Email:** [dawncjoyner@gmail.com](mailto:dawncjoyner@gmail.com)

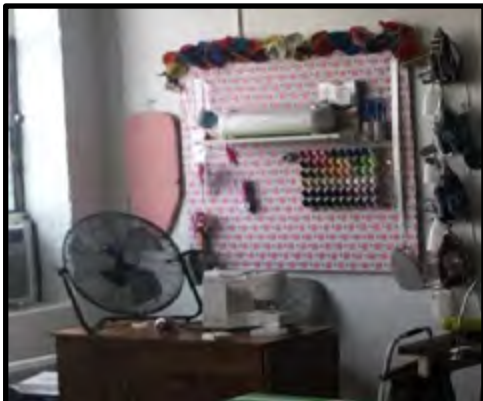
**Website:** N/A

# 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. Products include nanofiber scaffolds-BioPapers and piezoelectric-electricity-generating yarn - Piezo Yarn. The piezoelectric fibers can 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, are specially treated to provide robust scaffold upon which to grow cells and are used in tissue engineering, 3D bio printing, and drug screening. They are used in biomedical research and seeding cells for therapeutic testing. Their contract manufacturing is for customers in 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

DiPole built out their nanofiber mass-manufacturing capabilities to help commercialize their electrospun innovations in 2019. In 2020, DiPole merged with other materials companies to co-market and co-brand under the Materic, LLC name. By the end of 2021, DiPole will double their production capacity.

## 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

DiPole mentors many university entrepreneurship program participants. The company also has paid internship program for material science students.

## 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.

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**Principal(s):** Materic, LLC & NanoDirect, LLC

**Locations:** 1 - Baltimore, MD

**2020 Revenue:** By Request

**Estimated 2021 Revenue:** By Request

**Alumni:** N/A

**Phone:** (410) 401-9796

**Social Media:** Facebook & Twitter @dipolematerials

**Business Address:** 1100 Wicomico St. | Suite 323 | Baltimore, MD | 21230

**Established:** 2015

**Shore Hatchery Funds:** \$15,000 - 2019

**Stage of Business:** Existing

**Employees:** 12 – 2021, Add 2 - 2022

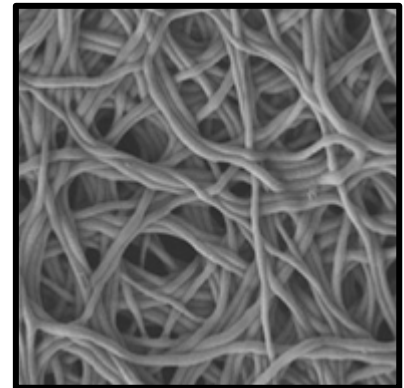
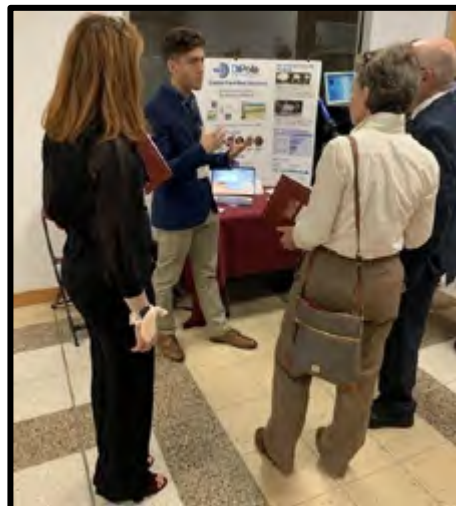
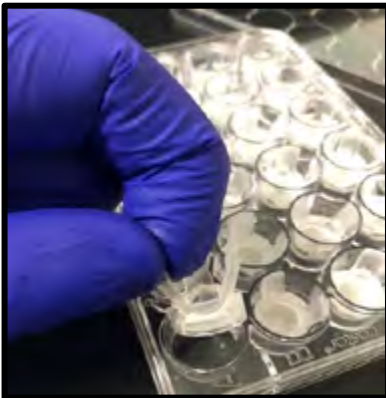
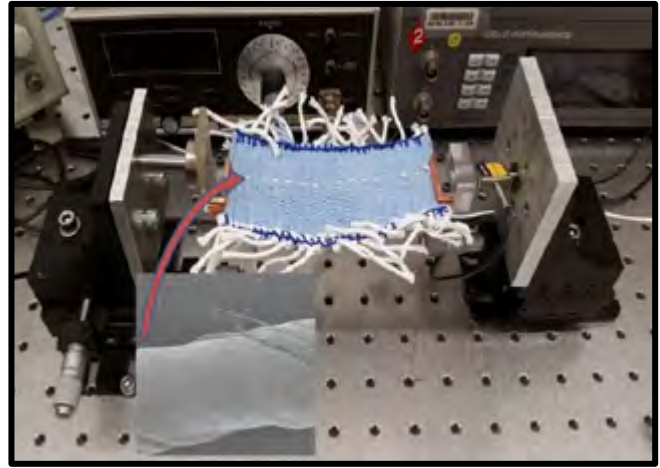
**Email:** [chris.ewing@dipolematerials.com](mailto:chris.ewing@dipolematerials.com)

**Website:** [www.dipolematerials.com](http://www.dipolematerials.com)



# DiPole Materials, Inc.

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# 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 residents on the Eastern Shore VA, in Accomack and North Hampton counties, Maryland, and Delaware. The owner, who has been a licensed cosmetologist for over 15 years, is the instructor who began teaching a hair weaving and hair braiding class at the Eastern Shore Community College, in the spring of 2013. The class was full each semester and the students grabbed ahold of the techniques being taught. The graduation rate was 100% and 95% of the students gained employment after being certified. 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.

## Additional External Funds & Accelerators

Total Investment: \$8,000  
\$8,000 Savings

## Results, Expansion, & Significant Milestones

Eastern Shore Academy of Cosmetology 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.

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. The Academy celebrated 7 years in April and the owner/operator won Entrepreneur of the Year for the Eastern Shore of Virginia.

## Promotional Opportunities & Giving Back

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

## IP, Copyrights, & Trademarks

N/A

## COVID-19 Impacts

In 2020, the Academy was unable to enroll students or service clients for months, which brought their numbers down. During this period, school went completely virtual. Currently, they have reduced scheduling times to 4 days a week and continue to offer classes online.

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**Principal(s):** Doris Ebony Brown

**Locations:** 1 – New Church, VA

**2020 Revenue:** \$39,000

**Estimated 2021 Revenue:** \$65,000

**Alumni:** N/A

**Phone:** (757) 894-4477

**Social Media:** Facebook @D.EbonyBrown

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

**Established:** 2014

**Shore Hatchery Funds:** \$5,000 - 2018

**Stage of Business:** Existing

**Employees:** 3 – 2021, Add 6 – 2022

**Email:** [vipsalon.deb04@gmail.com](mailto:vipsalon.deb04@gmail.com)

**Website:** [www.esacademyofcos.com](http://www.esacademyofcos.com)

# Eastern Shore Academy of Cosmetology

**EASTERN SHORE**  
ACADEMY OF COSMETOLOGY  
"THE BRIDGE BETWEEN YOU AND YOUR PASSION"  
**D. Ebony Brown**  
4247 Nelson Rd New Church, VA 23415

**Cosmetology**  
Hair Cutting  
Hair Styling  
Up Dos  
Color Theory  
Hair Braiding  
Chemical Relaxing, Perms

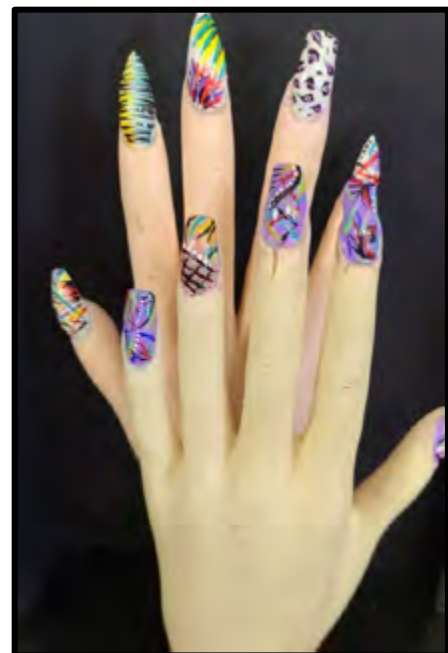
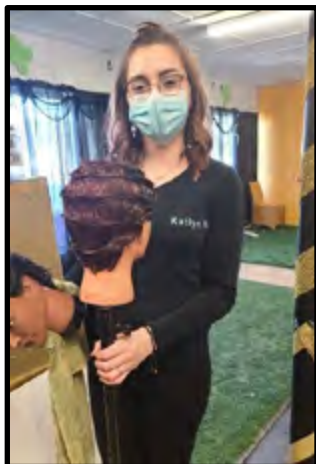
**Barbering**  
Men, and Women's Cuts  
Fades  
Straight Razor Shaves  
Children's Cuts  
Clipper and Shear Cuts  
See Full course description online!!

**Nails**  
Manicures  
Pedicures  
Acrylic, Gels  
Fills, Overlays  
Nail Art

**ENROLL NOW!!!**



**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

Tory Burch Foundation Fellow

## 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, and donated 1,000 masks to John’s Hopkins University workers.

## COVID-19 Impacts

Femly has faced supply chain disruption and extended timelines.

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**Principal(s):** Arion Long

**Locations:** 1 – Upper Marlboro, MD

**2020 Revenue:** \$574,000

**Estimated 2021 Revenue:** \$932,000

**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:** 6 - 2021, Add 5 - 2022

**Email:** [info@femlybox.com](mailto:info@femlybox.com)

**Website:** [www.femlybox.com](http://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 2.0 release and investment in business development, Ferretly has achieved tremendous growth in 2021. With this expansion, they have grown over 400% in the last 12 months.

## 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 pandemic, for several months in late spring into early summer, Ferretly's revenues were considerably off of their projections. However, recently the company has seen a tremendous spike in activity.

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**Principal(s):** Darrin Lipscomb, CEO

**Locations:** 1 - Easton, MD

**2020 Revenue:** \$75,000

**Estimated 2021 Revenue:** \$400,000

**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

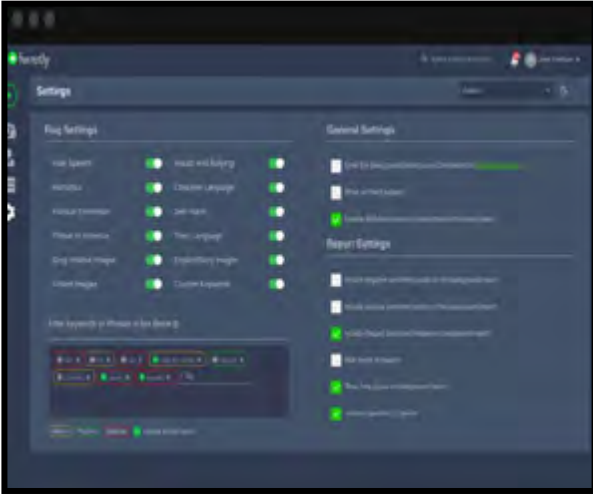
**Stage of Business:** Seed

**Employees:** 7 - 2021, Add 7 - 2022

**Email:** [info@ferretly.com](mailto:info@ferretly.com)

**Website:** [www.ferretly.com](http://www.ferretly.com)

# Ferretly



# 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

Total Investment: \$225,000  
\$50,000 – USDA Value Added Grant;  
\$175,000 - Financed through Mid-Atlantic Farm Credit

## 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 as a food truck vendor.

The Frozen Farmer continues to increase 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 participates 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. Additionally, it has made it extremely difficult to hire the labor force.

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

**Locations:** 1 - Bridgeville, DE

**2020 Revenue:** \$500,000

**Estimated 2021 Revenue:** \$500,000

**Alumni:** Salisbury Univ. '09 – Evans & Wilmington Univ. '09 – 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) – 2021

Add 0 - 2022

**Email:** [jalgier@aol.com](mailto:jalgier@aol.com)

**Website:** [www.thefrozenfarmer.com](http://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. Medcura combines the use of safe, inert ingredients with proprietary chemistry that can be designed for use across a spectrum of clinical applications, including vascular closure, during surgery and over-the-counter (OTC).

## Business History

Medcura is a privately held, 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, scar reducing capabilities and is superior to the standard-of-care in routine and severe bleeds. The mission is to develop a 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

Total Investments: \$3,584,825

6 MIPS & Proof of Concept Award;  
DOD Prolonged Field Care Award;  
6 - NSF SBIR Phase II Supplements;  
Phase IIB Investment & Matching Award;  
Air Force Medical Assistance Program;  
MD Biotechnology Center Transitional Research;  
TEDCO (MTTF);  
NSF SBIR SECO Grant

MTECH Venture & MD Technology Advancement

## Results, Expansion, & Significant Milestones

They are in discussions with Eastern Shore companies to support the 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, 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 facility in Riverdale, that will support the manufacture and commercialization of its growing product line. They are 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, they chose to maintain their team. Series A financing with many investors is delayed due to investors being nervous due to financial market volatility.

---

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

**Locations:** 1 - Riverdale, Maryland

**2020 Revenue:** \$429,279

**Estimated 2021 Revenue:** \$1,886,634

**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

**Social Media:** Facebook, Instagram, & Twitter @medcurainc

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

**Established:** 2007

**Shore Hatchery Funds:** \$10,000 - 2016

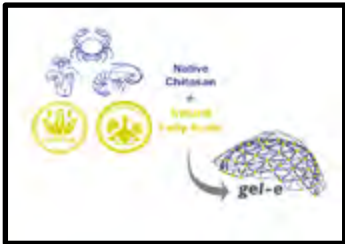
**Stage of Business:** Existing

**Employees:** 4 - 2021, Add 0 – 2022

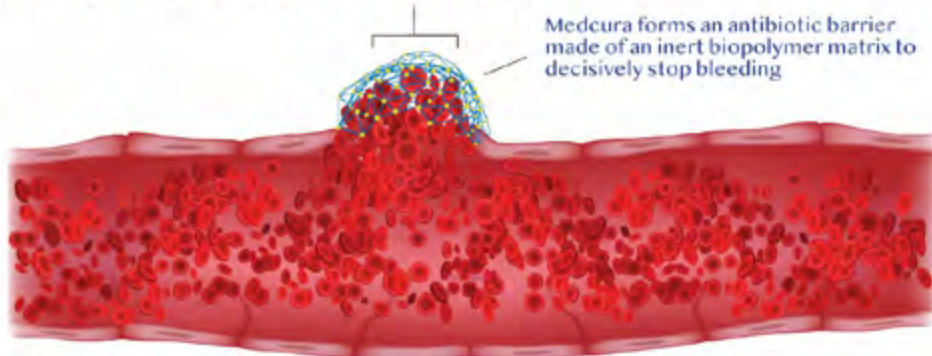
**Email:** [ltiffany@medcurainc.com](mailto:ltiffany@medcurainc.com)

**Website:** [www.medcurainc.com](http://www.medcurainc.com)

# gel-e, Inc. Rebranded MEDCURA, Inc.



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	<b>OTC/1<sup>st</sup> AID (Medcura Flex™)</b>	FDA cleared: K172019, K180122, K182811 & K192667	<b>\$3B</b>
	<b>VASCULAR CLOSURE (Triple R™)</b>	FDA cleared: K143466	<b>\$1B</b>
INTERNAL PRODUCTS	<b>TRAUMA (LifeFoam™)</b>		<b>\$1B</b>
	<b>SURGICAL (Surgcura™)</b>		<b>&gt;\$2B</b>

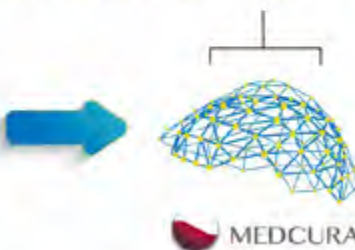
Medcura is a proprietary combination of natural polysaccharides...



...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 connects 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;

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

## 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 to successful operations. Due to the changes from COVID-19, they made the difficult decision to shut down HiveLend during the pandemic.

---

**Principal(s):** Nick Zajciw & Dawn Musil

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

**2020 Revenue:** \$0

**Estimated 2021 Revenue:** \$0

**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:** Dissolved

**Employees:** 0 - 2021

**Email:** [hivelend@gmail.com](mailto:hivelend@gmail.com)

**Website:** <https://www.hivelend.org/>

# HiveLend, LLC



# Hummi, LLC

Food and Beverage – Plant Based Snacks

## Business Description

Hummi is creating a healthy and yummy plant-powered snack universe for the entire family. By using fun branding experiences, cartoons and innovative products they plan to offer a refreshing wake up call to the food and beverage industry. Their first main product line is Tiny Tuffins, plant-powered mini-muffins launching Fall 2021.

## Business History

Hummi began as a spontaneous kitchen creation while the founders were living in Puerto Rico. Over time with the support of the surrounding community it grew until they eventually launched in DC with the Union Kitchen Food Accelerator. Over the next year, their healthy and yummy plant-powered snack universe plans to expand all the way throughout the East Coast.

## Shore Hatchery Funds, Specific Use, & Role \$20,000 Spring 2021

The funds from the Shore Hatchery have become crucial to Hummi's future. As a result of their winnings they have been able to hire a Michelin-starred Pastry Chef to design the Hero Hummi product line of Tiny Tuffins, upfront capital for packaging design, product materials, and marketing to launch this instrumental product via a viral Kickstarter campaign.

The funds and mentors have been key to provide guidance with pivoting in a better direction while having the newfound capital to accelerate afterwards.

## Additional External Funds & Accelerators

Total Investment: \$43,500  
\$9,500 Kiva Loan 2020;  
\$14,000 in Personal Investment;

Union Kitchen Food Accelerator Program – 2020;  
Food Future Co. Scale Up Accelerator - 2021

## Results, Expansion, & Significant Milestones

Hummi successfully soft launched and tested their first product, Plant-Powered Popsicles, in 15 accounts within the DMV region. They sold over 5,000 Plant-Powered Popsicles.

E-Commerce and shelf stable product line expansion with Tiny Tuffins, protein mini-muffins into over 50 accounts and projected over \$70K in sales.

Hummi survived launching a startup concept during COVID-19 as a first-time founder and built a sound foundational team for significant future growth in the Plant-Based Snacks market.

## IP, Copyrights, & Trademarks

2021 IP content with Hummiiverse  
Cartoons/Storylines - 2020 to 2021

## COVID-19 Impacts

Hummi launched during COVID-19 and took this opportunity to soft launch their first product while testing market fit. They were also able to refine their branding and planned for future growth post COVID-19.

---

**Principal(s):** Tyler Phillips & Bethany Costello

**Locations:** 1 – Washington, D.C.

**2020 Revenue:** N/A

**Estimated 2021 Revenue:** \$98,000

**Alumni:** University of Maryland, College Park - Tyler Phillips '18  
French Culinary Institute – Bethany Costello '06

**Phone:** (518) 573-4947

**Social Media:** Facebook & LinkedIn @hummiyumy, Instagram: hummi\_yummy

**Business Address:** 6545 Lainhart Rd | Altamont, NY | 12009

**Established:** 2020

**Shore Hatchery Funds:** \$20,000 - 2021

**Stage of Business:** Existing

**Employees:** 2 (2 Interns) – 2021,  
Add 0 - 2022

**Email:** [hankhummi@gmail.com](mailto:hankhummi@gmail.com)

**Website:** <https://www.hummi.com>

# Hummi, LLC



# 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 1<sup>st</sup> 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 with a mentoring system. His first mentor, 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

Total Investment: \$7,000

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

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 the 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.

## Promotional Opportunities & Giving Back

Joost works with Sussex Academy Fundraising, Quiet Resorts Charitable Foundation, Smile Train and sponsors the St. Petersburg Pelican Rugby club.

## COVID-19 Impacts

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

---

**Principal(s):** Joost Elling

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

**2020 Revenue:** \$50,000

**Estimated 2021 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:** \$15,000 - 2014/15

**Stage of Business:** Existing

**Employees:** 2 - 2021, Add 0 - 2022

**Email:** [joostwafelco@gmail.com](mailto:joostwafelco@gmail.com)

**Website:** [www.joostwafelco.com](http://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 were 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

Total investments: \$40,000  
\$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, bringing them closer to big run manufacturing. In the past year, they were able to hire a new team member and begin the process of a website redesign. This will assist them in meeting future demand and marketing. K9 Precision has filed for a US Patent and initial Rounds of Investment.

## IP, Copyrights, & Trademarks

A US Patent was obtained 2017 and a trademark was obtained in 2021, both are 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. K9 Precision has selectively distributed collars for trainers and are willing to give more away.

## COVID-19 Impacts

During the pandemic there was an increase in dog ownership which has positively affected K9 Precision's business.

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**Principal(s):** Mitch Fletcher

**Locations:** 1 – Eden, MD

**2020 Revenue:** \$1,500

**Estimated 2021 Revenue:** \$2,000

**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:** 3 - 2021, Add 1 - 2022

**Email:** [info@k9precision.com](mailto:info@k9precision.com)

**Website:** [www.k9precision.com](http://www.k9precision.com)

# K9 Precision, LLC



**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 and 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 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. For customer acquisition, Kitchology promotes itself on LinkedIn.

## COVID-19 Impacts

Like many businesses, the COVID-19 pandemic has impacted Kitchology and they planned to exit October 2020. However, things changed Q1 2021 and they were able to remain viable.

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**Principal(s):** Alain Braincon & Iris Sherman

**Locations:** 1 - Germantown, MD

**2020 Revenue:** By Request

**Estimated 2021 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:** Operating

**Employees:** 4 – 2021 Add 0 - 2022

**Email:** [alain.braincon@kitchology.com](mailto:alain.braincon@kitchology.com)

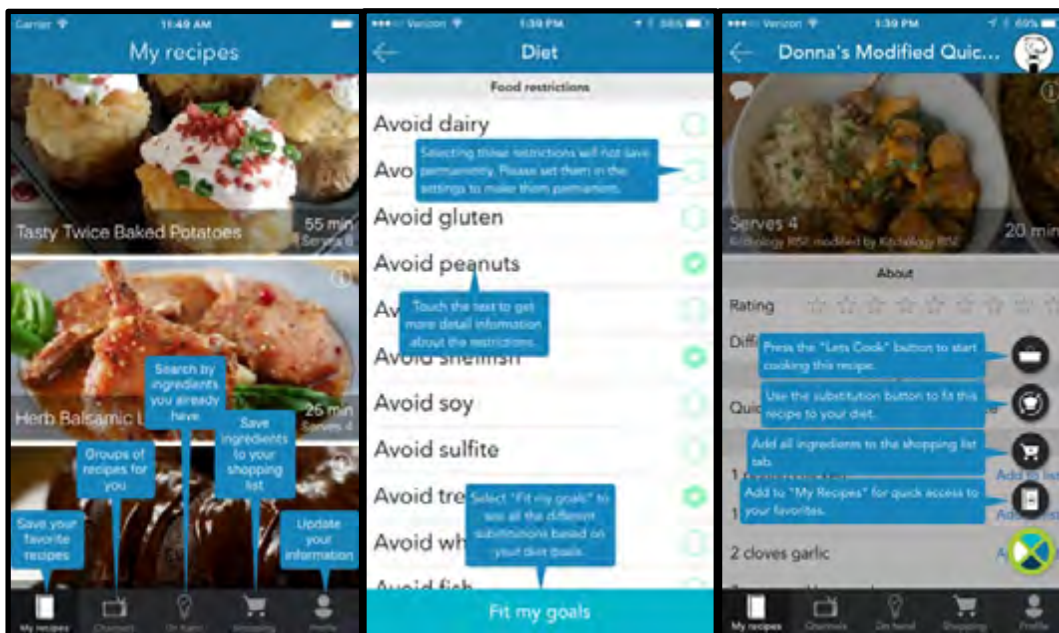
**Website:** [www.kitchology.com](http://www.kitchology.com)

# Kitchology/FOODMIDABLE



**KITCHOLOGY®**

**FOODMIDABLE**



# 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](http://www.leidos.com)) to develop technology solutions for the 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 for Ag Industry, Manufacturing, Healthcare, Engineering, and Commercial Property. The company is poised for large growth in the coming years after 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 downtown Salisbury, across from Salisbury University's 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

Total Investment: \$94,900  
\$15,000 – TEDCO;  
AgPitch Mid-Atlantic Farm Credit 1<sup>st</sup> – 2018;  
\$8,500 – TEDCO – 2020;  
\$50,000 – TEDCO – 2021;  
\$36,400 – PPP

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. A significant milestone was the creation of the MADTECH Virtual Worksite.

## Promotional Opportunities & Giving

MADTECH donates 1% of its revenues to help foster children in the local Salisbury area.

## COVID-19 Impacts

The COVID-19 pandemic had cut revenues in half, causing the loss of investment in the training of 6 employees, and almost put them out of business. However, revenue has more than doubled in 2021 as MADTECH, LLC recovers from the harsh work stoppages and revenue declines of 2021.

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**Principal(s):** Thomas Marnane

**Locations:** 1 - Salisbury, MD

**2020 Revenue:** \$192,760

**Estimated 2021 Revenue:** \$475,000

**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:** 1 (4 interns)– 2021, Add 2-2022

**Email:** [tomm@madtechfarm.com](mailto:tomm@madtechfarm.com)

**Website:** [www.madtechfarm.com](http://www.madtechfarm.com)



# MADTECH

Modern Agronomy

**THANK YOU FOSTER PARENT HEROES**  
*MADTECH is donating 1% of all revenue to help foster children in the counties where our offices are located.*

**We invite your company to join us in this effort.**  
 Change one foster child's life forever by assisting with participation in school sports, clubs and other activities with their peers.  
 If your child participates in extracurricular activities including clubs, dance or sports teams find out if you can help a foster child with equipment or even a ride to practice.

MADTECH opens the door to a better future for its customers with new technology and also opens the door to a better future by caring for those who have no voice.

*We will all survive and thrive during and after this current pandemic if we care unselfishly and unconditionally for everyone in our community. We need to make the effort to help the ones that need it most and act upon it. Caring is contagious and will generate all the love that is necessary to rise above the hard times.*

[www.madtechfarm.com](http://www.madtechfarm.com) (410) 703-4298

**MADTECH**  
 Solutions Development and Training Center

**WELCOME TO YOUR Virtual Worksite**

**MADTECH's**  
 Exclusive virtual reality suite puts your team in the virtual world to develop solutions, collaborate, and engineer to create limitless new ways to optimize efficiency, environment, and so much more...



# Maryland Energy and Sensor Technologies, LLC

Materials and Software Development - Developing Novel Technologies

## Business Description

Maryland Energy and Sensor Technologies (MEST) is a company developing novel technologies based on advanced materials, focusing on functional materials and system integration for environment-friendly energy applications. MEST also develops AI driven software tools and products for materials researchers and STEM educators.

## Business History

MEST is a small business established in Maryland in 2009, based on the Thermoelastic Cooling (TEC) technology that Dr. Ichiro Takeuchi and his team invented. TEC has been recognized as one of the most promising non-vapor compression HVAC technologies by the Department of Energy. MEST also develops software and educational tools for AI-driven materials discovery.

## Shore Hatchery Funds, Specific Use, & Role \$25,000 Spring 2021

Shore Hatchery Funds received will be used to design and construct prototypes, purchase materials, conduct market analysis, improve website design, and attract future funding.

The competition has also provided funding for the product development of their Robotic STEM kit.

## Additional External Funds & Accelerators

Total funding: \$1,795,100;  
NSF SBIR Phase I;  
TEDCO;  
Business Loans;  
DoE EERE;  
DoE STTR phase I.

MEST is an incubator at UMD MTEch.

## Results, Expansion, & Significant Milestones

In 2020, MEST expanded its business to software development to capture its unique capabilities in materials development and machine learning.

In the upcoming year, they will continue working on the TEC application, apply for DoE STTR phase II and conduct user tests.

So far, this initiative has resulted in a DoE STTR phase I award and 2 grants.

## IP, Copyrights, & Trademarks

3 IPs on TEC technology and 1 IP on TEC device

## COVID-19 Impacts

Due to the COVID-19 pandemic, experiments in the laboratory were temporarily discontinued or operated at a limited capacity.

**Principal(s):** Dr. Ichiro Takeuchi & Sherry Xie

**Locations:** 1 - College Park, MD

**2020 Revenue:** N/A

**Estimated 2021 Revenue:** N/A

**Alumni:** University of Maryland, Ichiro Takeuchi, '96, PhD

**Phone:** (240) 565-0280

**Social Media:** N/A

**Business Address:** 4467 Technology Drive Suite 2125, Bldg 387 | College Park, MD | 20742

**Established:** 2009

**Shore Hatchery Funds:** \$25,000 - 2021

**Stage of Business:** Existing

**Employees:** 5 (1 intern) – 2021, Add 2 - 2022

**Email:** [info@energysensortech.com](mailto:info@energysensortech.com)

**Website:** [www.energysensortech.com](http://www.energysensortech.com)





**MEST**





# 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, 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 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 the Shore Hatchery, the company has 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 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

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

**2020 Revenue:** \$1,421

**Estimated 2021 Revenue:** \$1,500

**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:** \$32,500 - '16/'17

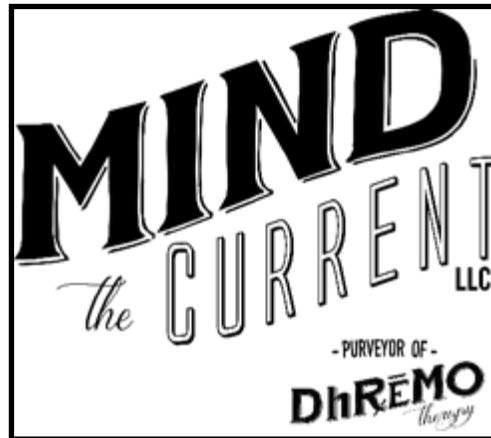
**Stage of Business:** Existing

**Employees:** 1 (5 Interns) - 2021, Add 0 - 2022

**Email:** [marsha@dhremo.com](mailto:marsha@dhremo.com)

**Website:** [www.dhremo.com](http://www.dhremo.com)

# Mind the Current, LLC Purveyor of Dhremo Therapy IV Decals



# 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. The Children's Museum conference to be held in 2020 and 2021 has been cancelled so there has been minimal outside contact and promotional activity.

## COVID-19 Impacts

Minds in Motion has been greatly impacted by the pandemic including a lack of ability to raise funds, lack of in person meetings and resistance to ask for money during high unemployment. Foundation grants are going largely to COVID-19 relief and environmental justice.

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**Principal(s):** Vira Ogburn, President

**Locations:** 1 - Salisbury, Maryland

**2020 Revenue:** \$20,374

**Estimated 2021 Revenue:** \$5,000

**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 - 2021, Add 0 - 2022

**Email:** [info@mindsinmotionsby.org](mailto:info@mindsinmotionsby.org)

**Website:** [www.mindsinmotionsby.org](http://www.mindsinmotionsby.org)

# Minds In Motion Salisbury

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# 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

Total Investment: \$496,000  
Baltimore County Office of Workforce Devel.;  
Baltimore Development Corp.;  
Baltimore Business Lending;  
UMVentures Baltimore Fund

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 closed a round of investment and still own over 90 percent. This year they launched with Food Lion and introduced their new Icaro Yerba Mate online at icarotea.com.

## 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, several of their cafes, restaurants, and smaller markets slowed down tremendously, which caused their business to slow down.

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

**Locations:** 1 - Baltimore, MD

**2020 Revenue:** \$1,050,000

**Estimated 2021 Revenue:** \$1,650,000

**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:** \$45,000 - 2016

**Stage of Business:** Existing

**Employees:** 12 - 2021, Add 3 - 2022

**Email:** [sid@mobtownfermentation.com](mailto:sid@mobtownfermentation.com)

**Website:** [www.mobtownfermentation.com](http://www.mobtownfermentation.com)

# Mobtown Fermentation

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# MODERNature Rebranded PHILLIPS Programs ~SpringForward™

Agriculture - Indoor Hydroponic Cooperative Social Enterprise



## Business Description

SpringForward™ is a social enterprise cooperative employing young adults with and without behavioral health needs in an indoor, hydroponic farm. The SpringForward™ farm will grow fresh produce year-round in an urban community. SpringForward™ helps to meet the region's accelerating demand for local fresh produce while using environmentally sustainable practices. SpringForward's™ worker-owners not only gain employment, they become empowered decision makers with increased financial and social equity.

## Business History

Started by the PHILLIPS Programs in 2017, SpringForward(TM) is a social enterprise that looks to address the lack of employment issues for adults with emotional and behavioral health needs. We are currently finalizing a location in Baltimore City for a 6-bay greenhouse.

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

The funds allowed them to purchase an auto-clave machine, purchase spores, growing media, a Chevrolet truck, pay for business utilities/insurance, the greenhouse expansion, supplies, and marketing materials. Shore Hatchery was instrumental in allowing the business to grow and expand into research. Without the start-up money to test out ideas, they would have been stuck growing one crop and unable to explore avenues through which their business can grow. The feedback they received from the judges during the competition, and the lunch with all the other Ratcliffe Foundation winners was a great networking opportunity.

## Additional External Funds & Accelerators

Total Investment: \$300,000  
\$300,000 – PHILLIPS Startup Funding-2020  
\$30,000 - M.I.C.A.UP/Start Grant 2016  
\$1,000 Warnock Foundation

## Results, Expansion & Significant Milestones

Springforward is currently undergoing a pilot project with Johns Hopkins University BUDApp research team to provide fresh leafy greens to corner stores in high food priority areas of Baltimore City. They have applied for federal funding and are in the process of becoming a 501 (c)(3) organization. They plan to build a 6-bay greenhouse in the next year capable of producing 42,000lb of tomatoes, 150,000 trays of microgreens and 55,000 live herb/leafy greens plants.

## IP, Copyrights, & Trademarks

SpringForward™ was trademarked in 2019.

## Promotional Opportunities & Giving Back

Working with City of Refuge and Grow Home in order to create a pop-up greenhouse to serve 19 corner stores in the fall. They have applied for federal funding.

## COVID-19 Impacts

The COVID-19 pandemic heightened public awareness of lack of food resiliency in cities and increased opportunities for funding.

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**Principal(s):** Piper Phillips & Julie Buisson

**Locations:** 1- Laurel, MD

**2020 Revenue:** \$60,000

**Estimated 2021 Revenue:** \$120,000

**Alumni:** Johns Hopkins MBA, '15 & MICA MFA '15

**Phone:** (301) 470-1620

**Social Media:** Instagram - @growing.futures

**Business Address:** 8920 Whiskey Bottom Rd. | Laurel, MD | 20723

**Established:** 2015

**Shore Hatchery Funds:** \$5,000 - 2016

**Stage of Business:** Startup

**Employees:** 3 – 2021, 8 - 2022

**Email:** [Julie.buisson@phillipsprograms.org](mailto:Julie.buisson@phillipsprograms.org)

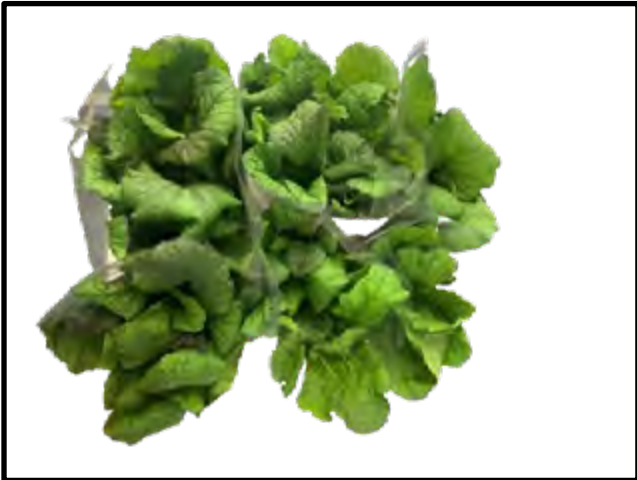
**Website:** [www.phillipsprograms.org/springforward](http://www.phillipsprograms.org/springforward)



MODERNature Rebranded PHILLIPS Programs ~SpringForward™



SpringForward 



## Night Ice, LLC

Health – Advanced Ice Therapy Machine

### Business Description

Night Ice is an advanced ice therapy machine that speeds up recovery. Founder, Josh Woozley, was a soccer student athlete at Salisbury University when he initially thought of the concept of Night Ice. The idea stems from the difficult process required to ice a sports injury continuously on a cycle for a specified ratio of ice on to ice off – and repeat as long as possible. Seemingly simple instructions from an athletic trainer or physical therapist but it is easy to forget to either take it off or put it back on and even worse, falling asleep with ice on an injury is dangerous to the tissue.

Night Ice is a hot/cold therapy machine including the features of: timed cycles, cold cycles, heat cycles, hot/cold cycles, and the ability to effectively perform contrast therapy. This product will allow treatment providers to personalize their patient's unique treatment plan and simplifies the process and responsibility for the patient, allowing them to fully maximize their treatment and healing process without stress.

### Business History

The original Night Ice idea was thought up in Spring of 2018. The product has been continuously innovated upon over the years with the help of the Salisbury Entrepreneurship Hub. Woozley competed in the Student Entrepreneurship Competition for 3 years which allowed him to receive feedback and constructive critiques that helped him to innovate Night Ice from an idea into an officially registered LLC with a physical product in the testing stage.

Night Ice became an official LLC in February 2020. They are currently at the end of their discovery phase, using tests such as an environmental stress test to ensure that the

product is ready for the market and safe for use, even under extreme conditions.

### Shore Hatchery Funds, Specific Use, & Role \$30,000 Fall 2020

The Shore Hatchery funds received were allocated towards taxes, and further research and development.

The Shore Hatchery provided both funds and mentors that have been very beneficial to the ongoing development process.

### Additional External Funds & Accelerators

Salisbury Entrepreneurship Competitions:

2018: \$1,000,

2019: \$11,000,

2020: \$1,000 plus \$2,250 in attorney services

### Results, Expansion, & Significant Milestones

No significant results yet.

### IP, Copyrights, & Trademarks

In the process of obtaining a provisional.

### COVID-19 Impacts

N/A

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**Principal(s):** Josh Woozley - Owner

**Locations:** 1 - New Market, MD

**2020 Revenue:** N/A

**Estimated 2021 Revenue:** N/A

**Alumni:** Salisbury University '20 Undergraduate

**Phone:** (813) 465-1115

**Social Media:** N/A

**Business Address:** 6812 Rockcrest Ct. | New Market, MD | 21774

**Established:** 2020

**Shore Hatchery Funds:** \$30,000 - 2020

**Stage of Business:** Pre-Venture

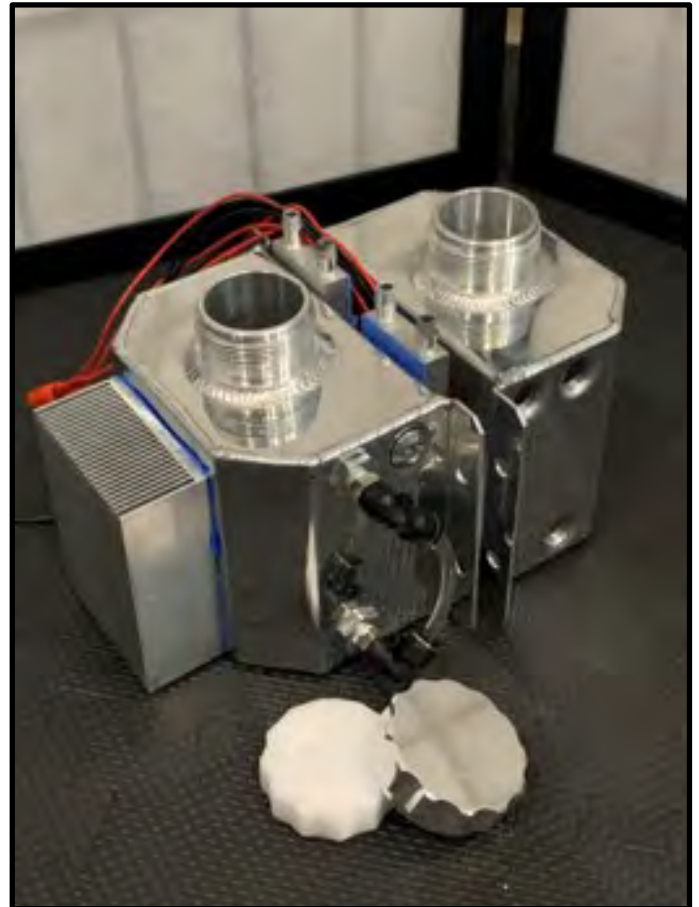
**Employees:** 2 – 2021, Add 0 - 2022

**Email:** [NightIceRecovery@outlook.com](mailto:NightIceRecovery@outlook.com)

**Website:** <https://www.NightIce.net>



NIGHT ICE



# 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 43 marinas on the East Coast, Great Lakes, and Gulf Coast under full management. Snag-A-Slip and SlipSure connects boaters with available boat slip inventory through its App, website, and social media platforms, which services over 750K 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, currently serving 500K boaters and 4K marinas.

### 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, which 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 used entirely 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

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 are expanding their marketing, technology development and operations teams. Oasis Group Holdings expects to expand to over 600 staff in 2022.

This year they closed A round for Marina Tech, closing the Recapitalization for OGH and expanded into 5 new states.

### IP, Copyrights, & Trademarks

Oasis Group Holdings possesses several copyrights and trademarks.

### Promotional Opportunities & Giving Back

Oasis actively mentors 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. As of July 2021, they have grown to 43 locations, expect to reach 60 locations by the end of the year, and to double again next year.

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

**Established:** 2015

**Locations:** 1 - Annapolis, MD (30 Locations from Canada to FL)  
**2020 Revenue:** \$18,000,000

**Shore Hatchery Funds:** \$50,000 - '14/'15

**Estimated 2021 Revenue:** \$36,000,000

**Stage of Business:** Existing - Operating

**Alumni:** Salisbury University BA '95 & University of MD College

**Employees:** 412 - 2021, Add 200 - 2022

**Phone:** (410) 741-3773

**Alumni:** Park MBA '13 - Dan Cowens

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

**Email:** [info@snagaslip.com](mailto:info@snagaslip.com)

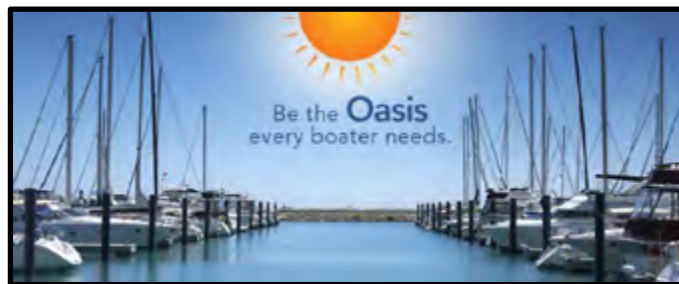
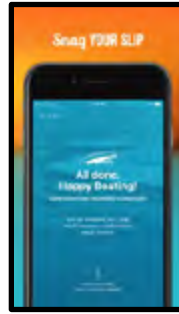
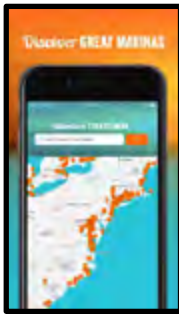
**Website:** [www.oasismarinas.com](http://www.oasismarinas.com)

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

[www.snagaslip.com](http://www.snagaslip.com) & [www.marinalife.com](http://www.marinalife.com)

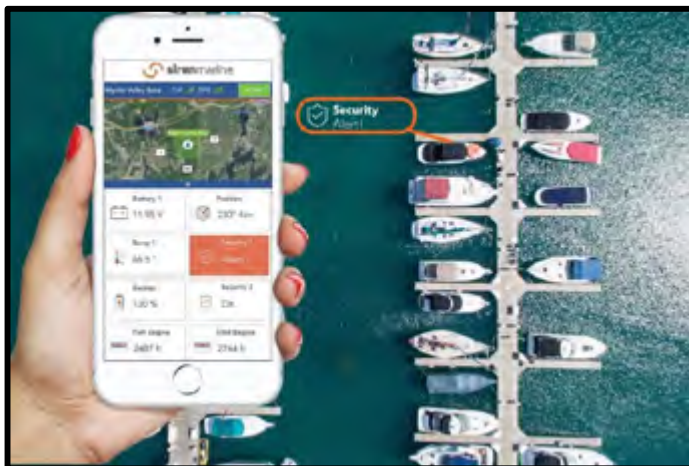
# Oasis Group Holdings

## 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 Salisbury University 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

hotDesks Accelerator

## 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 that WaterOPS could prove useful for the Chesapeake Bay Foundation and hopes 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 US & Europe. However, due to difficulties imposed by COVID, the co-founders have had to focus on their primary careers to stay solvent.

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

**Locations:** 1 - Salisbury, MD

**2020 Revenue:** \$0 - Deployed National Guard

**Estimated 2021 Revenue:** N/A

**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 - 2021, Add 0 - 2022

**Email:** [lee.beauchamp@o-p-s.net](mailto:lee.beauchamp@o-p-s.net)

**Website:** [www.o-p-s.net](http://www.o-p-s.net)

# Operational Precision Systems, LLC

### Opportunities for the community

**CHESAPEAKE BAY FOUNDATION**  
Saving a National Treasure

**CHESAPEAKE BAY RECORD DEAD ZONE**  
August 2011

Source: <http://www.sbf.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 13 Systems in violation locally**



### WaterOPS

Aligned and Integrated with Business Process Roles

**Compliance:** Government/MSD/MSD Auditorial accountability

**Manage:** Directed and management of system

**Lab Services:** Real-time compliance/MSD/MSD/MSD/MSD

**Sample:** Method data to location of sample

#### WaterOPS

WaterOPS is a cloud-based system which enables efficient water supply monitoring, operation and maintenance management. O-P-S users can monitor federal, state and local violations before they occur.

The system enables a variety of reporting the operational needs of:

- Assessment of thousands of water sampling points
- Water flow data for debit and credit to help reduce loss prevention
- Providing information on trends, areas that require investigation
- Identifying where maintenance activities should be performed

**WaterOPS project initiatives include:**

- **WaterOPS:** Cloud-based monitoring and management of water supply
- **EarthOPS:** System interface for remote monitoring of regulatory compliance and violation
- **WaterOPS:** System interface for managing environmental regulatory compliance and management
- **WaterOPS:** System interface for managing environmental regulatory compliance and management

**Contact Us**

O-P-S, LLC  
2025, Bennett Rd.  
Lanham, MD 21088  
(410) 882-2200  
info@o-p-s.net  
Visit us on the web:  
[www.o-p-s.net](http://www.o-p-s.net)

**Environmental Monitoring is the Cloud**

[WWW.O-P-S.NET](http://WWW.O-P-S.NET)

### The Solution:

*The "TurboTax" of Regulatory Compliance*

#### Compliance Engine

- Will be configured with EPA regulations (SDS requirements)
- Configure with state regulations (400+ state parameters)
- Provides Lab/COLC
- Report generation
- Audit trail
- Identifies potential violations before they can happen

#### Real-Time Data

- Cloud access, anywhere, anytime
- Device Agnostic (Bring your phone)
- Dashboards for all users
- Automatic Alerting
- Paperless efficiency
- 360° view of progress
- Logical grid-by-the-wayview to the work
- Integrated, Solutions, Schedulers, Alerts, Laboratories

### The Solution?

*"We use the TurboTax of Environmental Compliance"*

## PaverGuide, Inc.

Enviro - Technology - Manufacturer of Green Stormwater Products

### 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 installation 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  
\$20K - Climate Ventures 2.1 - 2017;  
\$150K - Chesapeake Bay Seed Capital Fund - 2017;  
\$25K - TEDCO - 2018;  
\$300K - USM Momentum Fund - 2019;  
\$50K - PinOak Capital - 2019;  
\$300K - CBSCF - 2019;

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

### 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, last 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. As a result of the pandemic, 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

**Locations:** 1 - Worton, MD

**2020 Revenue:** \$57,715

**Estimated 2021 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 - 2021, Add 1 - 2022

**Email:** [cw@paverguide.com](mailto:cw@paverguide.com)

**Website:** [www.paverguide.com](http://www.paverguide.com)



# PaverGuide, Inc.

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# 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 having to worrying about themselves, 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, of 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

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. In 2019, 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 but they are looking forward to events returning this year.

---

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

**Locations:** 1 - Salisbury, MD (14 Stores)

**2020 Revenue:** \$1,755

**Estimated 2021 Revenue:** \$3,500

**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 - 2021, Add 0 - 2022

**Email:** [pickleheadllc@gmail.com](mailto:pickleheadllc@gmail.com)

**Website:** [www.tiptough.com](http://www.tiptough.com)



# Rip Current Sports, LLC

Health - Physical fitness - Athletic Product Development



## Business Description

Rip Current Sports, LLC is a patent pending swimming kickboard, currently called Bilateral Kickboards (BKBs). Founder, Jose Gallagher, intends to sell the product and instructional videos on how to use the boards. These videos will be for the non-swimmer, as well as all other levels of swimmers. He also intends to offer certification classes for teachers.

## Business History

In September 2020, Jose Gallagher took ideas from his six years of teaching swimming to develop Bilateral Kickboards (BKBs) which are used to help non-swimmers, and their instructors, teach non-swimmers how to swim, and help all other swimmers improve. He received his provisional patent pending status on 12/8/2020 and established Rip Current Sports, LLC in January of 2021. Jose is finalizing the design; he will then purchase the mold, assembly pieces and deliver the first production run to Maryland for assembly and distribution.

## Shore Hatchery Funds, Specific Use, & Role \$10,000 Spring 2021

Rip Current Sports will use the Shore Hatchery funds to help purchase the BKB mold and as leverage to gain other funding, either via crowdfunding, investors, and/or banks.

Shore Hatchery funding is the first funding Gallagher received for Rip Current Sports and it has already helped him network and validates the bilateral kickboard (BKB) idea from a business perspective.

## Additional External Funds & Accelerators

N/A

## Results, Expansion, & Significant Milestones

Rip Current Sports is in the start-up phase. Winning funding at the Shore Hatchery competition will help catapult Rip Current Sports and keep it on track to start selling BKBs.

Rip Current Sports expects to expand into a space dedicated to their brand to help bring their product to market. Finalizing the BKB design and purchasing the mold will be a significant milestone.

After the competition, they began working with the staff of the Salisbury University Design Agency to create a company logo and develop their branding plan. As of Fall 2021, Rip Current will be featured as an entrepreneur in the Dave & Patsy Rommel Center for Entrepreneurship located in downtown Salisbury.

## IP, Copyrights, & Trademarks

Currently, Jose Gallagher is the owner of the Bilateral Kickboard Provisional Patent that was filed on 12/28/2020.

## COVID-19 Impacts

Jose Gallagher temporarily shut down his athletic consulting services business for the past 14 months. During the hiatus, Jose started Rip Current Sports to patent and to sell a much-needed product in the market.

---

**Principal(s):** Jose-Luis Gallagher, Founder and CEO

**Locations:** 1 - Kensington, MD

**2020 Revenue:** 0

**Estimated 2021 Revenue:** \$50,000

**Alumni:** University of Minnesota B.S. '98, Hamline University '03 Masters Public Administration

**Phone:** (301) 949-4205

**Social Media:** Instagram @bkb\_kick\_it

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

**Established:** 2021

**Shore Hatchery Funds:** \$10,000 - 2021

**Stage of Business:** Start up

**Employees:** 1 – 2021, Add 0 - 2022

**Email:** [josegallagher@ripcurrentsports.com](mailto:josegallagher@ripcurrentsports.com)

**Website:** <https://www.ripcurrentsports.com>

# Rip Current Sports, LLC



## BKBs - BILATERAL KICK BOARDS

Intuitively designed floating kick boards for your hands that support your body while you are learning to swim, relaxing or training your kick.

Great for a relaxing float. Perfect as an assistive device. Ideal for perfecting technique.

Great for all ages and skill levels: from the beginner to the athlete in training.

"I like BKBs better!"  
- 9 Year Old Swimmer

"My Physical therapist was excited immediately of the 'T' position. The boards helped me identify the alignment between front and back side to work toward symmetry. Like the 'Supply and Demand'!"  
- 66 year old Beginner Masters Swimmer

"First reaction was, 'I love BKBs!' And like the words explained, relaxing, proper alignment and getting to the surface of the water with the extra body taking all stress."  
- 62 year old Advanced Lap Swimmer

"I like to swim with BKBs! Kick boards make a wonderful kick board!"  
- 12 year old with Downside Disability

EXPLORE OUR BOARD    HEAR OUR STORY    [www.bkbkickit.com](https://www.bkbkickit.com)    [BKB\\_KICK\\_IT](https://www.facebook.com/bkbkickit)

## LET'S KICK IT!

BKB - BILATERAL KICK BOARDS

LET'S KICK IT!

BKB

LET'S KICK IT!

BKB

BKB - BILATERAL KICK BOARDS

Intuitively designed floating kick boards for your hands that support your body while you are learning to swim, relaxing or training your kick.

Great for a relaxing float. Perfect as an assistive device. Ideal for perfecting technique.

Great for all ages and skill levels: from the beginner to the athlete in training.

"I like BKBs better!"  
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"My Physical therapist was excited immediately of the 'T' position. The boards helped me identify the alignment between front and back side to work toward symmetry. Like the 'Supply and Demand'!"  
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- 62 year old Advanced Lap Swimmer

"I like to swim with BKBs! Kick boards make a wonderful kick board!"  
- 12 year old with Downside Disability

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# RunMitts, LLC DBA WhitePaws

Retail - E-Commerce Sports Apparel



## Business Description

WhitePaws RunMitts is an e-commerce company that sells its patented mittens, facemasks, and gaiters for runners, walkers and outdoor sports enthusiast and fans.

## 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 both a marketing consultant and an assistant.

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

## Additional External Funds & Accelerators

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

SBRC Baltimore 0-100 Program – 2019;  
Digital undivided Cohort - 2020

## Results, Expansion, & Significant Milestones

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

Significant Milestones were being awarded a patent for their mitten design, winning and placing 3<sup>rd</sup> in 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 & Giving Back

WhitePaws donates a portion of their sales to "Black Girls Run Foundation" and donates mittens to "Back On My Feet Baltimore". Susan Clayton donates her time to lead talks on entrepreneurship with local inner-city schools and universities.

## COVID-19 Impacts

WhitePaws RunMitts was able to pivot and produce face masks and gaiters geared towards runners, walkers, and outdoor sports. 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. Their brand awareness has been elevated due to their ability to hit the market early and sell globally.

---

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

**Locations:** 1 - Baltimore, Maryland

**2020 Revenue:** \$195,000

**Estimated 2021 Revenue:** \$100,000

**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:** 0 - 2021, Add 3 - 2022

**Email:** [runmitt16@gmail.com](mailto:runmitt16@gmail.com)

**Website:** [www.runmitts.com](http://www.runmitts.com)

# RunMitts, LLC DBA WhitePaws



# 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 Nail 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 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 Nail Boutique to regain its momentum and reopen, expand its existing equipment, hire additional staff, and add retail products for sale within the boutique.

**Principal(s):** Jasmine Simms

**Locations:** 1 - Baltimore, MD

**2020 Revenue:** \$89,169

**Estimated 2021 Revenue:** \$90,000

**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 their 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 marketing, partnerships, and procurement. They 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 a 3-month closure of the business' operations beginning March 15, 2020 resulting in approximately a \$45,000 loss in sales. However, upon reopening they were able to retain all of their staff and regain business traffic.

**Established:** 2013

**Shore Hatchery Funds:** \$20,000 - 2017

**Stage of Business:** Existing

**Employees:** 4 - 2021, Add 3 - 2022

**Email:** [hello@scrubnailboutique.com](mailto:hello@scrubnailboutique.com)

**Website:** [www.scrubnailboutique.com](http://www.scrubnailboutique.com)



# Scrub Nail Boutique

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# The SHELLER

Retail – Multi-Function Mallet, Knife, and Bottle opener

## Business Description

THE SHELLER is the patented, stainless steel seafood multitool, combining a mallet, picker and bottle opener. Flat so it cracks (unlike those wooden mallets) those claws and for easy storage, stainless steel so its dishwasher safe and environmentally friendly. THE SHELLER is three tools in one with a picker to get inside those claws and with a bottle opener to crack a cold one! Maryland made but more than a crab mallet being able to crack through hard shell shells like Dungeness, oysters and lobsters too!

## Business History

In February, 2017, THE SHELLER was invented and by August prototyping was complete and first runs of manufacturing began. In August 2017, SHELBY BLONDELL LLC was formed, THE SHELLER began to enter the market bootstrapped from the start, with patent and trademark paper work underway. In November 2017, THE SHELLER won the first prize at the Attman competition at the University of Baltimore and in April 2019, the trademark was secured. THE SHELLER has partnered with a number of businesses to offer wholesaling, fundraising and special offers. In September 2020, they were granted a US patent.

## Shore Hatchery Funds, Specific Use, & Role \$30,000 Spring 2021

The Shore Hatchery Funds received will be used for purchasing inventory with a new manufacturing partner who has the capability of both large scale and small batch runs of inventory and custom orders with logos, and for marketing materials for packaging and website improvements.

The Shore Hatchery has been beneficial not only for use of funds, which have helped with the

current rise in material costs, but for the ability to connect with mentors and peers who helped THE SHELLER connect to resources and other potential sales avenues.

## Additional External Funds & Accelerators

Total Investment: \$2,500  
\$2,500 - Attman competition at University of Baltimore - 2017

## Results, Expansion, & Significant Milestones

THE SHELLER is expanding into new markets in 2021 with new manufacturing capabilities expecting 6000 units to be sold direct and to wholesale partners.

THE SHELLER has sold over 4000 units, is currently sold on Etsy, Amazon, being sold at 7 local shops in Maryland as well as on Route One Apparel and has been granted a US patent.

## IP, Copyrights, & Trademarks

TRADEMARK granted April 09 2019 - patent granted September 2020 owned by Shelby Blondell.

## COVID-19 Impacts

At the beginning of the COVID-19 pandemic it was a challenge to navigate and decide to market, as THE SHELLER was primarily sold at in person vendor fairs. Once online market places were secured and other local businesses were identified as interested in wholesale and distribution, THE SHELLER was able to grow with more reach and with orders from other states.

**Principal(s):** Shelby Blondell - Inventor -Owner  
**Locations:** 1 – Linthicum, Maryland  
**2020 Revenue:** \$14,000  
**Estimated 2021 Revenue:** \$80,000  
**Alumni:** University of Baltimore Undergrad 15' & MBA 18'  
**Phone:** (443) 827-7897  
**Social Media:** Facebook & Instagram @THESHELLER  
**Business Address:** 326 Tulip Oak CT| Linthicum, MD | 21090

**Established:** 2017  
**Shore Hatchery Funds:** \$30,000 - 2021  
**Stage of Business:** Existing  
**Employees:** 2 - 2021, Add 0 - 2022  
**Email:** shelby@thesheller.com  
**Website:** <https://www.thesheller.com/>

# The SHELLER



# Side Eye BBQ Sauce

Food and Beverage – Manufacturing and Retail of BBQ Sauce



## Business Description

Side Eye BBQ Sauce is a small business entity specializing in barbeque sauces, marinades, and glazes. Side Eye BBQ Sauce has manufactured 14 different styles of BBQ sauce, each with its own identity. Their flavors include: Carolina Style, Honey Ginger, Lemon Pepper, Honey Stout, Cranberry, Apple Cinnamon, Honey BBQ, Pineapple, Red Moscato, Honey Blonde, Pineapple Jerk, Honey Volcano, Cherry Dragon Fire, and Chesapeake. Their sauces range from hot; mild to sweet.

## Business History

Side Eye BBQ Sauce was established as a sole proprietorship on May 16, 2016. The variety of flavors and concepts for the business were executed and developed in Essex, Maryland. Side Eye BBQ Sauce is a minority owned business (pending state certification) that seeks to become an operational limited liability company once partnerships are established. Marven Turner has over 27 years of experience working in the production and manufacturing industry, providing valuable expertise in production, logistics and warehousing. Syerita Turner has over 10 years of experience working with corporate entities within the information technology and human resources fields.

## Shore Hatchery Funds, Specific Use, & Role \$5,000 Spring 2021

The Shore Hatchery Funds received have been used for licensing, insurance, website fees, marketing and production costs.

Side Eye BBQ has been working closely with their Shore Hatchery mentor to grow their business. They have also been networking with other Shore

Hatchery winners to grow and establish a presence in the marketplace.

## Additional External Funds & Accelerators N/A

## Results, Expansion, & Significant Milestones

As a startup, Side Eye BBQ currently does not have any business results. However, within the next year they are looking to expand into the carryout market with dedicated retail space. Their future goals are to focus on marketing opportunities through hypermarkets, an online store and multiple restaurant and distribution partnerships.

Winning 6th place in the Shore Hatchery competition was a significant milestone.

## IP, Copyrights, & Trademarks N/A

## COVID-19 Impacts

The COVID-19 pandemic has caused a decline of sales and customers. Due to social distancing protocols, they have experienced decreased sampling and face-to-face promotional opportunities, causing a loss in profit. Post competition, they have been exploring new storefront sales opportunities to promote growth. They have also been networking with a Salisbury business owner and started selling their BBQ sauces in their retail store in 2021.

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**Principal(s):** Syerita Turner & Marven Turner Jr.

**Locations:** 1 - Baltimore, MD

**2020 Revenue:** N/A

**Estimated 2021 Revenue:** \$83,820

**Alumni:** N/A

**Phone:** (410) 622-5151

**Social Media:** Facebook: @SideEyeBBQSauce

**Business Address:** 1201 S Marlyn Ave| Essex, MD | 21221

**Established:** 2018

**Shore Hatchery Funds:** \$5,000 - 2021

**Stage of Business:** Start up

**Employees:** 3 – 2021, Add 0 -2022

**Email:** [sideeyebbq@yahoo.com](mailto:sideeyebbq@yahoo.com)

**Website:** <https://side-eye-bbq-sauce.square.site/>

# Side Eye BBQ Sauce



# SIMPLi

Food & Beverage – International Ingredients Company



## Business Description

SIMPLi is focused on ethical food sourcing for a better world. Their mission is to fight fraudulent food supply chains and develop sustainable agricultural practices - social and environmental impact-driven - in international farming communities to create better food supply chains. SIMPLi sources ingredients for international and national clients in foodservice, meal kits, manufacturing, e-commerce and retail sectors.

## Business History

SIMPLi was launched in December 2019 and has quickly evolved into an international conglomerate with operations in 5 countries and over 20 products sold throughout the United States and Canada.

## Shore Hatchery Funds, Specific Use, & Role \$10,000 Fall 2021

The Shore Hatchery funds received were used for equipment purchases.

The Shore Hatchery provided SIMPLi with capital support during the pandemic that was used for critical day-to-day operational needs.

## Additional External Funds & Accelerators

Total Investment: \$10,000  
\$10,000- grant from Washington DC Economic Development Organizations Fast Company World Changing Ideas -2020;  
Honorable Mention for Food and Social Justice categories

## Results, Expansion, & Significant Milestones

SIMPLi was able to significantly grow their business during their first year of operations in the food industry amidst a global pandemic. SIMPLi developed business relationships across all sectors within the food industry to establish a diversified and robust client portfolio.

SIMPLi has recently expanded into a larger warehouse and office space in Baltimore, MD to consolidate their United States operations which were previously spread across 3 smaller warehouses in MD, DC, and VA.

SIMPLi successfully established fully vertical supply chains in 5 different countries in approximately one year.

## IP, Copyrights, & Trademarks

Trademark, 2021 owned by Co-Founders

## COVID-19 Impacts

SIMPLi's main customer segment in the food service space was initially fast casuals, restaurants, etc. but this group was severely impacted by the global pandemic. SIMPLi quickly adjusted their strategy and expanded into other food industries to establish diversified revenue streams allowing them to perform well throughout the pandemic.

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**Principal(s):** Sarela Herrada & Matthew Cohen

**Locations:** 2 - Washington D.C., Baltimore, MD

**2020 Revenue:** N/A

**Estimated 2021 Revenue:** N/A

**Alumni:** Penn State University – Herrada '12; Salisbury University – Cohen '12 Add 13 - 2022

**Phone:** (443) 254-8534

**Social Media:** LinkedIn @simpligood

**Business Address:** 3701 Commerce Dr. | Apt. 107/108 | Baltimore, MD | 21227

**Established:** 2019

**Shore Hatchery Funds:** \$10,000 - 2021

**Stage of Business:** Start-up

**Employees:** 11 (6 FT, 4 PT, 1 Intern) - 2021

**Email:** [Matt@simpligood.co](mailto:Matt@simpligood.co)

**Website:** <https://simpligood.co/>

# SIMPLi



# SIMPLi



# 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 Salisbury University'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 2<sup>nd</sup> year of operations, they added the brand, Sports Office 365 to serve all sports in addition to soccer. Soccer Office now manages all different types of sports.

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

The Shore Hatchery funds provided Soccer Office with working capital, entrance into two conventions as vendors and allowed their organization to hire a Sports Administrator. The Shore Hatchery program and Salisbury University 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  
\$25,000 - SU Student Entrepreneurship Competitions - 2016;  
Private Angel Investor;  
Private Loan.

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 and expanded into the Canadian Market and further into the west coast.

## 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. No youth sports were being played, so their 2020 operations were almost completely shut down.

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

**Locations:** 1 - Salisbury, MD

**2020 Revenue:** \$200,000

**Estimated 2021 Revenue:** \$340,000

**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:** 5 - 2021, Add 0 - 2022

**Email:** [jamie@socceroffice.com](mailto:jamie@socceroffice.com)

**Website:** [www.socceroffice.com](http://www.socceroffice.com)



# Soccer Office/Sports Office 365



TeamRunner

<p>Coach Education 1 Year Coach Certified \$1,000 Value</p>	<p>CHALLENGER SPORTS Summer Camps Free summer camp for 4 weeks \$1,000 Value</p>	<p>Virtual Management Virtual Administrators 1 Year of Custom Services \$2,000 Value</p>	<p>Recruiting Technology 1 Year Club Subscription \$4,000 Value</p>	<p>ACES NATION College Scholarships \$10,000 Value</p>
<p>VOLTA Leadership Training 1 Year Assessment &amp; Training \$1,000 Value</p>	<p>SE DIGITAL Website/Registration Digital Follow-up \$10,000 Value</p>	<p>Virtual Sales Training 100 Online Courses \$10,000 Value</p>	<p>Lesson Equipment 1 Year Subsidized Costs \$20,000 Value</p>	<p><b>Total Value of Package is \$120,000!</b></p>

[www.solvingsoccer.com](http://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

Total Investment: \$4,250

\$4,250 - Private Investor

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 pandemic has impacted the development of jang\*go because previous funding came from a side business that was very lucrative in 2019. From the start of the pandemic to present time, additional funding from that business has been non-existent to use for jang\*go improvement and expansion.

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**Principal(s):** Shelley Wetzel

**Locations:** 1 - Charles Town, WV

**2020 Revenue:** \$0

**Estimated 2021 Revenue:** \$1,000

**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 - 2021, Add 0 - 2022

**Email:** [shelley@shelleywetzel.biz](mailto:shelley@shelleywetzel.biz)

**Website:** [www.janggostand.com](http://www.janggostand.com)

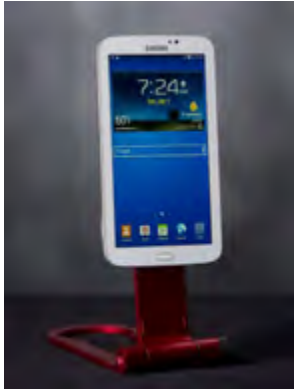
# TANGO/Second Story, LLC DBA jang\*go



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



# Valkyrie Software Solutions

Technology – Videogame Accessibility



## Business Description

Valkyrie Software Solutions is a business startup working on giving visual indicators to directional sound in videogames. Through the use of machine learning, VSS hopes to apply this technology to other applications to deflect the cost away from the Deaf and Hard of Hearing community. Currently, game developer tools are under development to implement this functionality in games that are still supported.

## Business History

Cameron started working on this idea in 2017 and has since been able to win funding from the Salisbury University Student Entrepreneurship Competitions to bolster development during his undergraduate career. With the COVID-19 pandemic rocking the world, his graduation and job search were affected, however he has recently started a job in the country's largest Heliophysics Lab at NASA HQ in Greenbelt, MD. Cameron is now turning back to the business to develop a new strategic plan to pursue the quickest path to earlyvangelist customers.

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

The Shore Hatchery funds have been saved to use for MIPS grant application, or, secondarily, IP protection.

## Additional External Funds & Accelerators

Total Investment: \$56,500  
\$9,000 - Student Competition - 2018  
\$21,000 - Student Comp - 2019  
\$10,000 - NSF Icorp Sponsored by TEDCO  
\$1,500 - Student Comp - 2020  
\$10,000 - Tower Hill Scholarship  
\$5,000 - Summer research stipend - 2018 & 2019  
Incubators: TEDCO NSF ICorps 2019

## Results, Expansion, & Significant Milestones

Valkyrie has faced some stagnation due to the pandemic, but maintained contacts and some technical development. The founder is going through new job training which will be beneficial to the business.

VSS is in the process of developing a new strategic plan and advancing toward reaching earlyvangelists. Founder, Cameron, received a position at NASA HQ, so he has removed himself from the balance sheet.

## IP, Copyrights, & Trademarks

N/A

## COVID-19 Impacts

COVID-19 and the ensuing job market has slowed VSS from developing connections and moving forward. However, Cameron is working on getting back into networking and stepping up prototype progress.

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**Principal(s):** Cameron Kane - Technical Founder

**Locations:** 1 – Baltimore, MD

**2020 Revenue:** \$20,000

**Estimated 2021 Revenue:** \$10,000

**Alumni:** Salisbury University - Cameron Kane '21 Dual Bachelors

**Phone:** (240) 603-8615

**Social Media:** LinkedIn @valkyriessoftwaresolutionsllc

**Business Address:** 12001 Liliun Ln| Glenn Dale, MD | 20769

**Established:** 2017

**Shore Hatchery Funds:** \$10,000 - 2020

**Stage of Business:** Start up

**Employees:** 0 – 2021, Add 0 - 2022

**Email:** [valkyriessoftwaresolutions@gmail.com](mailto:valkyriessoftwaresolutions@gmail.com)

**Website:** N/A

# Valkyrie Software Solutions





# 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 make their product in Washington, DC and distribute to the DC/Baltimore region.

## Shore Hatchery Funds, Specific Use, & Role \$30,000 Spring 2020

The Shore Hatchery funds allowed 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 worked with their Shore Hatchery mentor to gain 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

Accomplishments of Walt's Waffles include working with the Union Kitchen Food Accelerator in 2019, releasing their new packaging, launching their chocolate pancake & waffle mix, and working with Rainforest Distribution and Giant Deliveries.

## 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

Due to difficulties stemming from COVID-19 they have had to shut down their business permanently due to insufficient funds from a lack of sales.

Although his business idea did not translate into sustained success, Yan is grateful for the support and belief of the Shore Hatchery. This business venture was a valuable opportunity to grow as a professional.

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**Principal(s):** Chi Y Yan, CEO

**Locations:** 1 - Washington, DC

**2020 Revenue:** \$17,232

**Estimated 2021 Revenue:** \$0

**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:** Dissolved

**Employees:** 1 - 2021

**Email:** [cyan@waltswaffles.com](mailto:cyan@waltswaffles.com)

**Website:** [www.waltswaffles.com](http://www.waltswaffles.com)

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



# WALT'S

WAFFLES



# 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 expanding 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

Total Investment: \$1,480,000  
\$480,000 Family & Friends;  
\$1,000,000 USM Momentum Fund - 2019

## 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-19 crisis has had a mixed impact on Zest Tea. Some of their retail channels saw revenue declines, but their E-Commerce channel saw a significant increase in orders.

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**Principal(s):** James Fayal

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

**2020 Revenue:** \$3,000,000

**Estimated 2021 Revenue:** \$5,000,000

**Alumni:** University of Maryland, College Park '12

**Phone:** (443) 438-6177

**Social Media:** Facebook, Instagram, & Twitter @getzesttea

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

**Established:** 2014

**Shore Hatchery Funds:** \$30,000 - 2017

**Stage of Business:** Existing

**Employees:** 8 - 2021, Add 0 - 2022

**Email:** [james@zesttea.com](mailto:james@zesttea.com)

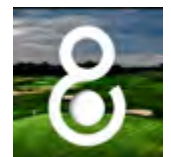
**Website:** [www.zesttea.com](http://www.zesttea.com)



# Zest Tea, LLC



# Ratcliffe Foundation Shore Hatchery Funded Businesses 2013-2021



# Ratcliffe Foundation Shore Hatchery Funded Businesses 2013-2021



# Dave and Patsy Rommel



The Dave and Patsy Rommel Center for Entrepreneurship opened in 2021, providing Shore Hatchery winners the opportunity to apply for use of space and have their product featured in the center. Shore Hatchery participants have the opportunity to work with mentors, receive logo support, create prototypes and attend workshops.



# Center for Entrepreneurship



# Shore Hatchery Impacts



47 Businesses Actively Reporting



638 Jobs



36 Mentors Assigned

## BUSINESS TYPE



1 Beauty	9 Food & Beverage	9 Retail
10 Health	2 Manufacturing	12 Technology
3 Education	1 Travel	

## ANNUAL REVENUES

2020 Revenues: \$58,029,917 • 2021 Estimated Revenues: \$76,668,454



○ 2019 Revenue ○ 2020 Revenue ○ Estimated 2021 Revenue



## BUSINESS LOCATIONS



82 Entrepreneurs Awarded  
2013-2021

25 Eastern Shore 8 DE/VA/Beaches 52 Across the Bay

\$200,000  
Awarded Annually



UNIVERSITY SYSTEM  
of MARYLAND  
MARYLAND MOMENTUM FUND



\$1,587,000 Awarded  
82 Businesses (2013-2021 Spring)

2 Shore Hatchery Alumni  
Businesses Funded

\$403,000  
To Be Awarded (2021-2023)



## 100% Identify as Female, Minority or Veteran Owned

23 Women-Owned Businesses

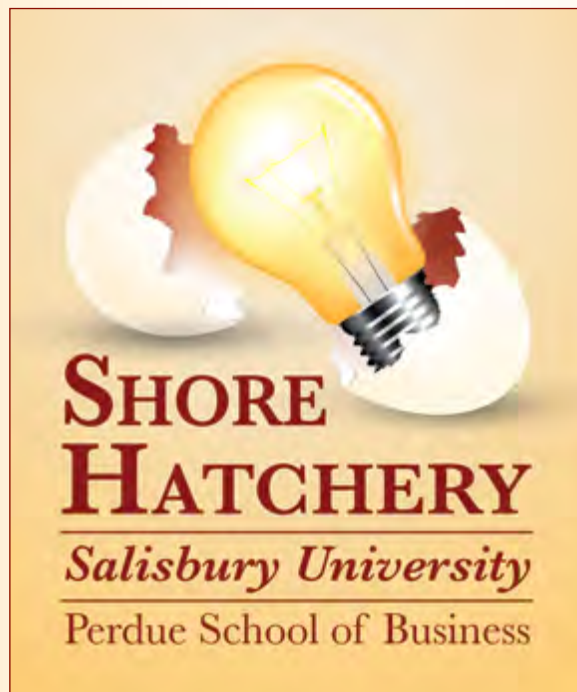
18 Minority-Owned Businesses

6 Veteran-Owned Businesses

12  
SU Alumni Businesses

PHILIP E. & CAROLE R.  
**RATCLIFFE**  
**FOUNDATION**

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