

PROGRAM ANNUAL REPORT 2023

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



The Ratcliffe Shore Hatchery program is a

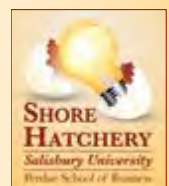
\$2.9 million

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

PHILIP E. & CAROLE R.
RATCLIFFE
FOUNDATION

FRANKLIN P. PERDUE
SCHOOL OF
Business

Salisbury
UNIVERSITY



SHOREHATCHERY.SALISBURY.EDU



Shore Hatchery Winners 2013 – Spring 2023



Page	Business*	Principal(s)	Year(s) Awarded	Total Funds **
4	Absurd Snacks	Grace Mittl, Eli Bank	2022 Fall – New	\$20,000
6	AlgenAir, LLC	Kelsey Abernathy, Dan Fucich	2018 Fall	\$10,000
8	An Optical Galleria, LLC	Niki Pino, Robert Pino	2023 Spring – New	\$15,000
10	Athlete Academy, Inc.	Cody Revel	2018 Spring	\$15,000
12	Atlantic Portable X-Ray	Sara Noyes Aquino, Gavin Aquino	2023 Spring – New	\$40,000
14	Beauty in the Scars Corporation, dba BITS cleaning	Liz Day	2022 Spring	\$20,000
16	Benson Outfitters, LLC dba Fin Outdoor Recreation	Kelly Benson	2022 Fall – New	\$10,000
18	Breathe Interiors	Jessica McCarthy	2023 Spring – New	\$7,000
20	BrickRose Exchange	Bianca Jackson	2023 Spring – New	\$10,000
22	Buzz Meadery	Megan Hines, Brett Hines	2020 Fall	\$20,000
24	Capsulomics, Inc. Rebranded as Previsé	Daniel Lunz, Stephen Meltzer	2020 Fall	\$15,000
26	CarrTech Corp.	Sue Carr	2020 Spring	\$10,000
28	Chow Corp.	Jordan Foley, Charlie Magovern	2021 Spring	\$15,000
30	ClearMask, LLC	Aaron Hsu, Alyssa Dittmar	2018 Fall	\$30,000
32	CM Training	Samuel Kayode	2021 Fall	\$5,000
34	College Scooters/Shore Cycles	John Churchman, Navid Mazloom	2014 Spring	\$45,000
36	Compassionately Creative dba SewSlick, LLC	Dawn Kennedy	2017 Spring	\$7,500
38	Coordle	Dr. Jen Fry	2023 Spring – New	\$5,000
40	DiPole Materials, Inc.	Materic, LLC	2019 Spring	\$15,000
42	Driven Physiotherapy	Kate James	2023 Spring – New	\$5,000
44	Earth Systems Management, LLC	Joseph Betit	2021 Fall	\$25,000
46	Friendly Goods Co.	Samuel Shoge, DeLia Shoge	2023 Spring – New	\$5,000
48	Frozen Farmer, LLC	Katey Evans, Kevin Evans, Jo Ellen Algier	2015 Fall	\$5,000
50	Galaxy Gymnastics	Chelsea Lahey	2022 Fall – New	\$20,000
52	gel-e, Inc. Rebranded as Medcura, Inc.	Jim Buck, Larry Tiffany	2016 Fall	\$10,000
54	Hummii, LLC	Tyler Phillips	2021 Spring	\$20,000
56	Kitchology/FOODMIDABLE	Alain Briancon	2015 Spring	\$25,000
58	Lightwork Publishing, LLC	Gregory Collins, Shannon Collins	2023 Spring – New	\$3,000
60	Lytos Vodka	Billy Fanshawe	2022 Fall – New	\$20,000
62	MADTECH, Inc.	Thomas C. Marnane	2019 Spring	\$30,000
64	Maryland Energy and Sensor Technologies, LLC	Dr. Ichiro Takeuchi, Sherry Xie	2021 Spring	\$25,000
66	Mind the Current, LLC/Dhremo Therapy	Marsha Lynn Hammond	2016 Fall, 2017 Spring	\$32,500
68	Minds in Motion Salisbury	Vira Ogburn	2019 Fall	\$15,000
70	Mobtown Fermentation Rebranded as Wild Bay	Sid Sharma, Adam Bufano, Sergio Malarin	2016 Spring, 2016 Fall	\$45,000
72	Mosaic Counseling and Wellness	Stephanie Blevins	2022 Fall – New	\$25,000
74	Move and Still, LLC	Dominiece Clifton	2022 Spring	\$5,000
76	Night Ice, LLC	Josh Woozley	2020 Fall	\$30,000
78	Nina's Cookie Explosion	Nina Ross	2021 Fall	\$20,000
80	Oasis Marinas	Dan Cowens, Kenneth Svendsen	2014 Fall, 2015 Spring	\$50,000
82	Omega 3 Nutrition	Edwin Djampa	2022 Spring	\$30,000
84	PaverGuide, Inc.	Charles White	2015 Spring	\$35,000
86	Perphora, LLC	Kelli Booth	2021 Fall	\$30,000
88	Picklehead, LLC/Tip Tough	RJ Batts, Lori Batts	2016 Fall	\$15,000
90	Real Vibez Productions	J'kai Braboy	2022 Spring	\$5,000
92	Resolved Property Solutions	DeVanna Young	2022 Spring	\$15,000
94	Rip Current Sports, LLC	Jose-Luis Gallagher	2021 Spring	\$10,000
96	RunMitts, LLC DBA WhitePaws	Susan Clayton	2020 Spring	\$17,000
98	Salvaton, LLC	Lankenau & Early Charm Ventures	2021 Fall	\$10,000
100	Second Story, LLC DBA jang*go	Shelley Wetzel	2014 Fall	\$30,000
102	Shea Radiance/Agrobotanicals, LLC	Funlayo Alabi, Shola Alabi	2018 Spring	\$20,000
104	THE SHELLER DBA Shelby Blondell, LLC	Shelby Blondell	2021 Spring	\$30,000
106	Side Eye BBQ Sauce	Syerita Turner, Marven Turner Jr.	2021 Spring	\$5,000
108	Simple Assist Therapeutics, LLC	Karen McNamara, Rebecca Della-Rodolfa, Shelly Sullivan	2022 Spring	\$25,000
110	SIMPLi	Sarela Herrada, Matthew Cohen	2020 Fall	\$10,000
112	Tania Speaks	Tania Speaks	2018 Spring	\$3,000
114	Treehouse Juicery	Todd Sheridan, Nichelle Roane	2021 Fall	\$20,000
116	World Travel Comix	Ronen Poddar, Ronit Poddar, Amit Poddar	2023 Spring – New	\$10,000
118	Zest Tea, LLC	James Fayal	2017 Spring, 2017 Fall	\$30,000
120	Shore Hatchery-Funded Businesses			

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

2023 Shore Hatchery Impacts

58
BUSINESSES
ACTIVELY
REPORTING



1,071
JOBS



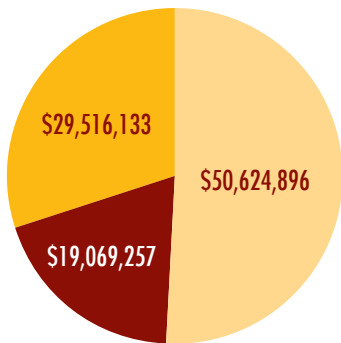
BUSINESS TYPE

- 13 Health Care
- 12 Food & Beverage
- 10 Retail
- 7 Technology
- 5 Education
- 4 Manufacturing
- 2 Beauty
- 1 Environmental Services
- 1 Property Management
- 1 Recreation
- 1 Sports Instruction
- 1 Travel



ANNUAL REVENUES

- 2021 Revenue
- 2022 Revenue
- Estimated 2023 Revenue



Reported revenue may fluctuate year-to-year based on emerging requirements for protecting proprietary information at selected companies, particularly when a business is successful and takes on new investors.

108 ENTREPRENEURS
AWARDED

BUSINESS LOCATIONS

- 22 Eastern Shore
- 30 Across the Bay
- 1 DE/VA Beaches
- 5 Other (California, Colorado, North Carolina, Pennsylvania, Virginia)



174 ESTIMATED
HIRING
IN 2024



\$200,000
AWARDED ANNUALLY



\$1,987,000

AWARDED TO
108 BUSINESSES

(2013-2023 Spring)



UNIVERSITY SYSTEM
of MARYLAND

MARYLAND MOMENTUM FUND

4 SHORE HATCHERY
ALUMNI BUSINESSES
FUNDED

\$603,000

TO BE AWARDED 2023-2026



84% IDENTIFY AS WOMEN, MINORITY
OR VETERAN OWNED



32
WOMEN-OWNED
BUSINESSES



24
MINORITY-OWNED
BUSINESSES

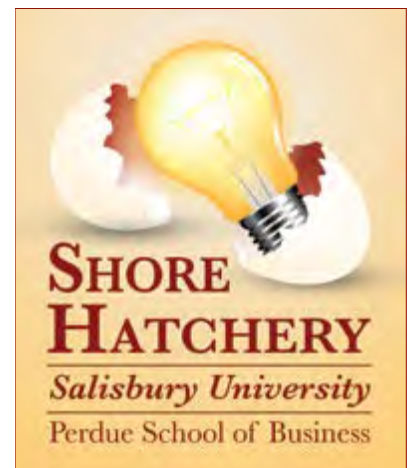


5
VETERAN-OWNED
BUSINESSES



11
SU ALUMNI
BUSINESSES

Note: Numbers reflect 58 self-reported businesses



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Absurd Snacks

Food and Beverage – Packaged Snacks

Principal(s): Grace Mittl & Eli Bank

Location(s): 1 - Richmond, VA

Year-End Revenue 2022: \$55,000

Estimated Year-End Revenue 2023: \$250,000

Alumni: University of Richmond, Robins School of Business
- Grace Mittl & Eli Bank '22

Phone: 610-392-3925

Social Media: Instagram, Facebook, & TikTok:
@absurd.snacks

Business Address: 1717 E. Cary Street
Richmond, VA | 23233

Established: 2022

Shore Hatchery Funds: \$20,000 - 2022

Stage of Business: Startup

Employees: 5 – 2023, Add 0 – 2024

Email: info@absurdsnacks.com

Website: absurdsnacks.com

Business Description

Absurd Snacks is on a mission to make living with food allergies easier, safer and more delicious through ridiculously good snacking. Packed with plant-based protein and fiber, Absurd Snacks are trail mixes that are free of common food allergens while packing a punch of texture, crazy good flavor, and power to keep you fueled where life takes you.

Business History

Mittl and Bank started the business as seniors at the University of Richmond while enrolled in Benchtop Innovations, an inaugural undergraduate program that enabled students to build and launch a packaged food product in only six months. The founders started the business because they have a ton of friends and family members with severe food allergies and they had expressed their struggle to find quality snacks that were safe for them to eat. Following graduation in May 2022, they continued to build the business full time in Richmond, VA, and they currently sell to natural grocery stores, colleges and universities, and health care systems.

Shore Hatchery Funds, Specific Use, & Role \$20,000 – Fall 2022

The Shore Hatchery funds were used to hire a recipe developer to take Absurd Snacks existing recipes from good to great and purchase startup equipment to keep allergy-free manufacturing in Richmond.

Without the funds of Shore Hatchery, the Absurd Snacks team would have needed to raise more money than they needed to fuel the business. It has given them an opportunity to maintain more ownership while accelerating their redevelopment process.

Additional External Funds & Accelerators

Total Investment: \$370,000

- \$340,000 - Pre-seed round - 2023
- \$30,000 - Grants - 2022-2023
- Idea Factory Summer (Startup Virginia) - 2022
- ICAP Summer - 2022
- Lighthouse Labs Batch 13 Fall - 2022

Results, Expansion, & Significant Milestones

The incubators and accelerators that Absurd Snacks took part in informed their business plan and go-to-market strategy. They made [improvements to their packaging](#), messaging, and positioning as a result of customer discovery and created a super strong foundation for the business to set themselves up for growth.

Absurd Snacks currently sells across 50 unique points of distribution including retail, college/university, and health care with [major chain retail expansion set for fall 2023](#). Absurd Snacks successfully completed their first round of funding and was also accepted for a 2023 launch with Whole Foods Markets. They were also winners in the Accelerate Pitch Competition and Drew Wynne Foundation Pitch Me! Competitions.

IP, Copyrights, & Trademarks

They currently have a trademark pending for their logo, slogan, wordmark, and bean character.

Promotional Opportunities & Giving Back

Absurd Snacks has supported the Reinhart Guest House with an annual donation for their Rockin' the Avenue fundraiser and has been an exhibitor at Riverrock, GOFest, and the Fancy Food Show.

ABSURD SNACKS

RIDICULOUSLY GOOD



AlgenAir, Inc.

E-Commerce Retail – Living Technology

Principal(s): Kelsey Abernathy & Dan Fucich

Location(s): 1 – Pittsburgh, PA

Year-End Revenue 2022: \$85,000

Estimated Year-End Revenue 2023: \$125,000

Alumni: St. Mary's College-B.A. Biology '15, University of Maryland Baltimore-Ph.D. '21 - Kelsey Abernathy; Duquesne University-B.S. Biology '15, University of Maryland Center for Environmental Sciences-Ph.D. '20 - Dan Fucich

Phone: 443-812-3895

Social Media: Instagram & TikTok: @algenairinc

Business Address: 6024 Broad Street | 2nd Floor
Pittsburgh, PA | 15212

Established: 2018

Shore Hatchery Funds: \$10,000 – 2018

Stage of Business: Existing

Employees: 4 - 2023 - Add 0 - 2024

Email: support@algenair.com

Website: algenair.com; aerium.life

Business Description

AlgenAir develops living technology to improve the health and wellness of humans in our modern built environment. Their first product, the aerium, is a modern houseplant that uses microalgae to reduce carbon dioxide and create oxygen to complete your indoor ecosystem.

Business History

AlgenAir was co-founded by two Ph.D. 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: \$305,000

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

- \$500 - Pitch Dingman Semifinalist award - 2019
- \$7,500 - Pitch Dingman Finals 2nd place - 2020
- \$25,000 - Heartland Challenge 2nd place - 2020
- \$25,000 - Rice Business Plan NASA Prize - 2020
- \$25,000 - NextFab Accelerator - 2021
- \$120,000 - Techstars Kansas City - 2021
- \$50,000 - Innovation Works - 2022

Results, Expansion, & Significant Milestones

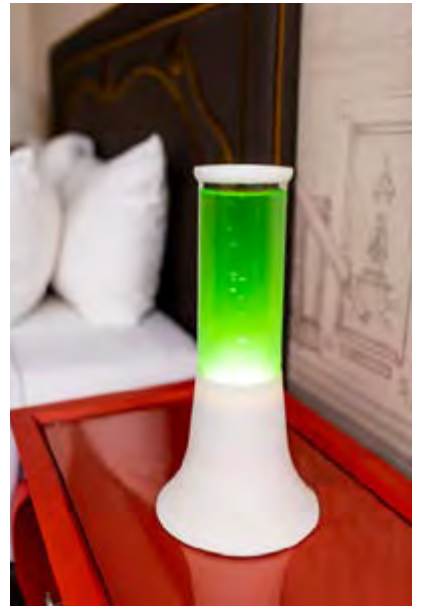
AlgenAir is currently manufacturing in Grove City, PA. They [installed a 100-gallon system](#) in the Pittsburgh International Airport as a proof of concept. They recently expanded by starting a BSL II to scale up living material growth and liquid handling. In November 2023, their art installation will be on exhibit at the Peale Art Museum in Baltimore, MD.

IP, Copyrights, & Trademarks

AlgenAir obtained trademark and wordmarks for branding and a utility patent for microalgae bio sequestration of indoor CO₂.

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.



aerium
by  AlgenAir



An Optical Galleria, LLC

Retail – Optical Sales

Principal(s): Niki Pino & Robert Pino

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

Year-End Revenue 2022: \$1,500,000

Estimated Year-End Revenue 2023: \$1,800,000

Phone:

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

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

Business Address:

- 111 West Water Street | Centreville, MD | 21617
- 9927 Stephen Decatur Hwy. | Ocean City, MD | 21842
- 19 North Harrison Street | Easton, MD | 21601

Established: 2002

Shore Hatchery Funds: \$15,000 - 2023

Stage of Business: Existing

Employees: 6 (2-4 interns) - 2023, Add 0 - 2024

Email: anopticalgalleria@yahoo.com

Website: eyesandart.net, hookoptics.com

Business Description

An Optical Galleria is a full-service optical boutique offering unique eyewear from around the world. They recently launched their own sunglass brand called Hook Optics. Currently, Hook Optics is in seven different countries and expanding nationwide.

Business History

An Optical Galleria was established in 2002 in Centreville, MD. Since then, they have expanded to two additional locations in Ocean City and Easton, MD.

Shore Hatchery Funds, Specific Use, & Role \$15,000 – Spring 2023

Shore Hatchery funds were used exclusively toward the purchase of a state-of-the-art edger. This machine will help speed up production, maintain better quality control, and increase jobs as they sustainably grow the Hook Optics Brand.

The Shore Hatchery program was an important milestone in their business development as it provided the necessary funds to expand, press and networking opportunities, and pitch practice assistance.

Results, Expansion, & Significant Milestones

In the last few months, they have hired two part-time employees to assist with the Hook Optics Division of An Optical Galleria. They expect to continue to grow their business in a sustainable fashion.

A significant milestone was purchasing the customized machine to increase production.

IP, Copyrights & Trademarks

Hook Optics is trademarked both federal and state.

Promotional Opportunities & Giving

An Optical Galleria has a relationship with the IC Beach Patrol and recently outfitted 60 of their new recruits with polarized sunglasses.

An Optical Galleria was the main sponsor of the White Marlin Open. They also attended ICAST, the largest fishing convention in the world, July 10-14, 2023. They often donate to fundraisers and local tournaments.



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OPTICS



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Athlete Academy

Health – Performance & Fitness Training Facility

Principal(s): Cody Revel & Ryan Maitland

Location(s): 2 - Fruitland, MD & Berlin, MD

Year-End Revenue 2022: \$260,000

Estimated Year-End Revenue 2023: \$325,000

Alumni: Salisbury University '18 - Cody Revel;
Salisbury University '17- Ryan Maitland

Phone: 443-358-6132

Social Media: Facebook & Instagram: @athleteacademymd

Business Address: 28410 Crown Road | Suite 104
Eden, MD | 21822

Established: 2018

Shore Hatchery Funds: \$15,000 - 2018

Stage of Business: Existing

Employees: 6 (2-4 interns) - 2023, Add 0 - 2024

Email: info@athleteacademymd.com

Website: athleteacademymd.com

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 three years under Revel's directorship. When the owner decided to close the location, Revel 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 Revel 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, its Director of Business Development Laura Soper, and former Mayor, Jake Day.

Additional External Funds & Accelerators

Total Investment: \$72,000

- Equipment Leasing
- \$31,000 - Salisbury University Student Entrepreneurship Competitions - 1st place - 2018
- Personal Owner Funds
- Salisbury University Entrepreneurship Hub

Results, Expansion, & Significant Milestones

The Athlete Academy has consistently grown over the past four years. The Academy was named Best Gym in Salisbury, MD. In its fourth year of business, it had \$205,000 in revenue. In March of 2022, they opened a second facility in Berlin, MD, and moved their main facility to a larger, more updated location in Fruitland, MD. This has allowed them to become the largest sports performance facility in the area.

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, and Washington and Crisfield Hockey.

CREATED BY CULTURE



THE
ATHLETE ACADEMY



7 PILLARS OF A CHAMPION

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



Atlantic Portable X-Ray

Health Care – Portable X-Ray Supplier

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

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

Year-End Revenue 2022: \$49,574

Estimated Year End Revenue 2023: \$134,592

Alumni: High Point University '14 - Sara Noyes Aquino;

Wor-Wic Community College '19 - Gavin Aquino;

University of Maryland '91 - Mike Noyes

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

Social Media: Facebook, Instagram, & LinkedIn:

@atlanticportablexray

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

Established: 2021

Shore Hatchery Funds: \$40,000 - 2023

Stage of Business: Existing

Employees: 0 – 2023, Add 2- 2024

Email: info@apxray.com, atlanticportablexray@gmail.com

Website: apxray.com

Business Description

Atlantic Portable X-Ray (APX) is a local, family, and woman-owned business that provides same-day X-rays with the convenience of service at any location. They offer high-quality digital X-rays, a local radiologist that reads on demand, and results within two hours, all without leaving the comfort of home. APX's services are covered under Medicare, and they are the only portable X-Ray service located on the Eastern Shore of Maryland.

Business History

Atlantic Portable X-Ray launched in May 2021 and has since partnered with local companies such as Coastal Hospice and national companies including the Alzheimer's Association. In just one year after its startup, APX was awarded the 2022 Small Business of the Year by the Salisbury Area Chamber of Commerce for Wicomico County and earned a top prize in the Spring 2023 Shore Hatchery Competition.

Shore Hatchery Funds, Specific Use, & Role \$40,000 – Spring 2023

Atlantic Portable X-Ray plans on utilizing the grant from the Spring 2023 Shore Hatchery Competition to expand their services by purchasing a state-of-the-art Portable MindRay Ultrasound Machine. They intend to hire their first employee from the Eastern Shore to operate the new equipment. APX is in the process of development, staging, and implementation of their exciting new business and is overjoyed to provide this much-needed service to the community in addition to portable X-rays. They plan to offer portable ultrasound services in early 2024.

Aside from the grant APX has received, the assistance, care, and encouragement from the Shore Hatchery mentors and staff, coupled with the resources and knowledge shared has truly proved to be an invaluable resource for young business owners, like themselves. They are beyond grateful for everyone who has helped guide them, in particular William

Burke, who first shared the Shore Hatchery information with them; Bryan Bourdeau, who invested time in helping with their financials and business advice pre-competition; and Michael Cottingham, who they are very eager to learn from in the future as business mentees.

Results, Expansion, & Significant Milestones

In its first full year of operating, Atlantic Portable X-Ray surpassed its break-even point and is already a profitable business. They have barely scratched the surface of client development in the area and plan to continue to expand steadily and efficiently with local contracts and partnerships.

They plan to add ultrasound as a service, hire an ultrasound tech from the area, and start doing business in Sussex County, DE, as they just received CMS approval for Delaware Medicare.

APX was named the [2022 Best Small Business](#) (SACC) in Wicomico County, [2023 Shore Hatchery Winner](#), a Certified Women-Owned Business, and Credentialed by Medicare in Maryland in 2021 and very recently in Delaware (after a 2.5-year application process).

Promotional Opportunities & Giving

Atlantic Portable X-Ray (for the second year) has partnered with Home Instead 734 for the "Be A Santa to A Senior" Program. In addition, APX is raising funds for the 2023 Greater Maryland Chapter Walk to End Alzheimer's in Salisbury on November 4.



APX

Atlantic Portable X-Ray



Beauty in the Scars Corporation, DBA BITS Cleaning

Environmental Services - Commercial and Residential Cleaning

Principal(s): Liz Day

Location(s): 1 – Salisbury, MD

Year-End Revenue 2022: N/A

Estimated Year-End Revenue 2023: N/A

Alumni: Salisbury University '11/'14, University of Maryland Eastern Shore - Ed.D. '21

Phone: 410-849-9078

Social Media: Facebook, Instagram, & TikTok:
@BITSCLEANING

Business Address: P.O. Box 3883 | Salisbury, MD | 21802

Established: 2021

Shore Hatchery Funds: \$20,000 - 2022

Stage of Business: Existing

Employees: 5 - 2023, Add 0 - 2024

Email: info@bitscleaning.com

Website: bitscleaning.com

Business Description

BITS Cleaning offers cleaning services for commercial and residential properties, specializing in noticing the unnoticed and going above and beyond with each clean. Their beautification cleaning processes improve the appearance of any business or home.

They believe that anything can be redeemed to be made beautiful again, whether scarred, tarnished, or stained. They provide opportunities for those who have struggled with job security in the past, by providing specialized training and employment.

Business History

Beauty in the Scars Corporation, DBA BITS Cleaning was formed in September 2021 by Liz Day, Ed.D. The overarching goal of the social entrepreneurship business model is to focus on philanthropic outcomes for a specific underserved community of men and women. Specifically, a community of women and men who struggle with financial and job security.

Since September 2021, BITS Cleaning has grown to 10 commercial clients, 20 regular residential clients and several Airbnbs. BITS has partnered with the Habitat for Humanity Habicorps program, as well as the Empowerment Group to employ people who may need a second chance.

Shore Hatchery Funds, Specific Use, & Role \$20,000 – Spring 2022

Beauty in the Scars Corporation DBA BITS Cleaning has had tremendous success upon winning the Shore Hatchery competition. With the award money the company was able to purchase a company work van, as well as bring on two more employees.

BITS was awarded office space at SU's Dave and Patsy Rommel Center for Entrepreneurship in 2021 to promote business growth.

BITS also received mentoring with Sumathy Chandrashekar of the Small Business Development Center and the Rommel Center for Entrepreneurship.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

The company has grown under the leadership of Owner Liz Day, Ed.D. with commercial and residential cleaning still being the primary two sources of revenue. Day has plans to continue to grow the corporation in different ways over the course of the next year as she enters into her third year of business.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

The overall philanthropic outcome for the company is to help a specific group of underserved communities of women who need stability.



Benson Outfitters, LLC

Outdoor Recreation – Equipment Rentals

Principal(s): Kelly Benson

Location(s): Main Office: North East, MD

Year-End Revenue 2022: \$100,000

Estimated Year-End Revenue 2023: \$150,000

Alumni: University of Maryland University College '18

Phone: 833-736-8346

Social Media: Facebook: @finoutdoor, Instagram: @findf.in

Business Address: 15 N Main St. | North East, MD | 21901

Established: 2021

Shore Hatchery Funds: 10,000 - 2022

Stage of Business: Existing

Employees: 4 - 2023, Add 4 - 2024

Email: kelly@bensonoutdoors.com

Website: https://findf.in

Business Description

Benson Outfitters, LLC feature a platform that enables members to access a network of outdoor recreational equipment via a smartphone application. Equipment is placed where they need it and that's available when they want to use it.

Business History

Born from feedback at Bay Venture Outfitters, Fin alleviates many of the barriers that prevent people from getting outside more often. In 2021, Benson started to experiment with using the technologies that enable micro-mobility in inner cities for another purpose: to power a journey instead of a commute. After self-funding five bike and kayak trial locations in 2022, Fin is now expanding its network to many new locations of high recreational value.

Shore Hatchery Funds, Specific Use, & Role \$10,000 – Fall 2022

The Shore Hatchery provided the needed capital to purchase additional equipment and allow for the expansion and marketing of multiple new locations.

Additional External Funds & Accelerators

Total Investment: \$9,000

- \$9,000 – TEDCO Market Study
- Delaware Swim with the Sharks – 2022
- Maryland Innovation Center/Kauffman Fast Track – 2022

Business Results, Expansion, & Significant Milestones

[Fin has doubled its available bicycling and kayaking locations](#) from 2022 and expects additional growth throughout Maryland's Eastern shore and the State of Delaware. They will be launching a highly anticipated subscription model within the next month.

A significant milestone for Benson Outdoors and Fin has been expanding to 10 locations in Maryland throughout Cecil, Kent, Queen Anne's, and Anne Arundel counties and in New Castle County, Delaware. They currently have over 2,000 users on their app.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving

N/A



Breathe Interiors

Retail - Home Décor & Gifts

Principal(s): Jessica McCarthy

Location(s): Salisbury, MD

Year-End Revenue 2022: \$6,000

Estimated Year-End Revenue 2023: \$60,000

Alumni: N/A

Phone: N/A

Social Media: Facebook & Instagram:

@breatheinteriors.sby

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

Established: 2022

Shore Hatchery Funds: \$7,000 - 2023

Stage of Business: Start-Up

Employees: 1 - 2023; Add 3 - 2024

Email: breatheinteriors.sby@gmail.com

Website: N/A

Business Description

Breathe Interiors is a brick-and-mortar retail store featuring a variety of home décor, accent furniture, and gift items inspired by nature.

Business History

N/A

Shore Hatchery Funds, Specific Use, & Role \$7,000 – Spring 2023

Funds were used to purchase materials to build a large display in the plant room and digital point-of-sale equipment. Funds were also used to increase inventory and a promotional campaign.

The funding has been incredibly helpful on multiple levels. The networking aspect has been valuable as well and they also hope to begin using some of the other services provided by the Rommel Center as soon as possible.

Additional External Funds & Accelerators

- \$20,000 - Maryland Business Operations Grant - 2022
- \$7,000 - Shore Hatchery Recipient - 2023

Results, Expansion, & Significant Milestones

Within the next year, they hope to increase the number of employees.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A





breathē

INTERIORS 



BrickRose Exchange

Technology – Event Production Company Specializing in VR, AR & AI

Principal(s): Bianca Jackson

Location(s): 1- Baltimore, MD

Year-End Revenue 2022: \$103,000

Estimated Year-End Revenue 2023: \$400,000

Alumni: University of Maryland Global Campus '10

Phone: 667-210-2138

Social: LinkedIn: @biancainjackson

Business Address: 2216 Boston Street
Baltimore, MD | 21231

Established: 2019

Shore Hatchery Funds: \$10,000 - 2023

Stage of Business: Existing

Employees and interns: 7 (2 interns) - 2023, Add 2 - 2024

Email: info@brickroseexchange.org

Website: brickroseexchange.org

Business Description

BrickRose Exchange® is an award-winning tech-enabled startup known for its innovative events that merge art, the Metaverse, and web3 technologies. As a [certified MBE business](#) in Baltimore, they aim to create a thriving ecosystem that connects artists, social entrepreneurs, and community organizers, fostering impactful work within the city. With a remarkable presence and global reach, their live and virtual events have made a lasting impact, serving over 5,000 community members and gaining recognition from renowned organizations such as Jack Daniels, Meta, American Express, Comcast, BGE, and Cllctvly.

Business History

In response to COVID-19, BrickRose Exchange pivoted its business to become a tech company. Leveraging over a decade of tech project management experience, they began hosting virtual events using emerging technologies such as virtual reality (VR), artificial intelligence (AI), and augmented reality (AR). Their success led them to secure their first international enterprise client, with employees spanning across countries, including the Philippines, Ireland, and the United States.

Shore Hatchery Funds, Specific Use, & Role \$10,000 – Spring 2023

The Shore Hatchery funds were used for tech infrastructure and staffing.

The program played a pivotal role in their business by providing press exposure, internship resources, and valuable business advice.

Additional External Funds & Accelerators

Total Investment: \$5,000

- \$5,000 – [Halcyon Opportunity Intensive Fellowship](#)
- Comcast RISE Awardee – 2021
- [Champions of the Metaverse award](#) – BEYA Metaquake Symposium - 2023

Results, Expansion, & Significant Milestones

Implementing new systems has shortened sales cycles, resulting in improved business outcomes. They are focused on establishing more partnerships for subcontracting to drive expansion.

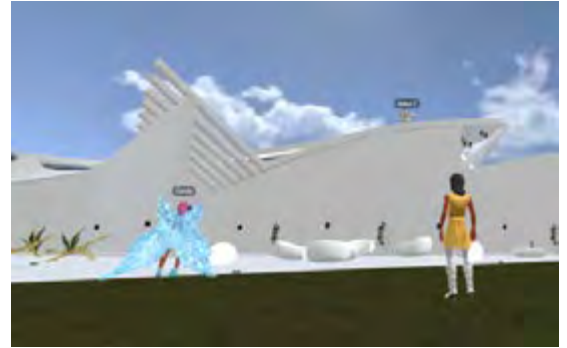
They secured their first enterprise client, marking a significant milestone for their business.

IP, Copyrights, & Trademarks

BrickRose Exchange obtained a trademark in 2020, owned by the company.

Promotional Opportunities & Giving Back

BrickRose Exchange actively engages in community partnerships and sponsorships to promote events and support local organizations, such as its collaboration with the Enoch Pratt Library to conduct emerging tech workshops for student leaders.




BRICKROSE



Buzz Meadery

Food & Beverage – Winery -Manufacturing Meadery

Principal(s): Megan Hines & Brett Hines

Location(s): 1 – Berlin, MD

Year-End Revenue 2022: \$75,000

Estimated Year-End Revenue 2023: \$30,000

Alumni: Coastal Carolina University – B.S. '10, Colorado State University – M.S. '14 - Brett Hines; Coastal Carolina University – B.S. '11, Colorado State University – M.S. '14 - Megan Hines

Phone: 240-997-2211

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

Business Address: 21 Jefferson Street | Berlin, MD | 21811

Established: 2020

Shore Hatchery Funds: \$20,000 – 2020

Stage of Business: Existing

Employees: 0 - 2023, Add 1 - 2024

Email: info@thebuzzmeadery.com

Website: thebuzzmeadery.com

Business Description

The Buzz Meadery crafts a session mead (honey wine) made with local Eastern Shore honey and other seasonally available fruits and veggies. Their mead drinks are packed with local fruit, a low ABV, and are light, refreshing, and not too sweet. Their business promotes both sustainable practices and local farmers, and they make all of their meads in small batches with rotating seasonal flavors like Honey Lite, Strawbuddy, Ocean Blue, Beached Peach, Spittin' Seeds, and their taproom staple Honeycomber.

Business History

The Buzz Meadery opened their taphouse in June 2020. Since then, they have expanded their production to 10 BBLs/month and distribution channels to include local restaurants and retail locations. They purchased a commercial plot in downtown Berlin and built The Berlin Commons, an outdoor green space with ample seating.

In 2022, they changed their business model to mainly distribution while building a new facility. Starting in August 2023, they started working with Evolution Craft Brewing Company to can their product and started self-distribution.

Shore Hatchery Funds, Specific Use, & Role \$20,000 – Fall 2021

The Shore Hatchery funds received were used to purchase equipment, along with a vehicle to create a mobile bar experience and a full-time employee to help with brewing operations. Co-owner Brett Hines worked with the staff at the Dave and 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. Following the competition, they have maintained valuable networking relationships with mentors at SU and the community.

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
- CAIC Producers Business Growth Program - Chesapeake Agricultural Innovation Center - 2023

Results, Expansion, & Significant Milestones

The Buzz Meadery purchased a commercial property in downtown Berlin in 2021. They are currently working on architectural plans for the space to include a mixed-use building for both commercial and (rental) residential use. They are currently moving through the planning and zoning phases for the project.

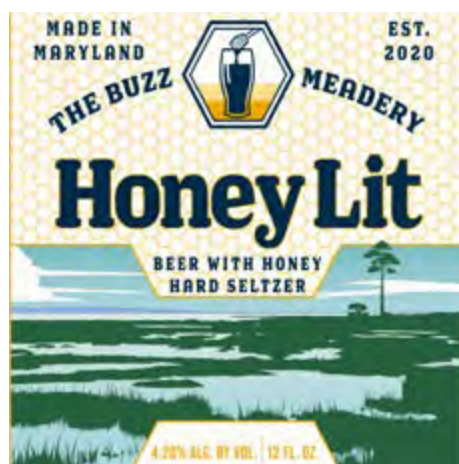
A significant milestone for the Meadery is scaling our business, developing financial projections and releasing their new product, Honey Lit, in the surrounding areas.

IP, Copyrights, & Trademarks

Buzz Meadery owns trademarks for both their logo and name.

Promotional Opportunities & Giving Back

N/A



Capsulomics, Inc. Rebranded as Previsé

Health – Life Sciences – Molecular Diagnostics

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

Location(s): 1 – Baltimore, MD

Year-End Revenue 2022: Pre-market

Estimated Year-End Revenue 2023: Pre-market

Alumni: Towson University '16, Johns Hopkins University '19 - Daniel Lunz; SUNY at Buffalo Medical School - M.D. '79 - Stephen Meltzer; University of Arizona - Ph.D. '86 - John Abraham

Phone: 877-844-4487

Social Media: LinkedIn: @previsedx

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

Established: 2018

Shore Hatchery Funds: \$15,000 – 2020

Stage of Business: Startup

Employees: 10 - 2023, Add 1 - 2024

Email: dlunz@previsedx.com

Website: previsedx.com

Business Description

Previsé is on a mission to save lives through the earlier detection and prevention of cancer, starting with esophageal cancer. They are actively working to get patients and health care providers the answers they need sooner by understanding and unlocking the power of biomarkers on cancer development and severity. Previsé's technology was made possible by grants from the National Institutes of Health (NIH) and developed after decades of research by the GI Early Detection Biomarker Lab at the Johns Hopkins University School of Medicine.

Business History

Previsé (formerly Capsulomics) was founded by Dr. Stephen J. Meltzer and Daniel Lunz while working in research at Johns Hopkins University School of Medicine.

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

The Shore Hatchery funds were used to conduct a clinical utility research study. 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

Total Investment: \$4,435,500

- \$500 – Patriot Boot Camp by Techstars – 2019
- \$700K – NIDDK R01 Subaward – 2019 – 2023
- \$15,000 – Rice Veteran Business Competition - 2020
- \$320K – NCI Phase I STTR – 2020
- \$400K – NCI Phase I STTR – 2021
- [\\$3M – Seed funding – 2023](#)
- LifeBridge Health Bioincubator
- FastForward Incubator – Johns Hopkins University

Results, Expansion, & Significant Milestones

Previsé recently commercially launched their first product, Esopredict, which aids in predicting which Barrett's esophagus patients are likely to progress to esophageal cancer. A significant milestone for Previsé will be expanding their office and laboratory footprint over the next year by 2.5x.

The Previsé team presented data from two studies at Digestive Disease Week 2023, where they presented new tests to detect risk of esophageal cancer.

IP, Copyrights, & Trademarks

Previsé has exclusively licensed four patents from Johns Hopkins (licensed in 2019, 2021, 2023) and one provisional patent submitted (2023).

Promotional Opportunities & Giving Back

N/A



PREVISE



CarrTech Corp.

Bio-Health - Medical Device

Principal(s): Sue Carr- President, John Nowell- CEO, John Nazzaro- Vice President, Terri Lopatka-Secretary, John Brzezinski-CFO, Maria Schulz- R&D Specialist, & Ric Huguen - Business Advisor

Location(s): 1 – Frederick, MD

Year-End Revenue 2022: N/A

Estimated 2023 Revenue: N/A

Alumni: Mass. College of Pharmacy '84 - Sue Carr, Mass. College of Pharmacy '64 - John Nazzaro, Rutgers University '78 - Terri Lopatka, Gardner-Webb University '17, Harvard University '92 - Maria Schulz

Phone: 301-694-2999

Social Media: Twitter: @carrtechllc

Business Address: 4539 Metropolitan Ct
Frederick, MD | 21704

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

Shore Hatchery Funds: \$10,000 – 2020

Stage of Business: Pre-FDA

Employees: 3 (1 Intern) – 2023, Add 3 - 2024

Email: sue@carrtechcorp.com

Website: carrtechcorp.com

Business Description

CarrTech is a medical device company that has developed, patented, and prototyped a novel all-in-one filter device called FROG (Filter Removal of Glass). FROG is safer for the both patients and health care workers by decreasing the chance of glass shard contamination to the patient, decreasing the chance of needlestick injuries and taking half the time to prepare. CarrTech is working with strategic partners, preparing for FDA submission Q3 of 2023 with anticipated approval Q1-Q2 of 2024 revolutionizing the filter needle industry. CarrTech anticipates revolutionizing the filter needle industry with our innovative technology in the next few years.

Business History

CarrTech, LLC was founded in 2012 upon receiving the first patents and has received a total of three U.S. Patents, one Canadian Patent, and a PCT. CarrTech is in final preparation for FDA submission slated for October 2023 with anticipated approval early 2024 working with strategic partners. CarrTech was incorporated in 2021 and has received over \$2 million to date in funding for FDA preparations with the only innovative all-in-one package, one needle filter device called FROG, (Filter Removal of Glass) increasing safety for both the patient and health care provider.

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

CarrTech used Shore Hatchery funds for business and prototype expenses, which led to an investment from [TEDCO](#). The Shore Hatchery Competition was CarrTech's first big win. It turned out to be the beginning of a long journey and many more investments from those that believe in their mission.

Additional External Funds & Accelerators

Total Investment: \$2,113,683

- \$550,000 - TEDCO Builder Fund Rubric and seed funding
- \$525,000 - Lead investor - Old Line Capital Partners
- \$1,038,683 - Friends and Family

- Connect Entrepreneur
- THE EDGE - FITCI - 2019
- Intro to I-Corp - GWU - 2019
- Frederick County Video Pitch - 2019
- IPHA - Inova Personalized Health Accelerator - 2019
- Frederick County, MD Judges Choice & People's Choice Video Pitch Competition - 2020

Results, Expansion, & Significant Milestones

CarrTech has raised over \$2 million to date to prepare for FDA submission in fall 2023. They are working with the largest needle company in the world, who is helping CarrTech in a number of ways, including Human Factor Studies in the U.S. and in the E.U.

CarrTech will be manufacturing in 2023 and are in early conversations with a number of companies. In August 2022, CarrTech was valued at \$7,200,000.

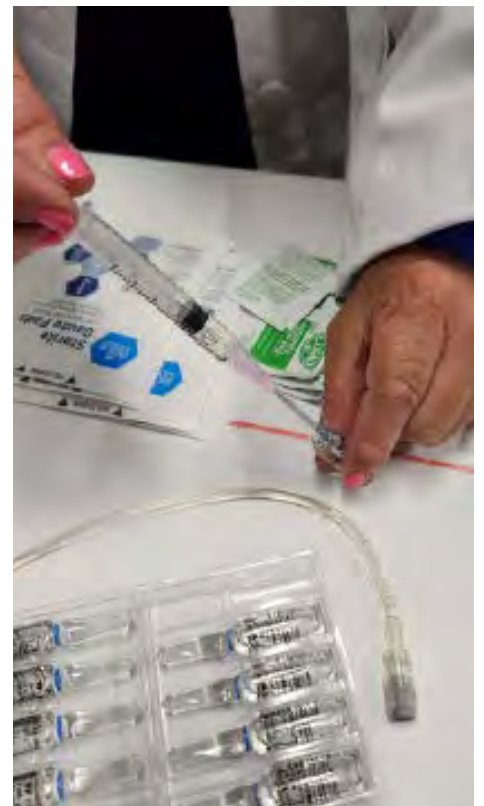
CarrTech was named "[Emerging Life Science Company of the Year](#)" by Maryland Tech Council in in December 2021, Frederick County SHE Pitch Competition Winner - \$10,000, Spot Light [Pharmacist of the Year](#), service award by Washington Metropolitan Society of Health-System Pharmacist, and David Meltzer's "[Impact Award](#)" on Amazon prime, season 2 episode 11. 2022.

IP, Copyrights, & Trademarks

CarrTech has three U.S. Patents, dating from 2014-2019, just received word of a PCT acceptance in 2023, and has a trademark on FROG and logo (Filter Removal of Glass) from 2021.

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.



Chow Corp.

Food and Beverage – Food Truck Training for Veterans

Principal(s): Jordan Foley & Charlie Magovern

Location(s): 4 - Annapolis, MD; San Diego, CA; Ft. Lauderdale, FL; Atlantic City, NJ

Year-End Revenue 2022: \$44,280.50

Estimated Year-End Revenue 2023: \$222,600

Alumni: U.S. Naval Academy '12 B.S., MIT '15 M.S., Georgetown '21 J.D. – Jordan Foley; Allegheny College '12 B.A., University of Southern California '15 M.A. - Charlie Magovern

Phone: 412-860-8812

Social Media: Facebook, Twitter, Instagram, Spotify, & LinkedIn: @Chow_Nonprofit

Business Address: 626 Admiral Drive | Suite C, Box 116 Annapolis, MD | 21401

Established: 2020

Shore Hatchery Funds: \$15,000 – 2021

Stage of Business: Existing

Employees: 1 - 2023, Add 1 - 2024

Email: charlie.magovern@letschow.org

Website: letschow.org

Business Description

Chow Corp. provides pathways to the mobile culinary arts for veterans, military spouses, and other military affiliated individuals through food truck rentals and hands-on training. Through their Kitchen with a Mission program, much of their training results in fresh meals being prepared for those in need.

Business History

Founded in 2020, Chow Corp. started by raising money to donate food to food insecure areas. As they gained momentum, they were able to raise enough money for their first truck in 2021 and have expanded their fleet to four trucks in 2023. The goal is to help people who struggle with food insecurity and use the trucks to train veterans.

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

Shore Hatchery funds were used to support their Kitchen with a Mission program for more than a year and a half by supplying capital for food, chef training, stipends for students, and other costs associated with food donation events.

Additional External Funds & Accelerators

Total Investments: \$260,000

- \$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
- Georgetown Summer Launch Initiative
- \$5,000 - Phillips Charitable Foundation - 2021
- \$140,000 - George Stewart - 2021

- \$10,000 - Ian Haislip McNair Fund - 2021
- \$16,000 - Doorstep Ministries - 2021
- \$15,000 - Sam Adams/Streetshares Brewing the American Dream - 2021
- \$1,500 - Georgetown University Rocket Pitch finalist - 2021
- \$2,000 - Anne Arundel CC Pitch Competition finalist - 2021
- \$25,000 - Bark Tank Competition - 2021
- \$40,000 - Annapolis Rotary - 2022

Results, Expansion, & Significant Milestones

Chow Corp.'s Food Truck Training Program (FTTP) sets up select veterans with a food truck, menu, branding, supply chain support, food safety training, and much more. The veterans operate under the Chow support umbrella as they provide logistic and technical support. Over the past year, they have experienced great success with their food truck operators who rent trucks from them. Chow Corp. has distributed over 5,000 meals since receiving the Shore Hatchery grant. They purchased an additional food truck in 2023, expanding their fleet to four trucks in four years.

IP, Copyrights, & Trademarks

They own copyright to 2 logos.

Promotional Opportunities & Giving Back

Chow Corp. is always looking for ways to give back. Using their profits, Chow Corp. supports veterans and military families through cooking therapy, cookware donations, culinary education, and online recipes.



ClearMask, LLC

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

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

Location(s): 1 - Baltimore, MD

Year-End Revenue 2022: By Request

Estimated Year-End Revenue 2023: By Request

Alumni: N/A

Phone: N/A

Social Media: Facebook, Instagram, & Twitter:
@theclearmask

Business Address: N/A

Established: 2017

Shore Hatchery Funds: \$30,000 - 2018

Stage of Business: Existing

Employees: N/A

Email: contact@theclearmask.com

Website: theclearmask.com

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 providing clearer communication for all.

Business History

ClearMask was established in 2017 by the team of Aaron Hsu, Alyssa Dittmar, Elyse Heob and Inez Lam, who brought together their knowledge, and experience in disability advocacy, biomedical engineering, clinical trials, and commercialization of startups. Co-founders Heob and Lam were students attending Johns Hopkins University when ClearMask was formed. Dittmar, who was born deaf, is a leader in the disability community and has worked in former Maryland 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 U.S. 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 - 2018
- \$15,000 - Village Capital/Gallaudet University Accelerator, First Place Award - 2018
- \$25,000 - Accelerate Baltimore Cohort - 2018
- \$25,000 - National Science Foundation Innovation Corps Cohort

- \$300,000 - TEDCO Convertible Note - 2020
- Johns Hopkins Social Innovation Lab; Gallaudet University/Village Capital; Accelerate Baltimore; National Science Foundation's iCorps Program; TrajectoryNext
- ClearMask's significant milestones are expanding internationally and achieving more than \$45 million in sales.

Results, Expansion, & Significant Milestones

ClearMask launched a new product line, the ClearMask™ Transparent Surgical Mask Plus in May 2022. The new transparent mask design includes a filter material that provides a form-fitting and tight fit to meet customers' needs, especially for children, older adults, deaf and hard of hearing people, and those who benefit from visual communication.

IP, Copyrights, & Trademarks

Yes (undisclosed)

Promotional Opportunities & Giving Back

ClearMask gives back to their community by donating the ClearMask™ brand to different organizations across the United States. To date, they've donated 74,472 masks.



 **ClearMask**[™]
Clarity. Comfort. Connection.



CM Training, LLC

Education - Human Services Training

Principal(s): Samuel Kayode

Location(s): 1 - Baltimore, MD

Year-End Revenue 2022: \$63,000

Estimated Year-End Revenue 2023: \$112,000

Alumni: Morgan State University '09

Phone: 410-929-5653

Social Media: Facebook: @cmtrainingllc

Business Address: 615 Baltimore Pike #1165
Bel Air, MD | 21014

Established: 2017

Shore Hatchery Funds: \$5,000 - 2021

Stage of Business: Existing

Employees: 1 - 2023, Add 0 - 2024

Email: Info@cmtrainingllc.com

Website: CMTrainingllc.com

Business Description

CM Training, LLC(CMT) is a consulting company focused on training human service professionals and human service organizations in case management training.

They also provide consulting to organizations looking to improve the quality of work for their staff in order to improve services to their clients in the community.

Their training includes how to screen clients, complete assessments, identify risks, follow up with clients, interviewing clients and documentation. Case managers also learn case management definitions, skills and functions.

Business History

CM Training, LLC was founded in 2017 by Samuel Kayode. Kayode is a certified life coach and case manager of 10 years. He worked as a case manager with the Maryland Department of Human Services in Baltimore for six years. During his time as a manager, Kayode developed case management training for high school and college students who are interested in learning about human services. CM Training, LLC is based primarily in Baltimore, MD. However, business opportunities have taken them well beyond the boundaries of Maryland.

Shore Hatchery Funds, Specific Use, & Role \$5,000 - Fall 2021

The Shore Hatchery funds were used for marketing.

Additional External Funds & Accelerator Total Investment: \$5,000

- \$5,000 - CCBC Business Competition - 2019

Results, Expansion, & Significant Milestones

CM Training experienced increased revenue in the first quarter of the year. Over the past year, they have trained a total of 26 case managers from Florida.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A



College Scooters/Shore Cycles

Retail – Powersports - Motorcycle, Scooter, & More

Principal(s): John Churchman

Location(s): 1 – Salisbury, MD

Year-End Revenue 2022: \$1,200,000

Estimated Year-End Revenue 2023: \$1,300,000

Alumni: Salisbury University '13 - John Churchman

Phone: 443-291-3030

Social Media: Facebook & Instagram: @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: 12 - 2023, Add 0 - 2024

Email: john@shorecyclesusa.com

Website: ShoreCyclesUSA.com

Business Description

College Scooters and Shore Cycles are a powersports businesses. 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 No. 1 scooter dealer. They sell and service a wide array of motorcycles and scooters. Shore Cycles, LLC, located in Salisbury, is a powersports dealer selling motorcycles, ATVs, dirt bikes, scooters, go-karts, and e-bikes.

Business History

College Scooters was founded in a garage in Ocean City during the summer of 2010, while Churchman and Navid Mazloom 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.

In the fall 2020, Churchman and Mazloom successfully acquired a buyer for the College Scooters dealership. College Scooters continues to operate in College Park under the new owners, and Churchman has retained ownership and operations of Shore Cycles in Salisbury.

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

Due to the 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 three 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

Churchman and Mazloom operated College Scooters for 10 years, with 10 consecutive years of revenue and profit growth. Churchman continues to grow Shore Cycles in the Delmarva region with the goal of becoming the largest retailer of pre-owned bikes, motorcycles apparel and accessories, and powersport services.

Their significant milestones were:

2014 – Shore Hatchery Competition winner

2016 – New College Scooters store in College Park, MD

2019 – New Shore Cycles store in Salisbury, MD

2020 – Sale of College Scooters in College Park, MD

2020 - Present – John Churchman continues Shore Cycles operation in Salisbury, MD

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

They frequently donate to various motorcycle groups in the area who use the donations to raise money for local charities.



Compassionately Creative Rebranded as SewSlick, LLC

Education – Sewing Classes/DIY

Principal(s): Dawn Kennedy

Location(s): 1 – Baltimore, MD

Year-End Revenue 2022: \$36,000

Estimated Year-End Revenue 2023: \$45,000

Alumni: Coppin State University '03 & Towson '10

Phone: 410-935-1743

Social Media: Instagram: @sewslick.studio &

@iamdawnchannelle

Business Address: 704 Nursery Road | Suite E
Linthicum, MD | 21090

Established: 2017

Shore Hatchery Funds: \$7,500 – 2017

Stage of Business: Existing

Employees: 1 - 2023, Add 2 - 2024

Email: dawncjoyner@gmail.com

Website: sewslick.com

Business Description

SewSlick, LLC focuses on influencing, coaching, and teaching youth and busy women to develop mindfulness and nurture their well-being through sewing. They do this by providing virtual and in-person sewing lessons through groups, one-on-one sessions, e-courses, and retreats. Lessons improve self-esteem, confidence, patience, and mindfulness.

Business History

SewSlick, LLC started out in 2017 as Compassionately Creative, but soon shifted as they started creating unique handmade clutches and headwraps and wanted the brand to reflect the products. They changed the name of their sewing programs to SewSlick Like Me, which are geared toward providing sewing lessons to girls and women. Through these changes, they still have maintained the program, STEAM While Sewing, which is geared toward Brown and Black girls, teaching them about the STEAM process through fashion designing.

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, MD. 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, 10 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: \$25,000

- \$2,000 - Warnock Foundation - December 2017
- \$23,000 - Project Restore – 2023
- She's Well Networked Entrepreneur Program

Results, Expansion, & Significant Milestones

Through perseverance, which is one of their core values, SewSlick has been able to secure multiple in-person contracts with Baltimore City Recreation and Parks, reaching over 60 children. As a result of feedback from their sewing programs, they are planning to pitch at more competitions so that they can secure additional funding to sell fabric, sewing machines and sewing notions. Next year, they plan to host their very first sewing retreat.

In 2021 and 2022, SewSlick, LLC secured contracts with Baltimore City Recreation and Parks at several locations as well as their Tech 2 Rec learning centers. Recently, SewSlick moved to a new studio in Linthicum, MD, where they teach classes and host events. They've also started a new STEAM program titled "Full STEAM Ahead." They've had the opportunity to work with 2 Rec2Tech Centers while implementing this new program. In 2024, they plan to add embroidery to their list of provisions.

IP, Copyrights, & Trademarks

N/A

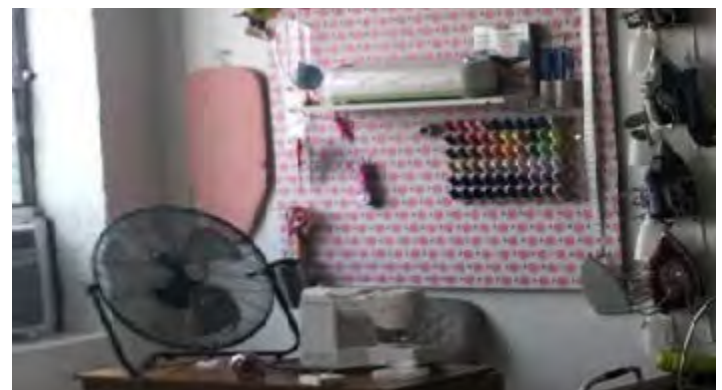
Promotional Opportunities & Giving Back

SewSlick, LLC has had the opportunity to host three free STEAM While Sewing sessions, which reached 32 girls last summer.



SEWSLICK

BUILDING CONFIDENCE, COMMUNITY, & CREATIVITY ONE STITCH AT A TIME



Coordle

Technology – Travel App

Principal(s): Jen Fry

Location(s): 1 - Baltimore, MD

Year-End Revenue 2022: \$0

Estimated Year-End Revenue 2023: \$10,000

Alumni: Michigan State University '22

Phone: 419-618-0949

Social Media: Facebook & Instagram: @coordle

Business Address: 333 E 20th | Baltimore, MD | 21218

Established: 2022

Shore Hatchery Funds: \$5,000 - 2023

Stage of Business: Existing

Employees: 3 - 2023, Add 0 - 2024

Email: jen@coordleapp.com

Website: coordleapp.com

Business Description

Coordle is a B2B tech company revolutionizing how to coordinate inclusive and accessible group movements. They focus on managing and organizing the movement of groups from one location to another efficiently and effectively. Their app ensures smooth and synchronized movements by streamlining real-time information, communication, payments, dynamic moveable itinerary, and logistics, and curated recommendations for local attractions, restaurants, and hidden gems based on an individual's interests and travel history.

Business History

Coordle was started in 2022 by Dr. Jen Fry. They officially launched on March 7, 2023, on the App Store and Google Play, and have over 250 downloads to date. After sending out two surveys, they received over 350 survey responses and conducted 35 interviews, averaging three a week. They have a live foundational product and have been doing intensive interviewing to create a roadmap and next set of features based on interviewee needs, which are a flexible and moveable itinerary, a robust reminder/notification system, and a robust chat option.

Shore Hatchery Funds, Specific Use, & Role \$5,000 – Spring 2023

The Shore Hatchery funds were used for app development funding. The program provided funds, networking opportunities and press recognition.

Additional External Funds, & Accelerators Total Investment: \$9,500

- \$5,500 - [Baltipreneurs Accelerator](#) - 2023
- \$2,000 - USG Equity Incubator - 2023
- \$2,500 - Baltimore means Business - 2023
- [DC Startup Week Competition Finalist](#) - 2022

Results, Expansion, & Significant Milestones

Coordle's significant milestones were launching version two of their app in August 2023 and participating in the Loyola University, Simon Center for Innovation and Entrepreneurship Baltipreneurs Accelerator, a four-month part-time program supporting startup businesses and social ventures with training, technical assistance, mentorship, networking, and access to capital. Fry received the \$5,500 Peerless Award, which recognizes the entrepreneur who best used the program to build a network and find and provide support to others.

IP, Copyrights, & Trademarks

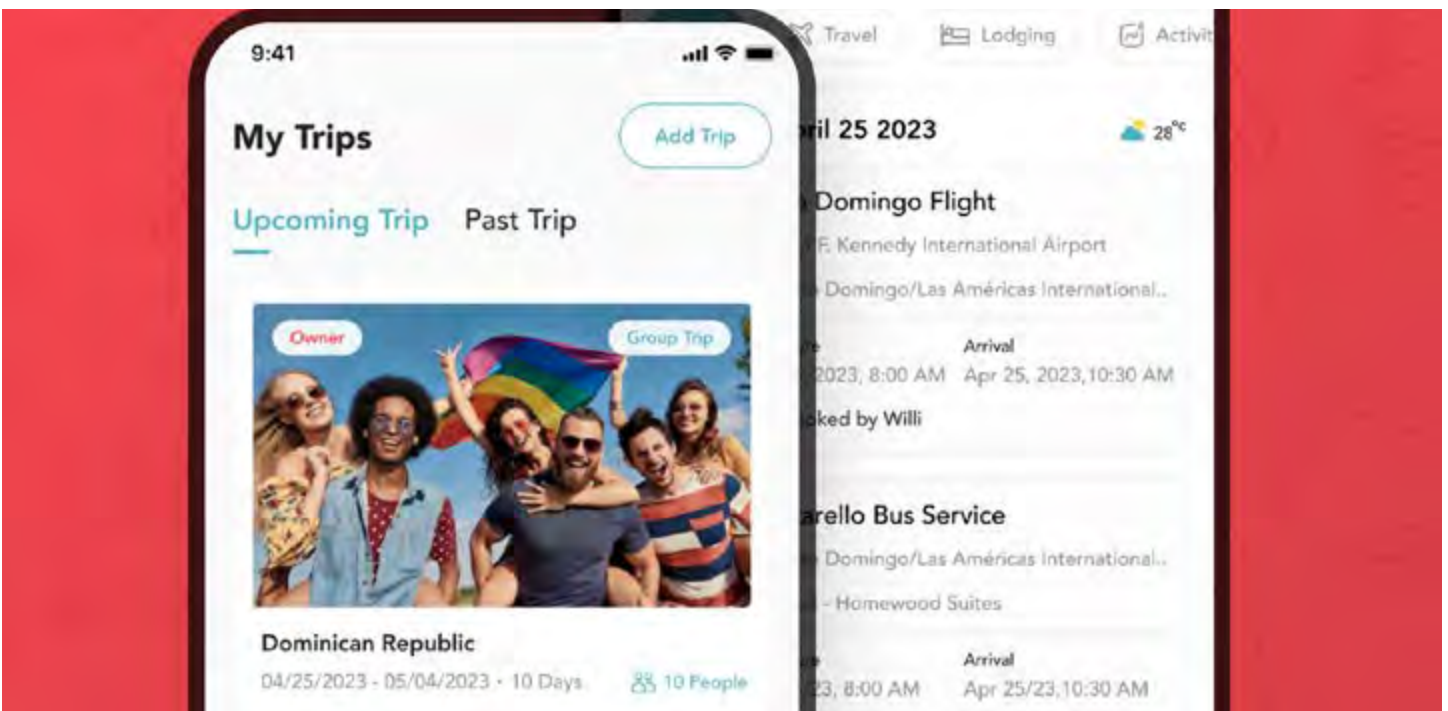
N/A

Promotional Opportunities & Giving Back

N/A



Coordle



DiPole Materials, Inc.

Manufacturing – Custom Nanofiber

Principal(s): Materic, LLC

Location(s): 1 – Baltimore, MD

Year End Revenue 2022: By Request

Estimated Year End Revenue 2023: By Request

Alumni: N/A

Phone: 410-401-9796

Social Media: Facebook, Twitter, & LinkedIn:

@dipolematerials

Business Address: 1100 Wicomico Street | Suite 323

Baltimore, MD | 21230

Established: 2015

Shore Hatchery Funds: \$15,000 – 2019

Stage of Business: Existing

Employees: 10 (3 interns) - 2023, Add 0 - 2024

Email: chris.ewing@matericgroup.com

Website: dipolematerials.com

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 nano-fibers in a single manufacturing step. In 2015, the team co-founded DiPole Materials. In 2016, DiPole obtained its license from the U.S. 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. In 2021, DiPole more than doubled their production capacity. Of significant mention, DiPole has placed one of its electro spinners into a dedicated space that is ISO 13485/GMP compliant for medical device production. The company is expanding its market into cosmetics, energy and defense applications.

IP, Copyrights, & Trademarks

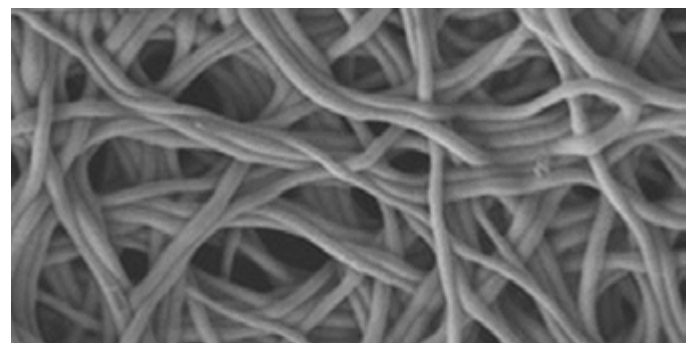
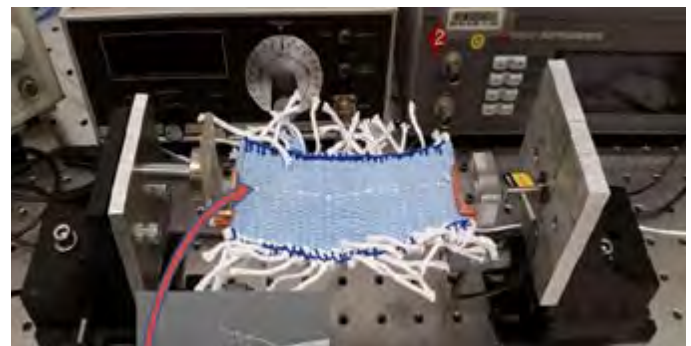
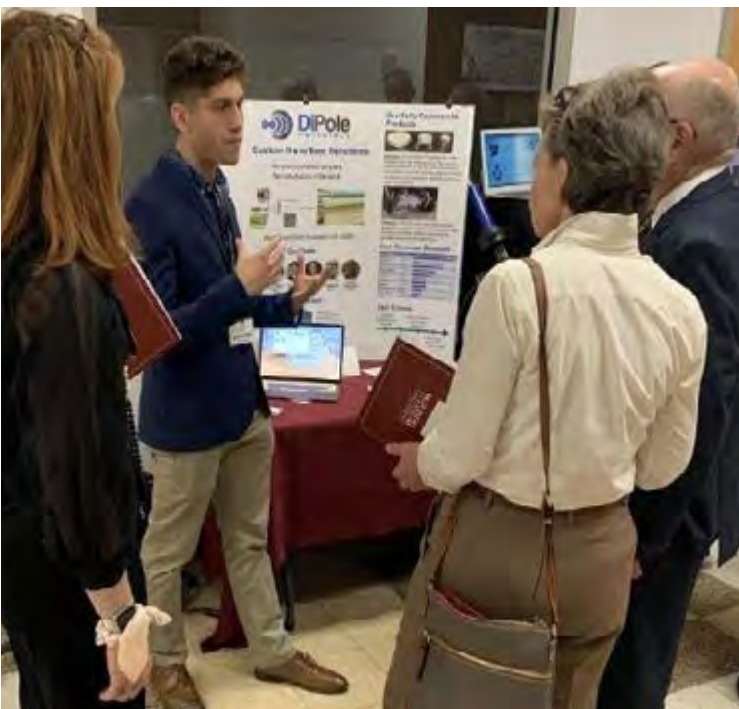
DiPole has licensed two U.S. patents and an additional two filings from Johns Hopkins University's coverage of the use of polypeptides in piezoelectric applications and the methods for processing them to obtain piezoelectric properties. Also, a provisional patent, which DiPole has first rights to, has 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 a paid internship program for material science students.



A Materic company



Driven Physiotherapy

Health & Wellness – Performance Physical Therapy Practice

Principal(s): Kate James

Location(s): 2- Salisbury, MD; Coastal DE

Year-End Revenue 2022: \$115,000

Estimated Year-End Revenue 2023: \$135,000

Alumni: University of Delaware '06 & University of Maryland Eastern Shore '09

Phone: 410-713-4227

Social Media: Facebook: @drivenpt, Instagram: @driven_pt

Business Address: 724 E. Main Street | Salisbury, MD | 21804

Established: 2012

Shore Hatchery Funds: \$5,000 - 2023

Stage of Business: Existing

Employees: 3 - 2023, Add 1 - 2024

Email: kate@drivenpt.com

Website: drivenpt.com

Business Description

Driven Physiotherapy is a physical therapy and performance practice focused on guiding endurance athletes as they move beyond their injuries to live, train, and perform at their best.

Business History

Driven Physiotherapy was founded in 2012 by Kate James. It remained a “side gig” until July 2021 when James left her position as a faculty member within the Physical Therapy Department at the University of Maryland Eastern Shore.

Shore Hatchery Funds, Specific Use, & Role \$5,000 - Spring 2023

Shore Hatchery funds were used to enroll in a nine-month coaching program that will help the business grow the remote side of the business, ultimately increasing recurring revenue.

Results, Expansion, & Significant Milestones

Driven Physiotherapy experienced a 10% increase in YTD Gross Revenue in 2022. A significant milestone was expanding into the Coastal Delaware area with their mobile clinic.

IP, Copyrights, & Trademarks

N/A

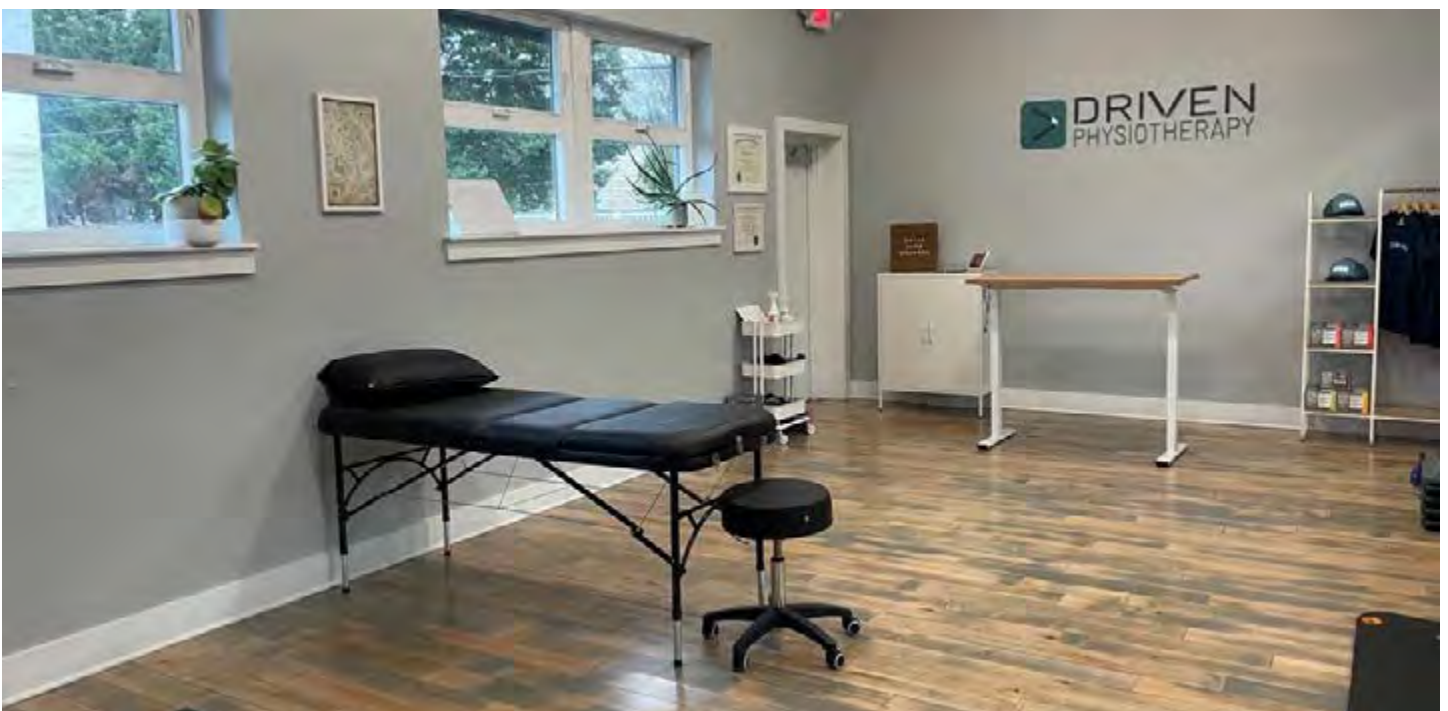
Promotional Opportunities & Giving Back

N/A





DRIVEN PHYSIOTHERAPY



Earth Systems Management, LLC

Enviro-Technology – Robotic Systems

Principal(s): Joseph Betit

Location(s): 2 - Pungoteague, VA; Machipongo, VA

Year-End Revenue 2022: By Request

Estimated Year-End Revenue 2023: By Request

Alumni: California State University – B.S., Surveying and Photogrammetry '81, University Westminster and CERAM – M.S., International Finance '03

Phone: 703-725-6132

Social Media: LinkedIn: @JosephBetit

Business Address: PO Box 87 | 30241 Bobtown Road
Pungoteague, VA | 23422

Established: 2020

Shore Hatchery Funds: \$25,000 – 2021

Stage of Business: Startup

Employees: 4 (Interns) - 2023, Add 0 - 2024

Email: joseph@earthssystemsmangement.com

Website: earthssystemsmangement.com

Business Description

Earth Systems Management (ESM) is focused on improving economic opportunity for the young people of the Eastern Shore through commercialization of advanced technologies appropriate to the Eastern Shore environment. ESM provides affordable nearshore databases such as shallow water bathymetric mapping, shoreline environmental conditions, and shore infrastructure conditions for the public and for agencies. Their data is acquired using the multiple sensor technologies of their autonomous hydro (water) drone and digital tide gauge systems, that collect precise tide height and wave shape data. They integrate data from onboard GPS, camera, sonar, and LiDAR 3D systems. They also manufacture and sell these systems.

Business History

The project was initiated by Joseph Betit, retired Bechtel corporate chief surveyor for global engineering and construction operations. Betit is also a former professor in the Old Dominion University Engineering School. Initial funding was provided by a GO Virginia Region 5 Enhanced Capacity Building grant in 2020. Four local Eastern Shore of Virginia freshman college students composed the initial intern team. ESM continues to employ high school and college interns to design, develop autonomous systems and to provide services with these systems.

Shore Hatchery Funds, Specific Use, & Role \$25,000 – Fall 2021

The Shore Hatchery funds were a critical step forward. They permitted extending the foundation work of the grant into the first steps of commercialization.

The funds permitted construction of the new prototype hydro drone, creation of training manuals and videos for both the new hydro drone and the digital tide gauge, creation of the company website, creation of the gift donations and event registration web pages, creation of marketing videos, upgrade

of the onsite server system from Microsoft to Linux with VPN, integration and backup of the server's two internet providers (Spectrum Business and beta Starlink) for improved fail over redundancy, purchase of an iPad Pro with 3D laser scanning for 3D mapping and VR capability, and purchased an Orbi enhanced wifi system with satellite unit for expanding the onsite Starlink coverage. It also provided the funds to upgrade the Starlink internet access subscription to the new "portable" configuration. This will allow use of the current Starlink antennae on an offshore hydro drone system for operations in the Atlantic beyond the Shore out to the Continental Shelf. This new, larger drone is currently in the design phase and under construction. Starlink will provide this new hydro drone with high speed internet access while at sea. This breakthrough removes the difficult, long range restricted radio connections over the water.

The funds supported teaching STEM classes about their technology and provided travel funds for the owner to participate in the GeoWeek Laser scan and drone Conference in Denver in February 2022.

The Shore Hatchery award greatly increased public exposure and interest in the project. Articles about the award appeared in the ESVA news media (*Shore News, Eastern Shore Post*) and in the prominent online *Lidar News* magazine.

Additional External Funds & Accelerators

Total Investment: \$101,000

- \$99,000 - GO Virginia Region 5 ECB grant
- \$4,000 - Eastern Shore Community College intern funding grants
- Founder personal funds
- Donations – Dot3D laser scan data capture software for the iPad Pro, cash, skiff with trolling motor, office furniture
- ODU Strome Entrepreneurial Center
- Historic Machipongo Middle School – Lab & classroom space, wifi, computers, and utilities - 2023

Results, Expansion, & Significant Milestones

This is a new, advanced technology approach to the creation of high-quality environmental data in the near shore, shallow water environment. There has been a learning curve about this technology in the Eastern Shore of Virginia and Western Shore (Matthew County) communities.

Some of the exciting projects they've been working on recently are:

- Virginia Institute Marine Science, Eastern Shore Laboratory, in Wachapreague, VA, is funding Earth System Management to use autonomous drones to produce a bathymetric map of 3 square miles of south Burton Bay for [SeaGrass planting](#) (eelgrass).
- Matthews County has requested ESM to provide two proposals for Middle Peninsula nearshore mapping projects. Funding for these projects is still in negotiation by the county.
- ESM provided start to finish video documentation to a contractor of one of their ESVA Living Shoreline projects. This documentation video is now used for client education and is available on [YouTube](#).

Earth Systems Management is now a business member of Middle Peninsula, [Fight the Flood](#), and part of the Coastal Virginia Adaptation and Resilience Consortium ([covaresilience.org](#)).

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

ESM, LLC has provided STEM training and mentoring to young public and home school students at no cost to them.



Friendly Goods Co.

Retail – Natural Skin & Body Care

Principal(s): Samuel & DeLia Shoge

Location(s): 1 - Chestertown, MD

Year-End Revenue 2022: N/A

Estimated Year-End Revenue 2023: \$15,633

Alumni: Elon University '11 - Samuel Shoge;

Elon University '12 - DeLia Shoge

Phone: 302-223-4150

Social Media: Facebook & Instagram:

@friendlygoodscompany

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

Established: 2023

Shore Hatchery Funds: \$5,000 - 2023

Stage of Business: Startup

Employees: 2 - 2023, Add 0 - 2024

Email: hello@friendlygoodsco.com

Website: friendlygoodsco.com

Business Description

Friendly Goods Company is a family-owned, natural, and low-waste body care business launched in 2023 with a mission to reduce the number of synthetic ingredients humans are exposed to in their skin and body care products by 75%. Founded by Sam and DeLia Shoge in Chestertown, MD, Friendly Goods Company operates under the brand tagline “Friendly to Your Skin, Friendly to Our Community, Friendly to Our Planet.” Friendly Goods’ body care products are made with wholesome, natural ingredients (many of them food-grade); a portion of each sale is donated to local nonprofits serving their home community, and plastic packaging has been dramatically reduced to be more environmentally sustainable. Current product offerings include goat milk soap and lotion, shampoo and conditioner bars, and lip balm.

Business History

Friendly Goods’ origin dates back to the beginning of the COVID-19 pandemic where Sam was invited to [make handmade soap](#) by a local friend. Dozens of batches later and months of experimenting with making additional body care products by hand, Sam cultivated a following of friends and family who were eager to purchase more soap. Conceptualizing how to meet demand with DeLia, the idea of launching a full-scale body care business was born.

Shore Hatchery Funds, Specific Use, & Role \$5,000 – Spring 2023

Shore Hatchery funds were used to purchase inventory, their largest expense. In addition, Shore Hatchery funds were used to pay for digital marketing services to increase brand exposure.

The program provided Friendly Goods Company with critical startup funding and the validation that their company’s mission and vision, business plan, and products were sound and worth scaling.

Additional External Funds & Accelerators

Total Investment: \$25,000

- \$25,000 – SFW Foundation 0% Loan – 2023

Results, Expansion, & Significant Milestones

Friendly Goods Company is poised for steady growth into the future. The business’ launch coincides with a movement in the skin and body care industry to embrace “clean” beauty – products that contain few to no synthetic ingredients and are just as effective as long-standing corporate consumer brands. A significant milestone was participating in a number of regional markers, festivals, and tradeshow to increase brand exposure and accelerate growth.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Friendly Goods Company donates a portion of proceeds to environmental nonprofits protecting the Eastern Shore waterways.



Friendly Goods

company



Frozen Farmer

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

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

Location(s): 1 – Bridgeville, DE

Year-End Revenue 2022: By Request

Estimated Year-End Revenue 2023: By Request

Alumni: Salisbury University '09 – Katey Evans;
Wilmington University '09 – Jo Ellen Algier

Phone: N/A

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 - 2023, Add 0 - 2024

Email: jalgier@aol.com

Website: thefrozenfarmer.com

Business Description

The most delicious homemade super-premium ice cream, nice cream, and sorbet in Delaware. Why? Because it is made from local Delaware farmers and boatloads of luscious homegrown ingredients straight from the Evans' 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 Evans was a student at Salisbury University and Algier 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 8,000 stores across the U.S., including Giant Foods, Stop N Shop, and every Kroger location nationwide. 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 toward 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 March 2020, a dream became a reality when their sustainable, farm-crafted story earned them a partnership deal with *Shark Tank's* Lori Greiner. Founder Katey Evans struck the sweet deal of \$125,000 for 30% of her farm creamery business, aiding in their rapid expansion.

The Frozen Farmer continues to increase business revenues each year. Their sales have skyrocketed since their appearance on *Shark Tank* in 2020. According to Greiner, the company pulled \$6.5 million in retail revenue within a year and a half of appearing on *Shark Tank*.

In May 2023, Frozen Farmer celebrated two impressive distinctions from *Inc. Magazine*. Katey Evans made the sixth annual Female Founders list, which honors 200 women whose innovations shape the world into a better place. This announcement came only a few weeks after the Frozen Farmer ranked No.6 on the Inc. 5000 Regionals – Mid-Atlantic list, the most prestigious ranking of the region's fastest-growing private companies. They've experienced an impressive 1,503% revenue growth within a two-year period.

The brand showcases eight different sorbet flavors, including peach, cherry, honeydew, mango, raspberry, strawberry, watermelon, and strawberry lemonade and three frobert flavors, including double chocolate cherry, orange cream, and apple pie.

IP, Copyrights, & Trademarks

Frobert trademark

Promotional Opportunities & Giving Back

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



THE frozen farmer
FIELD • FRESH • COLD • TREATS



Galaxy Gymnastics

Sports Instruction – Recreational and Competitive Gymnastics

Principal(s): Chelsea Lahey

Location(s): 1 – Salisbury, MD

Year-End Revenue 2022: \$494,991

Estimated Year-End Revenue 2023: \$551,969

Alumni: Towson University '13

Phone: 410-572-4992

Social Media: Facebook & Instagram: @galaxy_gymnastics1

Business Address: 337 Civic Ave. | Suite 300
Salisbury, MD | 21804

Year Established: 2016

Shore Hatchery Funds: \$20,000 – 2022

Stage of Business: Operating

Employees: 23 - 2023, Add 3 - 2024

Email: galaxygymnastics2016@gmail.com

Website: galaxygymnast.com

Business Description

Galaxy Gymnastics offers recreational gymnastics instruction for toddlers to teenagers focusing on the importance of physical fitness, including strength, balance, flexibility, and coordination. Their focus is providing all boys and girls, regardless of age, mental or physical ability, the opportunity to experience the joy and benefits of gymnastics. They also offer competitive gymnastics programs led by former Olympic Bronze Medalist, U.S.A. Gymnastics Hall of Famer, and NCAA National Champion Kristen Maloney. In addition to gymnastics, they offer special events and birthday parties on weekends.

Business History

Chelsea Lahey and Pam Duke started Galaxy Gymnastics seven years ago. Since that time, the business has grown from approximately 100 children to over 500 children. Their staff has grown from 10 employees to having 23 employees (three full time employees, making over \$50,000/year and 20 part-time employees). In 2022, Lahey took over as owner.

Shore Hatchery Funds, Specific Use, & Role \$20,000 – Fall 2022

The Shore Hatchery Funds were used to help build out an in-ground pit with pit blocks and purchase new equipment for their boys' gymnastics classes.

As a result of the Shore Hatchery support, they were able to grow their student base by taking their gym to the next level.

Additional External Funds & Accelerators

Total Investment: \$120,000

- Maryland Capital Enterprises - 2022

Results, Expansion, & Significant Milestones

Galaxy gymnastics has experienced significant financial growth over the past year. They have moved locations and added equipment, ultimately allowing them to offer more classes at once.

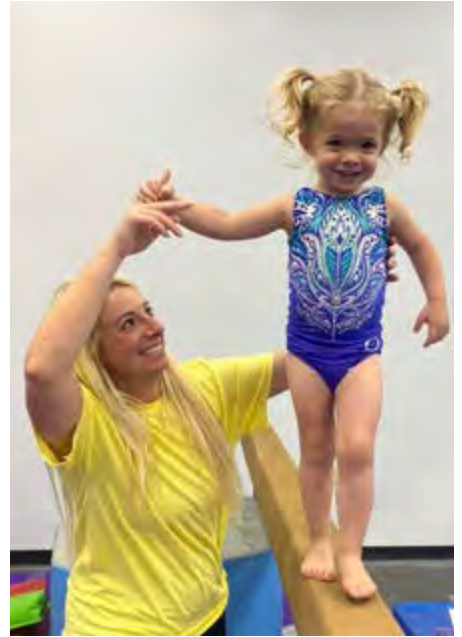
A significant milestone for Galaxy has been hiring another full-time employee. Previously, the company only had 2 full-time employees.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A



gel-e, Inc. Rebranded MEDCURA, Inc.

Bio-Technology – Commercial Stage Medical Device Company

Principal(s): Jim Buck, CEO; Larry Tiffany, Executive Director; Matthew Dowling, Ph.D., CSO; Rich Vincent, CFO; Steve Ford, SVP; Rachel Hoffman, SVP; Colleen Nye, VP; Natasha Johnson, VP

Location(s): 1 – Riverdale, MD

Year-End Revenue 2022: \$1,200,000

Estimated Year-End Revenue 2023: \$2,000,000

Alumni: Indiana University - Northwestern University's Kellogg Graduate School - Jim Buck; Nazareth College - Johns Hopkins University - Larry Tiffany; University of Maryland College Park - Matthew Dowling, PhD, CSO; San Diego State University - Rich Vincent, CFO; California State University - Steve Ford; Duke University - Rachel Hoffman; University of Rochester - Worcester

Polytech Institute - Colleen Nye, VP; Old Dominion University - Walden University - Natasha Johnson, VP

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: 18 Employees (2 Interns) - 2023, Add 3 - 2024

Email: ltiffany@medcurainc.com

Website: medcurainc.com

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 and 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 Investment: \$5,500,000

- 6 Maryland Industrial Partnerships (MIPS) & a MIPS Proof of Concept Award

- DOD Prolonged Field Care Award
- 6 - NSF SBIR Phase II Supplements
- Phase IIB Investment & Investor Matching Award
- Air Force Medical Assistance Program
- Maryland Biotechnology Center - Transitional Research
- TEDCO (MTTF); & NSF SBIR SECO Grant
- MTECH Venture & MD Technology Advancement

Results, Expansion, & Significant Milestones

In 2022, [Medcura](#) secured ~ \$7 million in private financing, which supported the launch of a pet product on Amazon. They recently expanded their operation by 50% to support the growing team as well as the manufacturing and research operations.

In 2023, they filled the following positions: Senior Vice President, Marketing and Business Development; Senior Vice President, Clinical and Regulatory Affairs; Vice President of Legal Affairs and Compliance; two Quality Engineers; three R&D Engineers; Director of Regulatory Affairs; and an Office Administrator.

A significant milestone for Medcura was receiving [Breakthrough Device Designation](#) for its LifeGel™ Absorbable Surgical Hemostat® from the U.S. Food and Drug Administration (FDA).

IP, Copyrights, & Trademarks

7 patents in U.S., 1 in E.U., numerous patents pending, trademarked name and trademarked product name (Seal It - August 1, 2023)

Promotional Opportunities & Giving Back

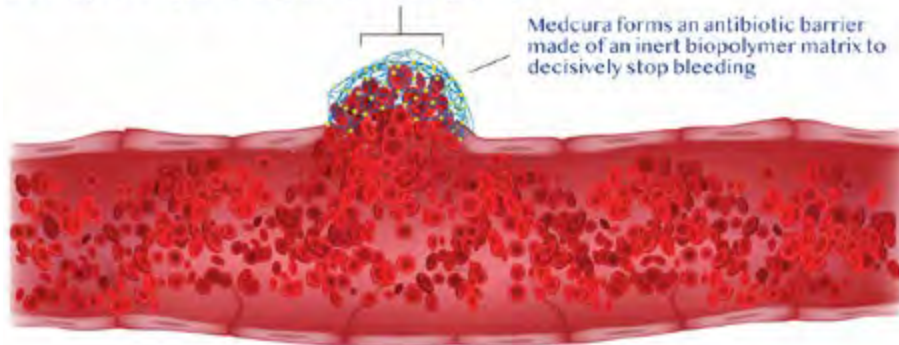
Medcura is working with World Hope International to provide its wound gel in first aid kits to support efforts in Ukraine.



MEDCURA



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



Medcura products target large worldwide markets

	Product Development	Marketing Approval/Clinical Testing	Commercialization
EXTERNAL PRODUCTS	OTC/1 st AID (Medcura Flex™)	FDA cleared K120001, K00152, & K00174, K10007	\$3B
	VASCULAR CLOSURE (Triple R™)	FDA cleared K140006	\$1B
INTERNAL PRODUCTS	TRAUMA (Lifel oam™)		\$1B
	SURGICAL (Surgcura™)		>\$2B

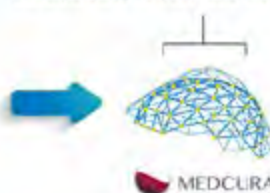
Medcura is a proprietary combination of natural polysaccharides...



...with natural fatty acids...



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



Vascular gel-e®



Nuisance bleed gel-e®*



Chronic wound gel-e®*



Surgical gel-e®*

Hummi, LLC

Food and Beverage – Plant-Based Snacks

Principal(s): Tyler Phillips

Location(s): 1 – Los Angeles, CA

Year-End-Revenue 2022: \$56,000

Estimated Year-End Revenue 2023: \$127,000

Alumni: University of Maryland College Park '18

Phone: 518-573-4947

Social Media: Tik Tok, Facebook, & LinkedIn:

@hummiyummy, Instagram: @hummi_Yummy

Business Address: 4971 S Centinela Ave. | Apt 204
Los Angeles, CA | 90066

Established: 2020

Shore Hatchery Funds: \$20,000 – 2021

Stage of Business: Existing

Employees: 1 (4 Interns) - 2023, Add 0 - 2024

Email: tyler@hummi.com

Website: hummi.com

Business Description

Hummi offers healthy and yummy plant-powered snacks for the entire family. By using fun branding, cartoons, and innovative products, the plan to offer a refreshing wake-up call to the food and beverage industry. They merge fit and fun experiences with delicious and nutritious nostalgic snacks.

Business History

Hummi Snacks began as a spontaneous kitchen creation while the founder, Tyler Phillips, was living in Puerto Rico. Over time with the support of the surrounding community, the Hummiiverse grew and traveled from Washington, DC, with the Union Kitchen Food Accelerator to California with Food Future Co. Hummi Snacks will continue expanding throughout the West Coast and nationwide via e-grocery platforms and exclusive product line extensions.

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

The funds from the Shore Hatchery competition have become crucial to Hummi's future. As a result of their winnings, they've had the upfront capital for initiatives like a redesigned website and brand architecture design. Additionally, the funds helped propel a fall 2021 Kickstarter campaign, which raised another \$15K+ for the business to scale.

Additional External Funds & Accelerators

Total Investment: \$75,000

- \$9500 - Kiva Loan - 2020
- \$20,000 - Pitch Dingman - 2020
- \$22,500 - Personal Investment
- \$8,000 - Food Future Co Investment - 2021
- \$15,000 - Kickstarter Crowdfund - 2021
- Union Kitchen Food Accelerator - 2020
- Food Future Co Accelerator - 2021
- Newchip Accelerator - 2022

Results, Expansion, & Significant Milestones

In 2022, the company performed a micro-pivot from mini muffins to debuting [POINTS](#), a better-for-you M&M that's low sugar, ketogenic, natural colored, and plant-based. The product is dairy-free, made with just one gram of natural sugar and 90 calories per serving. POINTS also contain prebiotics and are free from the top 14 food allergens. They are carried in approximately 70 locations.

Retail growth added 80+ INFRA, NCG, and a uniquely positioned grocery partners. They launched successfully on Amazon and had their very first customers in Canada and Hawaii.

IP, Copyrights, & Trademarks

Trademarks around the Hummi (2021) & POINTS! (2022) brand. IP being developed with the cartoon universe through the development of a comedic animation project dubbed as "this generation's *VeggieTales* meets *The Simpsons*."

Promotional Opportunities & Giving Back

Donated product in partnership with Chow Corp. in addition to volunteerism with local food banks/soup kitchen.



HUMMII



Kitchology/FOODMIDABLE

Health Care – Mobile/Web App – Integrated Social Special Diet Cooking Platform

Principal(s): Alain Braincon & Iris Sherman

Location(s): 1 – Germantown, MD

Year-End Revenue 2022: \$0

Estimated Year-End Revenue 2023: \$0

Alumni: MIT - Ph.D. '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: Dissolved

Employees: N/A

Email: alain.braincon@kitchology.com

Website: kitchology.com

Business Description

Kitchology is a software as a service 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 U.S. dealing with special diets. These consumers spend \$500B on groceries and use \$230B in preventive health products. Kitchology helps consumers make better decisions and overcome the limitations imposed by food restrictions without losing their freedom to try new dishes. They support any special diet where some ingredients are in and other ingredients are out. Wellness program providers, retailers, and food brands pay them to use their platform.

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

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

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

In 2017, Kitchology formed a joint venture with a recognized industry leader InRFood. After forming the joint venture, they expanded their technologies to provide the ultimate platform for the food and wellness sectors. The complimentary engagement platform FOODMIDABLE used machine learning algorithms and a state-of-the-art nutrition and diet database (600K products, 480K substitutions rules, 80K culinary rules, 73 diet compliance). FOODMIDABLE matched diet and food preferences of individuals with any recipe, food product, ingredient, restaurant chain, to deliver personalized information and recommendations through robust APIs.

FOODMIDABLE'S platform supported consumer and patient touchpoints throughout the entire food cycle, which included diet planning, meal planning, meal tracking, and shopping both online and in stores. It covered generic ingredients, branded products, processed and unprocessed foods, and restaurants.

Later, they pivoted to a B2B business model, where they licensed their APIs and technology. Due to high customer acquisition costs in their B2B model, Kitchology has closed. The owners are now working in different startups and AI-centric companies.

IP, Copyrights, & Trademarks

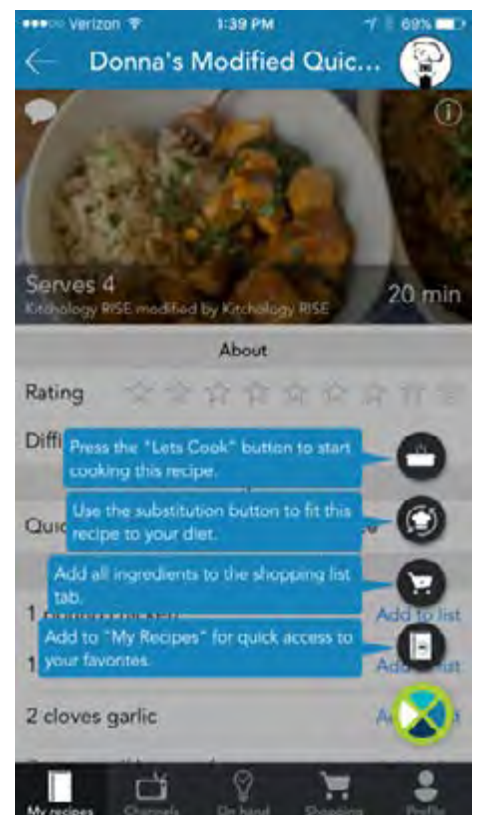
N/A

Promotional Opportunities & Giving Back

N/A



KITCHOLOGY®



Lightwork Publishing, LLC

Education - Publishing & Training Services

Principal(s): Gregory Collins & Shannon Collins
Location(s): 1 - Aberdeen, MD
Year-End Revenue 2022: \$22,200
Estimated Year-End Revenue 2023: \$70,000
Alumni: Southern Illinois University Edwardsville '15 - Gregory Collins; University of Miami '16 - Shannon Collins
Phone: 240-853-3229
Social Media: Instagram: @lightworkpublishing, Facebook: @TheAfterGraduationPlan

Business Address: 1013 Beards Hill Road | Suite 198
Aberdeen, MD | 21001
Established: 2020
Shore Hatchery Funds: \$3,000 - 2023
Stage of Business: Existing
Employees: 2 (1 Intern) - 2023, Add 1 - 2024
Email: admin@lightworkpub.com
Website: lightworkpub.com

Business Description

Lightwork Enterprise is a workforce development company that offers innovative technology, services, and programs to local government programs, private/public schools, and nonprofit organizations. Their mission is to empower organizations to better serve their participants and enhance their workforce development initiatives.

Business History

Lightwork Publishing was founded in March 2020. In 2020, Lightwork Publishing published their first product, "The After Graduation Plan", to provide more innovative and effective workforce development sources. As a self-funded start-up, they secured key clients such as the Maryland Department of Labor, The Wolf Foundation of Delaware, Jefferson University Hospital of Philadelphia, and the YMCA Black Achievers program of Louisville, Kentucky.

Shore Hatchery Funds, Specific Use, & Role \$3,000 - Spring 2023

The Shore Hatchery funds allowed them to increase their budget which better positioned them for grant funding. Lightwork Publishing leveraged the Shore Hatchery Funds to acquire a federal grant with Susquehanna Workforce Development.

Additional External Funds & Accelerators

- HBCU PitchFest – Morgan State University
- TEDCO Open Institute for Black Women Entrepreneur Excellence – 2022 - 2023

Results, Expansion, & Significant Milestones

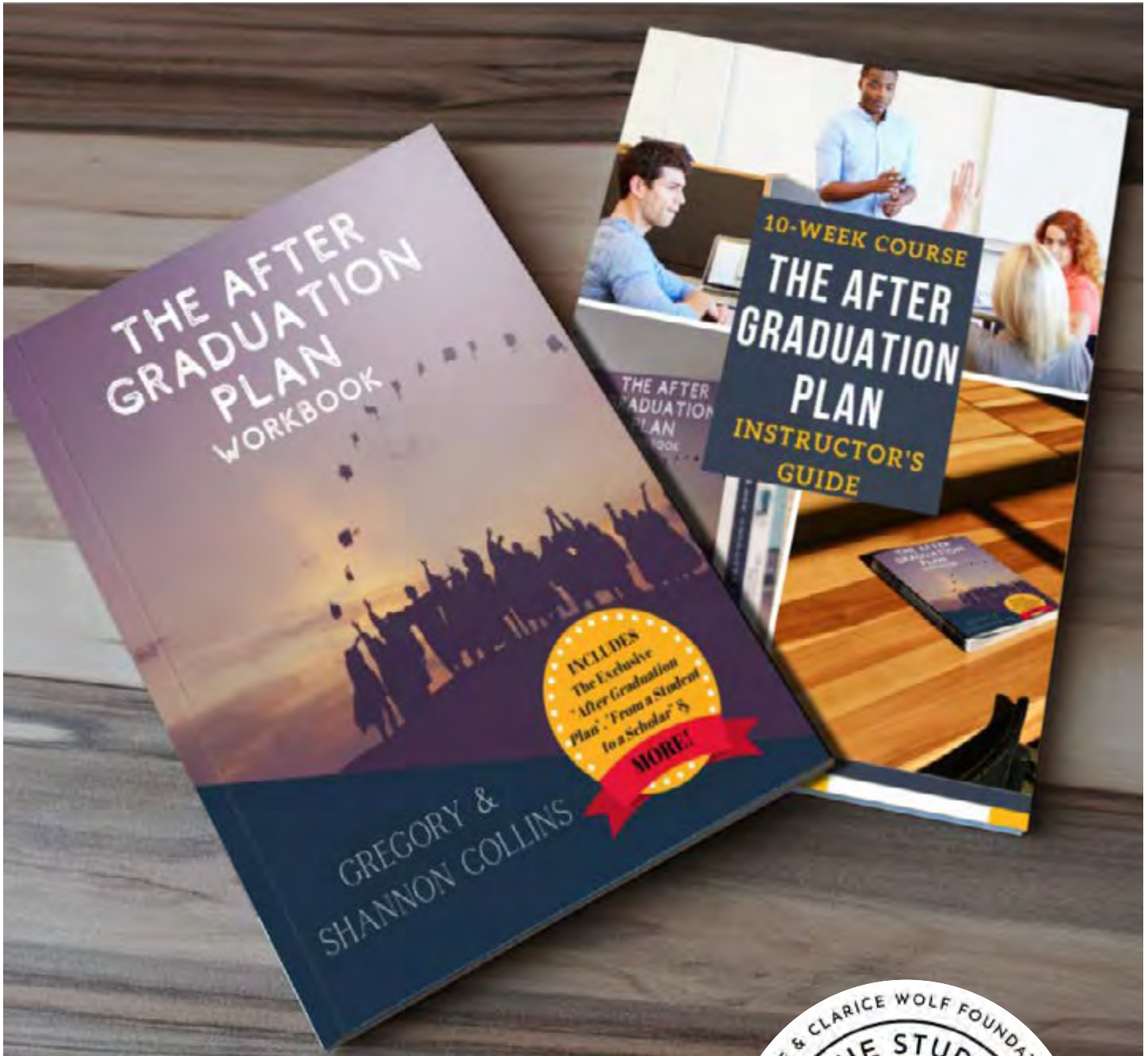
Lightwork Publishing expects to double their 2022 revenue in 2023. A significant milestone was securing their first federal grant through Susquehanna Workforce Development.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A



LIGHTWORK
PUBLISHING LLC



Lytos Vodka

Food & Beverage - Wine & Spirits - Electrolyte-Infused Vodka

Principal(s): Billy Fanshawe

Location(s): 1 - Severna Park, MD

Year-End Revenue 2022: \$108,000

Estimated Year-End Revenue 2023: \$126,000

Alumni Institution and Year Graduated:

Towson University '14

Phone: 443-848-3730

Social Media: Instagram, Facebook, Twitter, & LinkedIn:
@lytosvodka

Business Address: 21 Magothy Bridge Road #353
Severna Park, MD | 21146

Established: 2019

Shore Hatchery Funds: \$20,000 - 2022

Stage of Business: Existing

Employees: 3 - 2023, Add 0 - 2024

Email: social@lytosvodka.com

Website: lytosvodka.com

Business Description

Lytos Vodka is a patent-pending, high-alkaline, gluten-free, premium vodka with added electrolytes, which include salt, potassium, and phosphorus. Lytos Vodka was born in Baltimore, MD, distilled in Columbia, MD, and enjoyed everywhere.

Business History

Lytos was founded in January 2019, established in April 2019, and launched on November 16, 2020. Inspired back in 2010 by mixing vodka with Gatorade or Pedialyte. Nine years later, the formula was born, and soon after, so was Lytos. After one year and 10 months of government approval between federal and state, Lytos finally hit the market. Lytos now touches almost 500 retailers between Maryland, Delaware, and Washington, DC.

Shore Hatchery Funds, Specific Use, & Role \$20,000 – Fall 2022

The Shore Hatchery funds were used for marketing, more specifically for on- and off-premise marketing, trade sales marketing, and digital advertising.

Their Shore Hatchery award, media coverage, and coaching were transformative for their business.

Additional External Funds & Accelerators

- Towson University Incubator - September 2021 - Present

Results, Expansion, & Significant Milestones

Lytos has gone from an idea laid out on three pieces of paper, to a brand well-distributed in Maryland and throughout the mid-Atlantic. They have accomplished this with little to no resources, but rather with passion, drive, and hard work.

Lytos recently expanded to Delaware, Washington, DC, and Montgomery County (county-run, separate from the State of Maryland) within the last seven months. They are forecasting revenue growth year over year and grew to a six-figure revenue in 2022.

IP, Copyrights, & Trademarks

Lytos owns a registered trademark for “Lytos,” published May 18, 2021, and has a patent pending.

Promotional Opportunities & Giving Back

Lytos has and will continue to make product and financial donations to private Christian schools.




Lytos



- + High Alkaline**
- ⚡ Electrolyte Enhanced**
- 🇺🇸 Made In Maryland**
- ☆☆ Patent Pending**

Lytos



- 1** Vodka infused with Salt, Potassium, and Phosphorus.
- 2** Filtered through the finest activated carbon.
- 3** Made with one hundred percent farm fresh corn.
- 4** Lytos is distilled from corn, so it's naturally gluten free.
- 5** Patent pending formula for a smoother drinking experience.
- 6** Born in Baltimore, MD. Distilled in Columbia, MD.

MADTECH, LLC

Technology - Virtual Reality - Augmented Virtual Engineering of Facilities & Land

Principal(s): Thomas C. Marnane

Location(s): 1 – Salisbury, MD

Year-End Revenue 2022: \$236,848

Estimated Year-End Revenue 2023: \$350,000

Alumni: United States Naval Academy - B.S. General Engineering Mechanical & Electrical '84

Phone: 410-703-4298

Social Media: N/A

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 - 2023, Add 2 - 2024

Email: tomm@madtechfarm.com

Website: madtechfarm.com

Business Description

MADTECH, using a first of its kind Virtual Information Technology System (VIMS), produces 3D blueprints accurately, quickly (days, weeks vs. months, years), and affordably to resolve problems with facilities that do not have engineering drawings and other necessary information. Using only an internet browser without downloading any software, users experience the facility while physically sitting at their desks but virtually standing amongst their colleagues while “Virtually On Site.” They also offer 2D floor plans, digital twins, and project management assistance. The MADTECH VIMS technology can be used to support the following: facility documentation: spray irrigation, sludge application, stormwater, water allocation, and general site mapping.

Business History

MADTECH started as an agricultural drone technology company in 2017. In 2019, MADTECH made a technology breakthrough to create the first of its kind VIMS. MADTECH currently focuses on using VIMS to provide all necessary information needed to manage and retrofit existing facilities.

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

The Shore Hatchery funds were used to purchase an advanced technology drone to perform aerial survey work and accompanying software. Additionally, the capital enabled expansion of capabilities that were a stepping-stone to where they are today.

Additional External Funds & Accelerators

Total Investment: \$672,500

- \$7,500 - Winner AG Pitch - 2018
- \$500 - AG Pitch Best Presentation Winner - 2019
- \$8,500 - TEDCO Grant - 2020
- \$100,000 - Rubric Grant - 2021
- \$56,000 - PPP Loans - Paid Off - 2021
- \$500,000 - SBA Loan - 2021
- SBIR for NSF Grant Applications - 2022

Results, Expansion, & Significant Milestones

MADTECH’s technology is being used at Johns Hopkins Medicine, the federal government, and industry. Their VIMS technology is disruptive to conventional facility management, project development, implementation, and engineering. It is catching on and use will grow geometrically. A significant milestone for MADTECH was getting a multi-year MAS contract award from the federal government.

IP, Copyrights, & Trademarks

MADTECH has several proprietary technologies that have been protected and the company owns 100%.

Promotional Opportunities & Giving Back

MADTECH has donated 1% of revenues to help foster children since 2020.



MAD **TECH**
Modern Agronomy



MAD **TECH**
VIRTUAL WORKSITE

Fundamentally shifting facilities planning with rapid information collection and dissemination, enabling full life-cycle engineering and project management



Maryland Energy and Sensor Technologies, LLC

Materials & Software Development - Educational Tools for STEM Programs & Green Cooling

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

Location(s): 1 - College Park, MD

Year-End Revenue 2022: By Request

Estimated Year-End Revenue 2023: By Request

Alumni: University of Maryland - Ph.D. '96 - Ichiro Takeuchi

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: 6 - 2023, Add 3 - 2024

Email: info@energysensortech.com

Website: energysensortech.com

Business Description

Maryland Energy and Sensor Technologies (MEST) develops functional materials and system integration for environmental-friendly energy applications. They also develop AI-driven software tools for materials researchers and STEM educators.

Business History

MEST is a small business established in 2009 in Maryland, 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. Leveraging their expertise in machine learning and materials science, they also develop software and educational tools for STEM educators and scientists.

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 Shore Hatchery fund helped kick-start their project. As a result, they were able to build their initial prototypes. Their mentor, Pat Royak was very helpful, and assisted with discussions on commercialization.

Additional External Funds & Accelerators

Total Investment: \$2,200,000

- NSF SBIR Phase I
- TEDCO grants
- Loan; DoE EEeRE
- DoE STTR phase I
- \$3,000 - UMD Business Development Award - 2013
- MEST is an incubator at UMD MTEch

Results, Expansion, & Significant Milestones

MEST expended its business to software development to capture its unique capabilities in materials development and machine learning. In 2021, the initiative resulted in one DoE STTR Phase I award, two grants, and the sale of a Materials Science Robot prototype.

In 2022, they completed the first round of product modifications and started collecting data from beta users of Material Science Robot. They expect to develop more beta users, from one or more universities.

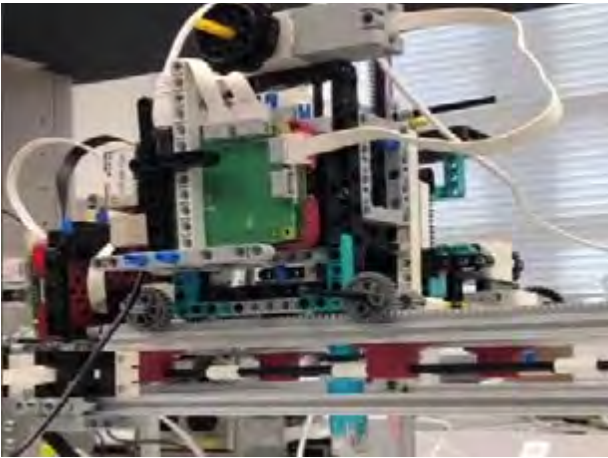
A significant milestone was completing the first round of product development and incorporating user data.

IP, Copyrights, & Trademarks

3 IPs on thermoelastic cooling technology and 1 IP on a thermoelastic cooling device.

Promotional Opportunities & Giving Back

N/A



MEST



Mind the Current, LLC purveyor of Dhremo Therapy IV Decals

Health Care – Retail Product Transforming the Cancer Experience

Principal(s): Marsha Lynn Hammond, Founder

Location(s): 1 – Towson, MD

Year-End Revenue 2022: \$4,386

Estimated Year-End Revenue 2023: \$8,000

Alumni: Maryland Institute College of Art (MICA) - M.A.T. '99 & B.F.A. '98

Phone: 443-801-5966

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

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

Established: 2015

Shore Hatchery Funds: \$32,500 – '16/'17

Stage of Business: Existing

Employees: 1 - 2023, Add 0 - 2024

Email: marsha@dhremo.com

Website: dhremo.com

Business Description

Dhremo Therapy IV Decals, flagship product of Mind the Current, LLC, are the first step in a greater mission to revolutionize the cancer experience, to embrace the power of the mind and spirit for optimum outcome in healing disease. By providing products that awaken and focus the mind and uplift the spirit, patients and loved ones are empowered to actively participate in their own 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 nine months after her remission. With funding from a Kickstarter and the Shore Hatchery, they've been able to grow several product lines and partnerships with seven hospitals. Since they began, Dhremo has shipped to 43 U.S. states and territories as well as nine 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 U.S.

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, we've been able to cultivate relationships and build key partnerships with pediatric hospitals by exhibiting at oncology conferences across the country. Their Shore Hatchery mentor, Kathy Kiernan, has been of great support.

Additional External Funds & Accelerators

Total Investment: \$37,600

- \$13,000 - Kickstarter Crowdfunding - 2016
- \$1,000 - Openworks - EnterPRISE FellowshipGrant - 2018

- 1,000 - EnterPRISE Cohort Pitch Competition, Open Works - 2018
- \$7,000 - Warnock Foundation – Social Innovation Fellowship Grant - 2019
- \$1,000 - MICA Alumni Grant - 2019
- \$100 - Towson U Student Nurse Association Class Gift Grant - 2019
- \$5,000 - Warnock Foundation Social Innovation Pitch Competition - 2019
- \$2,000 - Warnock Foundation Social Innovation Award - 2019
- Champions Choice Award, Pitch Across Maryland Competition, Startup MD - 2016
- Openworks EnterPRISE Fellowship, OpenWorks - 2018
- Warnock Social Innovation Fellowship, Warnock Foundation - 2018-19

Results, Expansion, & Significant Milestones

Accomplishments of Mind the Current were additional funding through developing pitches for both cohorts, being awarded grants and the development of comprehensive marketing campaign for Roadshow of Hope (cancelled due to COVID-19).

They are in the process of developing a new branch of Mind the Current, focused on changing one's (home, office, living) space to promote an empowered and positive mindset, but marketed to a broader audience (beyond cancer patients) and mixing feng shui principles with sustainable design and personalized symbolism.

A significant milestone was designing a series of decals for an IV hydration facility in Georgia in February 2022. In addition, in March 2022, they partnered with Kentucky Children's Hospital to supply DIY Dhremo kits for their Kentucky Blue Dance Marathon Fundraiser for participants to design decals for cancer patients during their dance breaks. They also partnered with the non-profit Hearts Need Art (in San Antonio, TX) in May 2022 and provided Design-It-Yourself chemo IV decal kits for eight hospitals across the country.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Part of the mission behind Dhremo Therapy is to give back and to give forward. They donate 10% of profits to non-profit organizations and cancer research efforts. Hammond devotes time in the community to speaking on the importance of reframing the chemo experience and her personal cancer journey. Her speaking venues have included CancerCon, Towson University Student Nurses Association, DCVR Virtual Reality Meet-Up, Greater Baltimore Medical Center, Google Women in Tech Event, and the AOL Inspire Series.



MIND
the CURRENT LLC
- PURVEYOR OF -
DhREMO
therapy



Minds in Motion Children's Museum

Education – Non-Profit Children's Museum

Principal(s): Vira Ogburn, President

Location(s): 1 – Salisbury, MD

Year-End Revenue 2022: \$40,000

Estimated Year-End Revenue 2023: \$50,000

Alumni: Salisbury University - B.S. Elementary Education & Minor in Theater Arts '14

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 - 2023, Add 0 - 2024

Email: info@mindsinmotionsby.org

Website: mindsinmotionsby.org

Business Description

Minds in Motion is an interactive children's museum conceived by a group of parents and teachers. 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, and future career pathways, and they will 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, VA. After a grassroots 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.

For the past six years, Minds in Motion children's museum has continued to offer children's activities to area youth. They have raised over \$50,000. During the past year, they used the Crown Sports Center to offer programs after school, one morning per month for preschool and one Saturday per month for families.

Recently, they received a \$9,000 grant to host a summer camp for 25 middle school students to learn about the [GRACE project](#) (Gravity Reduction and Climate Experience) a major factor in climate change and sponsored by NASA.

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

The Shore Hatchery funding has been used to purchase materials for children's activities, their annual 5K hot chocolate

run and maintain a presence on social media. They have also used the funds to leverage their ability to obtain grants to support programming.

Their mentor, Mike Cottingham, has been instrumental in providing support and advice over the past several years.

Additional External Funds & Accelerators

Total Investment: \$80,000

- \$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
- \$10,000 - Hot Chocolate Run - 2022
- \$5,000 - 5K Hot Chocolate Run - 2023
- \$4,500 - 5K Run the Vines

Results, Expansion, & Significant Milestones

Minds in Motion has made substantial headway during 2022-2023. They are now housed at the Crown Sports Center, where they offer a variety of programming. They have made two appearances on local television stations, which has led to recognition within the community and invitations to participate in events.

Their goal is to pursue a fundraising campaign in tandem with various event programs.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

In the next year, they look forward to applying to the Perdue and Henson foundations as well as networking with the Chamber of Commerce and Bret Davis of Davis Strategic Development to pursue possible building opportunities.



Mobtown Fermentation Rebranded as Wild Bay

Food & Beverage – Manufacturing

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

Location(s): 1 - Baltimore, MD

Year-End Revenue 2022: \$2,045,000

Estimated Year-End Revenue 2023: \$2,700,000

Alumni: Case Western University '12 – Duke '14 – Sidharth Sharma; UMBC '13 – Adam Bufano; UMD College Park '13 – Sergio Malarin

Phone: 410-252-2850

Social Media: Facebook, Instagram & Twitter: @wildbaykombucha

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

Established: 2014

Shore Hatchery Funds: \$45,000 – 2016

Stage of Business: Existing

Employees: 16 - 2023, Add 4 - 2024

Email: sid@mobtownfermentation.com

Website: wildbaykombucha.com

Business Description

[Wild Bay](#) is a vertically integrated beverage manufacturer and distributor. Their organic beverages, Wild Bay Kombucha, a probiotic drink made from fermented green tea and Icaro Yerba Mate, an energizing tea filled with antioxidants and vitamins, can be found in over 1,300 stores in 10 states, including Whole Foods, Giant, and Weis Markets.

Business History

Wild Bay was started by three childhood friends, while Sharma 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. In 2016, they moved to their first facility and in 2019, moved into 13,000 square foot manufacturing facility. Their products are currently sold in 10 states. Since their humble beginnings, the trio have been able to scale the business to over \$2 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.

Additional External Funds & Accelerators

Total Investment: \$2,250,000

- Baltimore County Office of Workforce Development
- Baltimore Development Corp.
- Baltimore Business Lending
- UMBventures Baltimore Fund
- \$850,000 – Friends and Family – 2019
- Goldman Sachs 10,000 Small Business Program

Results, Expansion, & Significant Milestones

Wild Bay's business has continued to grow and thrive as a result of mentorship and hard work. They launched their new Icaro tea on Amazon and nationally over the past year.

Three years ago, they closed a round of investment and still own over 90%. They also launched with Food Lion and introduced their new Icaro Yerba Mate online at icarotea.com. They have grown by an average of 70% year over year since starting.

By the end of 2023, they'll be opening a fundraising round to foster continued growth of their company.

A significant milestone was reaching \$2 million in sales in 2022.

IP, Copyrights, & Trademarks

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

Promotional Opportunities & Giving Back

They give 1% of all sales of Wild Bay Kombucha to the Chesapeake Bay Foundation



**Wild
BAY**



TURMERIC LEMONADE



Mosaic Counseling and Wellness

Health Care – Mental Health Counseling

Principal(s): Stephanie Blevins

Location(s): 1 - Salisbury, MD

Year-End Revenue 2022: \$422,444

Estimated Year-End Revenue 2023: \$609,104

Alumni: Regent University - Master's '13

Phone: 443-358-5809

Social Media: Facebook: @mosaiccounselingandwellness

Business Address: 2333 North Zion Rd. | Salisbury, MD

Established: 2019

Shore Hatchery Funds: \$25,000 - 2022

Stage of Business: Existing

Employees: 7 (2 interns) - 2023, Add 0 - 2024

Email: stephanie@mosaicccw.com

Website: mosaic.care

Business Description

Mosaic Counseling and Wellness is a small business that strives to provide counseling modalities and services that are under-represented in the community.

They offer traditional talk therapy as well as art therapy, play therapy, EMDR/trauma-based interventions, and eco therapy. Their mission is to extend the benefits of mental health counseling to the community as they move into the future.

Business History

Mosaic Counseling and Wellness, LLC was formed in 2019 as an S-Corp with the intent to meet the growing need for quality mental health care on the lower Eastern Shore. The owner, Stephanie Blevins, is passionate about therapy being presented in a form that meets the unique needs of each individual. As a former Registered Play Therapist, Blevins began her career focusing on children and finding ways to help kids process their emotions nonverbally through “play,” and has worked to find clinicians with a similar passion to find a modality of therapy that meets the clients’ needs.

Shore Hatchery Funds, Specific Use, & Role \$25,000 - Fall 2022

The Shore Hatchery funds were used for increased square footage, adding group and first responder programming, hiring two new therapists, a full-time receptionist, and two new interns and expanding their online presence regarding online coaching and at home therapy aids.

The Shore Hatchery program helped their business expand exponentially. They received additional mentoring at SU's Dave and Patsy Rommel Center for Entrepreneurship with Assistant Director Bryan Bourdeau, which helped them create an action plan for their vision.

Additional External Funds & Accelerators

Total Investment: \$4,500

- \$4,500 - Jesse Klump Memorial Grant for EMDR training

Results, Expansion, & Significant Milestones

Mosaic has experienced consistent profitability due to an increase in clients and the ability to hire new clinicians and support staff. As a result, they've been able to create revenue to fund future expansions. With the additional space, they still have room to expand their practice with two therapists.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A



Move And Still, LLC

Health & Wellness – Trauma-Informed Wellness Services for Youth-Serving Organizations

Principal(s): Dominiece Clifton, Founder/CEO

Location(s): 1 – Baltimore, MD

Year-End Revenue 2022: \$85,000

Estimated Year-End Revenue 2023: \$50,000

Alumni: N/A

Phone: 443-675-2511

Social Media: LinkedIn: @Dominiece R. Clifton

Business Address: 4709 Harford Road #68
Baltimore, MD | 21239

Established: 2022

Shore Hatchery Funds: \$5,000 – 2022

Stage of Business: Existing

Employees: 1, (7 Consultants) - 2023,
Add 0 - 2024

Email: dom@movexstill.com

Website: movexstill.com

Business Description

Move and Still offers trauma-informed wellness solutions to youth and community-serving organizations to reduce the impacts of stress, burnout, and secondary trauma to promote a culture of well-being. They support schools and organizations in offering holistic stress management, mindfulness, and mental health services that uplift their leadership, staff, and the youth and communities they serve.

Business History

Dominiece Clifton served as a nutrition and wellness coach for two years, where she realized that many people did not have the proper strategies and techniques for managing stress. This truth inspired her to pivot in her business in 2022 and found Move And Still, LLC.

By recognizing that many underserved communities have unique experiences coping with stress and mental health, she recognized that they also required a unique approach to managing these issues.

Shore Hatchery Funds, Specific Use, & Role

\$5,000 – Spring 2022

Move And Still used the Shore Hatchery funding to purchase their first used transit van to transport equipment such as yoga mats, blocks, and straps.

The Shore Hatchery program provided 1:1 mentorship, financial support, and guidance, as well as press recognition.

Additional External Funds & Accelerators

Total Investment: \$60,306

- \$10,000 - United Way – 2021
- \$5,000 - Take it to the top – 2021
- \$24,000 - CLLCTIVLY/Fusion Partnerships – 2021
- \$1,806 - CLLCTIVLY/Fusion Partnerships – 2022
- \$5,000 - Bmore Bold – 2022
- \$4,500 - WACIF – 2022

- \$10,000 - ARPA Small Business Grant – 2023

- CCBC Elite 10 Accelerator

Results, Expansion, & Significant Milestones

Since the Shore Hatchery program, they have gained clarity on their value proposition and identified new products and services that offer great growth potential for larger and more long-term contracts. Overall, the accelerator offered Move and Still great clarity on their target market and offerings and has helped them to create clear steps for implementation and a more sustainable business plan.

Move and Still recently secured their first pilot school wellness program partner for the 2023-2024 school year. They will be supporting faculty and staff with trauma-informed PDs as well as wellness sessions focused on mental health and wellness to reduce staff stress and burnout.

They expect to expand and offer products across the Maryland in 2024.

IP, Copyrights, & Trademarks

They currently have a trademark application submitted for Move And Still as well as their logo. The trademark application has not been completed yet. The trademark was filed in March 2022 and is owned by Move And Still, LLC.

Promotional Opportunities & Giving Back

Since launching in January 2022, Move And Still has offered pro-bono workshops focused on stress management and self-care to PIVOT Baltimore and the Women's Entrepreneurship Lab.



M▶VE X STI|||®



Night Ice, LLC

Health – Advanced Ice Therapy Machine

Principal(s): Josh Woozley

Location(s): 1 – New Market, MD

Year-End Revenue 2022: \$0

Estimated Year-End Revenue 2023: \$0

Alumni: Salisbury University '20

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: 1 – 2023, Add 0 - 2024

Email: joshwoozley20@gmail.com

Website: N/A

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 an advanced ice therapy machine that utilizes thermoelectric technology and features: a two-tank system, one hot and one cold, allowing for contrast (hot to cold) 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 2018. Woozley competed in the Student Entrepreneurship Competition for three 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.

Night Ice became an official LLC in February 2020. Night Ice has gone through many renditions that has improved the product as a whole. It started as a device that would simply turn on and off and now utilizes thermoelectric technology. The product is currently undergoing its next rendition, which will provide ever greater value for the patients.

Shore Hatchery Funds, Specific Use, & Role

\$30,000 – Fall 2020

The Shore Hatchery funds received were allocated toward taxes, research and development, prototype development, material purchasing, and intellectual property fees.

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

Additional External Funds & Accelerators

Total Investment: \$15,250

- \$1,000 - Student Entrepreneurship Competitions - 2018
- \$11,000 - Student Entrepreneurship Competitions - 2019
- \$1,000 plus \$2,250 in attorney services - 2020

Results, Expansion, & Significant Milestones

Significant milestones include the next rendition of Night Ice formulated with ongoing prototype development. Night Ice has experienced delays due to R&D shortcomings. The team is confident that they'll find a breakthrough and submit a patent claim by the end of the year.

IP, Copyrights, & Trademarks

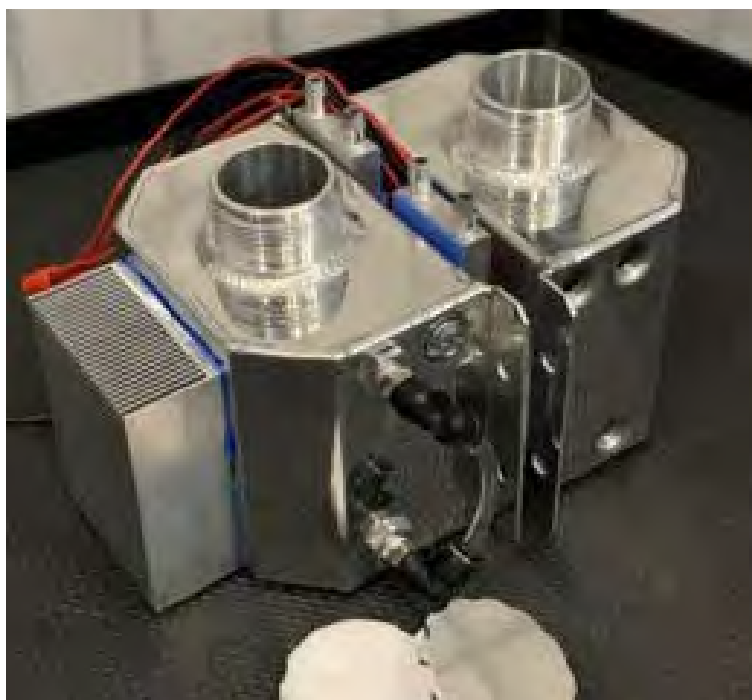
In the process of obtaining a provisional.

Promotional Opportunities & Giving Back

N/A



NIGHT ICE



Nina's Cookie Explosion

Food & Beverage – Bakery – Cookies

Principal(s): Nina Ross

Location(s): 1 – Baltimore, MD

Year-End Revenue 2022: \$45,000

Estimated Year-End Revenue 2023: \$81,000

Alumni: Salisbury University '16/'17

Phone: 443-457-3452

Social Media: Facebook, Instagram, & TikTok:

@Ninascookieexplosion

Business Address: 1617 Olive Street

Baltimore, MD | 21230

Established: 2020

Shore Hatchery Funds: \$10,000 – 2021

Stage of Business: Existing

Employees: 4 - 2023, Add 1 - 2024

Email: Info@ninascookieexplosion.com

Website: ninascookieexplosion.com

Business Description

Nina's Cookie Explosion is where customers can express and taste their creativity by mixing and matching their favorite doughs and toppings to make the perfect cookie or cookie dough. They deliver free of charge in the Baltimore area and ship nationwide.

Business History

Nina's Cookie Explosion started as a home bakery in September 2020 and became an LLC in January 2021. As a result of their rapid growth, they moved into a commercial kitchen space in April 2022. Currently, they participate in multiple farmers' markets and pop-up events per week and have a couple of retail partners who sell their products.

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

The Shore Hatchery funds were used to hire additional part-time staff and move into a commercial kitchen space.

The Shore Hatchery program has provided press opportunities and mentorship.

Additional External Funds & Accelerators

Total Investment: \$15,000

- \$15,000 - CCBC Business plan competition - 2022

Results, Expansion, & Significant Milestones

Over the past year, Nina's Cookie Explosion has doubled its revenues.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Nina's Cookie Explosion was featured on WJZ news (seven times), WMAR and Voyage Baltimore.



Oasis Marinas

Travel – Marina Design, Build, Consulting & Turnkey Management

Principal(s): Dan Cowens (Founder) & Kenneth Svendsen (CEO)

Location(s): 1 - Annapolis, MD (50+ locations in 15 states)

Year-End Revenue 2022: Confidential

Estimated Year-End Revenue 2023: Confidential

Alumni: Salisbury University - B.A. '95, University of Maryland College Park - M.B.A. '13 - Dan Cowens

Phone: 410-741-3773

Social Media: Facebook & Instagram: @oasismarinas

Business Address: 222 Severn Ave. | Building 14 | Suite 200 Annapolis, MD | 21403

Established: 2015

Shore Hatchery Funds: \$50,000 – 2014/2015

Stage of Business: Existing

Employees: 750 - 2023, Add 100 - 2024

Email: info@oasismarinas.com

Website: oasismarinas.com

Business Description

Oasis Marinas is a leading marina hospitality company operating a portfolio of more than 50 amazing properties, spanning from the Great Lakes to the East Coast from New England to Florida. Oasis supports marina owners with third-party management around the U.S. with international expansion plans. Their marinas are comprised of more than 8,000 wet and dry slips and hundreds of RV pads across 15 states. Each year, their 700+ employees create incredible experiences for over 13,000 guests, annually.

Business History

Salisbury University alumnus Dan Cowens was in the Executive M.B.A. Program at the University of Maryland College Park, when he launched Oasis Marinas and Snag-A-Slip as part of the program. Cowens, founder and CEO, was a frustrated boater who saw a need for the consistent delivery of quality services in the marinas 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. In 2021, Oasis recapitalized and spun off Snag-A-Slip and Marina Life forming MTH. After the MarinaLife acquisition, MarinaLife Manager SAAS software was born. Recently, Oasis launched Oasis Boat Club and a Food and Beverage Division launching their first restaurant at Lighthouse Point Marina in Baltimore, named Drift.

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.

The Shore Hatchery program assisted the company with funding, networking, and mentorship.

Additional External Funds & Accelerators

Total Investment: \$150,000,000

- \$150 Million - 2015-2021
- MAVA; Betamore; Bunker Labs
- Dingman Angels
- Connectpreneur
- TEDCO

Results, Expansion, & Significant Milestones

Since its founding on the East Coast in 2015, Oasis has spread out rapidly across the United States from the northern Great Lakes to southern Florida. In April 2022, Oasis expanded into New England area. Oasis Marinas is currently the largest third-party management company in the marina industry and they continue to grow in size each year.

One of their main goals is focusing on adding capability to the brand. In 2023, they launched a boat club and food and beverage division.

Their significant milestones over the past year were:

- Hiring [Kenneth Svendsen](#) as the New Chief Executive Officer.
- Launching the [Oasis Propel Program](#), which focuses on helping their operations teammates excel in the marine industry. The program aims at fostering professional development to support their employees along the way. Today, the program has had many graduates who have jumpstarted their careers.
- In January 2023, Marinalife was selected for the [USM Maryland Momentum Fund](#). Along with the Propel Baltimore Fund, Abell Foundation, and TEDCO, the University of Maryland Momentum Fund was a participant in a recent Series A funding round to support Marinalife's plans for future market expansion and product development, led by Tennessee-based private equity firm Claritas Capital.
- Launching the Oasis Boat Club and a Food and Beverage Division. Their first boat clubs launched in DC and Baltimore with expansion plans for 2024. Oasis boat clubs

offer more than a traditional boat rental organization by offering access to a fleet of top-of-the-line boats, unlimited training, usage of marina amenities, no term agreement, safety gear, free insurance and pre-booked reservations. Their clubs offer a new way of enjoying boating without the responsibility of ownership. The first restaurant, Drift, launched in Baltimore, MD. Oasis expects to have half a dozen restaurants in their marinas under management in the next year.

- Receiving the [Great Place to Work Certification](#). The certification confirms that Oasis Marinas has created a workplace that fosters camaraderie, collaboration, and a sense of purpose. Oasis joins an elite group of other Great Place to Work® institutions, including esteemed brands such as Hilton, Wegmans, Salesforce, and Target, having met the highest standards regarding workplace experiences.
- Unveiling their [Cruisers Club](#), offering annual slip holders access to a complimentary one-year membership that offers a range of amazing benefits powered by Marinalife including: fuel discounts, one-year marina life magazine membership, two complimentary slip nights per year, one boat show ticket, popular cruising itineraries and travel discounts.



IP, Copyrights, & Trademarks

Oasis Marinas' core material is copyrighted and each of their brands are trademarked.

Promotional Opportunities & Giving Back

They work with many non-profits like [Chesapeake Region Accessible Boating](#) (CRAB), where they provide donations and volunteer as an organization. Their [marina clean-up days](#), in addition to their DEI and ESG programming, are industry leading.



Omega 3 Nutrition

Food & Beverage – Wellness – A Brain-Centric Food Company

Principal(s): Edwin Bright Djampa (CEO and Founder)

Location(s): 1-Rockville, MD

Year-End Revenue 2022: \$178,000

Estimated Year-End Revenue 2023: \$1,300,000

Alumni: University of Maryland College Park '22

Phone: 301-302-5629

Social Media: Facebook & Instagram: @eatomega3

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

Established: 2019

Shore Hatchery Funds: \$30,000 – 2022

Stage of Business: Existing

Employees: 7 (1 Intern) - 2023, Add 10 - 2024

Email: edwindjampa@eatomega3.com

Website: eatomega3.com

Business Description

Omega 3 is the first of its kind food company that specifically works to target the brain. Through its line of food products and their premier product the Omega 3 granola bar, it proactively works in a natural way to fortify and sustain brain health.

At Omega 3, they aim to provide consumers with an easy, accessible, and delicious way to incorporate omega-3 fatty acids into their daily diets and reap the many health benefits of this essential, brain-boosting nutrient.

Business History

Through his studies of nutrition at University of Maryland, Omega 3's Founder Edwin Djampa discovered his passion for improving mental health through incorporating omega-3 fatty acids into our everyday diets. They currently offer two granola bar products (cranberry and cinnamon) and Mega O's cereal, enriched with key ingredients and enzymes to support brain health. Since launching in 2019, they have grown to 50+ stores, over 15,000 people in customer reach, and tripled in sales each month.

Omega 3 is revolutionizing the way school districts think about child nutrition by providing food items that are affordable, accessible, and absolutely delicious. Their granola bars and cereal products address the nutrition crisis that's hitting schools right now. Both are nutrient-dense meal substitutes – meaning a child can eat Omega products without having to supplement it with any additional nutrients.

Shore Hatchery Funds, Specific Use, & Role \$30,000 – Spring 2022

The Shore Hatchery funds were used to onboard a co-packer to help increase the production demands by 5,000 bars per day. They have also used part of the funds to onboard a sales representative.

The Shore Hatchery program has provided a network of mentors and money to help scale the business at a rapid rate.

Additional External Funds & Accelerators

Total Investment: \$20,000

- \$20,000 – University of Maryland Pitch Dingman - 2022
- Terp Startup Accelerator at University of Maryland – 2022
- Techstarts LA

Results, Expansion, & Significant Milestones

Over the past year, Omega 3 has grown their team by adding three additional employees. One of their significant milestones was securing four additional school districts.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

They have partnered with the National Alliance on Mental illness and American Foundation for Suicide prevention by providing them with free granola bars.



omega 3

NUTRITION



PaverGuide, Inc.

Cleantech – Manufacturer of Green Stormwater Products

Principal(s): Charles White

Location(s): 1 – Worton, MD

Year-End Revenue 2022: \$22,000

Estimated Year-End Revenue 2023: \$80,000

Alumni: Towson State University - B.S '72, Morgan State University - Master's '74

Phone: 866-721-3590

Social Media: LinkedIn: @CharlesWhite

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

Established: 2015

Shore Hatchery Funds: \$35,000 – 2015

Stage of Business: Existing

Employees: 1 - 2023, Add 1 - 2024

Email: cw@paverguide.com

Website: paverguide.com

Business Description

PaverGuide, Inc. designs, manufactures, and sells products that reduce stormwater runoff and improves water quality. 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 and on green roofs and blue roofs. 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.

A significant milestone for PaverGuide was completing a Heavy Vehicle Simulator Test, to compare PaverGuide to a typical stone base for permeable pavement.

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.

Promotional Opportunities & Giving Back

N/A



PAVER GUIDE



ADVANCING PERMEABLE



Perphora, LLC

Manufacturing – Quality Control

Principal(s): Early Charm Ventures, LLC

Location(s): 1 – Baltimore, MD

Year-End Revenue 2022: By Request

Estimated Year-End Revenue 2023: By Request

Alumni: University of Maryland - Ph.D. '22 - Phillip Alvarez

Phone: 601-818-0612

Social Media: N/A

Business Address: 1100 Wicomico Street | Suite 323
Baltimore, MD | 21230

Established: 2020

Shore Hatchery Funds: \$30,000 – 2021

Stage of Business: Startup

Employees: 1 - 2023, Add 0 - 2024

Email: perphora@earlycharm.com

Website: earlycharm.com

Business Description

Perphora is focused on translating the latest in medical imaging advances to industrial quality control. Their platform is primarily targeted at coating and electronics industries. It can provide real-time inspection of coating layers and layers of thin film electronics for micron-sized defects non-destructively on the manufacturing line.

Business History

Perphora and its technology were born from the R&D efforts of another startup company, called Prebeo, LLC, which is developing an OCT-based device that can be used to scan and evaluate the quality of donor kidneys prior to transplant. Some team members realized that specially adapted OCT technologies could be applied in industries beyond health care – to increase visibility into anything that contains multiple layers of something or has multiple layers applied to it during production. Among the most prominent potential opportunities was OCT hardware and software designed for quality control in industrial manufacturing.

Shore Hatchery Funds, Specific Use, & Role \$10,000 – Fall 2018

The Shore Hatchery funds were used to purchase a new Optical Coherence Tomography machine to adapt to automotive paint inspection and thin film electronics inspection (Thorlabs Vega 210C).

The Shore Hatchery program provided positive press around which they marketed our business.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

Perphora successfully completed small inspection trials for Toyota Motor Corporation and is currently in discussions to expand its partnership. At the same time, they started discussions to partner with a flexible display quality control service who supplies equipment to major electronics manufacturers to integrate the Perphora scanning platform with their quality control system.

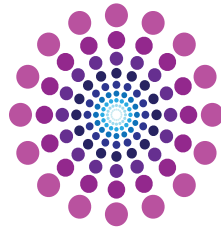
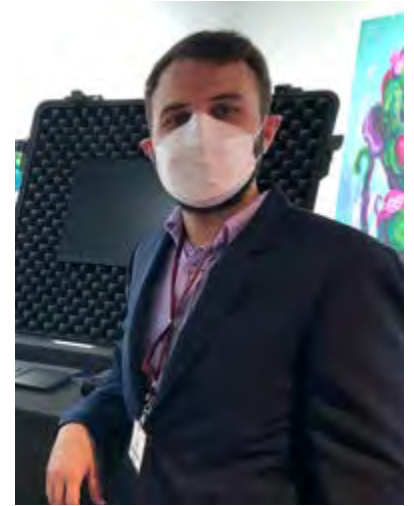
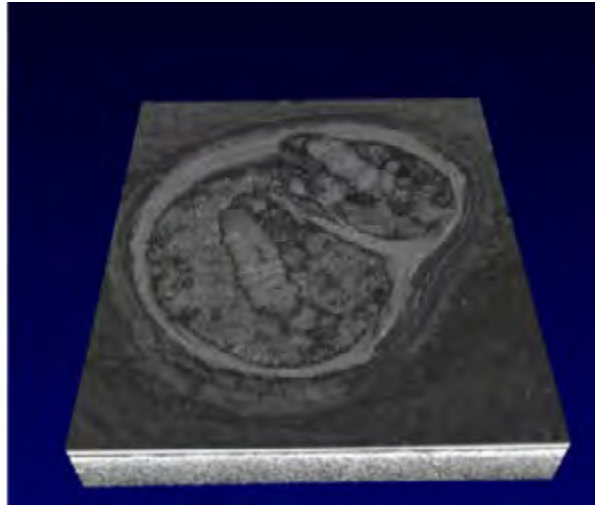
Perphora debuted their flexible display inspection capabilities at the Society for Information Display conference in San Diego and expects to add more capabilities and partnerships in that area.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A



PERPHORA



Picklehead, LLC/Tip Tough

Manufacturing – Tip Tough Finger Protector - Retail & Wholesale

Principal(s): Robert Batts Jr. “RJ” & Lori Batts

Location(s): 1 – Salisbury, MD

Year-End Revenue 2022: \$120,000

Estimated Year-End Revenue 2023: \$3,000

Alumni: Parkside High '20 - RJ Batts;
Salisbury University '98 - Lori Batts

Phone: 410-726-4051

Social Media: Facebook, Instagram, Twitter, &
TikTok: @pickleheadllc

Business Address: 4309 Ramblin Rd
Salisbury, MD | 21804

Established: 2016

Shore Hatchery Funds: \$15,000 – 2016

Stage of Business: Existing

Employees: 2 - 2023, Add 0 - 2024

Email: Pickleheadllc@gmail.com, info@tip tough.com

Website: tip tough.com

Business Description

Picklehead LLC is the maker and distributor of the 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 (development phase – plastic) allows families to cook food together and create memories while they cut with confidence as they prepare healthy meals.

Business History

RJ Batts was a 13-year old middle school student when he came up with the idea for Tip Tough. RJ noticed 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 U.S. because they believe in local jobs for local people. They currently sell their product in 14 stores in the regional area, vending events, their newly updated website, and on 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-owned 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 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, and 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

Total Investment: \$197,000

- \$600 - Young Entrepreneurs Academy - 2016
- \$7000 - TEDCO - 2017
- \$55,000 - MCE Loan - 2018
- \$20,000 - USA Network America's Big Deal - 2021
- \$100,000 - QVC (America's Big Deal)
- \$14,400 - Personal, family and friends

Results, Expansion, & Significant Milestones

In November 2021, RJ Batts was selected to compete on the [USA Network show, America's Big Deal](#), a live, shoppable competition series by entrepreneur Joy Mangano. The competition included four entrepreneurs who pitched their products to America, and the person with the most sales by the end of the show received a six-figure deal with a major retailer (QVC/HSN, Lowe's, or Macy's). RJ sold out of his Tip Toughs in 15 minutes with the highest dollar sales during the show's history with over \$23,000 in orders, securing him a six-figure deal with Joy Mangano of QVC. RJ made history that evening, by becoming the youngest entrepreneur on *America's Big Deal* to win. Tip Tough is now available for sale on [QVC](#).

Over the past year, RJ has started public speaking about entrepreneurship. Recently, he presented to the Youth Innovation Academy at Salisbury University's Rommel Center for Entrepreneurship. After presenting, he mentored each entrepreneur by sharing tips on developing their business idea and perfecting their pitch.

A significant milestone for RJ was being recognized by the Maryland Chamber of Commerce with the [Rising Star Award](#) in May 2023.

IP, Copyrights, & Trademarks

Trademark Tip Tough 2016 owned by Picklehead, LLC.

Promotional Opportunities & Giving Back

Batts speaks to local students about the process of invention and how to turn your dreams into entrepreneurship. They also donate all food used in demonstrations to HALO.



Tip Tough



Real VibeZ Productions

Technology – Multimedia

Principal(s): J'kai Braboy

Location(s): 1 – Salisbury, MD

Year-End Revenue 2022: \$7,000

Estimated Year-End Revenue 2023: \$10,000

Alumni: N/A

Phone: 410-422-6152

Social Media: Instagram: @real.vibez.productions,

Youtube: @RVWK

Business Address: 212 W. Main Street | Suite 205, Studio 1
Salisbury, MD | 21801

Established: 2020

Shore Hatchery Funds: \$5,000 – 2022

Stage of Business: Startup

Employees: 0 - 2023, Add 0 - 2024

Email: rvwkproductions@gmail.com

Website: realvibezproductions.mypixieset.com

Business Description

Real VibeZ Productions provides the essence of storytelling in the most authentic version through photo, video, or podcasting. Its purpose is to magnify your voice, vision, and story to a degree where your natural essence exudes. Whether through showcasing flaws or imperfection, the beauty stands out with the authenticity in which we capture.

Business History

Real VibeZ Productions was established in December 2020. The business was created from their initial podcast, “Real VibeZ with Kai”. They decided to incorporate a variety of camera services into the business, offering photography, video, or podcasting.

Shore Hatchery Funds, Specific Use, & Role \$5,000 – Spring 2022

The Shore Hatchery funds were used to purchase equipment and software.

The Shore Hatchery program assisted with pitch practice, mentorship, and networking.

As a Shore Hatchery competition winner, Real VibeZ was recently awarded office space at the Dave and Patsy Rommel Center for Entrepreneurship and plans to utilize the space and resources offered to accelerate their business.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

Real VibeZ is seeking to refine and grow their small business in the upcoming months. They plan to work with a marketing strategy consultant in connection with SU's Rommel Center for Entrepreneurship and Maryland Capital Enterprises.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A



THE ESSENCE OF STORYTELLING



**Real
Vibez
Productions**



Resolved Property Solutions, LLC

Property Management – Real Estate Sales and Solutions

Principal(s): DeVanna Young

Location(s): 1 – Salisbury, MD

Year-End Revenue 2022: By Request

Estimated Year-End Revenue 2023: By Request

Alumni: N/A

Phone: 410-726-2925

Social Media: Facebook & Instagram: @resolvedps

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

Established: 2019

Shore Hatchery Funds: \$15,000 – 2022

Stage of Business: Existing

Employees: 1 (1 Intern) - 2023, Add 0 - 2024

Email: devanna@resolvedpropertysolutions.com

Website: resolvedpropertysolutions.com

Business Description

A woman-led family business managing commercial and residential properties including Airbnb. If you have a property and need it managed, reach out to see how they can work with you.

Business History

DeVanna Young established Resolved Property Solutions in 2019, as she wanted to extend her leadership experience by creating and operating a company that mirrors her own personal values. DeVanna's passion is to provide clients, customers, and staff a great experience that thrives on positivity, connection, and transparency.

Shore Hatchery Funds, Specific Use, & Role \$15,000 – Spring 2022

The Shore Hatchery funds were used for advertising, marketing, and website redesign.

The Shore Hatchery program has been an essential part of their growth strategy for their business. They have received additional mentoring at the Dave and Patsy Rommel Center for Entrepreneurship with Assistant Director Bryan Bourdeau, and they have worked with the center's graphic design interns to create new marketing material.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

The company is continuing to expand and network in the community. They expect to hire additional employees in the upcoming year. They have partnered with a local real estate company to offer and add real estate sales and investments.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Resolved Property Solutions believes in the importance of giving back to their community. They donate regularly to local sports teams and volunteer at community events.



RESOLVED
PROPERTY SOLUTIONS



Rip Current Sports, LLC

Health – Athletic Product Development

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

Location(s): 1 – Kensington, MD

Year-End Revenue 2022: \$10,000

Estimated Year-End Revenue 2023: \$13,500

Alumni: University of Minnesota - B.S. '98, Hamline University - Master Public Administration '03

Phone: 301-949-4205

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

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

Established: 2021

Shore Hatchery Funds: \$10,000 – 2021

Stage of Business: Existing

Employees: 2 (1 Intern) - 2023, Add 1 - 2024

Email: josegallagher@ripcurrentsports.com

Website: ripcurrentsports.com

Business Description

Rip Current Sports manufactures a one size fits all learn to swim aid that teaches swimmers how to swim faster in a shorter amount of time than your average swim lesson. Inspired by a determined adult with a physical challenge in one leg, CEO Jose Gallagher invented Dual Boards to assist all non-swimmers as they journey toward buoyancy. Dual boards help all levels of swimmers succeed from the very beginner to the Olympian!

Business History

In September 2020, 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 December 8, 2020, and established Rip Current Sports, LLC in January 2021. Rip Current started taking pre-orders in February 2022 and launched in May 2022. They have been in business for 31 months. They hired their first employee and made their first bulk sale in December 2021 and hired their second employee in February 2022.

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

The Shore Hatchery funds were used for purchasing their mold, tubing, and rivets, prototyping, marketing, branding, prototyping materials, website, SU intern appreciation payment, travel, and equipment.

The Shore Hatchery Program and its mentors have been extremely helpful. The competition aided in the purchase of their dual board molds and connected them with a supportive network consisting of SU's Design Agency and Dave and Patsy Rommel Center for Entrepreneurship. The Rommel Center has played an integral role in promoting its business at 3rd Friday events and at the 2022 Palmer Gillis Annual Awards Celebration.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

To date, Rip Current has sold 250 sets of Dual Boards. Their customers include the U.S. Navy and dual board users in 20 different states, including Alaska.

Their most significant milestone was winning fifth place in the Shore Hatchery Competition and hiring a new intern.

IP, Copyrights, & Trademarks

Rip Current Sports has Utility Patents Pending in six countries: U.S., Canada, European, China, Australia, and Mexico. They have an International Utility application. They own trademarks for Rip Current Sports LLC, and BKB by Rip Current Sports. They currently have a design patent pending as of March 30, 2023.

Promotional Opportunities & Giving Back

Rip Current Sports CEO has participated in trade shows, such as the American Swim Coaches Association Clinic and the Maryland Recreation and Parks Association Annual Conference. Rip Current Sports is in negotiations to affiliate, on a sales commission basis, with a very accomplished swimmer and social media influencer, who is attempting to compete at the 2024 Paris Paralympic Games.



RunMitts, LLC dba WhitePaws RunMitts

Retail – E-commerce Sports Apparel

Principal(s): Susan Clayton, CEO
Location(s): 1 – Baltimore, MD
Year-End Revenue 2022: \$105,000
Estimated Year-End Revenue 2023: \$125,000
Alumni: N/A
Phone: 443-990-1577
Social Media: Instagram: @whitepaws_runmitts,
Facebook: @whitepawsrunmitts, Twitter: @Runmitts,
Tiktok: @whitepawsrunmitts, LinkedIn: @susanclayton

Business Address: 620 S. Paca St.
Baltimore, Maryland | 21230
Established: 2016
Shore Hatchery Funds: \$17,000 – 2020
Stage of Business: Existing
Employees: 3 - 2023, Add 2 - 2024
Email: runmitt16@gmail.com
Website: RunMitts.com

Business Description

RunMitts, LLC (DBA) WhitePaws RunMitts is an ecommerce company that sells patented mittens and coordinating accessories, both D2C and B2B. They are currently sold in two nationwide retailer and one local retailer, with plans to expand 2023 and 2024 into four-five key accounts and 20+ small run/outdoor specialty stores.

Business History

RunMitts, LLC (DBA) [WhitePaws RunMitts](#) was awarded a design patent in 2015 for mittens invented to keep you warm and active. The company launched in 2016 and saw a steady growth in D2C. In 2021, after an article was written about the company in *Outside Magazine*, REI reached to carry WhitePaws RunMitts in four of their stores and in 2022, increased to 80 stores nationwide. In 2023, WhitePaws RunMitts will be available in REI stores and online, Title Nine stores and online, Charm City Run stores, and Falls Road Running Store.

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

Shore Hatchery Funds were used for purchasing fabric and manufacturing WhitePaws RunMitts products.

The Shore Hatchery program mentorship helped them improve their pitch deck, business development, and provided networking opportunities, all of which set the company on the right path for added growth.

Additional External Funds & Accelerators

Total Investment: \$242,100

- \$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
- \$17,000 - Shore Hatchery 3rd Place Winner - 2020
- \$10,000 - Open Works Enterprise Pitch Competition Winner - 2020

- \$10,000 - Brooks Running Grant - 2021
- \$27,500 - [Crab Tank Pitch Competition Winner](#) - 2022
- \$100,000 - Ignite Capital business loan - 2022
- \$25,000 - [Navigate Path Ahead Accelerator Grant](#)- 2023
- SBRC Baltimore 0-100 Program - 2019
- Digital undivided Cohort - 2020
- Open Works Enterprise Program - 2020
- Empower Baltimore by GoDaddy - 2022
- Title Nine's Outdoor Pitchfest Competition Winner - 2022

Results, Expansion, & Significant Milestones

In 2021, WhitePaws RunMitts partnered with major retailer REI and grew from four stores to 80 in 2022. They expanded into two additional mid-size retailers and plans to expand with five key accounts and 20 specialty run/outdoor stores in 2023.

- A few of WhitePaws RunMitts' significant milestones were:
- Being featured in the [GoDaddy Series](#), Season 4, available on YouTube.
 - Winning the 2022 [Title Nine Pitchfest](#) Outdoors Competition, awarding winners with mentorship from Title Nine founder, Missy Park and other women business leaders, along with a purchase order from Title Nine where their products will be featured and sold on titlenine.com and in select Title Nine stores.

IP, Copyrights, & Trademarks

Design IP for WhitePaws RunMitts awarded 2015, WhitePaws RunMitts Trademark in 2016, both owned by Susan Clayton, founder.

Promotional Opportunities & Giving Back

They have donated WhitePaws RunMitts to team members at Baltimore Back on My Feet, an organization that helps people experiencing homelessness through running and the Charm City Strongwoman contest that benefits the Ulman House for Young Adults with cancer.



WHITE PAWS Run Mitts



Salvaton, LLC

Health Care – Fall Prevention Devices

Principal(s): Lankenau Ventures, LLC; a partnership between Lankenau Institute and Early Charm Ventures

Location(s): 1 – Baltimore, MD

Year-End Revenue 2022: By Request

Estimated Year-End Revenue 2023: By Request

Alumni: N/A

Phone: 601-818-0612

Social Media: N/A

Business Address: 1100 Wicomico Street | Suite 323
Baltimore, MD | 21230

Established: 2021

Shore Hatchery Funds: \$10,000 – 2021

Stage of Business: Startup

Employees: 1 -2023, Add 0 - 2024

Email: salvaton@earlycharm.com

Website: earlycharm.com

Business Description

Salvaton’s mission is to develop a portfolio of fall injury prevention products beginning with its first device, the FIPS. They imagine a future where Salvaton devices can give hospital patients and the elderly the independence and privacy they want without the risk of serious injury due to falls.

Business History

Salvaton is a fully owned subsidiary of Lankenau Ventures, which has been seeded with \$300K of capital committed by the Lankenau Institute and Early Charm. These funds are currently being used to support the development of the Salvaton device as well as a number of other medical devices in the Lankenau Portfolio.

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

Shore Hatchery funds were used to employ an intern to help engage with potential customers, end users, and key decision makers to identify and refine strategic plans regarding product performance for commercialization. This work enabled the preparation and submission of an NSF SBIR Phase I grant: “An autonomous fall injury prevention device for healthcare” in December 2021. They have also leveraged this information to apply to “1501 Health” – a year-long incubation and investment program.

The funds provided by Shore Hatchery have enabled them to prepare and submit packages for other funding opportunities – this would not have been possible without these funds. Additionally, network connections generated by participation in the Shore Hatchery programming (review and event) have facilitated discussions about ways to improve and accelerate our business.

Additional External Funds & Accelerators

Total Investment: \$300,000

- \$300,000 - Lankenau Institute & Early Charm seed funding

Results, Expansion, & Significant Milestones

Based on feedback from granting agencies and a better understanding of the decision makers for their initial product, they are in the process of revising and expanding the design of their fall injury prevention devices to increase their acceptance in the market.

In the next year, they plan on improving their prototype, testing, and implementing their devices within Mainline Health hospitals.

Their significant milestones are presenting their prototypes to hospital executives and receiving excitement and key “buy-in,” pending their design revision and connecting their core technology into the current hospital alarm system.

IP, Copyrights, & Trademarks

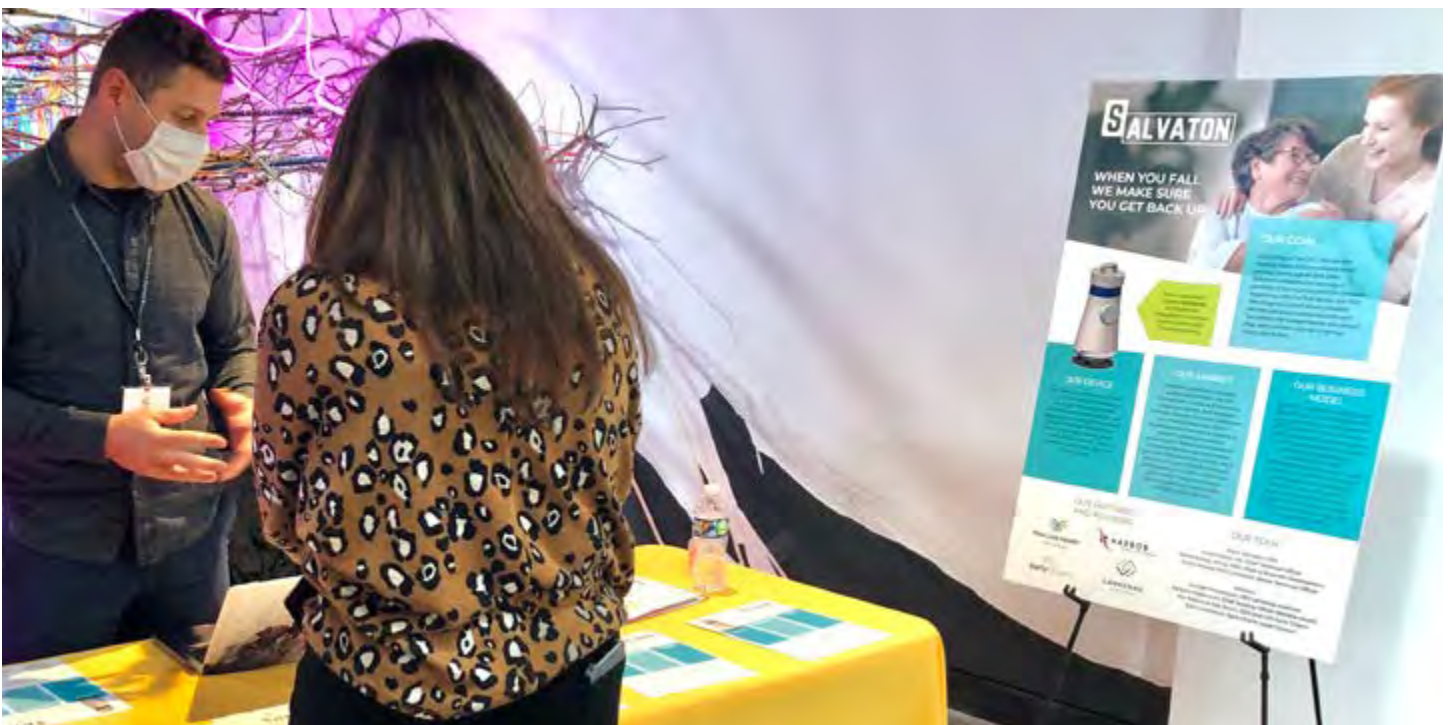
Salvaton has licensed IP titled “SYSTEM FOR MITIGATION OF PERSONAL INJURIES DUE TO FALLS” (62/966, 865; filing date 01/28/2020) from Mainline Health (executed April 2021).

Promotional Opportunities & Giving Back

There is excitement within the hospital system for their invention. They look forward to growing this relationship and taking their invention to all Mainline Health hospitals.



SALVATON



Second Story, LLC dba jang*go

Retail – Mobile Accessory

Principal(s): Shelley Wetzel

Location(s): 1 – Englewood, CO

Year-End Revenue 2022: \$106

Estimated Year-End Revenue 2023: \$5,000

Alumni: Salisbury University - Undergrad '01, M.B.A. '20

Phone: 443-880-2959

Social Media: Facebook: @janggostand

Business Address: 15859 E Jamison Drive | #9207
Englewood, CO | 80112

Established: 2010

Shore Hatchery Funds: \$30,000 – 2014

Stage of Business: Operating

Employees: 1 - 2023, Add 0 - 2024

Email: shelley@shelleywetzels.biz

Website: janggostand.com

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

The idea and product development of jang*go started in 2010; the utility patent was filed in January 2011 and approved in 2013. Over the past decade, there has been continued product development, research, marketing, industry analysis survey, and the first 100 U.S. aluminum machined products produced in the U.S. in late 2015. An ABS version was developed in 2016 to compete with the aluminum version and for the consumer marketplace. Sales of jang*go started in late 2015. A 2020 research study was commissioned to study jang*go's validity in one niche in each consumer and business market, with results showing overwhelming popularity. The relaunching process started in late 2021. In 2023, they found a SCORE mentor to help find funding for initial production, hire a marketing agency, initially sell on Amazon, and then target the health care and home industries.

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

The Shore Hatchery funding was used as leverage for other funding and to fund the development of jang*go with a trademark, 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 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 next year, jang*go will be focusing on seeking funding of at least \$100,000 for a first run overseas production of an aluminum version to sell on Amazon.

A significant milestone for jang*go was finding a SCORE mentor and learning of additional resources for production, marketing, and funding.

IP, Copyrights, & Trademarks

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

Promotional Opportunities & Giving Back

N/A



jang*go™

universal mobile stand



Shea Radiance/Agrobotanicals, LLC

Beauty – Manufacturing, Wholesale, & Retail

Principal(s): Funlayo Alabi & Shola Alabi

Location(s): 1 – Savage, MD

Year-End Revenue 2022: Confidential

Estimated Year-End Revenue 2023: Confidential

Alumni: Howard University '87 - Funlayo Alabi;
Morgan State University '91 – Shola Alabi

Phone: 443-812-0762

Social Media: Facebook, Instagram, & Twitter:
@shearadiance

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

Established: 2008

Shore Hatchery Funds: \$20,000 – 2018

Stage of Business: Existing

Employees: 13 - 2023, Add 4 - 2024

Email: funlayo@shearadiance.com

Website: shearadiance.com

Business Description

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

Business History

Shea Radiance is a minority- and women-owned business focused on beauty, health, and empowerment of women!

Shea Radiance's co-founders started making natural body care products in their kitchen to solve their children's dry and eczema prone skin problems. They found shea butter to be a natural healing balm perfect for healing and beauty. Shea Radiance craft(s) products by using clean and simple ingredients that resolve dry skin problems; without the use of synthetic additives that are toxic to the body and harmful to the environment.

Their key ingredients come directly from women farmers in Nigeria, Ghana, and the Republic of Benin. The income generated from processing shea nuts and butter [creates a pathway](#) of economic progress for women and their families by providing resources providing resources to feed, clothe, and educate their children.

Shea Radiance launched close to 100 Whole Foods Stores in 2019 in the Mid-Atlantic and Northeast Atlantic regions. In 2020, they moved their business from their basement and garage into a manufacturing facility in Savage, MD, after experiencing consistent growth. They also expanded into 170 Giant Food Stores as well as additional retail stores. As of June 2022, Shea Radiance launched in more than 100 Wegmans stores in the Northeast United States.

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

The Shore Hatchery funds were used to purchase inventory and complete packaging of nine new products to be sold in 50 Whole Foods in the Mid-Atlantic region. The Shore Hatchery program, publicity, and resources assisted their expansion. Without the funding, they would not have been able to fulfill

the purchase order, which assisted in their ability to continue to expand to other regions.

Additional External Funds & Accelerators

Total Investment: \$195,000

- The Motley Fool
- Individual Investors
- Bridge Loan & Porter Group
- \$10,000 - LEDC
- Goldman Sachs 10,000 Small Business Program & Baltimore Leadership Group - 2017

Results, Expansion, & Significant Milestones

Over the past 18 months, they have experienced continued growth. Today, they are in [500+ Whole Foods stores](#) throughout the U.S.. Shea Radiance can also be found in Wegmans, Giant Foods and Mom's Organic Market.

Shea Radiance has over 40 products in their portfolio. They are launching a skin care line with eight products later this year.

Their significant milestones were obtaining MBE Certification, which will open more doors of opportunity for their company, and being named the [Champion of Maryland Manufacturing](#) in 2022, by the Regional Manufacturing Institute of Maryland.

They have also had the opportunity to be a part of a trade delegation to South Africa, Ghana, and Nigeria, to expand business internationally.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

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



SHEA RADIANCE™



THE SHELLER

Retail – Multi-Function Mallet, Knife, & Bottle Opener

Principal(s): Shelby Blondell, Inventor/Owner

Location(s): 1 – Linthicum, MD

Year-End Revenue 2022: \$60,000

Estimated Year-End Revenue 2023: \$100,000

Alumni: University of Baltimore - Undergrad '15, M.B.A. '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: Operating

Employees: 1 - 2023, Add 1 - 2024

Email: Shelby@thesheller.com

Website: thesheller.com

Business Description

THE SHELLER is the patented, stainless steel seafood multitool, combining a mallet, picker, and bottle opener. Unlike wooden mallets, THE SHELLER is flat for easy storage and made from stainless steel making it dishwasher safe and environmentally friendly. Maryland made, THE SHELLER is more than a blue crab mallet as it is 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 U.S. 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 award helped the company address the rise in material costs. The program also connected the company 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

Over the past year, production has become much more streamlined and efficient making for even more of a finished product than before as well as carrying pouches added to the product line that come with every SHELLER.

Significant milestones for THE SHELLER have been, selling over 4,000 units in over nine locations in Maryland and on Etsy and Amazon and a holding a U.S. Patent.

IP, Copyrights, & Trademarks

Trademark granted April 9, 2019 – patent granted September 2020, owned by Shelby Blondell.

Promotional Opportunities & Giving Back

THE SHELLER has had the honor to give to the American Cancer Society, Living Classrooms foundation, the Coast Guard, and many other organizational fundraisers to help raise awareness and funds through raffles as well as with branded SHELLERS.



Side Eye BBQ Sauce, LLC

Food & Beverage – Manufacturing & Retail BBQ Sauce

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

Location(s): 1 – Gastonia, NC

Year-End Revenue 2022: \$6,053.26

Estimated Year-End Revenue 2023: \$10,000

Alumni: N/A

Phone: 410-622-5151

Social Media: Facebook: @SideEyeBBQSauce,

TikTok & Instagram: @side_eye_bbq_sauce

Business Address: 1235 East Blvd. | Suite E #635
Charlotte, NC | 28203

Established: 2018

Shore Hatchery Funds: \$5,000 – 2021

Stage of Business: Operating

Employees: 0 - 2023, Add 0 - 2024

Email: sideeyebbq@yahoo.com

Website: sideeyebbqsauce.com

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 barbecue 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, MD. 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 were used to purchase a business laptop, printer, bottling supplies, Legal Shield for legal business structure, online business tools to assist with marketing, and hired a social media coach to assist with online networking. Side Eye also had the opportunity to acquire an intern who helped them with structuring their business by providing a plan of execution.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

Side Eye has increased their social media presence resulting in more traffic to their website, which in turn has boosted online sales.

Within the next year, Side Eye BBQ Sauce plans to create partnerships with local privately-owned restaurants.

A significant milestone for Side BBQ Sauce was winning the 2023 BBQ Sauce and Hot Sauce Competition in Gastonia, NC.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

N/A



Simple Assist Therapeutics, LLC

Retail – Assistive Devices

Principal(s): Karen McNamara, Rebecca Della-Rodolfa & Shelly Sullivan

Location(s): 1 – Rehoboth Beach, DE

Year-End Revenue 2022: N/A

Estimated Year-End Revenue 2023: N/A

Alumni: St. Mary's College – B.A. Biology '15, Jefferson University – B.S. '91 - Rebecca Della-Rodolfa; St. Joseph's University – B.S. '79 – Shelly Sullivan; Temple University - B.B.A. '81, St. Joseph's University - Master's '16 - Barb Mahoney

Phone: 302-841-1440

Social Media: N/A

Business Address: 6 Doolin Lane
Rehoboth Beach, DE | 19971

Established: 2022

Shore Hatchery Funds: \$25,000 – 2022

Stage of Business: Startup

Employees: 0 - 2023, Add 2 - 2024

Email: Becky@simpleassist.org, Shelly@simpleassist.org, Karen@simpleassist.org

Website: simpleassist.org

Business Description

Simple Assist Therapeutics, LLC is an innovation, production, and retail company. They will design, manufacture, and sell assistive devices for people with permanent disabilities and temporary inabilities, so they can maintain a level of independence with self-care and some daily household tasks.

Business History

The founder of Simple Assist Therapeutics has relied on assistive devices for many years and has helped care for a loved one after they suffered a stroke leaving them paralyzed on one side. From experience, they know quality tools make a vital difference. As a result of these experiences, they started Simple Assist Therapeutics to design high-quality, effective assistive devices for those in need. Simple Assist Therapeutics, LLC incorporated in March 2022. They received a Provisional Patent in May 2022 and submitted a Utility Patent application in May 2023.

Shore Hatchery Funds, Specific Use, & Role \$25,000 – Spring 2022

The Shore Hatchery funds were used for engineering – final design, prototype 3D printing, product testing, legal fees, patent applications, trademark application, logo and website design, sales, and marketing. Shore Hatchery mentor David Landsberger has provided valuable guidance and assistance. Additional mentorship with SU's Dave and Patsy Rommel Center for Entrepreneurship has been invaluable, helping to perfect their business plan and financial projections.

Additional External Funds & Accelerators

Total Investment: \$75,000

- \$75,000 - Personal investment - 2022

Results, Expansion, & Significant Milestones

Simple Assist Therapeutics plans on launching their first product by end of 2023. They plan to proceed with additional new designs in 2024.

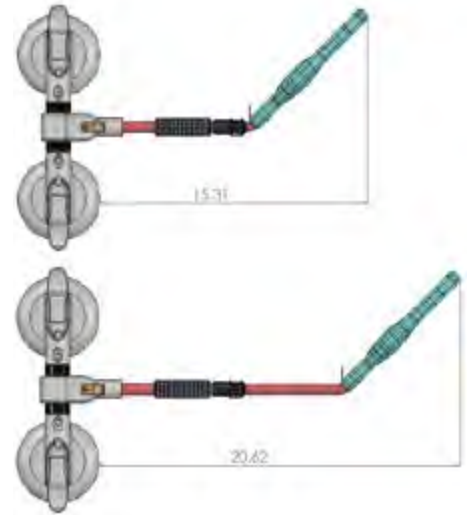
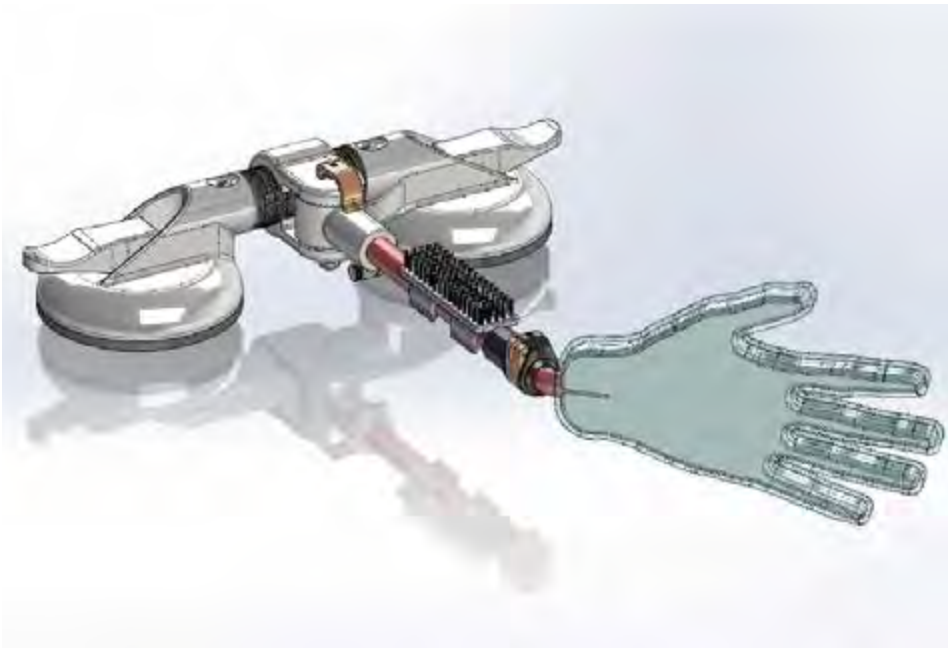
A significant milestone was finalizing the product design. They expect the working prototype in one month and will begin product testing in facilities already in agreement.

IP, Copyrights, & Trademarks

- Trademark Notice of Allowance
U.S. Serial Number: 97375611
Mark: SIMPLE ASSIST
Docket/Reference Number: SA-0003
Owner: Simple Assist Therapeutics, LLC
- Provisional Patent Application
Serial no. 63/327,349
Inventor/owner: Rebecca L. Della-Rodolfa

Promotional Opportunities & Giving Back

N/A



Simple Assist

THERAPEUTICS LLC



SIMPLi

Food & Beverage – Leading Sustainable Food Company

Principal(s): Matt Cohen, Co-Founder, & Sarela Herrada, Co-Founder

Location(s): 2 - Baltimore, MD, & Lima, Peru

Year-End Revenue 2022: Confidential

Estimated Year-End Revenue 2023: Confidential

Alumni: Penn State University '12 - Sarela Herrada; Salisbury University '12 - Matt Cohen

Phone: 443-254-8534

Social Media: Instagram & TikTok: @eatsimpli

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

Established: 2020

Shore Hatchery Funds: \$10,000 – 2021

Stage of Business: Existing

Employees: 40 – 2023, Add 10 - 2024

Email: matt@eatsimpli.com

Website: eatsimpli.com

Business Description

SIMPLi is a leading sustainable food company that is transforming our flawed food system into one that's better for consumers, producers, and the planet. SIMPLi incredible quality products are sold throughout the nation in grocery chains, restaurants, and prepared meals.

Business History

SIMPLi was launched in December 2019 and has quickly evolved into an international conglomerate with operations in five 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 while starting the company, which supported operations.

Additional External Funds & Accelerators

Total Investment: \$110,000

- \$10,000- grant from Washington, DC, Economic Development Organizations Fast Company World Changing Ideas -2020
- Honorable Mention for Food and Social Justice Categories
- \$100,000 - [Greg Steltenpohl Pragmatic Visionary Award Winner](#) - 2023
- USM Momentum Fund - 2023

Results, Expansion, & Significant Milestones

SIMPLi is on track and growing as the [leading sustainable food brand](#) in the marketplace with a focus on pantry products and more!

In late 2022, Herrada was appointed to the board of directors of Regenerative Organic Alliance, the 501(c)3 organization that oversees the Regenerative Organic Certification process, solidifying her leadership in the industry.

SIMPLi continues growing its footprint across the U.S. and expanding its operations by adding a European office and operations.

Their significant milestones include: National Whole Foods Market launch (500+ stores across the nation) for [eight regenerative organic products](#), receiving the NEXTY Award for [Best New Organic or Regenerative Organic Certified Product](#), and being selected for the [University System of Maryland Momentum Fund](#).

IP, Copyrights, & Trademarks

Trademark, 2021 owned by Co-Founders

Promotional Opportunities & Giving Back

SIMPLi works with more than 3,000 farmers across several continents and has helped over 500 farmers earn Regenerative Organic Certification. They invest more than \$10,000 per farming partnership to help farmers make the ROC transition. So far, its work has helped reduce food fraud in the international supply chain by over 1 million pounds and helped more than 300 farmers receive fair compensation – including increases in profits over 10%. Herrada and Cohen expect that boost to grow to 20% as they expand the company's regenerative organic program.

Promo code: Use code GoGulls! for a one-time 15% discount on SIMPLi products!



SIMPLi



Tania Speaks

Beauty - Organic Skincare & Brow Solutions

Principal(s): Tania Speaks

Location(s): 1 - Baltimore, MD

Year-End Revenue 2022: \$1,000,000

Estimated Year-End Revenue 2023: \$1,400,000

Alumni: Hofstra University '22

Phone: 410-294-8496

Social Media: Facebook & Instagram: @taniaspkosc

Business Address: N/A

Established: 2016

Shore Hatchery Funds: \$3,000 - 2018

Stage of Business: Existing

Employees: N/A

Email: info@taniaspkosc.com

Website: taniaspkosc.com

Business Description

Tania Speaks is an organic skincare brand that manufactures eyebrow gel, beard oil, resurfacing toner, foaming cleanser, and facial moisturizer. Her products are free of harmful chemicals and include a variety of ingredients such as aloe vera, coconut oil, vitamin E, oats, and honey.

Business History

Tania Speaks founded her company in 2016 when she was just 15-years old. After being taunted and bullied for having bushy brows in elementary and middle school, Speaks was determined to overcome the trauma and find a solution. Speaks started her company by formulating an organic eyebrow gel made from natural ingredients to help tame thick brows and grow thinning brows. With zero outside funding, Speaks grew her company from an idea to a full-time business. In the first five months, the business grew by 60% and has doubled its revenue to date. In 2017, she launched a new product line for men called Beard Boost, an organic beard oil that helps to moisturize and grow in bald patches to connect beards. Since then, she has expanded her organic skincare line and continues to inspire others to build confidence and embrace their flaws.

Shore Hatchery Funds, Specific Use, & Role \$3,000 - Spring 2018

The Shore Hatchery funds were used to update product packaging.

Shore Hatchery's mentoring and press have assisted in increasing marketing visibility.

Additional External Funds & Accelerators

Total Investment: \$429,000

- \$21,000 - [Hofstra-Digital Remedy Venture Challenge](#) - 2019
- \$3,000 - [Hofstra Global Student Entrepreneur Award](#) - 2019
- \$5,000 SBA Economic Relief Grant - 2020
- \$400,000 - *Shark Tank* deal with Mark Cuban for 15% equity - 2022

Results, Expansion, & Significant Milestones

Since 2020, the skincare brand has made \$2.4 million in sales. Significant milestones were being named one of *Time's* 25 Most Influential Teens of 2018 and appearing on *Shark Tank* where Speaks received a \$400,000 deal with Shark Mark Cuban for 15% equity in her company.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

Keynote speaker for elementary and middle school students in Maryland, New York, and Washington, DC.

Speaks has been featured in *Forbes*, *TIME Magazine*, *Cosmopolitan*, *PopSugar*, *Black Enterprise*, *Adweek*, and more.



Tanja Peaks
ORGANIC SKINCARE



Treehouse Juicery

Food and Beverage – Cold-Pressed Juice Bar & Manufacturer

Principal(s): Todd Sheridan & Nichelle Roane

Location(s): 1 – Baltimore, MD

Year-End Revenue 2022: \$139,975

Estimated Year-End Revenue 2023: \$187,535

Alumni: Goucher College - B.A. '13 - Todd Sheridan;
CCBC - Associate Degree '13 - Nichelle Roane

Phone: 833-584-2379

Social Media: Instagram: @treehousejuiceryonline,
Facebook: @treehousejuice

Business Address: 1821 N Charles St.
Baltimore, MD | 21201

Established: 2016

Shore Hatchery Funds: \$20,000 – 2021

Stage of Business: Existing

Employees: 5 - 2023, Add 3 - 2024

Email: info@treehousejuiceryonline.com

Website: treehousejuiceryonline.com

Business Description

[Treehouse Juicery is a Baltimore-based cold-pressed juice bar](#) that makes and sells additive-free delicious and nutritious juices at their brick-and-mortar location, online, local festivals, farmers markets, and pop-up events. They offer subscriptions, nationwide delivery, detox packages, customizable juice orders, and ginger shots to loyal customers.

Business History

Treehouse Juicery was created in 2016 out of a personal struggle with health issues. Since then, they made it their mission to spread health awareness in food deserts and families in need. Their goal was to make a product that was delicious and healthy enough the entire family would enjoy.

Shore Hatchery Funds, Specific Use, & Role \$20,000 – Fall 2021

The Shore Hatchery funds were used to purchase two Kuvings Whole Chef Juicers, marketing services with Marketing 360, and kitchen rental lease agreement with North Ave. Market (kitchen rent, licenses, and permit).

The Shore Hatchery's role in assisting their business included funding that helped grow their juice production and customer engagement.

Additional External Funds & Accelerators

Total Investment: \$70,000

- \$3,000 - Emergency Funding via Ratcliffe Foundation via CCBC (Covid 2020)
- \$20,000 - Center for Business Innovation Pitch Competition - First Place - 2020
- \$2,500 - NMSDC Emerging Young Leaders Pitch Competition - 3rd place - 2021
- \$5,000 - Cureate Courses - First Place
- \$1,500 - Baltimore Restaurant Accelerator Program
- \$10,000 - Home Run Accelerator - Made in Baltimore - 2021-2022

- \$5,000 - Elite 10 Accelerator Group - 2021-2022
- Emerging Young Leaders, National Minority Supplier Development Council - 2021-22
- Impact Hub, Baltimore - 2022
- \$10,000 - BASE Network Grant - 2022-23
- \$10,000 - Goodie Nation - 2022
- Conscious Venture Labs - 2022-23
- \$3,000 - Baltipreneurs Accelerator - 2023

Results, Expansion, & Significant Milestones

Treehouse Juicery has scaled their business with little accrued expenses and generated more revenue compared to the prior year.

After pitching in the Shore Hatchery Competition at Salisbury University, they have since then opened up their first brick-and-mortar location in Baltimore, MD, where customers can purchase cold-pressed juices, teas, coffee, baked goods, and can sit and relax while enjoying beautiful wall art, great music, and free wifi.

Since receiving funding, networking, and exposure to programs, they have acquired the GoodNature X-1 juicer, which can yield over 1,000 bottles per day. Their significant milestones have been pursuing wholesale contracts and hiring four part-time employees and sales vendor positions.

IP, Copyrights, & Trademarks

Treehouse Juicery was trademarked in 2016. They are in the process of registering with the USPTO.

Promotional Opportunities & Giving Back

They offer a juice deal of four bottles for \$36, or six bottles for \$54. If customers subscribe to weekly, bi-weekly, or monthly juice subscriptions, they receive free shipping and 10% off all recurring orders.



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DELICIOUS JUICE FOR THE WHOLE FAMILY

- NO ADDED SUGAR
- NO ADDED WATER
- FRESH INGREDIENTS



DONT WORRY!

WE SHIP YOUR JUICE FROZEN FOR FRESHNESS

World Travel Comix

Education - Graphic Novel Travel Guide

Principal(s): Ronen Poddar – Creative Director;
Ronit Poddar – Marketing Director; Amit Poddar - Writer
Location(s): 1- Ocean Pines, MD
Year-End Revenue 2022: Pre-revenue
Estimated Year-End Revenue 2023: \$11,200
Phone: N/A
Social Media: Facebook & Instagram: @worldtravelcomix
Business Address: N/A

Established: 2022
Shore Hatchery Funds: \$10,000 - 2023
Stage of Business: Startup
Employees: 3 - 2023, Add 0 - 2024
Email: ronen.poddar@gmail.com
Website: worldtravelcomix.com

Business Description

World Travel Comix creates graphic novels for children, featuring a family of mystery-solving travelers. Their goal is to inspire children to learn about different cultures and countries through their fun and engaging stories. They have already created and marketed its first product, *Luke and Luna's travel Adventures in Japan – Part 1*, and are currently working on the next two books in the series.

Business History

They are a new startup business with employees who have a passion for travel and entertainment.

Shore Hatchery Funds, Specific Use, & Role \$10,000 – Spring 2023

The Shore Hatchery Funds will be used for advertising on social media and on Amazon.

The program assisted with networking and promotion of their first edition release and press.

Additional External Funds & Accelerators

N/A

Results, Expansion, & Significant Milestones

World Travel Comix plans on expanding into audiobooks in the coming year.

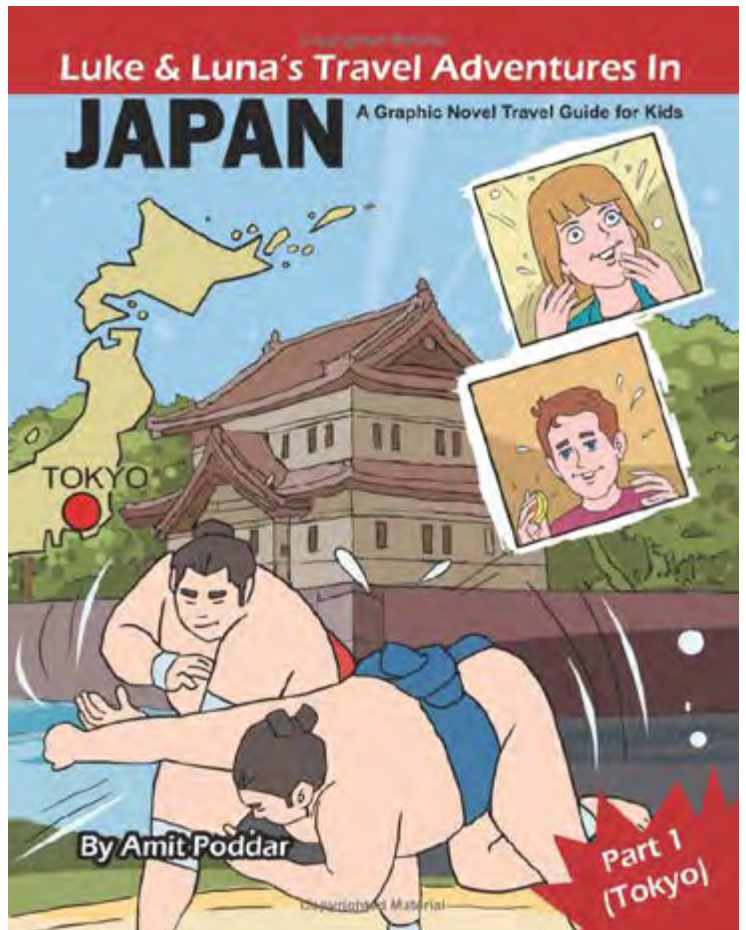
A significant milestone for World Travel Comix was launching their book on Amazon. Currently, they have five stars on Amazon and multiple sales accounted for.

IP, Copyrights, & Trademarks

Copyright 2023 Amit Poddar

Promotional Opportunities & Giving Back

N/A



Zest Tea, LLC

Retail – Food & Beverage

Principal(s): James Fayal

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

Year-End Revenue 2022: \$2,800,000

Estimated Year-End Revenue 2023: \$2,500,000

Alumni: University of Maryland College Park '12

Phone: N/A

Social Media: Instagram: @ZestHQ

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

Established: 2014

Shore Hatchery Funds: \$30,000 – 2017

Stage of Business: Existing

Employees: 5 - 2023, Add 0 - 2024

Email: James@zesttea.com

Website: ZestTea.com

Business Description

Zest produces clean, efficacious, and delicious functional foods and beverages available in over 2,000 stores across the U.S. Their first and most prominent product line is a series of high-caffeine teas, in both bagged tea and canned iced tea form. All of their tea blends have three times the caffeine levels of traditional teas and contain L-Theanine, which has been shown to produce a more steady and prolonged alertness.

Business History

Fayal developed Zest in 2013 and 2014 while working long hours as a finance analyst in the venture industry. He sought to create a lighter and healthier energy product to help stay focused over the long work hours. After a successful crowdfunding campaign, they launched the product to customers online. Over the following years, they came out with additional product lines, including canned beverages. They have expanded the product into thousands of grocery stores across the U.S.

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

The Shore Hatchery funds were used to finance working capital, while expanding production and helping expand their digital marketing budget.

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: \$2,000,000

- \$2,000,000 - Angel and institutional investors - 2015-2022
- \$1,000,000 - USM Momentum Fund – 2019

Results, Expansion, & Significant Milestones

Zest has expanded its reach into thousands of retail stores across the U.S. Their current focus is bringing new innovations to market and expand them in online channels before introducing them to retail partners.

Right now, they are focusing on our high-margin online channels rather than further expansion in retail. They have seen 25%+ YoY growth online and expect that trajectory to continue.

IP, Copyrights, & Trademarks

Zest owns the IP on their logo. They have two versions of their logo that have been registered in 2017 & in 2022.

Promotional Opportunities & Giving Back

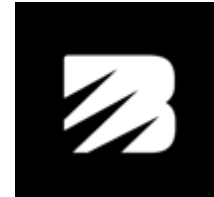
At the height of the COVID-19 pandemic, they donated over 30,000 bags to be distributed to first responder institutions, especially hospitals.



zest.



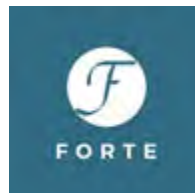
Ratcliffe Foundation Shore Hatchery-Funded Businesses 2013-2023



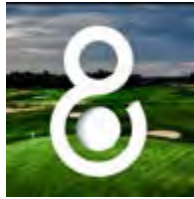
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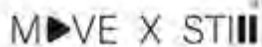
Ratcliffe Foundation Shore Hatchery-Funded Businesses 2013-2023



Mobtown Fermentation
Rebranded as



Modern Nature
Rebranded as
SpringForward



Ratcliffe Foundation Shore Hatchery-Funded Businesses 2013-2023





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