

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

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# PROGRAM ANNUAL REPORT 2022



The Ratcliffe Shore Hatchery program is a

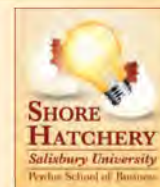
**\$2 million**

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

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

FRANKLIN P. PERDUE  
**SCHOOL OF**  
**Business**

**Salisbury**  
UNIVERSITY



**SHOREHATCHERY .SALISBURY .EDU**



# Shore Hatchery Winners: 2013-Spring 2022



Page	Business*	Principal(s)	Year(s) Awarded	Total Funds **
3	Shore Hatchery Impacts			
4	AlgenAir, LLC	Kelsey Abernathy, Dan Fucich	2018 Fall	\$10,000
6	Athlete Academy, Inc.	Cody Revel	2018 Spring	\$15,000
8	Atlantic Vermiculture, LLC	R. Lawton Myrick	2019 Spring	\$5,000
10	Beauty in the Scars Corporation, dba BITS cleaning	Liz Day	2022 Spring - New	\$20,000
12	Blue Sources, LLC	PJ Bellomo	2019 Spring	\$10,000
14	Blueblood, LLC	Mary Larkin	2018 Spring	\$20,000
16	Buzz Meadery	Megan and Brett Hines	2020 Fall	\$20,000
18	Capsulomics, Inc.	Daniel Lunz	2020 Fall	\$15,000
20	CarrTech, LLC	Sue Carr	2020 Spring	\$10,000
22	Chow Corp.	Jordan Foley	2021 Spring	\$15,000
24	ClearMask, LLC	Aaron Hsu, Alyssa Dittmar	2018 Fall	\$30,000
26	CM Training	Samuel Kayode	2021 Fall - New	\$5,000
28	College Scooters/Shore Cycles	John Churchman, Navid Mazloom	2014 Spring	\$45,000
30	Compassionately Creative dba SewSlick, LLC	Dawn Kennedy	2017 Spring	\$7,500
32	DiPole Materials, Inc.	Dr. Ken Malone	2019 Spring	\$15,000
34	Earth Systems Management, LLC	Joseph Betit	2021 Fall - New	\$25,000
36	Eastern Shore Academy of Cosmetology	Doris Ebony Brown	2018 Spring	\$5,000
38	Ferretly	Darrin Lipscomb	2020 Spring	\$25,000
40	Frozen Farmer, LLC	Katey Evans, Kevin Evans, Jo Ellen Algier	2015 Fall	\$5,000
42	gel-e, Inc. Rebranded Medcura, Inc.	Larry Tiffany	2016 Fall	\$10,000
44	Hummii, LLC	Tyler Phillips, Mackenzie Lawrence	2021 Spring	\$20,000
46	K9 Precision, LLC	Mitch Fletcher	2020 Spring	\$17,000
48	Kitchology/FOODMIDABLE	Alain Briancon	2015 Spring	\$25,000
50	MADTECH, Inc.	Thomas Marnane	2019 Spring	\$30,000
52	Maryland Energy and Sensor Technologies, LLC	Dr. Ichiro Takeuchi, Sherry Xie	2021 Spring	\$25,000
54	Mind the Current, LLC/Dhremo Therapy	Marsha Lynn Hammond	2016 Fall, 2017 Spring	\$32,500
56	Mindfully Anchored	Ashton Donoway	2016 Spring	\$5,000
58	Minds in Motion Salisbury	Vira Ogburn	2019 Fall	\$15,000
60	Mobtown Fermentation	Sid Sharma, Adam Bufano, Sergio Malarin	2016 Spring, 2016 Fall	\$45,000
62	Move and Still, LLC	Dominiece Clifton	2022 Spring - New	\$5,000
64	Night Ice, LLC	Josh Woozley	2020 Fall	\$30,000
66	Nina's Cookie Explosion	Nina Ross	2021 Fall - New	\$20,000
68	Oasis Group Holdings/Oasis Marinas	Dan Cowens	2014 Fall, 2015 Spring	\$50,000
70	Omega 3 Nutrition	Edwin Djampa	2022 Spring - New	\$30,000
72	PaverGuide, Inc.	Charles White	2015 Spring	\$35,000
74	Perphora, LLC	Kelli Booth	2021 Fall - New	\$30,000
76	Picklehead, LLC/Tip Tough	RJ Batts, Lori Batts	2016 Fall	\$15,000
78	Real Vibez Productions	J'kai Braboy	2022 Spring - New	\$5,000
80	Resolved Property Solutions	DeVanna Young	2022 Spring - New	\$15,000
82	Rip Current Sports, LLC	Jose-Luis Gallagher	2021 Spring	\$10,000
84	RunMitts, LLC DBA WhitePaws	Susan Clayton	2020 Spring	\$17,000
86	Salvaton, LLC	Lankenau & Early Charm Ventures	2021 Fall - New	\$10,000
88	Second Story, LLC DBA jang*go	Shelley Wetzel	2014 Fall	\$30,000
90	Shea Radiance/Agrobotanicals, LLC	Funlayo Alabi & Shola Alabi	2018 Spring	\$20,000
92	SHELLER DBA Shelby Blondell, LLC	Shelby Blondell	2021 Spring	\$30,000
94	Side Eye BBQ Sauce	Syerita Turner, Marven Turner Jr.	2021 Spring	\$5,000
96	Simple Assist Therapeutics, LLC	Karen McNamara, Rebecca Della-Rodolfa, Shelly Sullivan	2022 Spring - New	\$25,000
98	SIMPLi	Sarela Herrada, Matthew Cohen	2020 Fall	\$10,000
100	Soccer Office/Sports Office 365	Jamie Lowe	2016 Spring	\$25,000
102	Tania Speaks	Tania Speaks	2018 Spring	\$3,000
104	Treehouse Juicery	Todd Sheridan, Nichelle Roane	2021 Fall - New	\$20,000
106	Valkyrie Software Solutions	Cameron Kane	2020 Fall	\$10,000
108	Zest Tea, LLC	James Fayal	2017 Spring, 2017 Fall	\$30,000
110	Shore Hatchery-Funded Businesses			

\* 41 businesses are omitted from this report due no report being submitted or the business is inactive. \*\*Amount Awarded does not include Salisbury University Student Competitions awards, if applicable.

# 2022 Shore Hatchery Impacts

**53**  
BUSINESSES  
ACTIVELY  
REPORTING



**678**  
JOBS



- BUSINESS TYPE**
- 2 Beauty
  - 5 Education
  - 1 Environmental Services
  - 11 Food & Beverage
  - 11 Health Care
  - 3 Manufacturing
  - 1 Property Management
  - 8 Retail
  - 10 Technology
  - 1 Travel

- ANNUAL REVENUES**
- 2020 Revenue
  - 2021 Revenue
  - Estimated 2022 Revenue

 **94** ENTREPRENEURS  
AWARDED



- BUSINESS LOCATIONS**
- 19 Eastern Shore
  - 33 Across the Bay
  - 1 DE/VA Beaches



 **\$200,000**   
AWARDED ANNUALLY

**\$1,787,000**  
AWARDED TO  
**94 BUSINESSES**  
(2013-2022 Spring)



**2** SHORE HATCHERY  
ALUMNI BUSINESSES  
FUNDED

**\$203,000**  
TO BE AWARDED 2022-2023

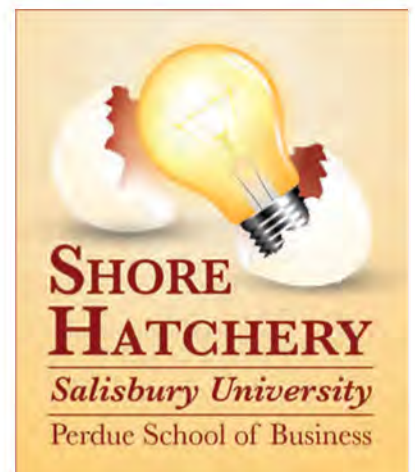


**79** <sup>%</sup> IDENTIFY AS WOMEN, MINORITY  
OR VETERAN OWNED

 <b>26</b> WOMEN-OWNED BUSINESSES	 <b>20</b> MINORITY-OWNED BUSINESSES	 <b>6</b> VETERAN-OWNED BUSINESSES
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**13**  
SU ALUMNI  
BUSINESSES

*Note: Numbers reflect 53 self-reported businesses*



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# AlgenAir, Inc.

E-Commerce Retail – Living Technology

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

**Locations:** 1 – Pittsburgh, PA

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

**Estimated 2022 Revenue:** \$180,000

**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: @algenairinc, TikTok: @algenairinc

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

**Established:** 2018

**Shore Hatchery Funds:** \$10,000 – 2018

**Stage of Business:** Operating

**Employees:** 2 – 2022, Add 0 – 2023

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

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

## Business Description

AlgenAir develops living technology to improve health and wellness for building occupants. Their first product, the aerium, is a consumer natural air purifier that uses algae to reduce carbon dioxide indoors.

## 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 recently moved to Pittsburgh, PA, to focus on U.S. manufacturing and scaling the technology used in the aerium. They are currently raising a seed round of funding for product development and team expansion. AlgenAir has secured their first paid pilot study for a large-scale modular algae installation.

## IP, Copyrights, & Trademarks

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

## Promotional Opportunities & Giving Back

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

## COVID-19 Impacts

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



# AlgenAir

Grow Algae. Live Better.



# Athlete Academy

Health – Performance Training Facility for Youth Athletes and Adult General Fitness

**Principal(s):** Cody Revel & Ryan Maitland

**Locations:** 2 - Fruitland, MD & Berlin, MD

**2021 Revenue:** \$205,000

**Estimated 2022 Revenue:** \$260,000

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

**Phone:** 443-358-6132

**Social Media:** Instagram & Facebook: @athleteacademymd

**Business Address:** 28410 Crown Road

Berlin, MD | 21826

**Established:** 2018

**Shore Hatchery Funds:** \$15,000 - 2018

**Stage of Business:** Existing

**Employees:** 9 (3-5 interns) - 2022, Add 0 – 2023

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

**Website:** [www.athleteacademymd.com](http://www.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 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.

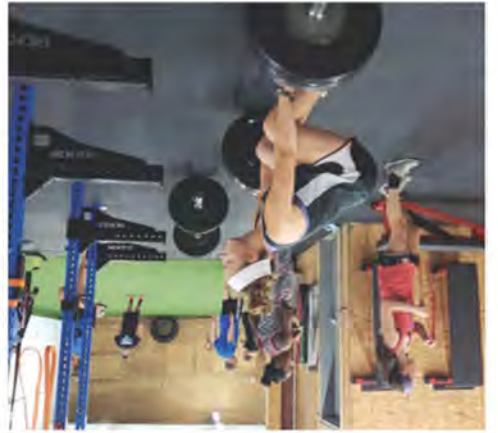
## COVID-19 Impacts

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




**7 PILLARS OF A CHAMPION**

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



**3unnn3Aa**  
**031V3H0**

# Atlantic Vermiculture, LLC

Agri-Technology – Controlled Environment Worm Farming

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

**Locations:** TBD

**2021 Revenue:** \$0

**Estimated 2022 Revenue:** \$0

**Alumni:** University of Georgia '01

**Phone:** N/A

**Social Media:** N/A

**Business Address:** N/A

**Established:** 2019

**Shore Hatchery Funds:** \$5,000 - 2019

**Stage of Business:** Dissolved

**Employees:** N/A

**Email:** N/A

**Website:** N/A

## Business Description

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

## Business History

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

After months of research, Myrick discovered a system in use since the late 1970s that seemed more reliable than other iterations of worm farming. The UNCO system, from Union Grove, WI, uses pails stacked vertically instead of troughs or windrows and the operation is kept under a roof in a controlled environment. This allows for better understanding and control of system inputs and outputs.

Earthworm castings are a premium organic fertilizer with a range of applications. This includes fertilizer for commercial nurseries, vineyards, greenhouse operations, golf course maintenance, and retail outlets for home gardening and house plants. Castings can be added to dry potting soil or soaked in water to create a liquid "tea" to be applied to the plant leaves and their root systems. The earthworms used are bait-sized night crawlers, which are in high demand year-round. The worms in the system are highly marketable cultured night crawlers that do not require refrigeration during shipping or storing.

They are currently researching available grants and loan programs via state and federal programs. They are actively pursuing a viable property for business operations.

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

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

The Shore Hatchery competition greatly helped by providing funds for operating expenses, networking with potential clients, and similar companies, as well as mentoring opportunities with SBDC. In addition, The Shore Hatchery experience provided contacts with investment companies and other sources of funding as well as the confidence to move the process forward from the idea stage into the early stages of development.

## Additional External Funds & Accelerators Total Investment: \$115,000

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

## Results, Expansion, & Significant Milestones

Although the business never got off the ground in its original form, it has potential to become part of a larger aquaponics operation at the commercial level. In that instance the worms would be used as fish feed and the castings used for growing soil-based crops.

A separate venture is underway that will provide significant startup capital for the establishment of the vermiculture wing of the aquaponics business.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

There are fewer land listings available due to market uncertainty.



# ATLANTIC VERMICULTURE



# Beauty in the Scars Corporation, DBA BITS Cleaning

Environmental Services - Commercial and Residential Cleaning

**Principal(s):** Liz Day

**Locations:** 1 – Salisbury, MD

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** N/A

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

**Phone:** 410-849-9078

**Social Media:** Facebook, Instagram & TikTok:  
@BITS CLEANING

**Business Address:** PO BOX 3883 | Salisbury, MD | 21802

**Established:** 2021

**Shore Hatchery Funds:** \$20,000 - 2022

**Stage of Business:** Startup

**Employees:** 2 – 2022, Add 2 – 2023

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

**Website:** [www.bitscleaning.com](http://www.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 FIVE commercial clients and 10 regular residential clients. 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

The Shore Hatchery funds were used to purchase new equipment, advertising, and a work vehicle.

The Shore Hatchery program and the winner press release have been instrumental in helping grow their business. BITS was recently awarded office space at SU's Dave and Patsy Rommel Center for Entrepreneurship and plans to utilize the space and resources offered to accelerate their business.

BITS also received mentoring with Sumathy Chandrashekar of the SBDC.

## Additional External Funds & Accelerators

N/A

## Results, Expansion, & Significant Milestones

BITS plans to expand the business and hire additional staff, providing greater economic vitality to Delmarva.

BITS Cleaning is continuing to grow exponentially, strictly by word of mouth. They were able to hire two full-time employees since opening.

## IP, Copyrights, & Trademarks

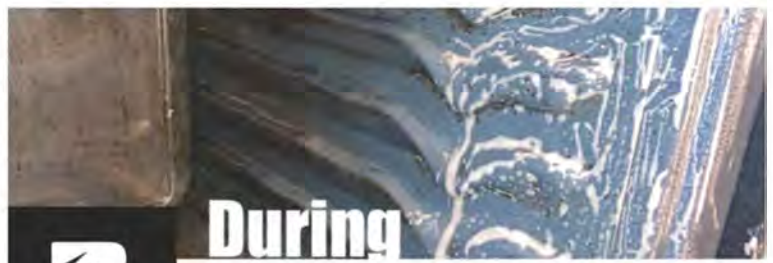
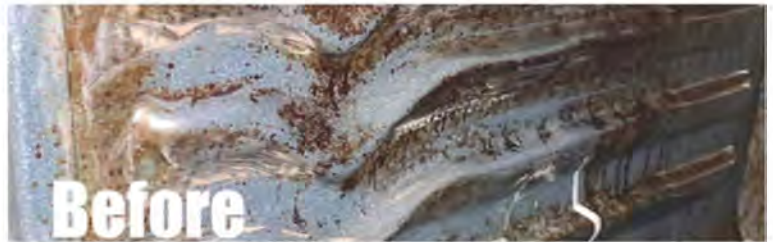
N/A

## Promotional Opportunities & Giving Back

BITS Cleaning plans to grow and give back to the community through sponsorship of local ministries.

## COVID-19 Impacts

As a result of COVID-19, additional cleaning protocols have been implemented. During the pandemic, there was an increased interest in sanitation, which has positively affected BITS business.



# Blue Sources, LLC

Enviro-Technology – Water Security

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

**Locations:** 1 – Frederick, MD

**2021 Revenue:** \$205,384

**Estimated 2022 Revenue:** \$235,970

**Alumni:** Rensselaer Polytechnic Institution-MS '91

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

**Social Media:** N/A

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

**Established:** 2015

**Shore Hatchery Funds:** \$10,000 – 2019

**Stage of Business:** Existing

**Employees:** 4 – 2022, Add 0 – 2023

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

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

## Business Description

Blue Sources patented technology detects toxic chemicals (TCs) in water with 24/7 monitoring of live fish, namely bluegills – think canary-in-a-coal-mine for drinking water and wastewater.

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

## Business History

The U.S. Army developed the fish bio-monitor technology in the 1990s and early 2000s, spending over a decade of research and development with the intent of protecting troops who might face an attack via poisoning of their water supply. Most of the work took place at Fort Detrick, MD.

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

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

In mid-2017, through a convertible note from TEDCO, Blue Sources spent the next 18 months working with the engineering and manufacturing team at ACDI, located in Frederick, MD, to develop the BG-2, the second generation of the bio-monitor. In Q1 2019, Blue Sources emerged market ready.

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

The Shore Hatchery funds were used to purchase parts, supplies, and services to design and build product. With the funding received, and mentoring opportunities available, Blue Sources expects to see a measurable positive impact in the future.

## Additional External Funds & Accelerators

**Total Investment: \$150,000**

- \$150,000 - TEDCO & Founders Investment
- Frederick Innovative Technology Center, Inc.

## Results, Expansion, & Significant Milestones

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

## IP, Copyrights, & Trademarks

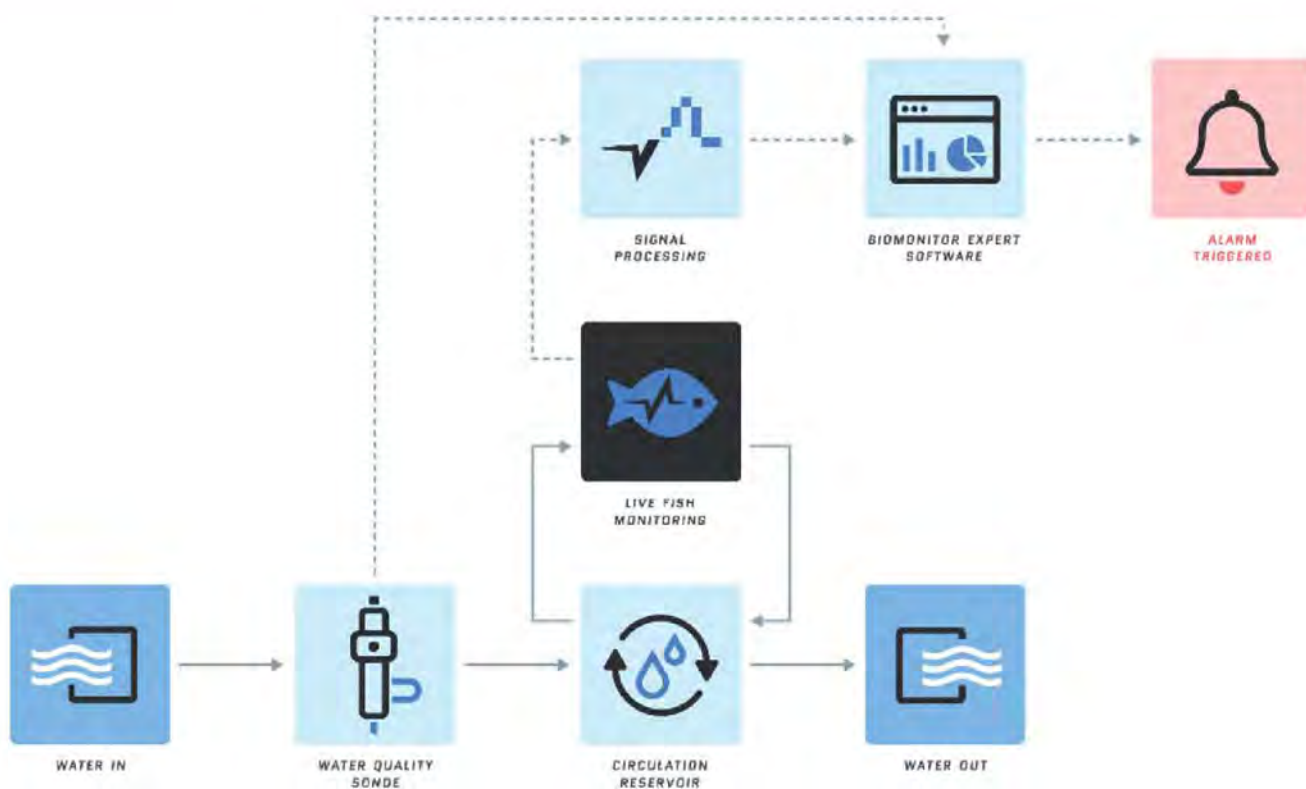
In 2015, they obtained a group of five patent licenses from the U.S. Army.

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

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



# BLUE SOURCES

TRUST THE *FISH*

# Blueblood, LLC

Health Care – Biomedical Product Supplier

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

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** N/A

**Alumni:** UMBC Ph.D., '18 - Mary Larkin; UMBC M.S. '00 – Jill Arnold; University of Florida, Gainesville; M.S. '85; D.V.M., '88 - Brent Whitaker

**Phone:** 240-604-4320

**Social Media:** N/A

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

**Established:** 2018

**Shore Hatchery Funds:** \$20,000 – 2018

**Stage of Business:** Dissolved

**Employees:** 3 – 2022, Add 0 – 2023

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

**Website:** N/A

## Business Description

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

## Business History

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

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

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

The Shore Hatchery was very helpful in providing funding for research to answer essential questions about the sustainability of their business model and device development.

## Additional External Funds & Accelerators

### Total Investment: \$40,000

- \$15,000 - REEF-Seed I Grant - 2018
- \$25,000 - 2018 REEF-Seed II Grant - 2018
- Harbor Launch at IMET

## Results, Expansion, & Significant Milestones

They made the decision to close Blueblood at the end of 2021. The results of two research projects with horseshoe crabs maintained in aquaculture, undergoing simulated biomedical bleeds, suggested that the business model was not sustainable.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

COVID-related restrictions delayed a research project with a collaborator by one year, but they were ultimately able to accomplish the work.



BLUEBLOOD\*3^



# Buzz Meadery

Food & Beverage – Winery -Manufacturing Meadery

**Principal(s):** Megan and Brett Hines- Owners  
**Locations:** 1 – Berlin, MD  
**2021 Revenue:** \$149,000  
**Estimated 2022 Revenue:** \$180,000  
**Alumni:** Salisbury University- anticipated May 2023  
**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:** 3 – 2022, Add 3 – 2023  
**Email:** [info@thebuzzmeadery.com](mailto:info@thebuzzmeadery.com)  
**Website:** [www.thebuzzmeadery.com](http://www.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.

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

The Shore Hatchery funds received were used to purchase equipment for production purposes and a vehicle to create a mobile bar experience. Co-owner Brett Hines worked with the staff at the Dave 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.

## Additional External Funds & Accelerators

### Total Investment: \$57,000

- \$7,000 - Salisbury University Student Entrepreneurship Competitions - 2020
- \$50,000 - VLT Flex Fund Grant from FSC First Bank - 2021

## Results, Expansion, & Significant Milestones

The Buzz Meadery completed their business plan. They purchased a property in downtown Berlin called The Berlin Commons, and they are currently working with an architect to plan a brick-and-mortar space on that property. In the past year, they have hosted a winter makers market, live music, vendors, and private events.

A significant milestone for the Meadery is reaching their second year in business. During this time, they have established a strong social media presence with more than 4K followers on both Facebook and Instagram. They anticipate building a brick and mortar Meadery at The Berlin Commons in the next year.

## IP, Copyrights, & Trademarks

Buzz Meadery owns trademarks for both their logo and name.

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

The COVID-19 pandemic limited their taproom capacity and visibility to customers. They have had difficulty with staffing and decreased sales.



# Capsulomics, Inc.

Health – Life Sciences – Molecular Diagnostics

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

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** 0-Pre-revenue

**Estimated 2022 Revenue:** By request

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

**Phone:** 443-942-2127

**Social Media:** LinkedIn: @Capsulomics

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

**Established:** 2018

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

**Stage of Business:** Existing

**Employees:** 9 – 2022, Add 0 – 2023

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

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

## Business Description

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

## Business History

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

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

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

## Additional External Funds & Accelerators

### Total Investment: \$1,500,000

- Capsulomics has raised more than \$1.5M from NIH STTR, TEDCO MII, NIH R01 Subaward, and investor funding.
- Techstars Patriot Boot Camp - 2019

## Results, Expansion, & Significant Milestones

In February 2020, Capsulomics established a research partnership with Johns Hopkins University, funded by a five-year, \$3.7 Million NIH Academic-Industrial Partnership grant, to conduct clinical research to detect esophageal cancer and its precancerous precursor condition, Barrett's esophagus (BE).

Capsulomics technology was included in the American College of Gastroenterology (ACG) guidelines for the diagnosis and management of Barrett's esophagus. As *The Washington Post* reported month, Barrett's esophagus and esophageal cancer rates are up 50% over the last decade among those between the ages of 45-64, making the inclusion in screening guidelines and routine practice all the more valuable and vital.

As highlighted in a recent Johns Hopkins press release, their team along with researchers from Hopkins and East Africa recently published data in the high-impact journal, *Gastroenterology*, demonstrating 90% accuracy for our technology non-endoscopically detecting esophageal squamous cell carcinoma (ESCC). They are the first group and company that has demonstrated the ability to detect ESCC, Barrett's, and adenocarcinoma from a single sample.

The Capsulomics team presented data at Digestive Week (DDW), where they presented data on their Envisage test's ability to predict the risk of future disease progression in patients diagnosed with Barrett's. Envisage will soon be launched to market to serve an estimated \$1B US TAM.

Their lab recently received our CLIA registration. This regulatory milestone enables their lab to now return results to physicians and patients to be used in guiding patient care.

Capsulomics' team continues to grow and be strengthened, with backgrounds from Exact Sciences (>\$9B market cap), Delfi Diagnostics, Thrive Earlier Detection (acquired for >\$2B), and PGDx (acquired for up \$575M).

## IP, Copyrights, & Trademarks

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

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

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



# Capsulomics



# CarrTech Corp.

Bio-Health - Medical Device

**Principal(s):** Sue Carr, John Nowell, Maria Schulz, John Nazzaro & Terri Lopatka

**Locations:** 1 – Frederick, MD

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** N/A

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

**Phone:** 301-694-2999

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

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

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

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

**Stage of Business:** Seed – Series A

**Employees:** 8 – 2022, Add 2 – 2023

**Email:** [sue@carrtechcorp.com](mailto:sue@carrtechcorp.com)

**Website:** [carrtechcorp.com](http://carrtechcorp.com)

## Business Description

CarrTech is a medical device company that is revolutionizing the filter needle industry by simplifying the process, improving safety and compliance with an innovative all-in-one package solution called FROG, (Filter Removal of Glass). They anticipate FDA approval Q2 of 2023 penetrating a multi-billion-dollar industry with strategic partners.

## Business History

CarrTech LLC was founded in 2012 and incorporated December 2021. CarrTech's founder, a clinical pharmacist, saw a problem with filtering and came up with a simple solution. CarrTech is preparing for FDA approval in Q4 of 2022 with the first device. CarrTech has three U.S. patents and one Canadian patent. CarrTech is working with strategic partners who will orchestrate market penetration in Q2 of 2023.

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

CarrTech used Shore Hatchery Funds to secure a contract with Gilero and begin FDA 510(k) preparations.

CarrTech's first big competition win was the Shore Hatchery competition in 2020. This brought the attention to investors and TEDCO who have since supported CarrTech.

## Additional External Funds & Accelerators

### Total Investment: \$1,200,000

- \$3,000 - TEDCO research grant 2018 - 2019
- \$1,500 - Frederick County Video Pitch - 2019
- \$1,500 - Frederick County, MD Judges Choice & People's Choice Video Pitch Competition - 2020
- \$50,000 - TEDCO Builder Fund - 2020
- \$3,300 - Frederick County Government - 2020
- \$100,000 - TEDCO Rubric Fund - 2021
- \$210,000 - Friends and Family
- \$300,000 - Old Line Capital Partners
- \$200,000 - TEDCO Seed round  
(\$50,000 - Fulton Bank Line of Credit - 2020)

- Inova Personalized Health Accelerator - 2019
- THE EDGE- FITCI - 2019
- Intro to I-Corp- GWU - 2019

## Results, Expansion, & Significant Milestones

CarrTech has raised \$1.2 million to prepare for FDA 510(k) Class II medical device slated for Q4 or 2022. CarrTech is working with strategic partners and just completed Human Factor Studies in U.S. and EU, which prove very favorable for CarrTech. CarrTech anticipates FDA approval Q2 of 2023 with strategic partners orchestrating sales and marketing.

CarrTech was incorporated December 2021, has a CEO and an R&D specialist on payroll and offering insurance.

They have been working with Gilero for FDA preparation since December 2020, testing the filter and conducting Human Factor Studies, and they are in final preparations for FDA. CarrTech will meet one more time with the FDA with a pre-sub prior to final submission. CarrTech has strengthened relationships with strategic partners, signed a letter of intent, and is preparing for initial roll out Q2 of 2023 with the first of many devices. CarrTech also qualified for the QMBC tax credit for investors saving investors 30% back on their investment. CarrTech is currently valued at \$7.2 million dollars.

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

## IP, Copyrights, & Trademarks

U.S. Patent 8,002,751 in 2012, U.S. Patent 9,669,164 in 2017, U.S. Patent 10,512,728 in 2019, and Canadian Patent 2947955 in 2020. Trademark "FROG," obtained by CarrTech in 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.

### COVID-19 Impacts

Due to COVID, Carr was able to watch her son graduate *summa cum laude* and pitch at the Shore Hatchery Competition. CarrTech has been able to secure \$ 1.2 million during the pandemic and spread the word globally, making an impact.



# Chow Corp.

Food and Beverage – Food Truck Training for Veterans

**Principal(s):** Jordan Foley & Charlie Magovern

**Locations:** 3 – Annapolis, MD, San Diego, CA & Atlantic City, NJ

**2021 Revenue:** \$330,000

**Estimated 2022 Revenue:** \$200,000

**Alumni:** U.S. Naval Academy '12 B.S., MIT '14 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:** @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 (7 Students) – 2022, Add 0 – 2023

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

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

## Business Description

Let's Chow is a nonprofit that provides services for veterans and military spouses through food truck rentals, culinary education, and business advising for all levels of expertise. Their unique vocational training programs provides online and hands-on truck training for aspiring veteran business owners at no cost.

## Business History

Founded in January 2020, Let's Chow started out by partnering with local businesses to provide meals to food insecure areas while spreading its long-term mission of purchasing a food truck for veterans to use and learn about the industry before deciding to purchase one themselves. Now, in 2022, they are proud to have three operating trucks in Annapolis, San Diego, and Atlantic City.

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

The Shore Hatchery winnings were used to support veterans who participated in their 2021 summer food truck training.

## 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
- \$40,000 - Annapolis Rotary - 2022
- 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

## Results, Expansion, & Significant Milestones

Chow Corp. launched their pilot summer with their first truck bringing in over \$34,000 in revenue. They have expanded to San Diego and Atlantic City, NJ. They now have two additional trucks operating in 2022.

## IP, Copyrights, & Trademarks

They own the copyright to Let's Chow and their Spoon Logo.

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

Since they opened right before COVID-19, it definitely shaped how they started their nonprofit. Aside from the challenges that everyone in the industry has faced (staffing, supply chain issues), it hasn't had much effect on their business.



# CHOW



# ClearMask, LLC

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

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

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** By Request

**Estimated 2022 Revenue:** 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](mailto:contact@theclearmask.com)

**Website:** [www.theclearmask.com](http://www.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 it provides 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 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 (Grant) - 2018
- \$15,000 - Village Capital/Gallaudet University Accelerator, First Place Award (Grant) - 2018
- \$25,000 - Accelerate Baltimore Cohort - 2018
- \$25,000 - National Science Foundation Innovation Corps Cohort (Grant)

- \$300,000 - TEDCO Convertible Note - 2020
- Johns Hopkins Social Innovation Lab; Gallaudet University/Village Capital; Accelerate Baltimore; National Science Foundation's iCorps Program; TrajectoryNext

## Results, Expansion, & Significant Milestones

ClearMask's significant milestones are expanding internationally and achieving more than \$45M in sales.

## IP, Copyrights, & Trademarks

Yes (undisclosed)

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

ClearMask has experienced increased sales and expansion.



 **ClearMask**<sup>™</sup>  
Clarity. Comfort. Connection.



# CM Training, LLC

Education - Human Services Training

**Principal(s):** Samuel Kayode

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** \$33,000

**Estimated 2022 Revenue:** \$50,000

**Alumni:** Morgan State University '09

**Phone:** 443-600-9752

**Social Media:** Facebook: @cmtrainingllc

**Business Address:** 5136 Harford Road  
Baltimore, Maryland | 21213

**Established:** 2017

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

**Stage of Business:** Existing

**Employees:** 1 – 2022, Add 0 – 2023

**Email:** [Info@cmtrainingllc.com](mailto:Info@cmtrainingllc.com)

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

## Business Description

CM Training, LLC provides training and consulting in the area of human service training to providers, professionals, and college students. The Company provides consulting and case management training to people who are interested in pursuing a career in becoming a case manager. 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.

## Business History

CM Training, LLC was founded in 2017 by Samuel Kayode. They are a consulting company operating in Baltimore, MD, providing training and consulting in the area of human service training to providers, professionals, and college students. They plan to provide consulting and case management training to people who are interested in pursuing a career in becoming a case manager. 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. They provide case management training; their training course educates case managers on the fundamentals of case management and enhances the skills of case managers. Case managers learn case management definitions, skills, and functions. The training also educates case managers on how to screen clients, complete assessments, identify risk, follow-up with their clients, interviewing clients, and how to document

## 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

## COVID-19 Impacts

N/A



# TRAINING, LLC



# College Scooters/Shore Cycles

Retail – Powersports - Motorcycle, Scooter, & More

**Principal(s):** John Churchman

**Locations:** 1 – Salisbury, MD

**2021 Revenue:** \$1,100,000

**Estimated 2022 Revenue:** By Request

**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:** 10 – 2022, Add 0 – 2023

**Email:** [john@shorecyclesusa.com](mailto:john@shorecyclesusa.com)

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

## Business Description

College Scooters and Shore Cycles are a power-sports 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 their incredible growth of their first location in Salisbury, MD, they approached the Shore Hatchery to seek funding to open new locations in Baltimore and College Park. The Shore Hatchery had a huge impact on their business. They used the funds to expand to three brands in 2017, make showroom improvements, increase staff, enhance marketing, increase

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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.

## COVID-19 Impacts

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



COLLEGE SCOOTERS



# Compassionately Creative Rebranded as SewSlick, LLC

Education – Sewing Classes/DIY

**Principal(s):** Dawn Kennedy

**Locations:** 1 – Baltimore, MD

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

**Estimated 2022 Revenue:** \$50,000

**Alumni:** Coppin State University '03 & Towson '10

**Phone:** 410-935-1743

**Social Media:** Instagram @compassionatelycreative and @sewslick

**Business Address:** 1835 Washington Blvd.  
Baltimore, Maryland | 21230

**Established:** 2017

**Shore Hatchery Funds:** \$7,500 – 2017

**Stage of Business:** Existing

**Employees:** 1 (2 interns) – 2022, Add 2 – 2023

**Email:** [dawn@sewslick.com](mailto:dawn@sewslick.com)

**Website:** [www.sewslick.com](http://www.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 the 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: \$2,000

- \$2,000 - Warnock Foundation - December 2017
- 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 our sewing programs, they are planning to pitch at more competitions so that they can secure funding to assist with getting a retail location that not only host sewing classes, but also sell fabric, sewing machines, and sewing notions.

Next year, they plan to have a retail location and host their very first sewing retreat.

In 2021 & 2022, SewSlick, LLC has secured contracts with Baltimore City Recreation and Parks at several locations as well as their Tech 2 Rec learning centers.

## 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.

## COVID-19 Impacts

Due to the pandemic, SewSlick, LLC lost its physical location, which put a stop to work for approximately one year. During that time, they were able to teach virtually for a few after school programs in Baltimore City.



# SEWSLICK

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



# DiPole Materials, Inc.

Manufacturing – Custom Nanofiber

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

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** By Request

**Estimated 2022 Revenue:** 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) – 2022, Add 4 – 2023

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

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

## 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.

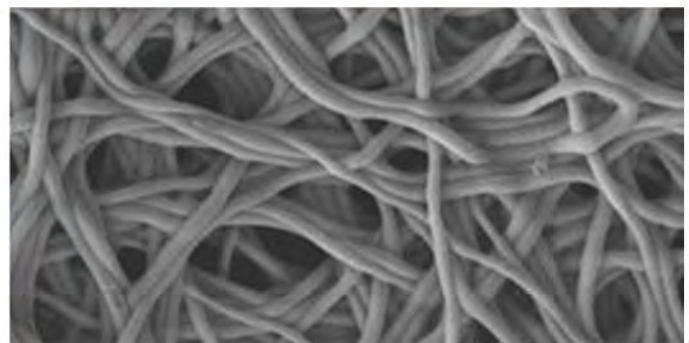
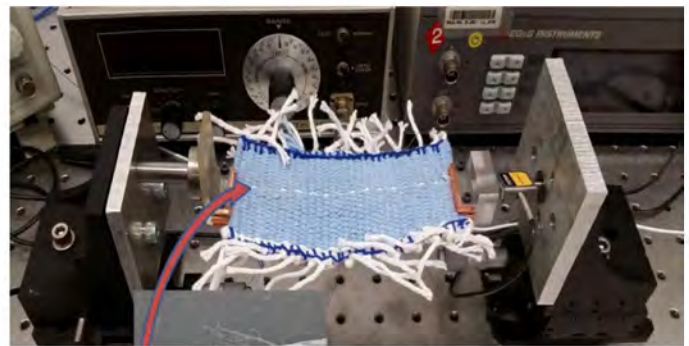
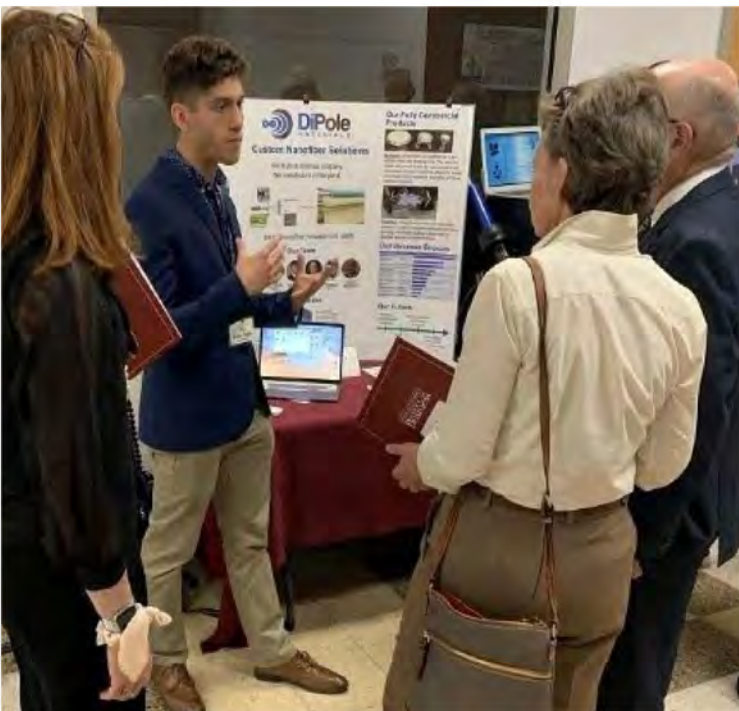
## COVID-19 Impacts

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



**DiPole**  
MATERIALS

A  Materic company



# Earth Systems Management, LLC

Enviro-Technology – Robotic Systems

**Principal(s):** Joseph Betit

**Locations:** 1 – Pungoteague, VA

**2021 Revenue:** \$102,000

**Estimated 2022 Revenue:** 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:** N/A

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

**Established:** 2020

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

**Stage of Business:** Startup

**Employees:** 2 – 2022, Add 2 – 2023

**Email:** [joseph@earthsystemsmanagement.com](mailto:joseph@earthsystemsmanagement.com)

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

## Business Description

Earth Systems Management provides affordable nearshore data such as shallow water bathymetric mapping, shoreline environmental conditions and infrastructure conditions to the public and agencies. Their data is acquired using the 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. The grant was initiated in the spring of 2020 during the onset of COVID.

Four local ESVA college students composed the initial team. Three of them had just graduated from High School at the start of the project. One now works for NASA Wallops, the other three are juniors at Virginia Tech, University of Virginia and James Madison University.

## 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

## 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 community. Services are now being requested.

At this time, a number of creek communities and the Coast Guard Auxiliary are requesting to purchase systems to include training. The uses would be for prompt location of navigable channels (they shift frequently), aquaculture support, search and rescue, and developing environmental change management databases.

It is anticipated that the current capacity to manufacture systems with the present modest facilities will be inadequate by year end. This will require partnering with manufacturing companies on the Shore (VA and/or MD) that have the ability to scale.

ESM, LLC also participates in the Hampton Roads Alliance, Offshore Wind Alliance, which is preparing for starting up a massive wind turbine project.

ESM, LLC will be pursuing Accomack and Northampton counties pre-dredge and channel location bathymetric survey opportunities. In addition, there has been recent progress on the commitment of approximately \$1,500,000 for dredging in the Chincoteague Island channels.

They have successfully developed two commercial advanced technology products (hydro drone and digital tide gauge) including the operations manuals and training videos.

A baseline database of historic federal bathymetric survey data has been created. This baseline is the foundation for change analysis going forward.

**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.

**COVID-19 Impacts**

The COVID lock downs worked to the advantage of carrying out the GO VA Grant. The students could not attend university in person. Therefore, they worked at their shop on the ESVA and used the high-speed internet to participate in their online classes.

The situation allowed the project to demonstrate the tremendous potential and ability of young people who have just graduated from high school and are just starting college.



# Eastern Shore Academy of Cosmetology

Education – Cosmetology and Barbering Training School

**Principal(s):** Doris Ebony Brown  
**Locations:** 1 – New Church, VA  
**2021 Revenue:** \$100,000  
**Estimated 2022 Revenue:** \$200,000  
**Alumni:** N/A  
**Phone:** 757-894-4477  
**Social Media:** Facebook @D.EbonyBrown  
**Business Address:** 4247 Nelson Rd.  
New Church, VA | 23415

**Established:** 2014  
**Shore Hatchery Funds:** \$5,000 – 2018  
**Stage of Business:** Existing  
**Employees:** 6 – 2022, Add 0 – 2023  
**Email:** [vipsalon.deb04@gmail.com](mailto:vipsalon.deb04@gmail.com)  
**Website:** [www.esacademyofcos.com](http://www.esacademyofcos.com)

## Business Description

Eastern Shore Academy of Cosmetology is a training School that helps aspiring men and women cultivate their skill to become licensed professional cosmetologists and barbers. The academy offers training in hair, skin, and nails.

## Business History

Eastern Shore Academy of Cosmetology was established in 2014 to bridge the gap between aspiring professionals and their passion to become licensed cosmetologists and/or barbers. The academy is located in New Church, VA. It serves residents on the Eastern Shore VA, in Accomack and North Hampton counties, Maryland, and Delaware. The owner, who has been a licensed cosmetologist for over 15 years, is the instructor who began teaching a hair weaving and hair braiding class at the Eastern Shore Community College in spring 2013. The class was full each semester and the students grabbed ahold of the techniques being taught. The graduation rate was 100%, and 95% of the students gained employment after being certified. Students expressed interest in learning more, but the nearest school was too far. Out of this need, the Eastern Shore Academy of Cosmetology was born. In 2013, Brown became licensed to instruct cosmetology classes and began holding classes at the salon and became a full cosmetology school in which students are trained.

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

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

## Additional External Funds & Accelerators

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

## Results, Expansion, & Significant Milestones

Eastern Shore Academy of Cosmetology has purchased and set up their website, identified its brand, acquired a logo, is working on their LLC, and is in the process of becoming an accredited school.

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

Over the past year, they have added online classes and CEU classes, which boosted their enrollment. They had a total of 13 students enrolled in one semester, which gave them a total of 21 students for the year. Their goal for next year is to double their total enrollment.

The owner, Doris Ebony Brown, was named Young Entrepreneur of the Year in 2021 by the Eastern Shore Chamber of Commerce.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

In 2021, they were able to offer three scholarships to students.

## COVID-19 Impacts

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



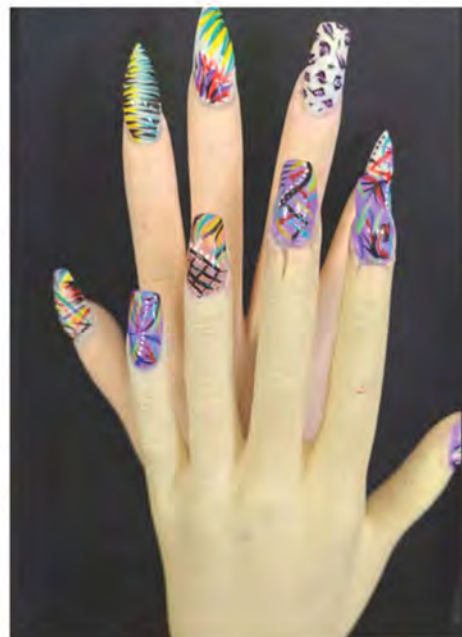
**EASTERN SHORE**  
ACADEMY OF COSMETOLOGY  
"THE BRIDGE BETWEEN YOU AND YOUR PASSION"  
**D. Ebony Brown**  
4247 Nelson Rd New Church, VA 23415

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

# EASTERN SHORE

ACADEMY OF COSMETOLOGY

"THE BRIDGE BETWEEN YOU AND YOUR PASSION"



# Ferretly

Technology – AI-Powered Social Media Background Screening

**Principal(s):** Darrin Lipscomb

**Locations:** 1 – Easton, MD

**2021 Revenue:** By Request

**Estimated 2022 Revenue:** By Request

**Alumni:** Virginia Tech, M.S. Systems Engineering '92

**Phone:** 833-337-7385

**Social Media:** LinkedIn @Ferretly

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

**Established:** 2019

**Shore Hatchery Funds:** \$25,000 – 2020

**Stage of Business:** Operating

**Employees:** 14 – 2022, Add 0 – 2023

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

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

## Business Description

Ferretly helps organizations hire smarter with AI-powered social media screening. Their cloud platform identifies undesirable behavior of a candidate's online posts and generates a compliant report in 30 minutes.

## Business History

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

## Shore Hatchery Funds, Specific Use, & Role \$25,000 – Fall 2020

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

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

## Additional External Funds & Accelerators

N/A

## Results, Expansion, & Significant Milestones

Ferretly signed up over a dozen resellers across the country and has plans this year to grow their channel further with an inside business-to-business sales team who will assist with increasing enterprise sales. With their 2.0 release and investment in business development, Ferretly achieved tremendous growth in 2021. They have had record growth in the past 12 months, achieving a 230% increase in new customers and a 300% increase in software-as-a-service (SaaS) revenue compared to the same period last year.

Ferretly continued its global expansion in response to increased demand for its products and services. In the past 12 months, the company moved into new markets including the U.K., EMEA, and APAC. Demand for social media screening worldwide has accelerated as more companies moved to remote and gig work and reputational risk has moved front and center for most executives.

Ferretly welcomed more than 94 new partners, many of which are leveraging their application programming interface (API) to create a seamless end-user experience; introduced new features and product innovations such as identification document upload, support for Reddit and TikTok, and word cloud; and extended AI capabilities by including new risk classifications for terrorism/extremism and sexual impropriety and improved overall accuracy.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

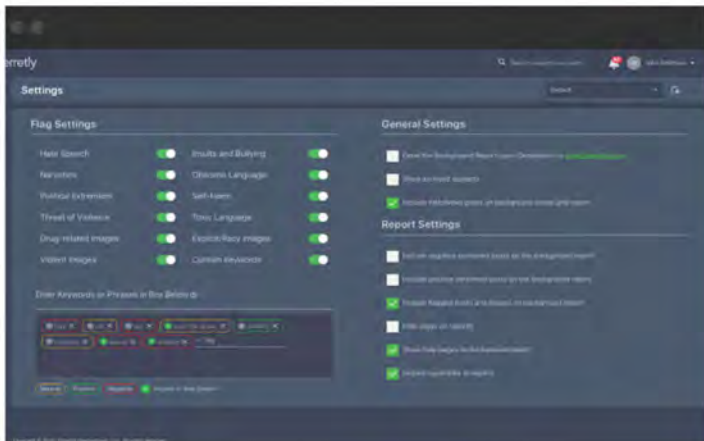
Ferretly is currently working on several deals with large background screening companies, which could resell their services to thousands of these companies' customers. Two of these resellers are among the top 10 largest background screening companies in the United States.

## COVID-19 Impacts

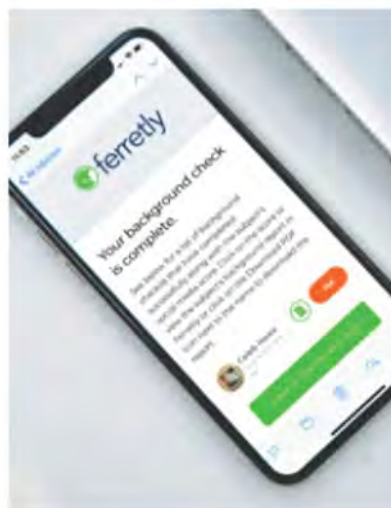
Due to the pandemic, for several months in late spring into early summer, Ferretly's revenues were considerably off of their projections. However, recently the company has seen a tremendous spike in activity.



ferretly



Subject	Status	Score	Check
Alan Stone	Completed	100%	View
Robert Pappalardo	Completed	100%	View
Samuel Smith	Completed	100%	View
Peter Ous Silva	Completed	100%	View
Stephen Barnard	Completed	100%	View
Theresa Szabolcsinger	Completed	100%	View
John Henry Smith	Completed	100%	View
Elizabeth Peacock	Completed	100%	View



# Frozen Farmer

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

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

**Locations:** 1 – Bridgeville, DE

**2021 Revenue:** \$506,000

**Estimated 2022 Revenue:** \$525,000

**Alumni:** Salisbury Univ. '09 – Evans & Wilmington Univ. '09 – 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 (3FT, 25PT) – 2022, Add 0 – 2023

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

**Website:** [www.thefrozenfarmer.com](http://www.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 Jo Ellen 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 58 grocers throughout Delaware, Maryland, and Washington, DC; at nearly a half a dozen off-site seasonal produce market locations in Sussex County and Kent County, DE; and at their home market in Bridgeville, DE. The Frozen Farmer and their products are well known in their community, Delmarva, and the eastern region.

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

The Shore Hatchery funds were put 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 2016, The Frozen Farmer moved into a new building, increasing their exposure to grocery stores substantially. They are partnered with 50-plus Giant grocery stores, Redner's grocery stores, as well as several ice cream shops and restaurants. With its mobile food truck, they are able to travel to many area festivals and events. The Frozen Farmer attended the 2019 National Folk Festival in Downtown Salisbury, MD, as a food truck vendor.

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

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

## 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.

## COVID-19 Impacts

The virus has brought more awareness to The Frozen Farmer's drive-thru window, as customers have previously overlooked it. Additionally, it has made it extremely difficult to hire the labor force.



# THE frozen farmer

FIELD · FRESH · COLD · TREATS



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

Bio-Technology – Commercial Stage Medical Device Company

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

**Locations:** 1 – Riverdale, MD

**2021 Revenue:** By Request

**Estimated 2022 Revenue:** By Request

**Alumni:** Nazareth College & Johns Hopkins Univ. - Larry Tiffany; UMD College Park Ph.D. – Matthew D.; Univ. of Rochester & Worcester Polytech Institute - Collen N; & San Diego State Univ. - Rich V, Indiana University and Northwestern University-Jim Buck & Old Dominion University and Walden University – Natasha Johnson

**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:** 7 (3 interns) – 2022, Add 0 – 2023

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

**Website:** [www.medcurainc.com](http://www.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 2021, secured \$11 million in private financing, which supported the launch of a consumer products line at CVS and online (Amazon). The company has also continued to demonstrate clear efficacy and safety in numerous challenging preclinical models of bleeding, including at the hands of thorough neuro and cardiovascular surgeons. The company also has been recognized by *MedTech Daily* as one of the 10 Hottest MedTech Startups.

Medcura is in the midst of expanding their operation in Riverdale, MD, in order to support their growing team and the manufacturing and research operations.

In 2021, Medcura was awarded additional patents (total of >230 issues in U.S. and E.U.) and published on both clinical and preclinical results in challenging bleeding models, all from the same core proprietary technology platform.

Medcura has added a variety of positions for future growth including hiring a CEO, CMO, vice president of quality, operations manager, and senior accountant.

## IP, Copyrights, & Trademarks

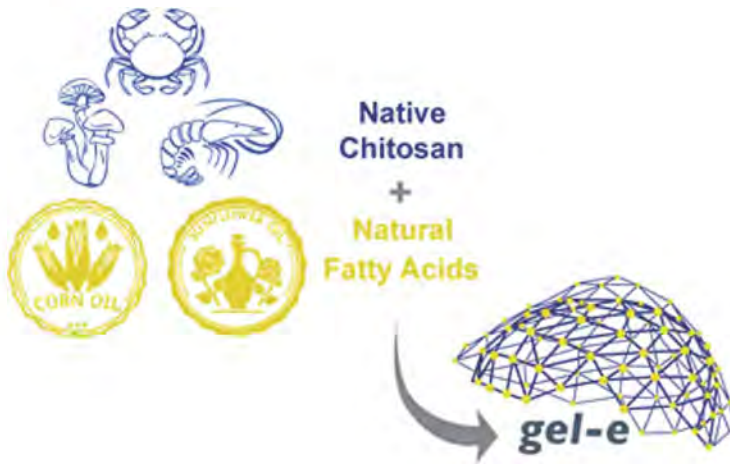
7 patents in U.S., 1 in E.U., numerous patents pending, and name trademarked

## 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.

## COVID-19 Impacts

To fulfill orders and scale, they chose to maintain their team. Series A financing with many investors is delayed due to investors being nervous due to financial market volatility.



*Vascular gel-e®*



*Nuisance bleed gel-e®\**

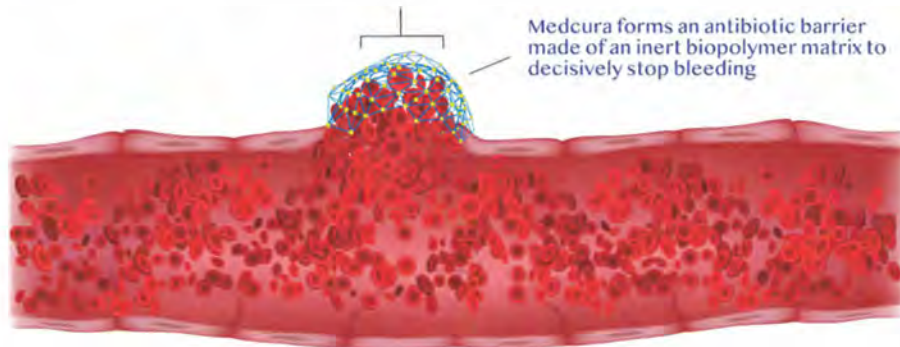


*Chronic wound gel-e®\**



# MEDCURA

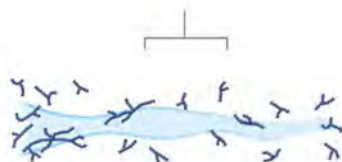
Medcura works rapidly on wounds of all shapes and sizes, and independently of the body's natural clotting ability



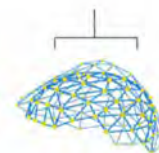
Medcura products target large worldwide markets

	Product Development	Marketing Approval/Clinical Testing	Commercialization
<b>EXTERNAL PRODUCTS</b>	OTC/1s1A ID (Medcura Flex-1M)	1 D, 1, 2, 3, 4, 5, 6, 11, 2010 K1x1-1, 2 K1x2-1, 11 & K 112b-7	<b>\$3B</b>
	VASCULAR GEL-E (Triple R)	m, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31	<b>\$1B</b>
<b>INTERNAL PRODUCTS</b>	TRIPLE R (m, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31)		<b>\$1B</b>
			<b>&gt;\$2B</b>

Medcura is a proprietary combination of natural polysaccharides ...



... with natural fatty acids ...



~ MEDCURA

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



*Surgical gel-e®\**

# Hummi, LLC

Food and Beverage – Plant-Based Snacks

**Principal(s):** Tyler Phillips & Mackenzie Lawrence

**Locations:** 1 – Los Angeles, CA

**2021 Revenue:** \$42,000

**Estimated 2022 Revenue:** \$150,000

**Alumni:** University of Maryland College Park - Tyler Phillips '18, Bowling Green State University - Mackenzie Lawrence '18

**Phone:** 518-573-4947

**Social Media:** Tik Tok, Facebook, & LinkedIn @hummiyumy, IG @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:** 3 (3 interns) – 2022, Add 4 – 2023

**Email:** [tyler@hummi.com](mailto:tyler@hummi.com)

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

## Business Description

Hummi offers healthy and yummy plant-powered snacks for the entire family. By using fun branding experiences, cartoons, and innovative products, they plan to offer a refreshing wake-up call to the food and beverage industry. 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 and with the support of the surrounding community, the Hummiiverse grew and traveled from DC with the Union Kitchen Food Accelerator to California with Food Future Co. Over the next year, Hummi Snacks will be expanding throughout the West Coast and nationwide via innovative e-commerce models at the intersection of Web3 + [CPG!](#)

## 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

The company had originally planned to focus on bringing its [mini-muffins](#) to market, but a change in the products' formulation meant new co-packers and twice the expected production time. That's when Hummi performed a "micro-pivot" to debut POINTS! while the muffins prepare for launch.

POINTS, made with natural coloring, resemble classic rainbow candies but with no artificial additives or sugars. 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 nine stores after just three weeks of a retail soft-launch in Los Angeles, CA. Expected expansion to over 50+ SoCal locations by winter 2022 with a new product launch via DTC by year's end.

Retail growth added 80+ INFRA, NCG, and uniquely positioned grocery partners combined with DTC/Amazon launch expected to bring in over \$100K in e-commerce revenue.

A significant milestone was the innovative product launch of [POINTS](#) candies.

## 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 Let's Chow in addition to volunteerism with local food banks/soup kitchen.

## COVID-19 Impacts

Hummi Snacks launched during COVID-19. The pandemic provided an opportunity to test and iterate before finding their product's market fit. Creating "The Hummiiverse Vision Quest" roadmap along with developing future products have been a few ways they have planned to capitalize on a growth period over the next few years.



# Hummii



# K9 Precision, LLC

Retail – Designing, Manufacturing, Selling Dog Training Equipment

**Principal(s):** Mitch Fletcher

**Locations:** 1 – Eden, MD

**2021 Revenue:** \$25,635

**Estimated 2022 Revenue:** \$15,200

**Alumni:** Penn State University – '05 B.S.

**Phone:** 443-397-4141

**Social Media:** Facebook, Instagram, & Twitter @k9precision

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

**Established:** 2015

**Shore Hatchery Funds:** \$17,000 – 2020

**Stage of Business:** Existing

**Employees:** 4 – 2022, Add 0 – 2023

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

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

## Business Description

K9 Precision is an organization built on a flagship product, The Precision Training Collar. The company is holding a U.S. patent for the design that is made to assist in dog training.

## Business History

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

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

The Shore Hatchery funds were used for manufacturing and marketing costs.

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

## Additional External Funds & Accelerators

### Total Investment: \$40,000

- \$40,000 - Private Investor - 2020

## Results, Expansion, & Significant Milestones

K9 Precision has been successful so far in their first few years of business. The company has sold over 500 units, bringing them closer to big-run manufacturing. In the past year, they were able to hire a new team member and begin the process of a website redesign. This will assist them in meeting future demand and marketing. K9 Precision has filed for a U.S. patent and initial rounds of investment.

They have expanded their product line with the two new products: the Precision Training Pouch and BioThane Leads.

## IP, Copyrights, & Trademarks

A U.S. patent was obtained 2017 and a trademark was obtained in 2021, both are owned by Mitch Fletcher.

## Promotional Opportunities & Giving Back

K9 Precision offers training programs for dogs of a certain age. The proceeds from their camp training collar “The Bonneville Edition” will be donated to a military organization. K9 Precision has selectively distributed collars for trainers and are willing to give more away.

## COVID-19 Impacts

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



**K9 PRECISION  
COLLAR**



# Kitchology/FOODMIDABLE

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

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

**Locations:** 1 – Germantown, MD

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

**Estimated 2022 Revenue:** \$3,000

**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:** Operating

**Employees:** 4 – 2022, Add 0 – 2023

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

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

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

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

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

By pivoting to a business to business model in which they are licensing their APIs and technology, they are preparing for acquisition discussions. Acquisition candidates include food data management companies, health and wellness providers, meal kits providers, appliance makers, IT providers, and media publishers.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

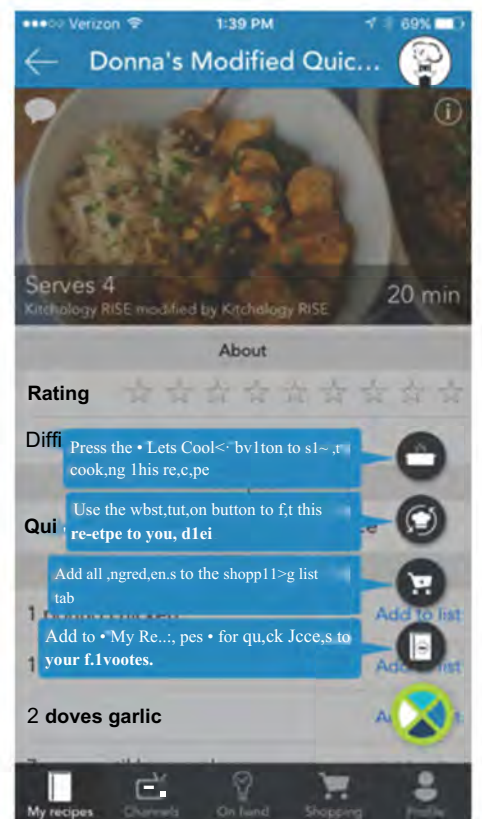
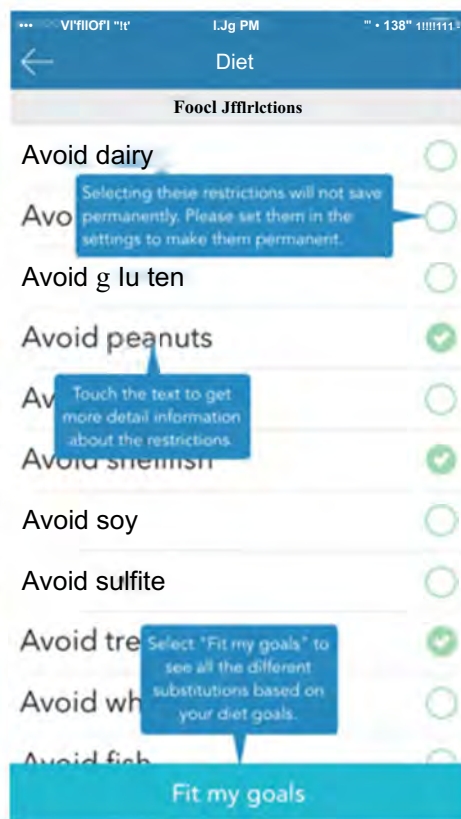
N/A

## COVID-19 Impacts

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



# KITCHOLOGY®



# MADTECH, LLC

Agri-Technology – Augmented Virtual Engineering of Facilities & Land

**Principal(s):** Tom Marnane & Zach Marnane

**Locations:** 1 – Salisbury, MD

**2021 Revenue:** \$348,242

**Estimated 2022 Revenue:** \$424,000

**Alumni:** United States Naval Academy '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:** 3 – 2022, Add 0 – 2023

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

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

## Business Description

MADTECH creates and cloud hosts a 3D digital twin clones of any type or size of facility that is accurate to less than 1/10 inch, comprehensive of all surfaces. People in a variety of locations can virtually come together, see and talk to each other, and literally engineer, simulate, and bid projects virtually before doing them in person. No other company has technology to enable this.

## Business History

Starting in 2017, MADTECH was founded after researching how state-of-the-art drone technology was being utilized for farming in California and Europe. Fast forward to 2022, they now create and provide advanced technology solutions to farmers to increase harvests. In 2020, they created a new proprietary technology called MADTECH Virtual Worksite (MVW). The technology is an agile life-cycle engineering (LCE) platform for facilities. Built on the backbone of always up to date three-dimensional scans of facilities and equipment, available 24/7 on a secured cloud, it integrates legacy CAD, log, videos, and documentation allowing local and remote teams to explore in 3D, plan in 3D, weigh the benefits of management options, and optimize the evolution of facilities in real-time.

MADTECH is solely focused now on delivering the technology and associated support services as well as expanding MVW capabilities.

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

The Shore Hatchery funds were used to purchase a new drone and accompanying software. Additionally, the capital enabled expansion of capabilities that were a steppingstone to where they are today. The Shore Hatchery and its ecosystem connections were pivotal in MADTECH's decision to locate in downtown Salisbury, across from Salisbury University's Dave and Patsy Rommel Center for Entrepreneurship. The public recognition provides deferred credibility that has helped with closing deals with customers, consistently.

## 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 continues to grow and expand its revenues. The company continues to expand its technological lead in virtual engineering over other companies.

Their significant milestones are successful implementation and deployment of MVW for industrial plants with over 400,000 square feet of interior space. In addition, building a seamless 3D digital twin comprehensive of all surfaces that can be experienced by up to 25 people together, from different locations, and used for full engineering of projects in virtual space.

## IP, Copyrights, & Trademarks

MADTECH has several proprietary technologies that are currently being put through the beginnings of the patent process.

## Promotional Opportunities & Giving Back

MADTECH gave 1% of pre-tax revenues to help foster children.

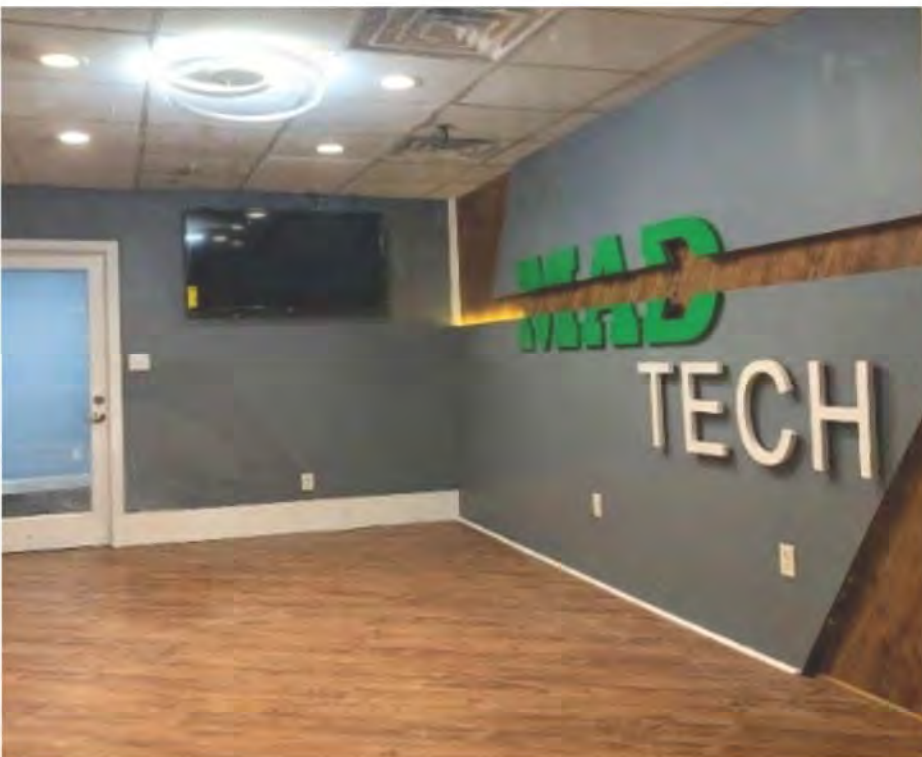
## COVID-19 Impacts

COVID 19 stopped company growth, reduced revenue, and caused employees to be released. Prior to COVID 19 lockdowns, the company was expanding, then survived lockdowns and is once again expanding.



# MADTECH

Modern Agronomy



# Maryland Energy and Sensor Technologies, LLC

Materials & Software Development – Developing Novel Technologies

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

**Locations:** 1 – College Park, MD

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** N/A

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

**Phone:** 240-565-0280

**Social Media:** N/A

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

**Established:** 2009

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

**Stage of Business:** Existing

**Employees:** 5 (1 intern) – 2022, Add 3 – 2023

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

**Website:** [www.energysensortech.com](http://www.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, assisted with discussions on commercialization, which was very helpful.

## Additional External Funds & Accelerators

### Total Investment: \$2,075,000

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

## Results, Expansion, & Significant Milestones

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

They expect to sell a few more prototypes to beta customers who they have identified.

A significant milestone was selling their Materials Science Robot prototype to the University of Maryland.

## IP, Copyrights, & Trademarks

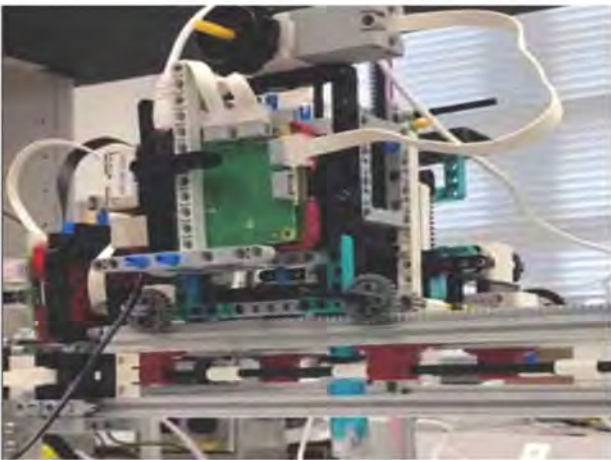
3 IPs on TEC technology and 1 IP on TEC device

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

Due to the COVID-19 pandemic, experiments in the laboratory were temporarily discontinued or operated at a limited capacity. COVID also limited our travel to make in-person connections with potential funding agencies.



# 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

**Locations:** 1 – Towson, MD

**2021 Revenue:** \$1,269

**Estimated 2022 Revenue:** \$2,000

**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 (5 interns) – 2022, Add 0 – 2023

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

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

- \$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
- \$1,000 - EnterpRISE Cohort Pitch Competition, Open Works v 2018
- 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.

## 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.

### COVID-19 Impacts

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

They have pulled back from heavily marketing and are simply making enough sales to stay afloat while working on developing a new branch of the business with higher revenue potential.



**MIND**  
*the* **CURRENT** LLC  
 -PURVEYOR OF-  
**DhREMO**  
*therapy*



# Mindfully Anchored

Education – Mindfulness

**Principal(s):** Ashton Donoway

**Locations:** 1 – Salisbury, MD

**2021 Revenue:** 0

**Estimated 2022 Revenue:** \$1,000

**Alumni:** Salisbury University '08

**Phone:** 410-330-8474

**Social Media:** Facebook @mindfullyanchored

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

**Established:** 2014

**Shore Hatchery Funds:** \$5,000 – 2017

**Stage of Business:** Existing

**Employees:** 1 – 2022, Add 0 – 2023

**Email:** [ashton@mindfullyanchored.org](mailto:ashton@mindfullyanchored.org)

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

## Business Description

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

## Business History

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

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

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

## Additional External Funds & Accelerators

### Total Investment: \$30,000

- \$30,000 - Personal Donations
- Many grants through Wicomico County Board of Education

## Results, Expansion, & Significant Milestones:

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

In June 2022, they released a children's book *Mindful Moxie Moves Mountains*.

They will be acquiring some land in 2022 and have plans in place for a farming project to promote mindful eating and community sustainability. At this time, they are unable to predict expansion, but are hopeful about the future.

## IP, Copyrights, & Trademarks

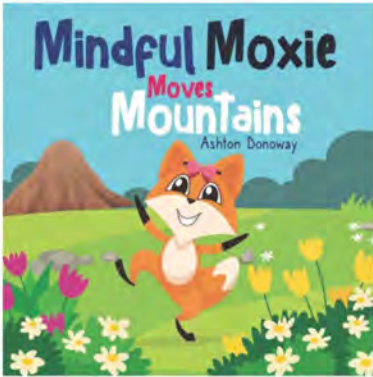
N/A

## Promotional Opportunities & Giving Back

Mindfully Anchored is volunteer based, so they give back daily to the community. In 2016, Mindfully Anchored grossed over \$30,000 in donations in 2016, over \$10,000 of which was given to community members and teachers as scholarships to Mindful Schools.

## COVID-19 Impacts

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



Mindfully Anchored



# Minds in Motion Children’s Museum

Education – Non-Profit Children’s Museum

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

**Locations:** 1 – Salisbury, MD

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** N/A

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

**Phone:** 443-736-8411

**Social Media:** Facebook, LinkedIn & Instagram @mindsinmotionsby

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

**Established:** 2017

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

**Stage of Business:** Pre-Venture

**Employees:** 0 – 2022, Add 0 – 2023

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

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

The feasibility study calls for a space of 10,000 square feet and they are hoping to locate it in a strip mall or at the Salisbury Centre. Plans are also underway to have a mobile unit that travels to underserved neighborhoods offering interactive play and learning activities while focus groups are held with the community members to receive feedback on what a children’s museum would look like.

The group has been in existence for five years with the goal of building a children’s museum. The board was established, and a nonprofit status was awarded. They are now working with NonProfit People who is coaching them through a capital campaign.

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

The Shore Hatchery funding has been used to purchase extensive equipment in the form of portable displays that can be taken to schools, used at 3rd Friday celebrations, Earth Day at the Salisbury Zoo, and Peace in the Park observances. The funding was also used to retain the services of NonProfit People, a group that assists nonprofits with capital campaigns. The board felt that investing in services from NonProfit People was the best use of funds as our goal is to raise several million dollars.

## Additional External Funds & Accelerators

### Total Investment: \$75,000

- \$25,000 - Founding Fifty Gala - 2018
- \$20,000 - Founding Fifty Gala - 2019
- \$5,000 - 5k Hot Chocolate Run - 2019
- \$5,000 - 5k Hot Chocolate Run - 2020
- \$5,500 - 5k Hot Chocolate Run - 2020
- \$4,500 - 5k Run the Vines
- \$10,000 - Hot Chocolate Run - 2022

## Results, Expansion, & Significant Milestones

They were gifted with a 72-passenger bus and applied to a bond bill to pay for the renovation. They were denied funds from the bond bill and the bus developed mechanical problems and is no longer an option.

In 2022-23, they would like to pursue the following goals: finding a car dealership that would be willing to donate a new or used van for Minds in Motion to travel to underserved neighborhoods, raise \$1 million toward the lease and renovation of a brick and mortar space, partner with an organization in the Salisbury area promoting safety in and out of school, and form a Minds in Motion Moms group that would provide feedback on what they would like to see in a children’s museum.

They have added two highly capable board members, Adrianna Bonsteel and Rusty Mumford, and hired non-profit consultants Jessica DeVito and Megan Franz to coach them through a capital campaign.

**IP, Copyrights, & Trademarks**

N/A

**Promotional Opportunities & Giving Back**

Minds in Motion participates in Giving Tuesday, sponsors a January 1 Hot Chocolate Run, maintains a robust list of past donors, and operates a website offering information regarding donations.

**COVID-19 Impacts**

During COVID, the board of directors met virtually, and this has had a very deleterious effect on the progression of goals that hoped to achieve. As a result, communication with their donors fell, they lost board members, and were unable to generate much cash.



# Mobtown Fermentation

Food & Beverage – Manufacturing

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

**Locations:** 1 - Baltimore, MD

**2021 Revenue:** \$1,560,000

**Estimated 2022 Revenue:** \$2,300,000

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

**Phone:** 410-252-2850

**Social Media:** Facebook, Instagram, Twitter @wild\_kombucha

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

**Established:** 2014

**Shore Hatchery Funds:** \$45,000 – 2016

**Stage of Business:** Existing

**Employees:** 16 – 2022, Add 3 - 2023

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

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

## Business Description

Mobtown Fermentation brews a variety of organic beverages. Their primary products are Wild Bay Kombucha, a probiotic drink made from fermented green tea, and Icaro Yerba Mate, an energizing tea filled with antioxidants and vitamins. They are primarily a wholesaler of functional health beverages.

## Business History

Mobtown Fermentation 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. Since their humble beginnings, the trio have been able to scale the business to over \$1 million. Their products are sold in over 1,300 stores in 10 states and are manufactured in facility that spans 13,000 square feet.

## 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: \$1,400,000

- Baltimore County Office of Workforce Devel.
- Baltimore Development Corp.
- Baltimore Business Lending
- UMWentures Baltimore Fund
- Goldman Sachs 10,000 Small Business Program

## Results, Expansion, & Significant Milestones

Mobtown Fermentation's business has continued to grow and thrive as a result of mentorship and hard work. Mobtown launched their new Icaro tea on Amazon and plan to launch nationally in the next year.

Two 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](http://icarotea.com). They have grown by an average of 70% year over year since starting.

## IP, Copyrights, & Trademarks

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

## Promotional Opportunities & Giving Back

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

## COVID-19 Impacts

Due to COVID-19, several of their cafes, restaurants and smaller markets slowed down tremendously, which caused their business to slow down. During the pandemic, they adapted and leaned into their grocery clients.



# Move And Still, LLC

Health – Yoga, Mindfulness, Wellness Education

**Principal(s):** Dominiece Clifton, Founder/CEO

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** \$72,000

**Alumni:** N/A

**Phone:** 443-915-0097

**Social Media:** N/A

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

**Established:** 2022

**Shore Hatchery Funds:** \$5,000 – 2022

**Stage of Business:** Startup

**Employees:** 1 – 2022, Add 3 – 2023

**Email:** [dom@movexstill.com](mailto:dom@movexstill.com)

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

## Business Description

Move And Still curates mobile wellness spaces dedicated to stress management. They secure contracts with businesses, schools, and organizations, offering employee and community wellness programs that incorporate yoga, meditation, and wellness education. They offer these wellness sessions on site at each of their partner locations, providing all fitness equipment necessary for each session.

## 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: \$41,640

- \$10,000 - United Way Changemaker Challenge Baltimore County - 2021
- \$24,000 - [We Got Your Back Grant](#) from The Well & CLLCTIVLY - 2021
- \$5,000 - Take It To The Top National Pitch Competition by Black Women's Roundtable - 2021

- \$1,640 - [CLLCTIVLY](#) - 2021 & 2022
- \$500 - The Women's Entrepreneurship Leadership Lab (The Well) - 2021

## Results, Expansion, & Significant Milestones

Since May 2022, Move And Still has secured contracts with the Community Assistance Network (CAN), the Washington Area Community Investment Fund's (Wacif), Sister Circle, Baltimore Design School, PIVOT. They also secured \$46,640 in business funding.

They plan to hire two to three additional wellness instructors as well as part-time staff to help manage the business expansion including sales and partnerships, marketing, and instructor acquisition.

## 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.

## COVID-19 Impacts

COVID 19 has not had a significant impact on their business, as their business was established fairly recently and many of the impacts of COVID 19 have lessened.



# M▶VE X STII<sup>TM</sup>



# Night Ice, LLC

Health – Advanced Ice Therapy Machine

**Principal(s):** Josh Woozley

**Locations:** 1 – New Market, MD

**2021 Revenue:** \$0

**Estimated 2022 Revenue:** \$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 – 2022, Add 0 – 2023

**Email:** [joshwoozley20@gmail.com](mailto: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. They will be finalizing their prototype in September 2022, filing for a patent in October 2022, and contacting distributors in November 2022.

## IP, Copyrights, & Trademarks

In the process of obtaining a provisional.

## Promotional Opportunities & Giving Back

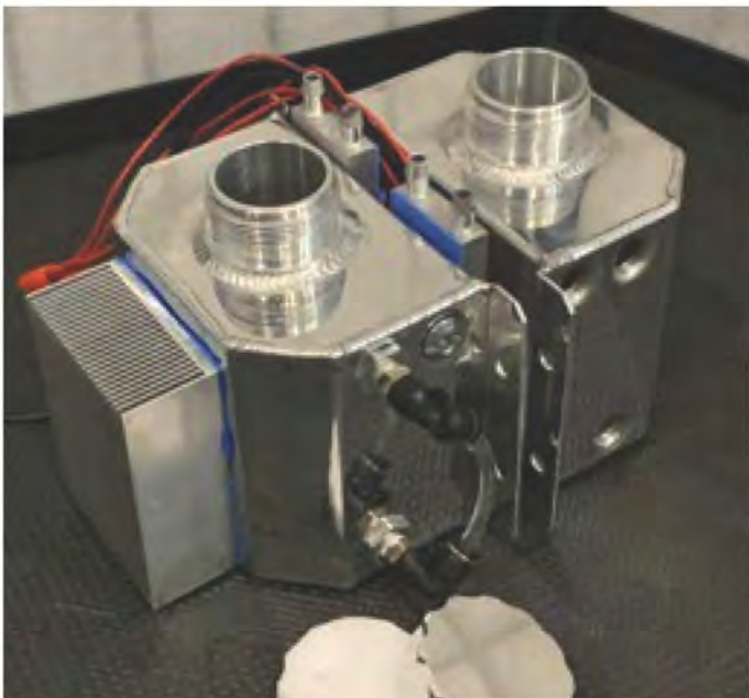
N/A

## COVID-19 Impacts

As a result of the pandemic, Night Ice has experienced difficulty in purchasing material for prototyping.



# NIGHT ICE



# Nina's Cookie Explosion

Food & Beverage – Bakery – Cookies

**Principal(s):** Nina Ross

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** \$19,506

**Estimated 2022 Revenue:** \$44,675

**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 – 2022, Add 0 – 2023

**Email:** [Info@ninascookieexplosion.com](mailto:Info@ninascookieexplosion.com)

**Website:** <https://www.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 are available for shipping nationwide and delivery in the Baltimore area.

## Business History

Nina's Cookie Explosion opened in September 2020 and became an LLC in January 2021. The business continued to grow and expand as they moved to a commercial shared kitchen space in April 2022 after being a home-based bakery for two years.

## 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

In April 2022, Nina's Cookie Explosion moved into a shared commercial kitchen and hired four part-time employees.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

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

## COVID-19 Impacts

N/A



# Oasis Marinas

Travel – Marina Design, Build, Consulting & Turnkey Management

**Principal(s):** Dan Cowens, Matt Shipman & Kirk Gautreau

**Locations:** 1 – Annapolis, MD (50 locations in 13 states)

**2021 Revenue:** \$38,000,000

**Estimated 2022 Revenue:** \$79,000,000

**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:** 400 + (7 interns) – 2022, Add 100 – 2023

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

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

## Business Description

Oasis Marinas supports marina owners with third-party management around the U.S. with international expansion plans. Oasis Marinas currently manages 50+ marinas spanning from the Great Lakes to the East Coast from New England to Florida.

## 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 at UMD. 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.

## 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: \$100,000,000

- \$100 Million - 2 recapitalization rounds
- MAVA; Betamore; Bunker Labs
- Dingman Angels
- Connectpreneur
- TEDCO

## Results, Expansion, & Significant Milestones

Oasis Marinas is currently the largest third party management company in the marina industry.

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. The company is now stepping foot on the West Coast with plans to hire 100+ new team members over the next year spread over all departments: operations, marketing, accounting, FP & A, and IT. They plan to finish 2022 with over 70 locations under management.

Their significant milestones over the past year were recapitalizing the company for the second time, reaching 50 marinas, and exceeding 400 team members.

## IP, Copyrights, & Trademarks

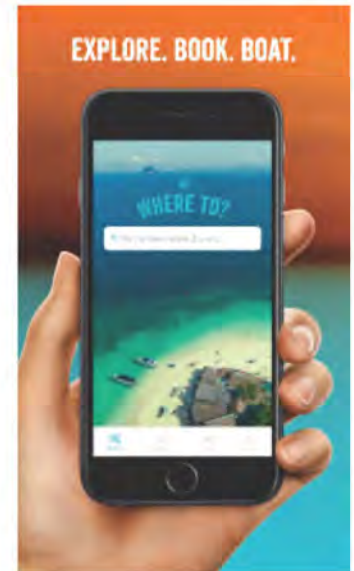
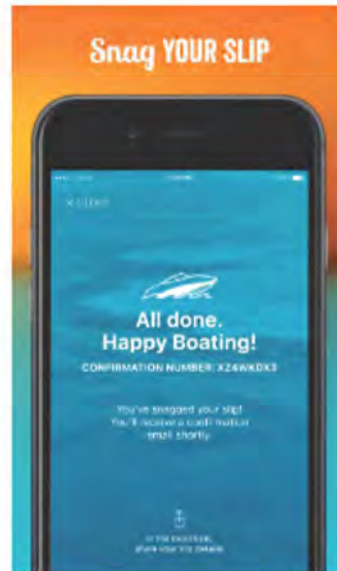
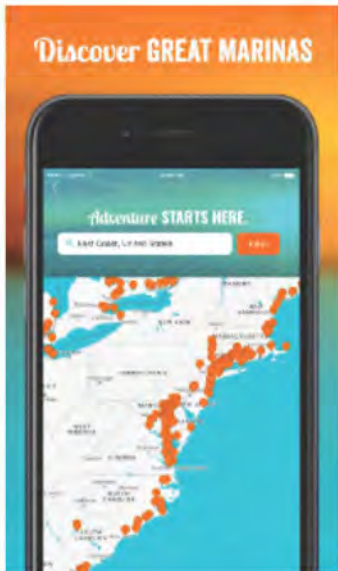
Oasis Group Holdings possesses several copyrights and trademarks.

## Promotional Opportunities & Giving Back

Oasis volunteers with many non-profit organizations and assists with ESG programming.

## COVID-19 Impacts

Oasis pivoted its service offerings to support the marinas and boaters, which has had a net positive effect. Remote work for their home office has been a culture shift.



# OASISMARINAS



# Omega 3 Nutrition

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

**Principal(s):** Edwin Djampa

**Locations:** 1 – Hagerstown, MD

**2021 Revenue:** \$95,000

**Estimated 2022 Revenue:** \$750,000

**Alumni:** University of Maryland College Park '22

**Phone:** 301-302-5629

**Social Media:** Facebook & Instagram @eatomega3

**Business Address:** 11416 Woodview Drive  
Hagerstown, Maryland | 21742

**Established:** 2019

**Shore Hatchery Funds:** \$30,000 – 2022

**Stage of Business:** Existing

**Employees:** 8 – 2022, Add 2 – 2023

**Email:** [edwindjampa@eatomega3.com](mailto:edwindjampa@eatomega3.com)

**Website:** [www.eatomega3.com](http://www.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) 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.

## 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

## Results, Expansion, & Significant Milestones

Omega 3 has tripled in growth and sales nearly every single month. They plan to expand by launching in 30 or more stores.

One of their significant milestones was receiving \$50,000 in funding over two months.

## 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.

## COVID-19 Impacts

The COVID-19 pandemic has made sourcing ingredients far harder than ever before.



# omega 3

NUTRITION



# PaverGuide, Inc.

Enviro-Technology – Manufacturer of Green Stormwater Products

**Principal(s):** Charles White

**Locations:** 1 – Worton, MD

**2021 Revenue:** \$24,000

**Estimated 2022 Revenue:** \$150,000

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

**Phone:** 866-721-3590

**Social Media:** N/A

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

**Established:** 2015

**Shore Hatchery Funds:** \$35,000 – 2015

**Stage of Business:** Existing

**Employees:** 1 – 2022, Add 1– 2023

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

**Website:** [www.paverguide.com](http://www.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. Last year, PaverGuide sold its first streetscape project.

They plan to add additional distribution and perform a heavy vehicle simulator test.

## 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

## COVID-19 Impacts

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



# PAVER GUIDE



ADVANCING PERMEABLE



# Perphora, LLC

Manufacturing – Quality Control

**Principal(s):** Early Charm Ventures, LLC

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** \$0

**Estimated 2022 Revenue:** \$0

**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 – 2022, Add 2 – 2023

**Email:** [perphora@earlycharm.com](mailto:perphora@earlycharm.com)

**Website:** [www.earlycharm.com](http://www.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 recently 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 during 2022.

They are in talks to receive development money for flexible display inspection in a project involving a major electronics manufacturer.

## IP, Copyrights, & Trademarks

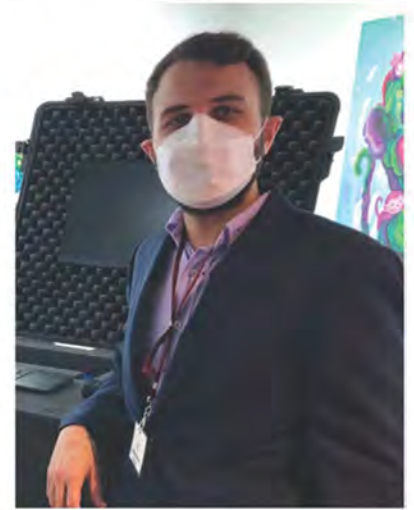
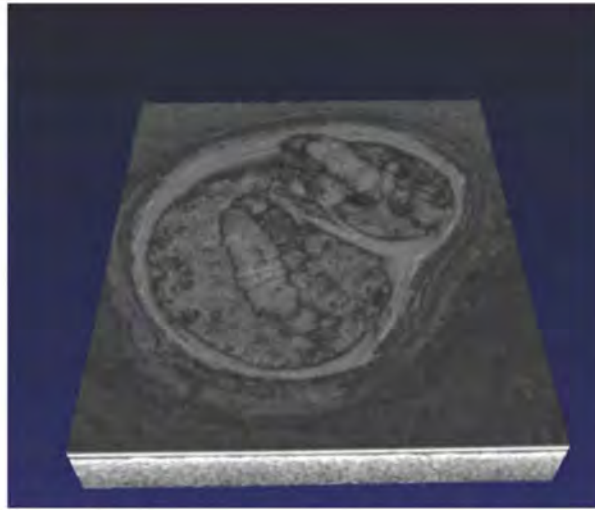
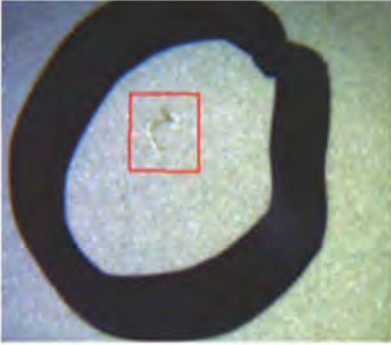
N/A

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

N/A



# PERPHORA



# Picklehead, LLC/Tip Tough

Manufacturing – Tip Tough Finger Protector - Retail & Wholesale

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

**Locations:** 1 – Salisbury, MD

**2021 Revenue:** \$26,650

**Estimated 2022 Revenue:** \$150,000

**Alumni:** Parkside High '20 - RJ & Salisbury University '98 - Lori

**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 (1 intern) – 2022, Add 2 – 2023

**Email:** [Pickleheadllc@gmail.com](mailto:Pickleheadllc@gmail.com), [info@tiptough.com](mailto:info@tiptough.com)

**Website:** [www.tiptough.com](http://www.tiptough.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](https://www.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
- \$14,400 - Personal, family and friends
- \$20,000 - USA Network America's Big Deal - 2021
- \$100,000 - QVC (America's Big Deal)

## Results, Expansion, & Significant Milestones

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

Tip Tough is in the process of expanding, as they become a QVC vendor and work with local businesses to package and ship their orders.

### 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.

### COVID-19 Impacts

Picklehead, LLC made all of their money at vending events. COVID put sales at a standstill. The shift from brick and mortar retail to virtual is one they are ready to make working with local shippers.



# Real VibeZ Productions

Technology – Multimedia

**Principal(s):** J'kai Braboy

**Locations:** 1 – Salisbury, MD

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

**Estimated 2022 Revenue:** \$15,000

**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 – 2022, Add 0 – 2023

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

**Website:** [www.realvibezproductions.mypixieset.com](http://www.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

Their potential clientele has increased tremendously as well as their demographic and reach.

Real VibeZ Products has booked their first wedding and maternity shoot and has arranged several video interviews.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

COVID-19 affected Real VibeZ' ability to market their business services.



THE ESSENCE OF STORYTELLING



**Real  
Vibez  
Productions**



# Resolved Property Solutions

Property Management – Residential & Commercial

**Principal(s):** DeVanna Young

**Locations:** 1 – Salisbury, MD

**2021 Revenue:** By Request

**Estimated 2022 Revenue:** By Request

**Alumni:** N/A

**Phone:** 410-726-2925

**Social Media:** Facebook @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 – 2022, Add 1 – 2023

**Email:** [info@resolvedpropertysolutions.com](mailto:info@resolvedpropertysolutions.com);  
[devanna@resolvedpropertysolutions.com](mailto:devanna@resolvedpropertysolutions.com)

**Website:** [resolvedpropertysolutions.com](http://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

Resolved Property Solutions expanded into real estate sales and secured a long term contract with an existing client.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

N/A



# RESOLVED

PROPERTY SOLUTIONS



# Rip Current Sports, LLC

Health – Physical Fitness – Athletic Product Development

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

**Locations:** 1 – Kensington, MD

**2021 Revenue:** \$240

**Estimated 2022 Revenue:** \$50,000

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

**Phone:** 301-949-4205

**Social Media:** Facebook & Instagram: @ripcurrentsports

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

**Established:** 2021

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

**Stage of Business:** Existing

**Employees:** 2 – 2022, Add 1 – 2023

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

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

## Business Description

Rip Current Sports is a company that produces a one-size-fits-all learn-to-swim aid that creates swimmers faster and creates faster swimmers. Inspired by a determined adult with a physical challenge in one leg, CEO Jose Gallagher created Dual Boards to assist all non-swimmers as they journey toward buoyancy. Dual boards will help all levels of swimmers succeed.

## Business History

In September 2020, Jose Gallagher took ideas from his six years of teaching swimming to develop Bilateral Kickboards (BKBs), which are used to help non-swimmers, and their instructors, teach non-swimmers how to swim, and help all other swimmers improve. He received his provisional patent pending status on 12/8/2020 and established Rip Current Sports, LLC in January 2021. Rip Current started taking pre-orders in February 2022 and launched in May 2022. They have been in business for 21 months.

## 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, website, SU intern appreciation payment, travel, and equipment.

The competition aided in the purchase of their dual board molds, connected them with a supportive network consisting of the SU Design Agency and the Dave and Patsy Rommel Center for Entrepreneurship. The center has played an integral role in promoting their business and providing opportunities through 3rd Friday events.

## Additional External Funds & Accelerators

N/A

## Results, Expansion, & Significant Milestones

Rip Current Sports has currently sold to customers in seven states from Maryland to California. They have sold 50 sets of dual boards, and they are being tested by various entities including the Salisbury University Swim Team.

Rip Current Sports has two part-time employees and one unpaid CEO; Rip Current Sports looks to slow burn their growth maximizing pay to its part time employees, giving to the point where the CEO is paid, then consider the next moves, such as exploring unpaid internships throughout its network, which could then become paid internships as Rip Current Sports expands its product and services business.

Their significant milestones were designing the boards, partnering with a manufacturer, making the mold, producing the first dual board samples, hiring its first part-time employee, and selling their first bulk order of boards in 2021 to the DC Water Wizards.

## IP, Copyrights, & Trademarks

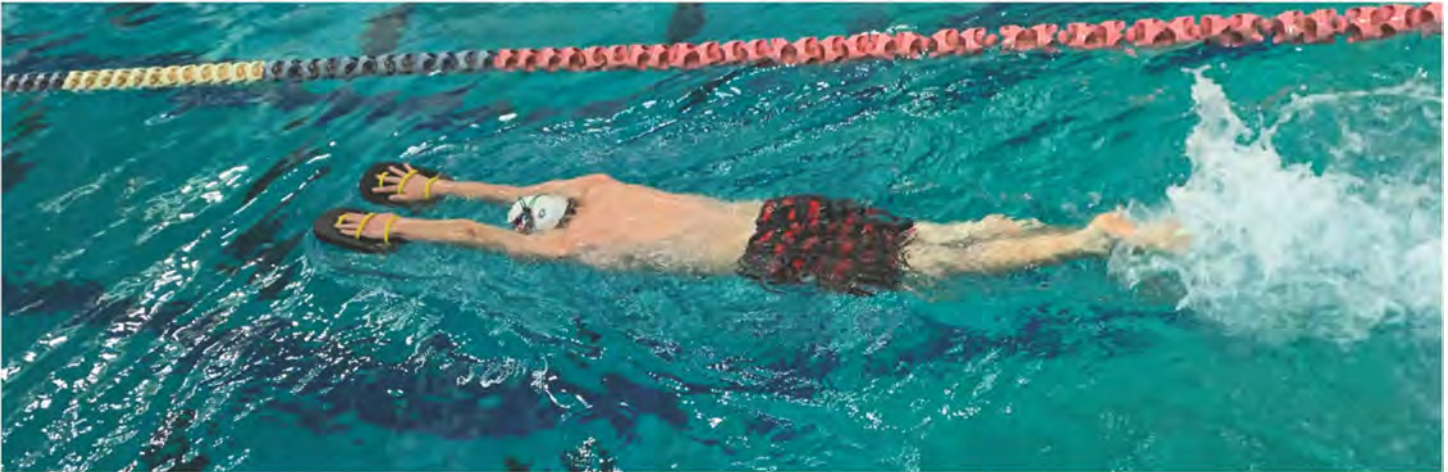
Rip Current Sports applied for a trademark for both their services and for their logo. In December 2021, they applied for a utility patent. They have registered and are being reviewed for a PCT patent as of February 2022. They have also applied for a design patent in May 2022.

## Promotional Opportunities & Giving Back

In 2021, Rip Current Sports was invited to the American Swim Coaches Association, a group of 11,000 members, to show the boards to its yearly west coast coaches trade show.

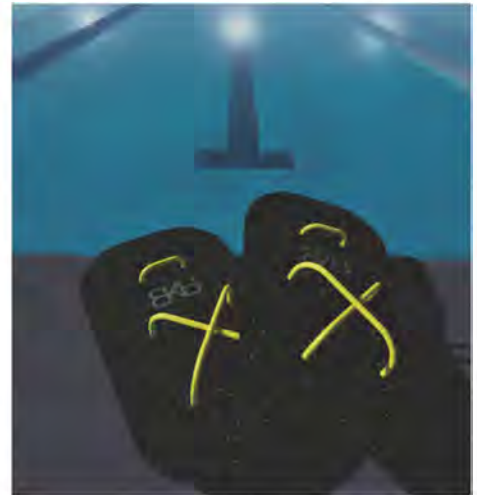
## COVID-19 Impacts

Aside from cleaning expenses and partners sometimes not being able to work, COVID-19 did not have much of an impact on their business.



RIP CURRENT SPORTS

RIPCURRENTSPORTS.COM



BKBs - BILATERAL KICK BOARDS

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

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



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

- Testimonials from customers: "I use BKBs better!", "My frozen right shoulder was relieved...", "I use BKBs with stroke-specific kick boards...", "I use BKBs with stroke-specific kick boards..."

EXPLORE OUR BOARD & -WJM- WJLKKKKK

HEAR OUR STORY C:J BKB\_KICK\_IT

# RunMitts, LLC dba WhitePaws RunMitts

Retail – E-commerce Sports Apparel

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

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** \$83,000

**Estimated 2022 Revenue:** \$300,000

**Alumni:** N/A

**Phone:** 443-990-1577

**Social Media:** Facebook, Instagram, Twitter

@whitepawsrunmitts

**Business Address:** 620 S. Paca St.

Baltimore, Maryland | 21230

**Established:** 2016

**Shore Hatchery Funds:** \$17,000 – 2020

**Stage of Business:** Existing

**Employees:** 1 – 2022, Add 3 – 2023

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

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

## Business Description

RunMitts, LLC is an e-commerce company that sells their patented mittens invented for runners and walkers. They also retail face masks, gaiters, and FaceMitts geared to outdoor sports enthusiasts.

## Business History

Susan Clayton started WhitePaws RunMitts in 2016. RunMitts has seen a steady growth of 33% to 50% with a life-to-date sales of over \$350,000 with just Clayton as a solo entrepreneur. WhitePaws RunMitts should generate that amount in 2022. In 2021, Clayton was approached by REI to sell their mittens in their stores. They started with four stores, but kept selling out, so in 2022, they're going into 80 stores.

## 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: \$100,100

- \$34,000 - Personal Funding - 2013-2016
- \$16,000 - Family Investment - 2016
- \$2,500 - SBRC Balt. 0-100 Competition - 2019
- \$100 - The Doonie Fund - 2020
- \$10,000 - Open Works Enterprise Pitch Competition Winner - 2020
- \$10,000 - Brooks Running Grant -2021
- \$27,500 - Crab Tank Pitch Competition Winner - 2022
- SBRC Baltimore 0-100 Program - 2019
- Digital Undivided Cohort - 2020
- Open Works Enterprise Program - 2020
- Empower Baltimore by GoDaddy - 2022

## Results, Expansion, & Significant Milestones

Recent expansions are increasing B2B wholesales with REI, from four stores in 2021 to 80 stores in 2022. They have also developed plans to expand into additional retailers, school sports teams, and race premiums.

A significant milestone would be going from just D2C and expanding the B2B wholesale into a major retailer.

## IP, Copyrights, & Trademarks

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

## Promotional Opportunities & Giving Back

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

## COVID-19 Impacts

In 2020, they pivoted and developed a face mask for outdoor sports called FaceMitts. FaceMitts hit the market before most sportswear companies realized there was a problem. FaceMitts sold worldwide, which gave the company increased brand awareness and a huge bump in sales.



# WHITEPAWS RunMitts



# Salvaton, LLC

Health Care – Fall Prevention Devices

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

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** \$0

**Estimated 2022 Revenue:** \$0

**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 – 2022, Add 0 – 2023

**Email:** [salvaton@earlycharm.com](mailto:salvaton@earlycharm.com)

**Website:** [www.earlycharm.com](http://www.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

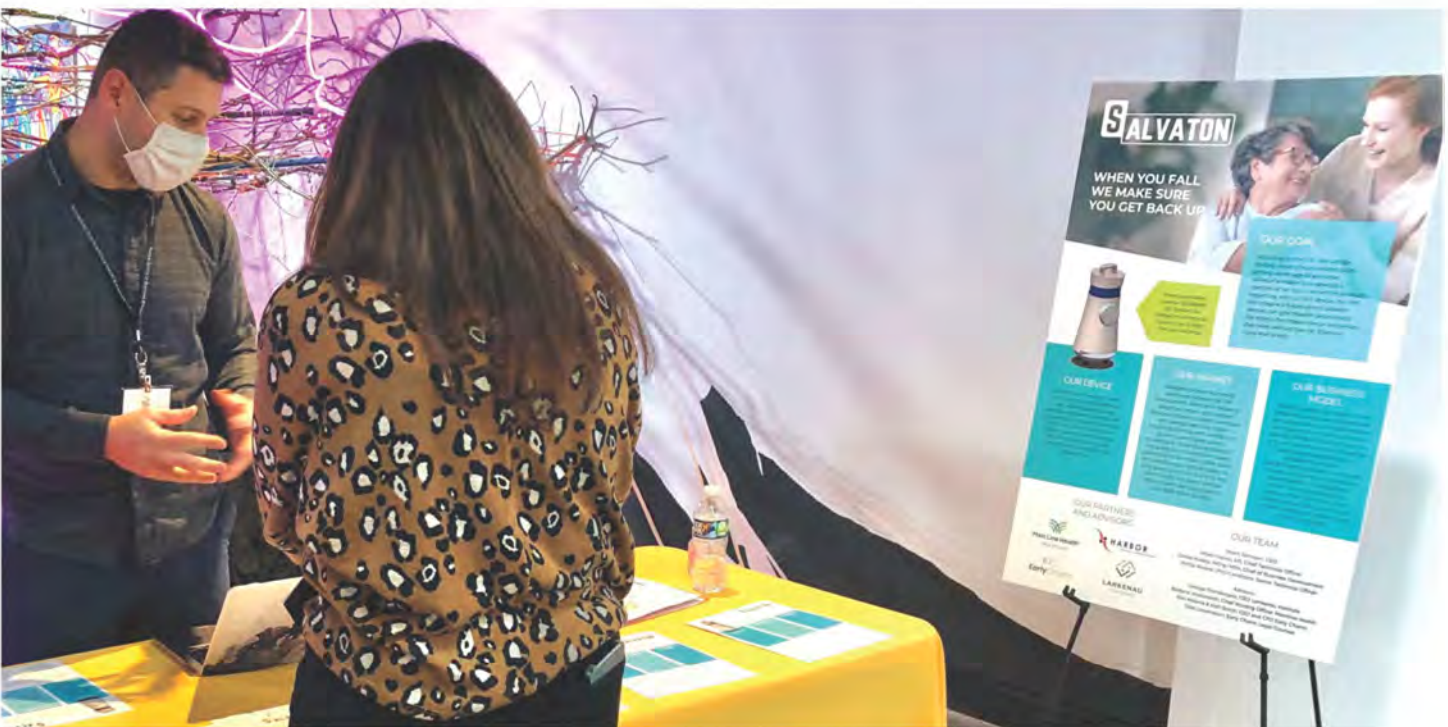
There is excitement within the hospital system for their invention. They look forward to growing this relationship and taking their invention to all Mainline Health hospitals.

## COVID-19 Impacts

Due to COVID-19 and supply chain issues, sourcing raw materials and prototyping has been challenging.



# SALVATON



# Second Story, LLC dba jang\*go

Retail – Mobile Accessory

**Principal(s):** Shelley Wetzel

**Locations:** 1 – Englewood, CO

**2021 Revenue:** \$1,303

**Estimated 2022 Revenue:** \$2,500

**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 – 2022, Add 0 – 2023

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

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

Second Story dba jang\*go originated as an idea in 2010; a utility patent was filed in January 2011 and approved in 2013. Second Story continued product development and research, and produced the first 100 U.S. aluminum machined products in late 2015 with an ABS plastic version developed in 2016. Jang\*go aluminum stands were sold and given away – to friends/ambassadors – from that time with success until the pandemic. A research study was commissioned to study its validity in the consumer and business markets with results showing overwhelming popularity. A new jang\*go GTM process started in late 2021.

## 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

They plan to sell jang\*go through friend referrals and to those who see it in use. Second story dba jang\*go needs additional funding and mentoring for relaunch.

They plan to expand their business and re-launch in one of these paths:

- licensing in different consumer and business industries
- funding through grants and launching the business with a new website, messaging, content, and digital advertising with manufacturing overseas
- crowdfunding
- combination of crowdfunding, then licensing

After taking a digital marketing boot camp at the Denver Chamber of Commerce, the teacher and attendees were excited to see and use jang\*go, which gave Wetzel additional markets to research.

## IP, Copyrights, & Trademarks

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

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

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



# jang\*go™

universal mobile stand



# Shea Radiance/Agrobotanicals, LLC

Beauty – Manufacturing, Wholesale, & Retail

**Principal(s):** Funlayo Alabi & Shola Alabi

**Locations:** 1 – Savage, MD

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

**Estimated 2022 Revenue:** \$1,000,000

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

**Phone:** 443-812-0762

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

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

**Established:** 2008

**Shore Hatchery Funds:** \$20,000 – 2018

**Stage of Business:** Existing

**Employees:** 15 – 2022, Add 0 – 2023

**Email:** [funlayo@shearadiance.com](mailto:funlayo@shearadiance.com)

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

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

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

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

## Additional External Funds & Accelerators

### Total Investment: \$195,000

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

## Results, Expansion, & Significant Milestones

In 2018, they picked up nine new products. In 2019, Shea Radiance launched in close to 100 Whole Foods Stores in the Mid-Atlantic and Northeast Atlantic regions. In 2020, they expanded into 170 Giant Food Stores as well as additional retail stores. Recently, they expanded into Wegmans grocery stores.

On June 6, 2022, Shea Radiance launched in more than 100 Wegmans stores in the Northeast United States. At Wegmans, the brand will begin selling two body staples, Whipped Shea Butter and Nourishing Body Cream.

## 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.

## COVID-19 Impacts

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



# SHEA RADIANCE™



# THE SHELLER

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

**Principal(s):** Shelby Blondell, Inventor/Owner

**Locations:** 1 – Linthicum, MD

**2021 Revenue:** \$32, 123

**Estimated 2022 Revenue:** \$80,000

**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:** 2 – 2022, Add 0 – 2023

**Email:** [Shelby@thesheller.com](mailto:Shelby@thesheller.com)

**Website:** [www.thesheller.com](http://www.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 has been beneficial not only for use of funds, which have helped with the current rise in material costs, but for the ability to connect with mentors and peers who helped THE SHELLER connect to resources and other potential sales avenues.

## Additional External Funds & Accelerators

### Total Investment: \$2,500

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

## Results, Expansion, & Significant Milestones

THE SHELLER expanded into new markets in 2021 with new manufacturing capabilities. THE SHELLER has sold over 4,000 units and is currently sold on Etsy, Amazon, being sold at over nine locations in Maryland.

## IP, Copyrights, & Trademarks

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

## Promotional Opportunities & Giving Back

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

## COVID-19 Impacts

COVID has given THE SHELLER more of an online presence, which has increased sales and shown a greater customer base from throughout the U.S.



# Side Eye BBQ Sauce, LLC

Food & Beverage – Manufacturing & Retail BBQ Sauce

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

**Locations:** 1 – Gastonia, NC

**2021 Revenue:** \$544

**Estimated 2022 Revenue:** \$5,000

**Alumni:** N/A

**Phone:** 410-622-5151

**Social Media:** Facebook: @SideEyeBBQSauce , TikTok &

Instagram: @side\_eye\_bbq\_sauce

**Business Address:** 125 Remount Road | Suite C-1 #635

Charlotte, NC | 28203

**Established:** 2018

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

**Stage of Business:** Startup

**Employees:** 0 – 2022, Add 0 – 2023

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

**Website:** [sideeyebbqsauce.com](http://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. Successfully relocating Side Eye BBQ Sauce to North Carolina and networking with local businesses was a significant milestone over the past year.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

COVID-19 has impacted Side Eye by helping them establish a social media presence. Now that restrictions have been lifted, Side Eye is focused on marketing to restaurants that are open.



# Simple Assist Therapeutics, LLC

Retail – Assistive Devices

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

**Locations:** 1 – Rehoboth Beach, DE

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** 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/St. Joseph's University – B.B.A. '81/Master's '16 - Barb Mahoney

**Phone:** 302-227-0210

**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:** 3 – 2022, Add 3 – 2023

**Email:** [Becky@simpleassist.org](mailto:Becky@simpleassist.org), [Shelly@simpleassist.org](mailto:Shelly@simpleassist.org), [Karen@simpleassist.org](mailto:Karen@simpleassist.org)

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

## Business Description

Simple Assist Therapeutics, LLC is an innovation, production, and retail company. They 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.

## 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, sales, and marketing.

Shore Hatchery mentor, David Landsberger, has provided valuable guidance and assistance. Additional mentorship with the 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

As a start-up, they are positioned to succeed, with appropriate startup funding and a great team surrounding them.

They plan to proceed with a number of new designs and hope to have their first product on the market by the end of 2022 or first quarter 2023. Additional products are planned for 2023.

Simple Assist Therapeutics is on track to start product testing fall 2022 and already has agreements with top administrators at three different facilities: a trauma center, a rehab and long-term care nursing facility, and a military surgical and rehab hospital.

## IP, Copyrights, & Trademarks

- Provisional Patent Application filed April 2022 serial no. 63/327,349
- Inventor/owner – Rebecca L. Della-Rodolfa
- Filed Trademark application for “SIMPLE ASSIST” April 2022 serial no. 97/375,611
- Owner – Simple Assist Therapeutics, LLC

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

The pandemic has given Simple Assist Therapeutics a strong talking point when marketing their first product. The CDC says effective hand washing is crucial to preventing the spread of disease, and their product will help people with just one functioning arm/hand achieve an effective handwashing so they can stay healthy and keep the people around them safe.



# Simple Assist

THERAPEUTICS LLC



# SIMPLi

Food & Beverage – International Regenerative Food Company

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

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

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** N/A

**Alumni:** Penn State University – Herrada '12;

Salisbury University – Cohen '12

**Phone:** 443-254-8534

**Social Media:** LinkedIn @simpligood

**Business Address:** 729 E Pratt Street | Suite 460

Baltimore, MD | 21202

**Established:** 2020

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

**Stage of Business:** Operating

**Employees:** 18 (2 interns) – 2022, Add 10 – 2023

**Email:** [matt@eatsimpli.com](mailto:matt@eatsimpli.com)

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

## Business Description

Based in Baltimore, MD, SIMPLi was founded by Sarela Herrada and Matt Cohen with a mission to bring authentic ingredients from around the world to consumers' kitchens in a way that equally benefits farmers, the environment, and consumers. SIMPLi is a Fair For Life Certified and Regenerative Organic Certified™ company ethically sourcing the highest quality single-origin ingredients while eliminating fraudulent international supply chains, combating climate change, and improving the livelihoods of farmers and their communities. For more information about SIMPLi, visit [eatsimpli.com](http://eatsimpli.com).

## 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 during the pandemic that was used for critical day-to-day operational needs.

## Additional External Funds & Accelerators

### Total Investment: \$10,000

- \$10,000- grant from Washington, D.C. Economic Development Organizations Fast Company World Changing Ideas - 2020
- Honorable Mention for Food and Social Justice categories

## Results, Expansion, & Significant Milestones

SIMPLi is growing into the leading better for you, the planet, and producers' food company. SIMPLi has operations in six countries around the world and a national food distribution footprint in retail and foodservice across the United States. SIMPLi is headquartered in Baltimore, MD, and has international offices in Lima, Peru, and Athens, Greece. SIMPLi is the first food brand to achieve ROC™ in South America for its quinoa and beans, which means its products meet the highest standards in the world for soil health, animal welfare, and farmworker and social fairness and has had significant expansion with Whole Foods Market across the country in 2022.

## IP, Copyrights, & Trademarks

Trademark, 2021 owned by Co-Founders

## Promotional Opportunities & Giving Back

SIMPLi, in partnership with PLNT Burger, is donating a portion of sales proceeds for the month of June to World Central Kitchen to help with efforts of supporting the people of Ukraine with their ongoing conflict with the unprovoked invasion by Russia.

## COVID-19 Impacts

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



# SIMPLI<sup>14</sup>



# Soccer Office

Technology – Virtual Youth Sports Administration

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

**Locations:** 1 – Salisbury, MD

**2021 Revenue:** \$310,000

**Estimated 2022 Revenue:** \$450,000

**Alumni:** Salisbury University '15 - Jamie Lowe; Salisbury University '15 - Sam Charles & Salisbury University '18 - Josh Tanavage

**Phone:** 443-267-3100

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

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

**Established:** 2015

**Shore Hatchery Funds:** \$25,000 – 2016

**Stage of Business:** Existing

**Employees:** 6– 2022, Add 1– 2023

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

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

## Business Description

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

## Business History

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

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

The Shore Hatchery funds provided Soccer Office with working capital, entrance into two conventions as vendors, and allowed their organization to hire a sports administrator. The Shore Hatchery program and Salisbury University have helped their business by giving it a foundation to grow.

This includes connecting them with interns and part-time employees, as well as beginning to map the careers of some

current SU students. SU has provided their business with an expansive network of like-minded individuals to work with, office space, and other resources. Such as their first investor, David Landsberger, through the Student Entrepreneurship Competitions, who has helped guide their business to where it is today.

## Additional External Funds & Accelerators

### Total Investment: \$210,000

- \$25,000 - SU Student Entrepreneurship Competitions - 2016
- Private Angel Investor
- Private Loan

## Results, Expansion, & Significant Milestones

In 2019, Soccer Office experienced an ownership change but still met their break-even goals, as well as doubling in size. They are now established in 20 states and have expanded into the Canadian market and further into the west coast.

A significant milestone for Soccer Office is moving operations to downtown Salisbury and adding a second location.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

Soccer Office provides internship opportunities for Salisbury University students.

## COVID-19 Impacts

Soccer Office has been affected greatly by the virus, as sporting events nationwide have been cancelled or undergone a change in structure. No youth sports were being played, so their 2020 operations were almost completely shut down.



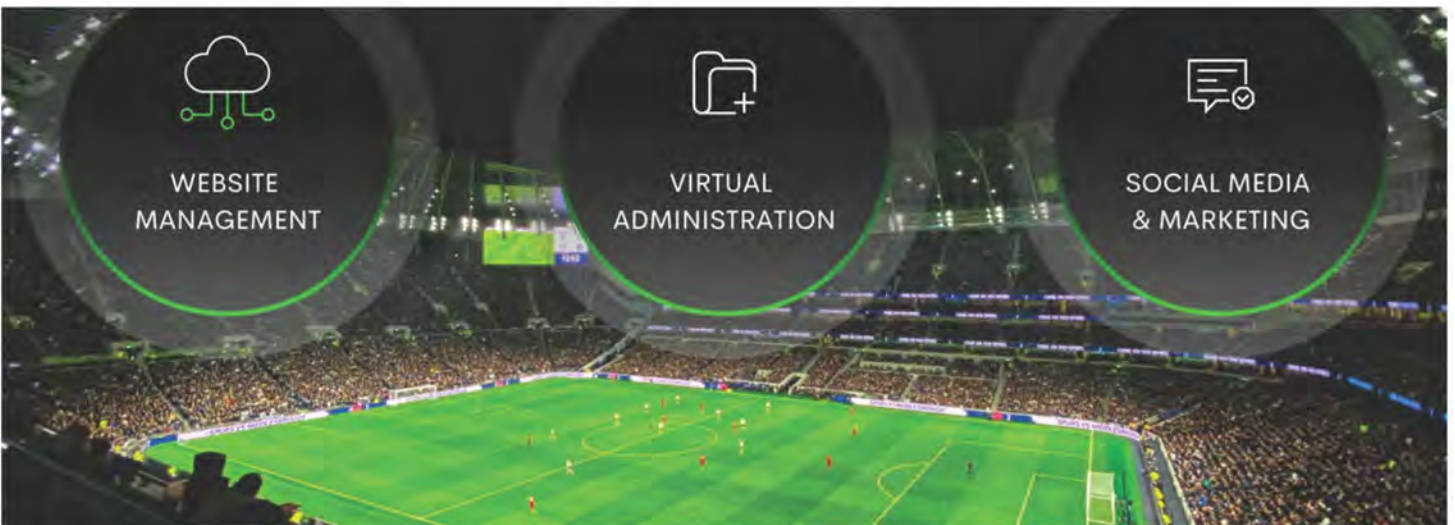
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Virtual Soccer Management



# Tania Speaks

Organic Skincare & Brow Solutions

**Principal(s):** Tania Speaks

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** \$1,400,000

**Estimated 2022 Revenue:** By Request

**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](mailto:info@taniaspkosc.com)

**Website:** <https://taniaspkosc.com/>

## Business Description

Tania Speaks is an organic skincare brand that manufactures eyebrow gel, beard oil, resurfacing toner, foaming cleanser, and facial moisturizer. The 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: \$426,000

- \$21,000 - Hofstra-Digital Remedy Venture Challenge - 2019
- \$5,000 - SBA Economic Relief Grant - 2020
- \$400,000 - *Shark Tank* deal with Mark Cuban for 15% - 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.

## COVID-19 Impacts

When the COVID-19 pandemic hit, the business shut down. That's when Speaks rebranded the company to its current name. In just 60 days, she researched and formulated a skin cleanser, toner, and moisturizer. Now, she has a total of six skincare products: the eyebrow gel, beard oil, cleanser, toner, moisturizer and the Naked on-the-go kit containing On the Go Organic Foaming Cleanser, Resurfacing Toner, Radiant and Rich Facial Moisturizer, and a choice of Women's or Men's Edition.



*Tanja Peaks*  
ORGANIC SKINCARE



# Treehouse Juicery

Food & Beverage – Cold-Pressed Juice Manufacturer

**Principal(s):** Todd Sheridan & Nichelle Roane

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** \$14,000

**Estimated 2022 Revenue:** \$100,000

**Alumni:** Goucher College – B.A. '13 – Todd & CCBC - Associate Degree '13 - Nichelle

**Phone:** 833-584-2379

**Social Media:** Instagram: @treehousejuiceryonline

**Business Address:** 30 W North Avenue

Baltimore, MD | 21201

**Established:** 2016

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

**Stage of Business:** Existing

**Employees:** 2 – 2022, Add 5 – 2023

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

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

## Business Description

Treehouse Juicery is a Baltimore-based cold-pressed juice company that makes and sells additive-free delicious and nutritious juices online, and at local festivals, markets, and pop-up events. They offer subscriptions, free delivery, detox packages, 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: \$40,500

- \$10,000 - F3 Tech accelerator - 2018
- \$20,000 - [Center for Business Innovation Pitch Competition](#) - 2020
- \$3,000 - Emergency Funding via Ratcliffe Foundation via CCBC (Covid 2020)
- \$10,000 - Made in Baltimore - 2021
- \$2,500 - NMSDC Emerging Young Leaders Pitch Competition - 3rd place - 2021
- \$5,000 - Elite 10 Accelerator Group - 2021-2022
- Home Run Accelerator Cohort, Made in Baltimore - 2021

- Emerging Young Leaders, National Minority Supplier Development Council - 2021-2022
- Elite 10 Accelerator Group, CCBC - 2021-2022
- Impact Hub, Baltimore - 2022

## Results, Expansion, & Significant Milestones

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

They expect to purchase a GoodNature X-1 Juicer within one year, which will increase their juice production exponentially. A significant milestone was being accepted and participating in over nine farmers markets per week, including the Civilian Welfare Fund Farmers Markets, which is hosted at the National Security Agency (NSA).

## 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.

## COVID-19 Impacts

COVID has slowed down many vending events, which forced them to pivot with aggressive Google ads, email retargeting, and social media blasts.



# Valkyrie Software Solutions, LLC

Technology – Videogame Accessibility

**Principal(s):** Cameron Kane

**Locations:** 1 – Baltimore, MD

**2021 Revenue:** \$0

**Estimated 2022 Revenue:** \$0

**Alumni:** Salisbury University – Dual Bachelor's '21

**Phone:** 240-603-8615

**Social Media:** LinkedIn @valkyriessoftwaresolutionsllc

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

**Established:** 2017

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

**Stage of Business:** Startup

**Employees:** 0– 2022, Add 0 – 2023

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

**Website:** N/A

## Business Description

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

## Business History

Cameron Kane started working on this idea in 2017 and has since been able to win funding from the Salisbury University Student Entrepreneurship Competitions to bolster development during his undergraduate career. With the COVID-19 pandemic rocking the world, his graduation and job search, and long-term health were affected; however, he has recently started a job with Booz Allen Hamilton as a data scientist. Kane is now working through health problems to return to the business to develop a new strategic plan to pursue the quickest path to earlyvangelist customers.

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

The Shore Hatchery funds are still in savings until health is stabilized to use for MIPS grant application, or, secondarily, IP protection.

## Additional External Funds & Accelerators

### Total Investment: \$56,500

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

## Results, Expansion, & Significant Milestones

Pending revival from health problems, the LLC has been created and direction to solve accessibility problems by creating reusable software since 2020 hasn't changed.

## IP, Copyrights, & Trademarks

N/A

## Promotional Opportunities & Giving Back

N/A

## COVID-19 Impacts

COVID and the ensuing job market slowed progress greatly. The pandemic also affected Kane's underlying medical condition, forcing him to put things on hold temporarily to stay afloat and recover.



# Zest Tea, LLC

Retail – Food & Beverage

**Principal(s):** James Fayal

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

**2021 Revenue:** N/A

**Estimated 2022 Revenue:** N/A

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

**Phone:** N/A

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

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

**Established:** 2014

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

**Stage of Business:** Existing

**Employees:** 8 – 2022, Add 0 – 2023

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

**Website:** [www.ZestTea.com](http://www.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
- (Including \$1,000,000 – USM Momentum Fund – 2019)

## Results, Expansion, & Significant Milestones

Zest has expanded to thousands of retail locations across the U.S. and also maintains a strong seven-figure online sales business via Amazon and their own website.

They are in the process of expanding their hot tea line into three new functionalities (Sleep, Digestion, Immunity) and plan on launching a new line of functional powder packs for hydration, energy, and focus.

A significant milestone for Zest Tea was expanding into major retail chains, including Whole Foods, Kroger, Stop & Shop, and Safeway.

## 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.

## COVID-19 Impacts

The biggest impact from COVID-19 has been the tightening of global supply chains. Stock issues have become far more common and freight expenses have increased anywhere from three to eight times depending on the channel and freight type.

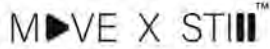
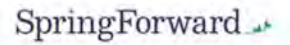


# zest



# Ratcliffe Foundation Shore Hatchery-Funded Businesses 2013-2021





## DAVE & PATSY ROMMEL CENTER FOR ENTREPRENEURSHIP

Franklin P. Perdue School of Business



The role of the Rommel Center for Entrepreneurship is to provide resources to entrepreneurs, launch businesses into the community and provide networking opportunities for businesses. The Rommel Center highlights creativity and entrepreneurs, and features innovative designs and multi-functional furniture.

[www.salisbury.edu/entrepreneurship](http://www.salisbury.edu/entrepreneurship)



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# SHORE

HATCHERY

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