

Philip E. and Carole R. Ratcliffe Foundation
Shore Hatchery Program At Salisbury University
PROGRAM ANNUAL REPORT 2019



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 by the Philip E. and Carole R. Ratcliffe Foundation at Salisbury University.

PHILIP E. & CAROLE R.
RATCLIFFE
FOUNDATION

www.theratcliffefoundation.org



shorehatchery.salisbury.edu

Shore Hatchery Winners 2013 – Spring 2019

Page	Business*	First Name	Last Name	Shore Hatchery Funds
1	Accessmatized	Takia	Ross	\$ 10,000.00
3	Algen Air, LLC	Kelsey	Abernathy	\$10,000.00
5	Asterisk DBA Forte	Nat	Ware	\$10,000.00
7	The Athlete Academy	Cody	Revel	\$ 15,000.00
9	Atlantic Vermiculture, LLC	Lawton	Myrick	\$5,000.00
11	Badjo-T Industries	Jean Paul	Badjo	\$ 40,000.00
13	Bio Research Solutions, LLC	Robert	Figliozi	\$ 30,000.00
15	Blueblood, LLC	Mary	Larkin	\$ 20,000.00
17	Blue Sources	PJ	Bellomo	\$10,000.00
19	Borrowed Pitch	Lindsay	Richard	\$ 5,000.00
21	ClearMask	Aaron	Hsu	\$30,000.00
23	College Scooters/Shore Cycles	John	Churchman	\$ 45,000.00
25	Compassionately Creative	Dawn	Kennedy	\$ 7,500.00
27	DiPole Materials, Inc	Dr. Ken	Malone	\$15,000.00
29	Eastern Shore Academy of Cosmetology	Doris Ebony	Brown	\$ 5,000.00
31	Femly	Arion	Long	\$27,000.00
33	FitMango/ShapeU, LLC/Diamond Hook Media	Seal-Bin	Han	\$ 25,000.00
35	The Frozen Farmer, LLC	Katey	Evans	\$ 5,000.00
37	gel-e, Inc.	Larry	Tiffany	\$ 10,000.00
39	GOEFER	Michael	Herod	\$ 30,000.00
41	GoldLeaf Academy Now GoldLeaf Corp.	Philippa	Palmer	\$ 5,000.00
43	HiveLend, LLC	Dawn	Musil	\$35,000.00
45	HUCK Performance Buckets , LLC	Joe	Schneider	\$ 25,000.00
47	Joost Wafel Company	Joost	Elling	\$ 15,000.00
49	Kanga Trash Solutions	Brian	Kelly	\$ 5,000.00

Accessmatized

Beauty - Mobile Makeup Artist Service



Principal(s): Takia Ross
2 - Baltimore, MD (Studio & Mobile)
2018 Revenue: N/A
Estimated 2019 Revenue: N/A
Alumni: University of Maryland Baltimore '11
Phone: (443) 629-4254

2013
\$10,000 - 2017
Stage of Business: Existing
5 - 2019
Email: glam@accessmatized0 ccd4

AlgenAir, LLC

Retail - Functional Home Decor



Principal(s): Kelsey Abernathy & Dan Fucich

Locations: 1 - Baltimore, MD

2018 Revenue: \$35,000 Funds Raised - Pre-venture

Estimated 2019 Revenue:

Established: 2018

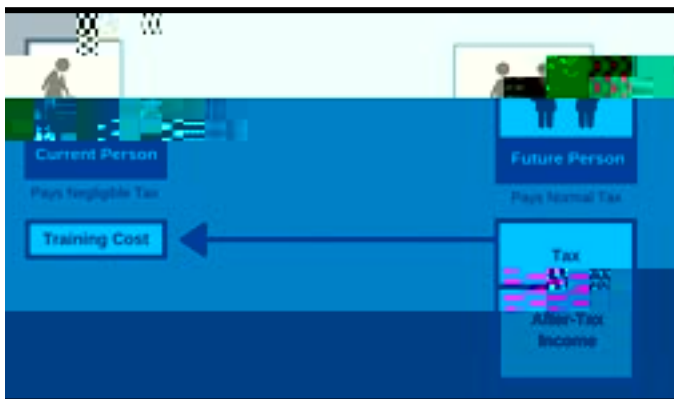
Shore Hatchery Funds: \$10,000 - 2018

Stage of Business: Pre-Revenue





Asterisk - DBA Forte



The Athlete Academy

Health - Performance Training Facility for Youth Athlete and Adult General Fitness



Principal(s): Cody Revel
Locations: 1 - Salisbury, MD
2018 Revenue: \$62,000
Estimated 2019 Revenue: \$95,000

Established: 2018
Shore Hatchery Funds: \$15,000-2018
Stage of Business: Existing

Atlantic Vermiculture, LLC

Agri-technology - Controlled Environment Worm Farming

Business Description

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

Business History

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

After months of research, Lawton discovered a system that has been in use since the late 70's and seemed more reliable than other iterations of worm farming. The UNCO system, out of Union Grove, Wisconsin uses pails that can be stacked vertically instead of troughs or windrows and the operation is kept under roof in a controlled environment. This allows better understanding and control of system inputs and outputs.

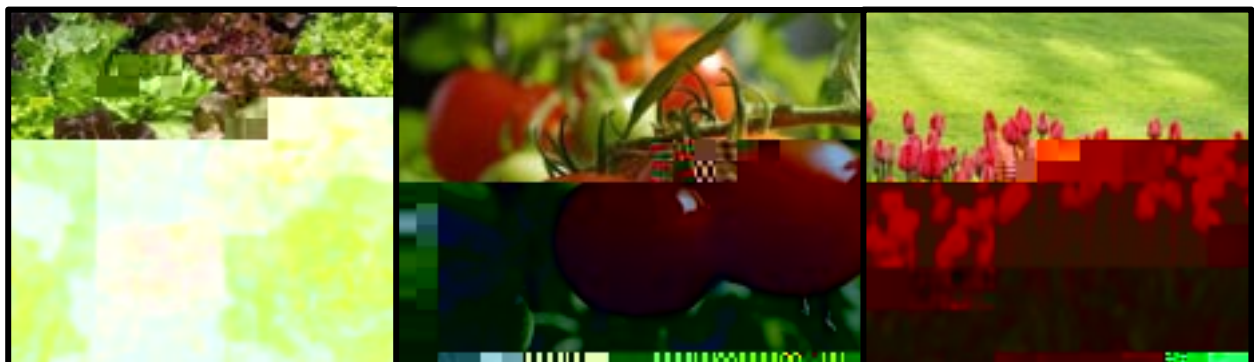
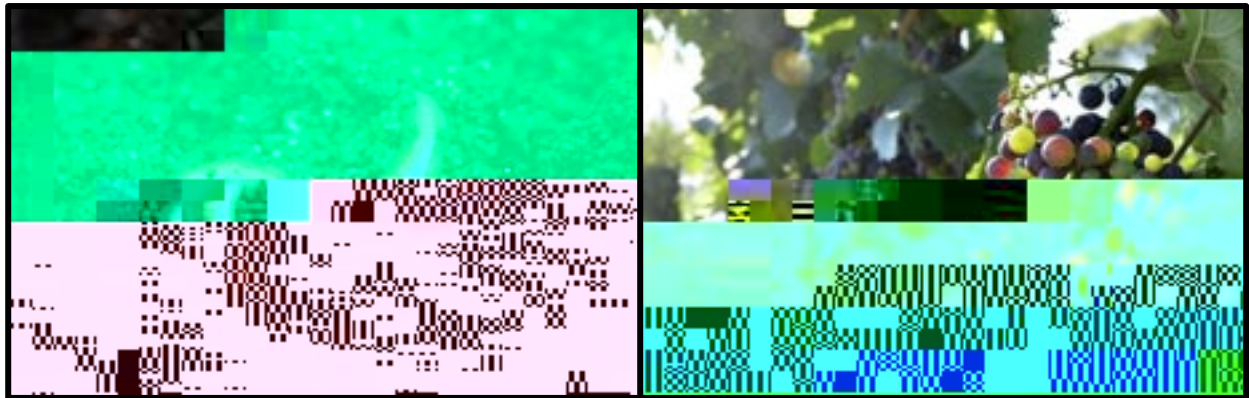
Earthworm castings are a premium organic

and suitable for use in a wide variety of applications. The UNCO system is a controlled environment worm farming system that uses pails that can be stacked vertically instead of troughs or windrows and the operation is kept under roof in a controlled environment. This allows better understanding and control of system inputs and outputs.

Principal(s): Lawton Myrick
Locations: 1 - Salisbury, MD
2018 Revenue: N/A
Estimated 2019 Revenue: \$20,000
Alumni: N/A
Phone: (410) 251-9568
Social Media: N/A
Business Address: 5973 Smithy's Lane | Salisbury, MD | 21801

Established: 2019
Shore Hatchery Funds: \$5,000 - 2019
Stage of Business: Startup
Employees: 1 - 2019, Add 1 - 2020
Email: info@atlanticvermiculture.com
Website: www.atlanticvermiculture.com

Atlantic Vermiculture, LLC



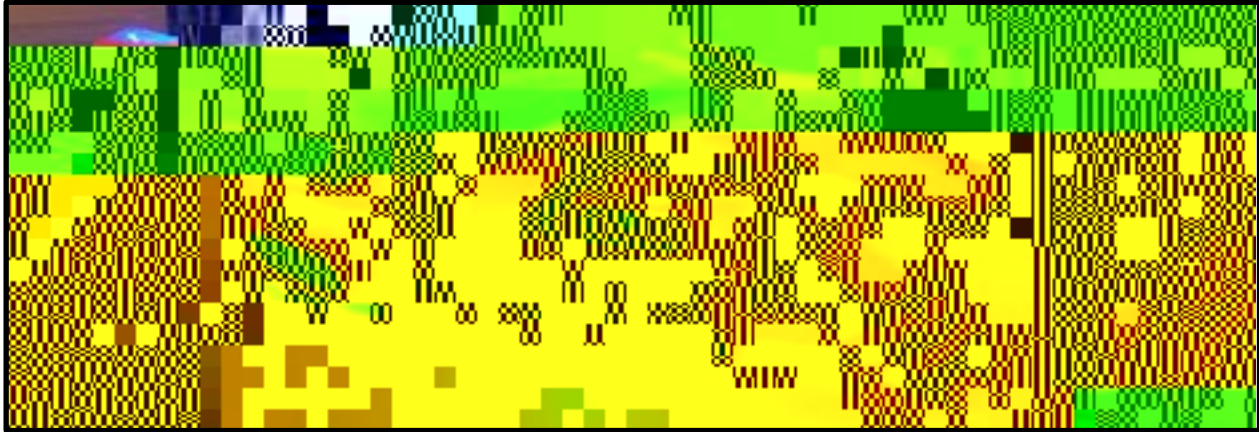
Badjo-T Industries^A

Technology - High-tech Suits



Principal(s): 20 (S)Togy

Badjo-T Industries



Bio Research Solutions, LLC

Bio-Technology - Research Tools, Assays, and Consultation



Principal(s): Robert W. Figliozzi
Locations: 1 - Salisbury, MD
2018 Revenue: \$20,000

Established: 2016
Shore Hatchery Funds: \$30K - 2016/17
Stage of Business: Existing

Blueblood, LLC



Blueblood, LLC





BLUE SOURCES

Enviro-Technology -Water Security

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Business Description

Blue Sources patented technology detects toxic chemicals (TCs) in water by 24x7 monitoring of live fish, namely Bluegills. Think canary-in-a-coal-mine for drinking water and wastewater.

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

Business History

The US Army developed the fish bio-monitor technology in the '90s and early '00s, spending over a decade of research and development with the intent of protecting troops who might face an attack via poison.

2008

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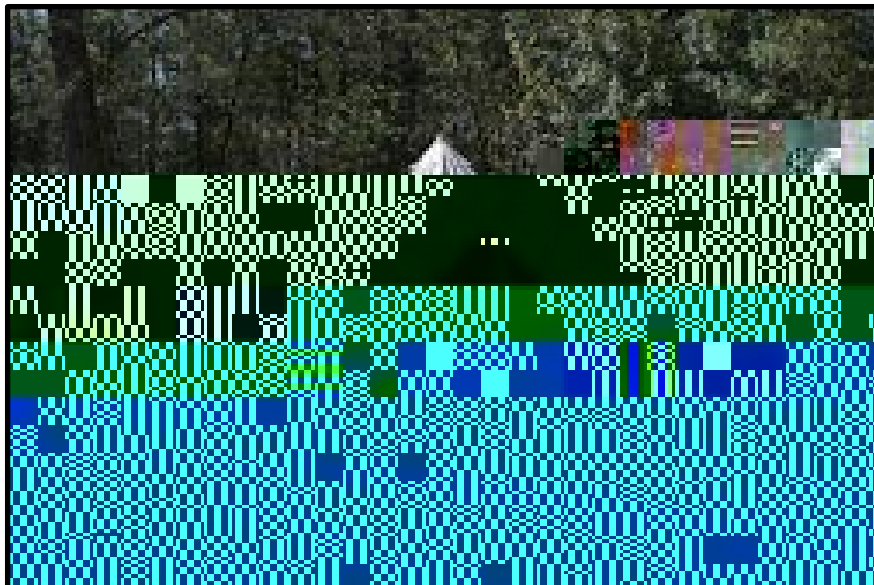
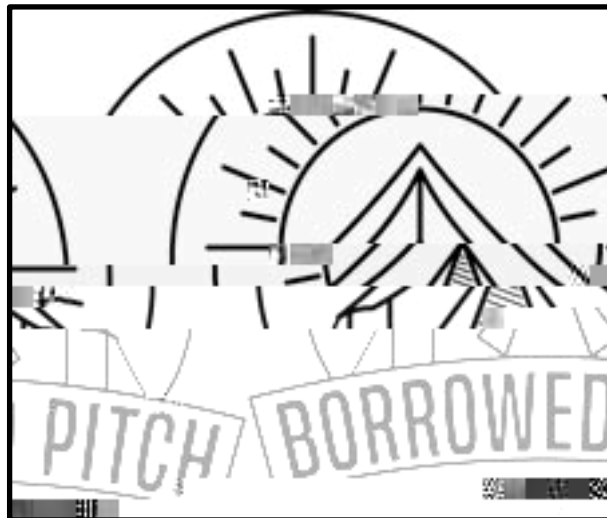
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Principal(s): PJ Bellomo, David Barr, & Terry Collins
Locations: 1 - Frederick, MD
2018 Revenue: \$0
Estimated 2019 Revenue: \$250,000
Alumni: Rensselaer Polytechnic Institution (RPI) MS '91
Phone: (240) 397-5080
Social Media: N/A
Business Address: 4359 Metropolitan Court | Frederick, MD | 21704

Established: 2015
Shore Hatchery Funds: \$10,000 - 2019
Stage of Business: Existing
Employees: 3 – 2019, Add 3 - 2020
Email: info@bluesources.com
Website: www.bluesources.com

Borrowed Pitch



ClearMask, LLC



College Scooters/Shore Cycles

Retail - Power Sports Scooter/Motorcycle Dealership



Principal(s): John Churchman & Navid Mazloom
Locations: 2 - Salisbury, MD & College Park, MD
2018 Revenue: \$1,280,000
Estimated 2019 Revenue: \$1,500,000

Alumni: Salisbury University '13 – John Churchman & UMD College Park '13 – Navid Mazloom
Phone: (443) 291-3030

Social Media: Facebook, Instagram @collgescooters @shorecycles

Established: 2010

Shore Hatchery Funds: \$45,000 - 2014

Stage of Business: Existing

Employees: 11 - 2019

Email: john@colegoholdings.com

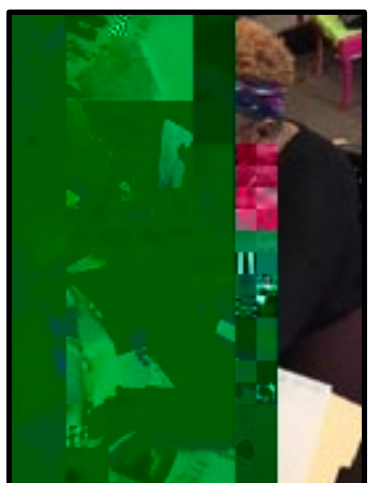
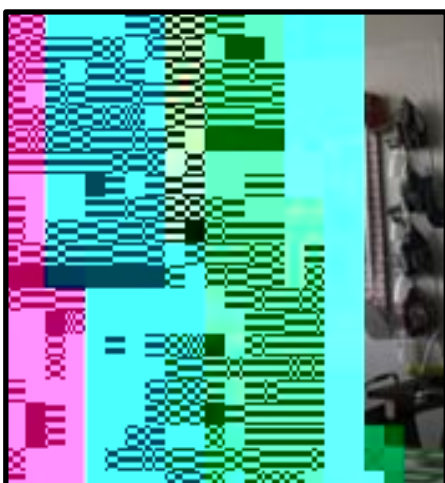
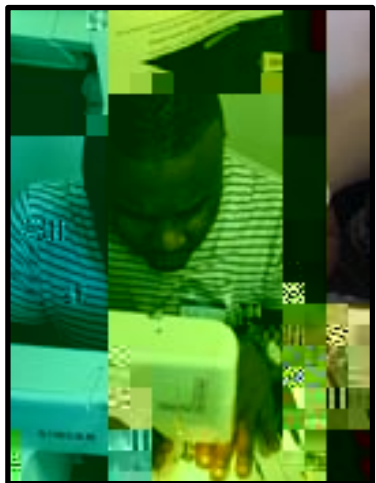
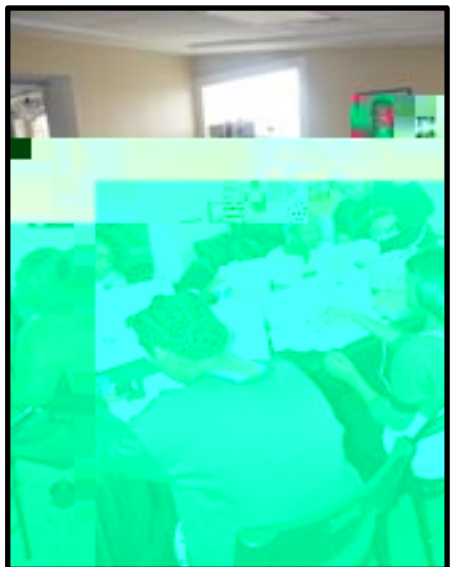
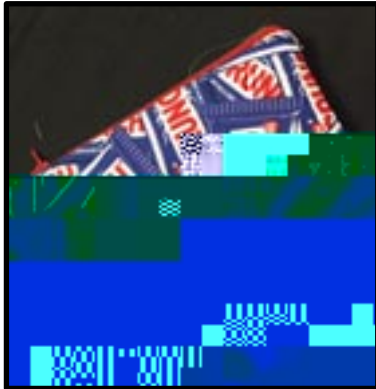
Website: www.shorecyclesusa.com

Compassionately Creative



Compassionately Creative

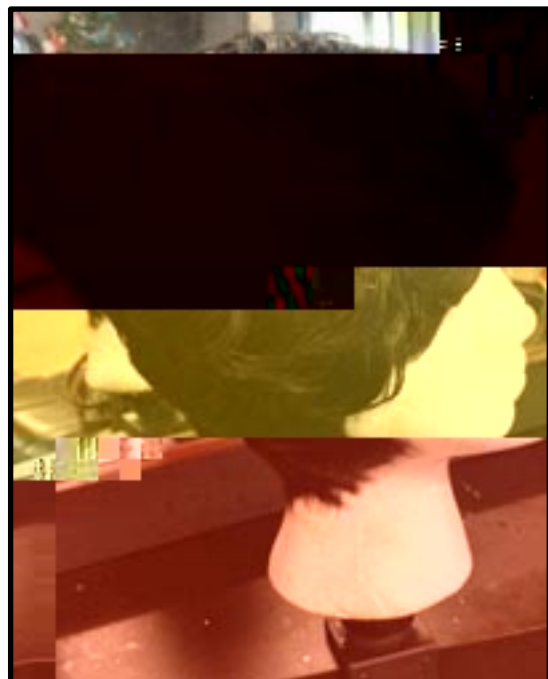
Compassionately Creative



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Femly

Health Care – Delivery of Natural Feminine Care & More



Business Description

Femly is a for-profit social enterprise that manufactures healthier alternatives to toxic feminine care and delivers them to your door. In addition, to a great B2C model, Femly also sells its product to colleges and hotels, which then offers them for free in restrooms to increase access to feminine care.

Business History

Arion Long launched her startup Femly after being diagnosed with a cervical tumor linked to the additives found in popular feminine care brands. She wanted to make a social impact with a healthier option. In December 2015, Femly launched as a subscription box and pivoted in 2017 towards manufacturing in order to maintain healthy margins and increase their social impact. Femly launched with a subscription service called "Femly Box." Femly's subscription offerings allows consumers to customize their feminine care kits and receive a variety of products catered to their menstrual needs. Subscribers to the kits have a choice of receiving a custom mix of the basics with feminine care included or can choose the updated box. The updated box includes complimentary body care products, snacks, symptom-relief, and other products. Femly aims to increase health education and access to healthier feminine care alternatives. Since 2015, Femly has become a nationally recognized provider of feminine care and has won several awards totaling \$200K for their dedication to social impact. In addition, to consumer subscription Femly also provides an enterprise solution and stocks colleges, athletic venues and more.

Shore Hatchery Funds, Specific Use, & Role
\$27,000 Fall 2018

The Shore Hatchery funds were used for towards

manufacturing of their menstrual pad and panty liners. Allowing Femly to maintain healthy margins and increase their social impact. Additionally, the Shore Hatchery assisted with funds, networking, press, and provided coaching.

Additional External Funds

\$173,000 – Ford Motors Fund Her Impact Competition; Catalytic Grant; MasterCard National Grow Your Biz; Betamore Venture Competition; & Private Angel Investor.

Accelerators - Tory Burch Foundation Fellow and mentored by TEDCO.

Results, Expansion, & Significant Milestones

Manufactured and sold \$50,000 in inventory. Landed its first hotelier B2B sales partnership. Expected hotelier expansion into Marriott, MGM, Hyatt, & Kimpton.

Added a CEO, Logistics Coordinator, two social media interns, and contracted with a CFO.

Manufactured 10,000 Femly branded feminine care products, launched their line of eco-friendly and sustainable feminine care, with 4 added products expected by Q4 of 2019.

IP, Copyrights, & Trademarks

Trademarks in process.

Promotional Opportunities & Giving Back

Femly has donated 2,500 feminine care products to moms through the "Momference" Conference, in Washington, DC. They have also volunteered and partnered with two nonprofit entities that make feminine care kits for women who are facing homelessness.

Principal(s): Arion Long

Locations: 1 – Upper Marlboro, MD

2018 Revenue: \$207,065

Estimated 2019 Revenue: \$375,000

Alumni: Morgan State University '13

Phone: (240) 765-4225

Social Media: Facebook, Instagram, & Twitter @femlybox

Business Address: 101 W. Dickman Street | Baltimore, MD | 21230

Established: 2015

Shore Hatchery Funds: \$27,000 - 2018

Stage of Business: Existing

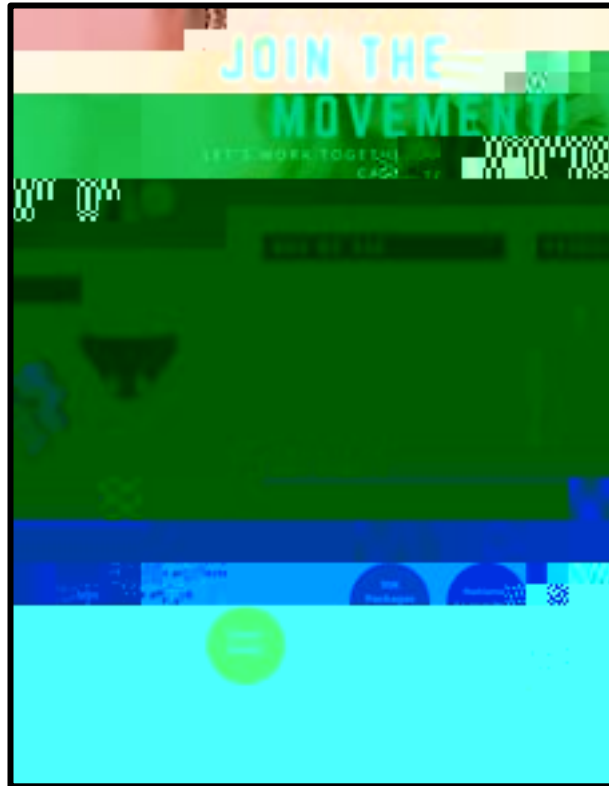
Employees: 3 – 2019, Add 2 - 2020

2 Interns

Email: sales@femlybox.com

Website: www.femlybox.com

Femly



The Frozen Farmer, LLC

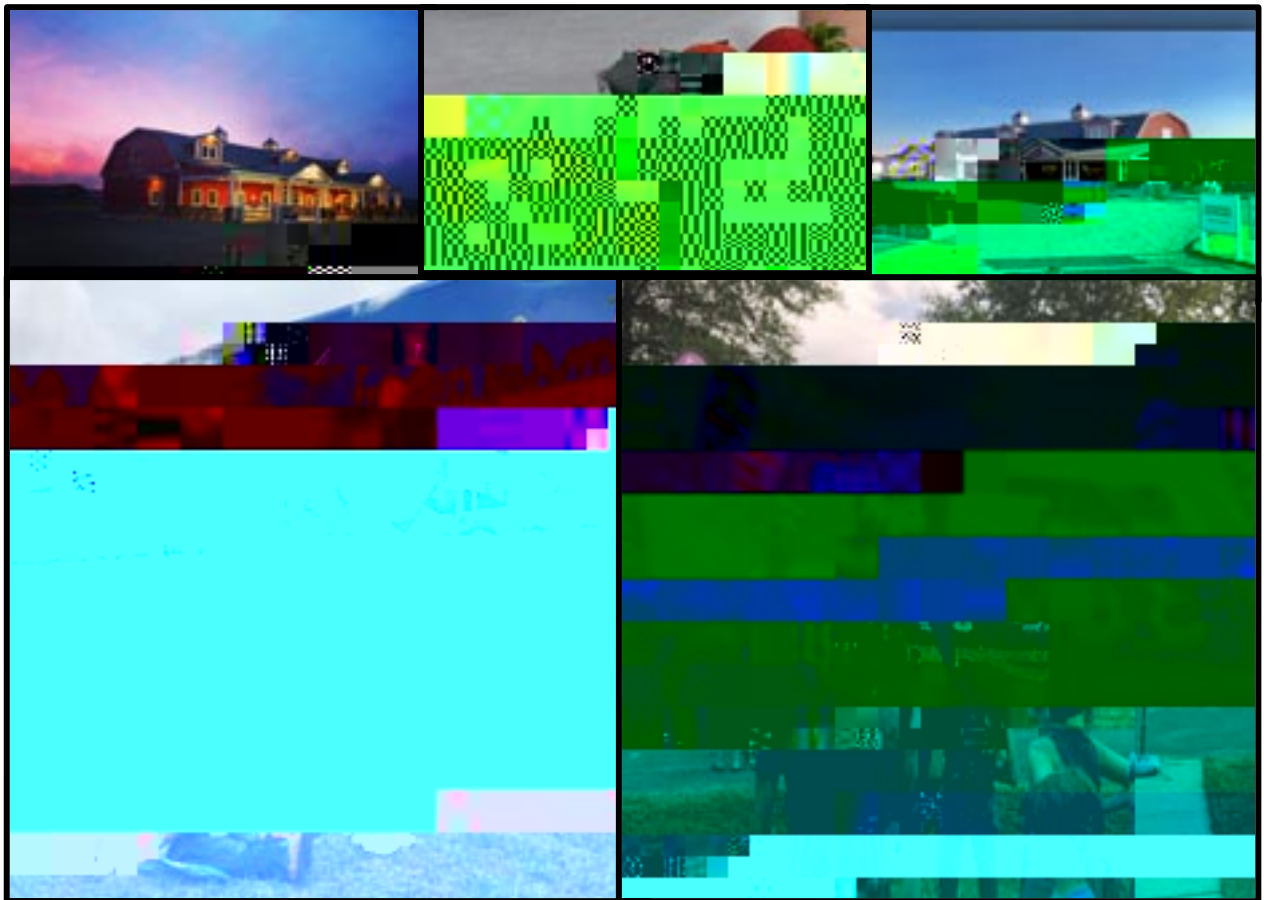
Food & Beverage - Homemade Ice Cream, Nice Cream, & Sorbet



Principal(s): Kevin Evans, Katey Evans, & Jo Ellen Algier
Locations: 1 – Bridgeville, DE

Established: 2015
Shore Hatchery Funds: \$5,000 - 2015

The Frozen Farmer, LLC



Medical - Platform for Hemostatic and Wound Treatment

Principal(s): Larry Tiffany & Matthew Dowling
1 – College Park, MD

2018 Revenue: \$100,000

Estimated 2019 Revenue: \$700,000

Alumni: Nazareth College & Johns Hopkins Univ. '03 - Larry Tiffany & Notre Dame Univ. & Univ. of MD
College Park '10 - Matthew Dowling

Phone: (301) 529-4943

Social Media: Facebook, Instagram, & Twitter @gel_e_

Business Address: 387 Technology Drive | College Park, MD 20746

2010

\$10,000 - 2016

Stage of Business: Existing

5 – 2019, Add 5-7 - 2020

Email: larry@gel-e-co

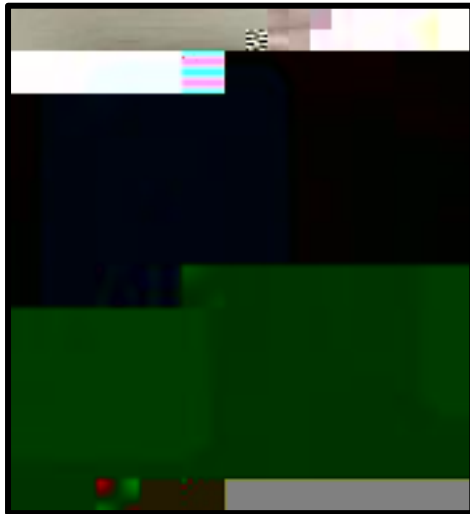
Website: www.gel-e-co

gel-e, Inc.

	Gauze	Commercial Chitosan	gel-e
% Initial Clotting Achieved	0%	75%	100%
Post-Treatment	0%	0%	100%



GOEFER



GoldLeaf Academy Now GoldLeaf Learning Corp.

Education - Childcare and Educational Service



Business Description

GoldLeaf Academy is headed in a new direction.

Principal(s): Philippa Palmer & Makalay Turay

Locations: 1 - Laurel, MD

2018 Revenue: N/A

Estimated 2019 Revenue: N/A

Alumni: UMD College Park '15 - Philippa Palmer

Phone: (240) 360-2923

Social Media: Facebook, Instagram, & Twitter @goldleafacademy

Business Address: 901 Cherry Lane Suite #109 | Laurel, MD | 20708

Established: 2014

Shore Hatchery Funds: \$5,000 - 2015

Stage of Business: Re-Branding

Employees: 2 - 2019

Email: philippa.y.palmer@hotmail.com

Website: www.goldleaflearning.com

HiveLend, LLC

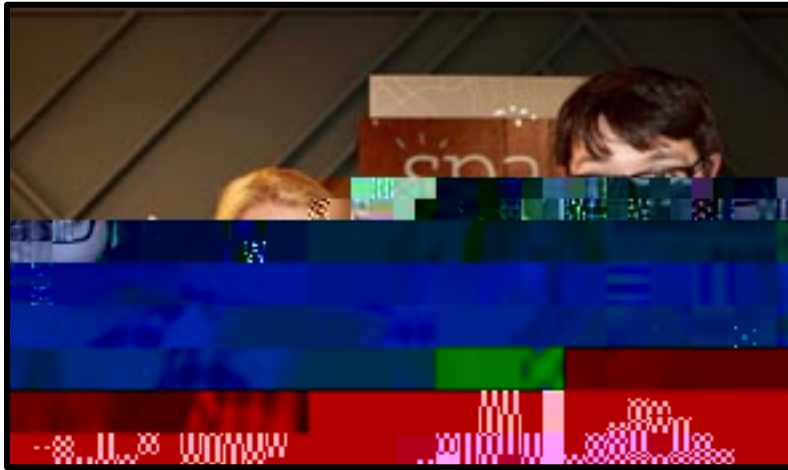
Agri-Technology - Connection for Commercial Crop Pollination



Principal(s): Nick Zajciw & Dawn Musil
Locations: 2 - Baltimore, MD & Sterling Heights, MI

Established: 2015
Shore H9 :

HiveLend, LLC



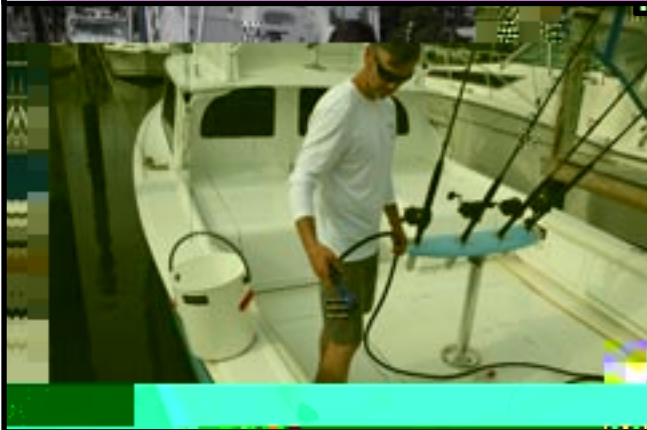
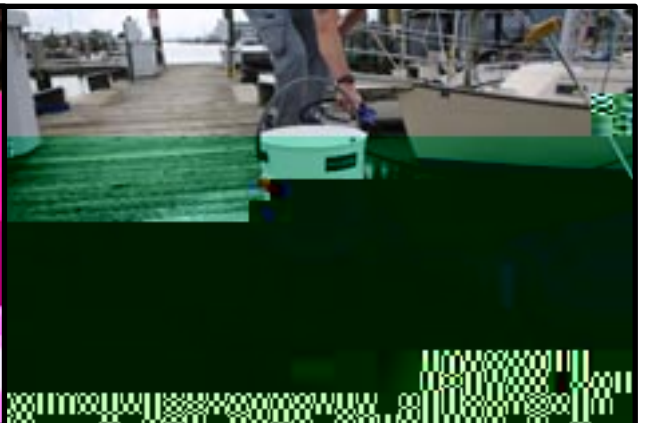
HUCK Performance Buckets, LLC.
Retail - Manufacturer of High Performance 5-Gallon Buckets



Principal(s): Joe Schneider
Locations:

Established: 2016

Huck Performance Buckets, LLC



Joost Wafel Company

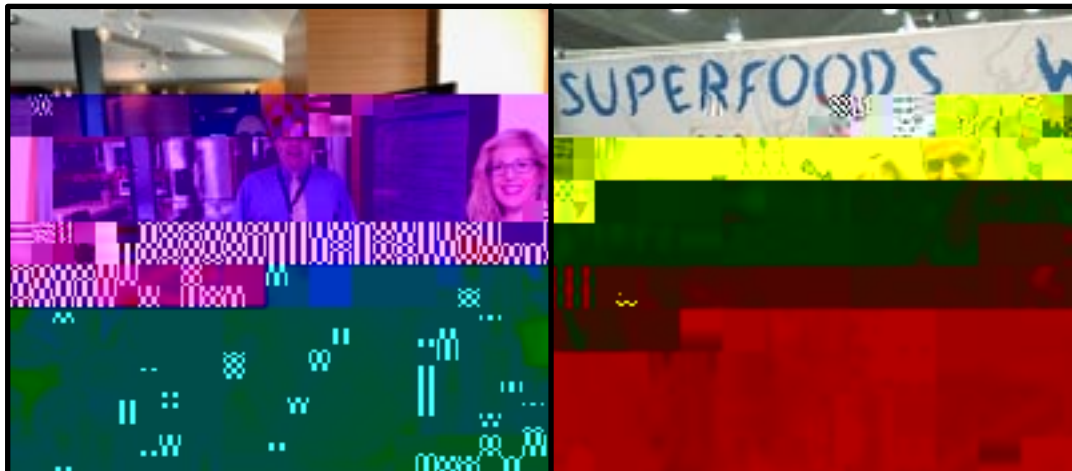
Kitchology/FOODMIDABLE

Technology - Mobile/Web App – Integrated Social Special Diet Cooking Platform

Principal(s): Alain Braincon & Iris Sherman
Locations: 1 - Germantown, MD
2018 Revenue:

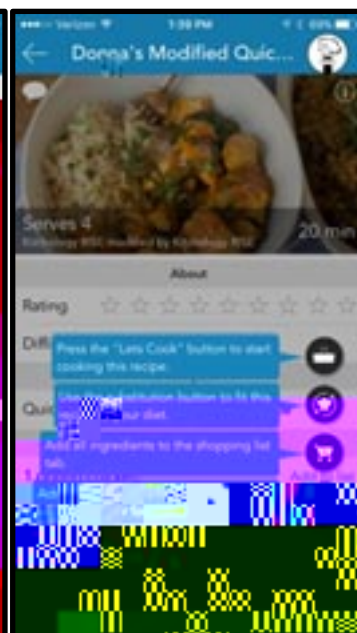
Established: 2013
Shore Hatchery Funds: \$25,000 - 2015

Kitchology/FOODMIDABLE



KITCHOLOGY[®]

FOODMIDABLE



Loophole Innovative Solutions, Inc.

Retail - Premium Quality Retail Phone Accessories/Grips

Business Description

Loophole Innovative Solutions offers innovative phone accessories. Its flagships product, the Loophole is a premium multi-use, high quality phone grip preventing users from dropping their phones. Perfect for holding your phone while taking the perfect picture, watching or recording videos, hanging from your car dashboard to view your GPS, and many other options! Grip it, stand it, hand it, spin it, swap it.

More accessories are on the way simplifying people's lives and pockets!

Business History

Loophole was founded when Pat Crowe and Steven Stillwell were undergrad students at Colgate and Towson Universities. The mission of Loophole's owners is to put an end to this cell phone shattering epidemic. Both Pat and Steven

Principal(s): Pat Crowe & Steven Stillwell

Locations: 1 - Kensington, MD

2018 Revenue: \$18,000

Estimated 2019 Revenue: \$20,000

Alumni: Colgate University '18 – Pat Crowe & Towson University '18 – Steven Stillwell

Phone: (301) 275-6405

Social Media: Facebook, Instagram, & Twitter @LoopholeUSA

Business Address: 10511 Summit Avenue | Kensington, MD | 20895

Established: 2017

Shore Hatchery Funds: \$10,000 - 2017

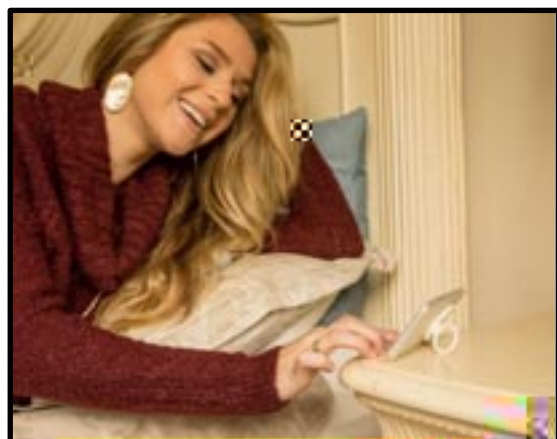
Stage of Business: Existing

Employees: 4 - 2019

Email: info@loopholeusa.com

Website: www.loopholeusa.com

Loophole Innovative Solutions, Inc.



MADTECH Modern Agronomy



Mind the Current/Dhremo Therapy IV Decals

Health Care - Retail Product Transforming the Cancer Experience



Business Description

Dhremo Therapy IV Decals, which is the flagship 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 uplifting spirit, patients and loved ones are empowered to actively participate in their own healing journey.

Business History

The company was started by owner Marsha Hammond, while she was 25K in cancer debt, 9 months after completing cancer treatment. She felt compelled and obligated to share this product with patients. She started printing decals on demand on her home printer and selling them through Etsy. Three months after the launch the company surpassed their goal with Kickstarter, raising over 13k in presales. It was clear this was a viable product and very much needed in the cancer community.

Shore Hatchery Funds, Specific Use, & Role

\$25,000 Fall 2016 & \$7,500 Spring 2017
The initial Shore Hatchery funding allowed for the development of "Dhremo Kids," a line of pediatric IV decals, as well as the development of the "Hospital Starter Kits." These kits are designed for hospitals to purchase Dhremo Therapy IV Decals in bulk. The additional funds received have been used to develop marketing materials and exhibit at some of the largest Oncology Conferences in the US.

The Shore Hatchery and its mentors have assisted with not only providing funding but provided access to networking events and making community connections.

Additional External Funds & Accelerators

\$22,100 – Kickstarter; Openworks - EnterpRIse Pitch Competition; Pitch Across Maryland – Champion's Choice Award; Warnock Foundation Social Innovation Pitch Competition; MICA Alumni Grant; & Towson University Student Nurse Association Class Gift.

Accelerators - Openworks EnterpRISE Fellow; Design for America; Warnock Social Innovation Fellow; & Community Consulting Lab.

Results, Expansion, & Significant Milestones

In 2018, Dhremo Therapy partnered with Balti-Virtual and a MICA student, to create an augmented reality prototype pediatric decal, which will allow patients to scan the decal with their smart device and watch the character jump out of the label. This new product has gained attention and led to Dhremo being invited to present at the Google Women in Tech Conference. Dhremo has shipped to 43 US states and territories. By attending national and international oncology conferences, Dhremo has been able to raise awareness for their products and made many important connections. The Decals are the most popular exhibit at every conference attended and have been implemented into 7 hospitals across the country.

IP, Copyrights, & Trademarks

N/A

Promotional Opportunities & Giving Back

In Summer 2020, they are planning a "Road Show of Hope" to assist with visibility, reach their target market, and raise awareness of their brand. As part of their mission to give back and give forward, they donate 10% of the profits to non-profit organizations and cancer research efforts.

Principal(s): Marsha Lynn Hammond

Locations: 1 - Towson, MD

2018 Revenue: \$9,549

Estimated 2019 Revenue: \$18,127

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

Phone: (443) 801-5966

Social Media: Facebook, Instagram, & Twitter @DhremoTherapy

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

Established: 2015

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

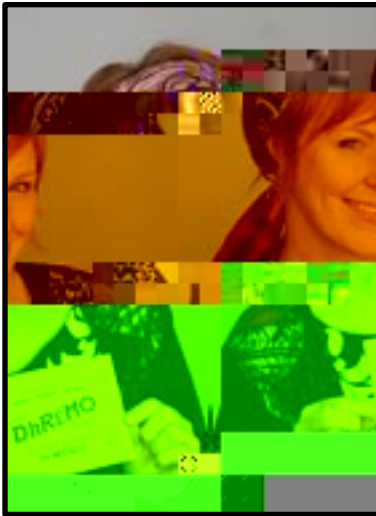
Stage of Business: Existing

Employees: 1 & 5 Interns - 2019

Email: marsha@dhremo.com

Website: www.dhremo.com

Mind the Current/Dhremo Therapy IV Decals



Mindfully Anchored, Inc.

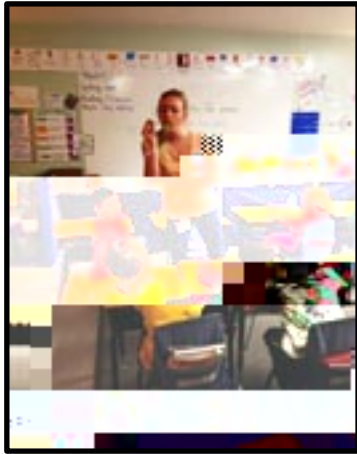
Education - Courses in Mindfulness for Students and the Community



Principal(s): Ashton Donoway
Locations: 1 – Salisbury, MD
2018 Revenue: N/A
Estimated 2019 Revenue: \$17.90 Td (St) \$5.58 rs

Established: 2014
Shore Hatchery Funds: \$5,000 Spring '17
Stage of Business: Existing

Mindfully Anchored, Inc.



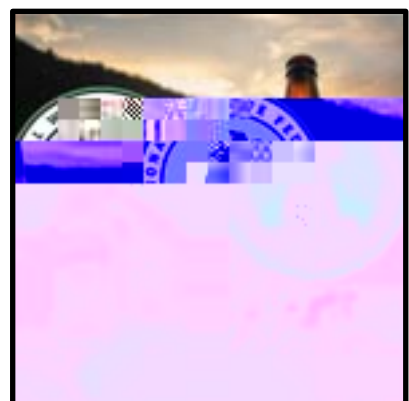
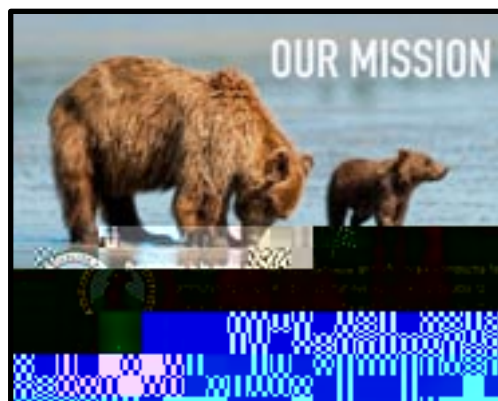
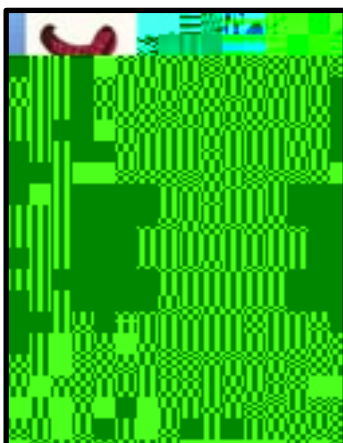
Mobtown Fermentation/Wild Kombucha

Beverage - Specialty Beverage Manufacturing

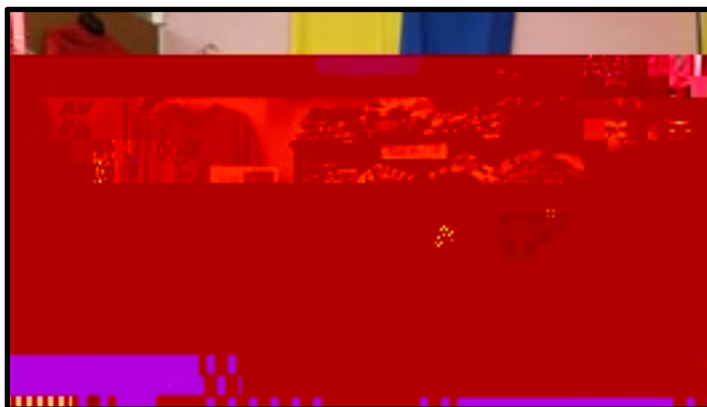
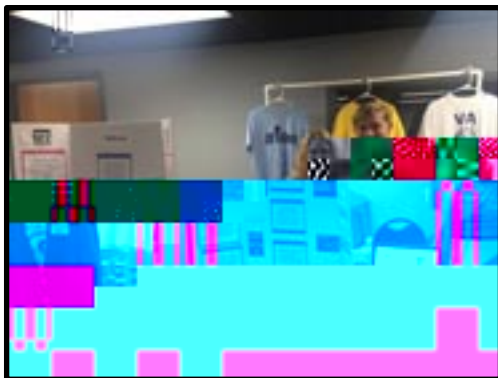
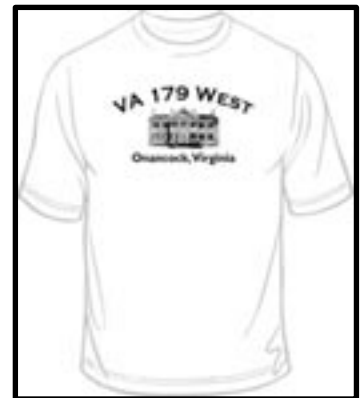


Principal(s): Sidharth Sharma, Adam Bufano, & Sergio Malarin Established: 2014

Mobtown Fermentation/Wild Kombucha

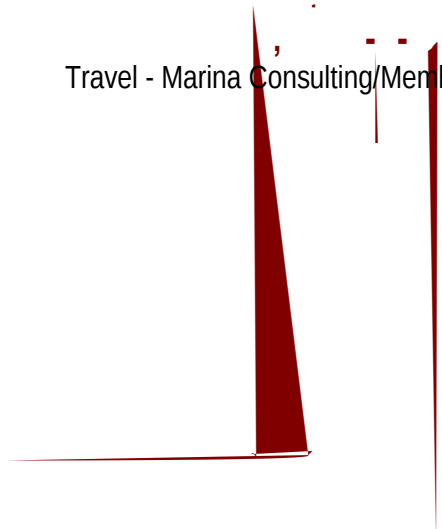


MyRoute Apparel

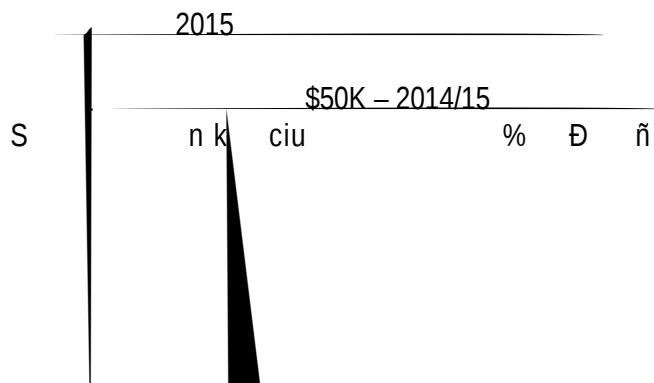




Travel - Marina Consulting/Membership Based Publication and PMS Technology



Principal(s): Dan Cowens, Jen Leroux, Kirk Geatreau,
 & Adam Zilberbaum
 1 – Annapolis, MD – 22 Canada to Caribbean
 2018 Revenue: \$8,600,000







Operational Precision Systems, LLC

Technology - Cloud-Based Web Application Service Software

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Business Description

Operational Precision Systems, LLC (OPS) is an integrated cloud-based environmental monitoring solutions system. It is designed for agencies responsible for testing samples against mandated regulatory standards, yet often they don't have the resources or funding to maintain compliance with the inTr(i)4.4 (e)8.2gI ininRnT(e)8.2g(e)8.2u(n)-1.hl (at4)5.4 (snc)19.1 fysOp [co1)thed rr-II-e

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

Locations: 1 - Salisbury, MD

2018 Revenue: \$5,500

Estimated 2019 Revenue: \$25,000

Alumni: Univ. of Delaware '05 – Lee Beauchamp

Phone: (443) 880-2301

Social Media: Facebook, Instagram, & Twitter @OPSnetllc

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

Established: 2015

Shore Hatchery Funds: \$45,000 - 2015

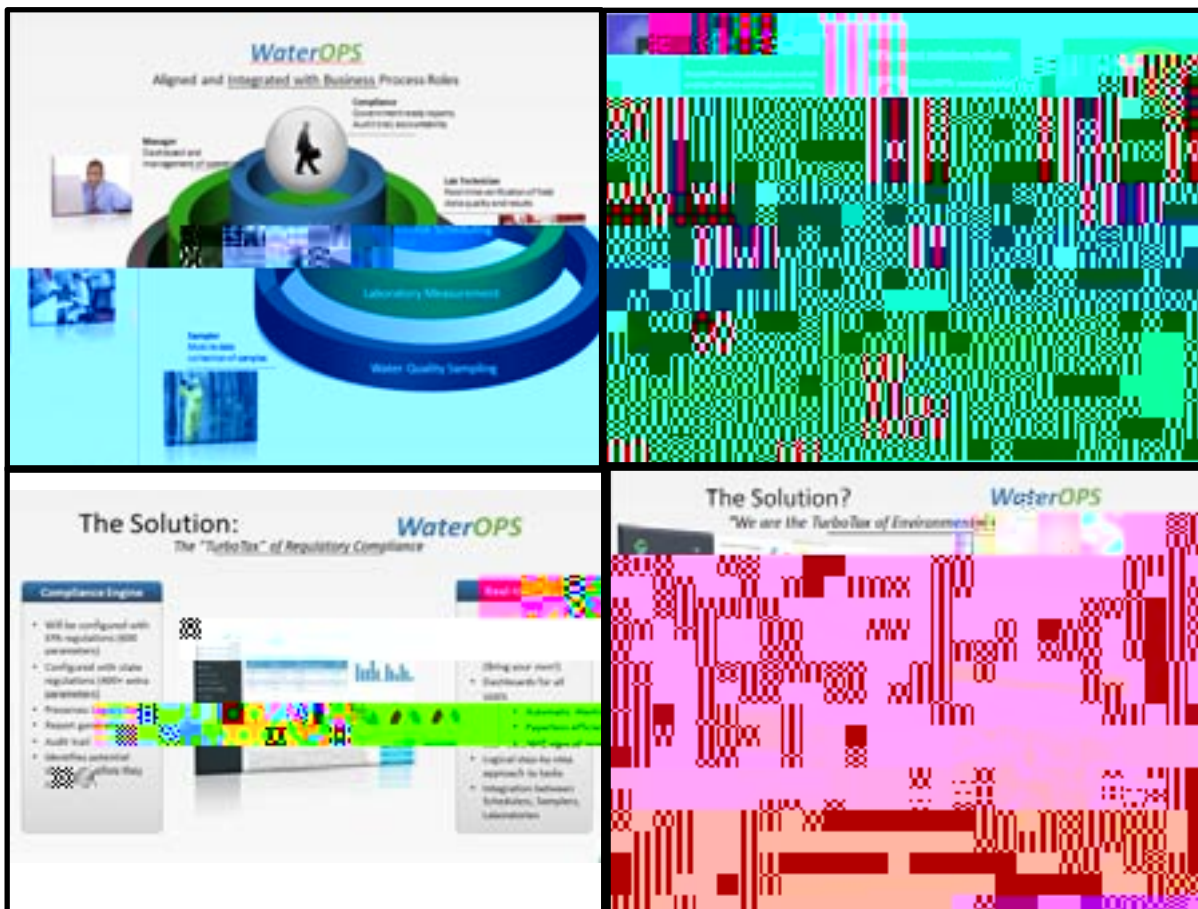
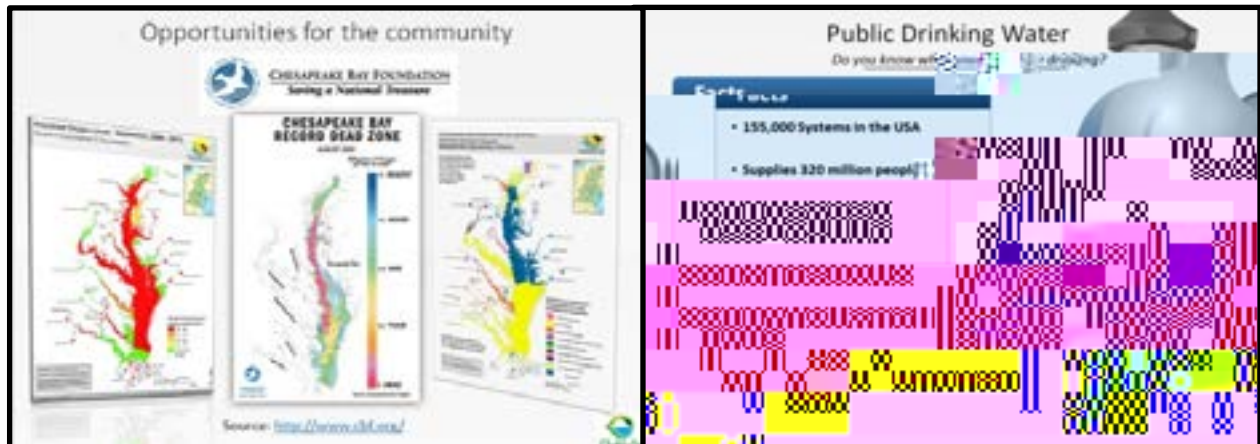
Stage of Business: Development

Employees: 5 - 2019, Add 2 - 2020

Email: webmaster@o-p-s.net

Website: www.o-p-s.net

Operational Precision Systems, LLC



PaverGuide, Inc.

Enviro-Technology - Designs, Manufactures, and Sells Products Used to Reduce Storm Water Runoff

Business Description

PaverGuide, Inc. designs and manufactures products for reducing storm water runoff pollution. PaverGuide is a recycled plastic storm water capture system used to replace stone as a more stable road base and as a high capacity reservoir below permeable pavements. PaverGuide, Inc. also manufactures the deepest grass paver on the market, and the first nutrient and metals storm water filtering media that can be placed in the permeable pavement road base. All of the products provide better performance and a lower installed cost than current products and methods.

Business History

In 2015, PaverGuide, Inc. was established and product sales began in 2016. PaverGuide creates clean runoff by advancing permeable pavement through lowering costs, improving pollutant removal, and reducing environmental impacts. PaverGuide accomplishes this through long term client relationships, employee empowerment and development, and environmental stewardship.

Shore Hatchery Funds, Specific Use, & Role \$35,000 Spring 2016

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

\$1,320,000 – Climate Ventures 2.0; MD Department of Natural Resources (DNR)/Maryland Industrial Partnerships (MIPS)

Research Grants (3); Chesapeake Bay Seed Capital Fund (2); TEDCO; Eastern Shore Entrepreneurship Center; USM Momentum Fund; & Pin Oak.

Accelerators - Imagine H2O; Climate Ventures 2.0; Cambridge SBDC; & Aqualyst.

Results, Expansion, & Significant Milestones
Tooling was purchased, structural capacities reached expectations, and product is being manufactured. The town of Easton will be installing its first sidewalk project this fall and will use PaverGuide for a larger sidewalk project later this year. Last year, the town of Chestertown used PaverGuide at the Chestertown Marina and Ocean City installed the product in a couple of commercial projects. A 40 lot sub division, where PaverGuide will be used in all the driveways, will break ground later this year. Successful municipal projects will lead to scale. In April 2018, a civil engineer was hired and they expect to hire another next month. Also, they have not seen any product issues, in projects that have been installed. The filter media patent application received a favorable response from the International Searching Authority and that the claims included inventive steps. PaverGuide has signed a worldwide license agreement with the University of Maryland to sell the filter media and received a \$300,000 investment from the USM Momentum Fund, which is a \$25 million early-stage investment fund for the most promising and innovative ideas in the market place.

Principal(s): Charles White & Andy Whaley

Locations: 1 - Worton, MD

2018 Revenue: \$51,269

Estimated 2019 Revenue: \$400,000

Alumni: Morgan State '74 – Charles White

Phone: (866) 721-3590

Social Media: N/A

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

Established: 2015

Shore Hatchery Funds: \$35,000 - 2016

Stage of Business: Existing

Employees: 1 - 2019, Add 1 - 2020

Email: cw@paverguide.com

Website: www.paverguide.com

Picklehead, LLC/Tip Tough

Retail - Makers of Tip Tough Finger Protector



Principal(s): RJ Batts & Lori Batts
Locations: 1 - Salisbury, MD (14 Stores)

Established: 2016
Shore Hatchery Funds: \$15,000 - 2016

Picklehead, LLC/Tip Tough



Scrub Nail Boutique

Beauty - Membership Based Nail Salon



Principal(s): Jasmine Simms
1 – Baltimore, MD
2018 Revenue: N/A
Estimated 2019 Revenue: N/A
Alumni: Anne Arundel Community College '12
Phone: (443) 869-6470
Social Media: Facebook & Instagram @scrubnailboutique

2013
\$20,000 - 2017
Stage of Business: Existing
4 - 2019
Email: hello@scrubnailboutique.com
We

Shea Radiance/Agrobotanicals, LLC

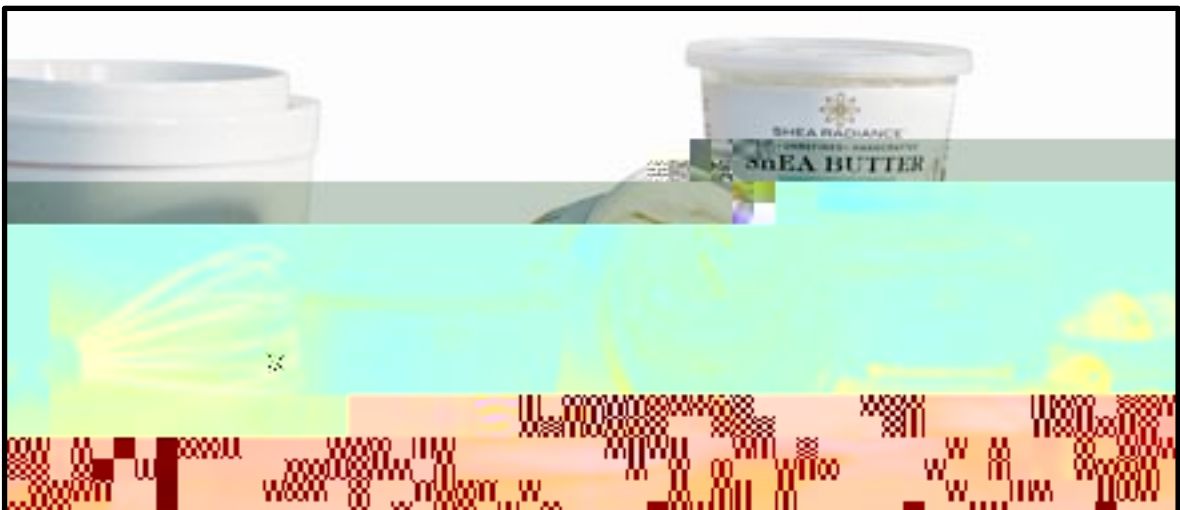
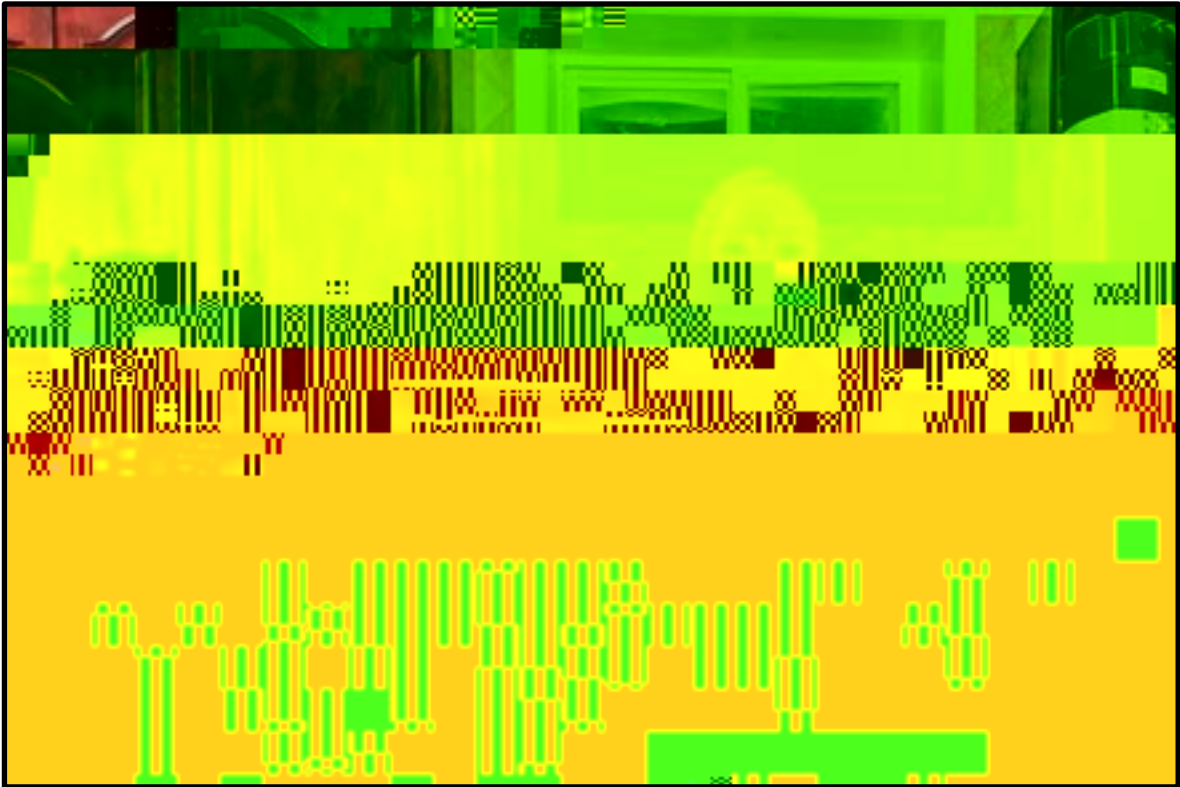
Beauty - Manufacturing, Wholesale and Retail



Principal(s): Funlayo Alabi & Shola Alabi
Locations: 1 - Ellicott City, MD
2018 Revenue:

Established: 2008
Shore Hatchery Funds: \$20,000 - 2018

Shea Radiance/Agrobotanicals, LLC



Shore Inspections, LLC

Environmental – Lead Paint Inspections

Principal(s): Zach Bankert
Locations: 1 - Salisbury, MD
2018 Revenue: \$37,500

Established: 2014
Shore Hatchery Funds: \$15,000 - 2014

Soccer Office/Sports Office 365

Technology - Virtual Youth Sports Administration



Business Description

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

Business History

Principal(s): Jamie Lowe, Sam Charles, & Joshua Tanavage,	Established: 2015
Locations: 1 - Salisbury, MD	Shore Hatchery Funds: \$25,000 - 2016
2018 Revenue: \$100,000	Stage of Business: Existing
Estimated 2019 Revenue: \$200,000	Employees: 3 - 2019, Add 3 - 2020
Alumni: Salisbury Univ. '15 - Jamie Lowe, '15 - Sam Charles & '18 – Josh Tanavage	Email: jamie@socceroffice.com
Phone: (443) 267-3100	Website: www.socceroffice.com
Social Media: Facebook, Instagram, & Twitter @SocOffice	
Business Address: 1732 Broad Street Pocomoke City, MD 21851	

Soccer Office/Sports Office 365



Team Runner



Stock Scholars

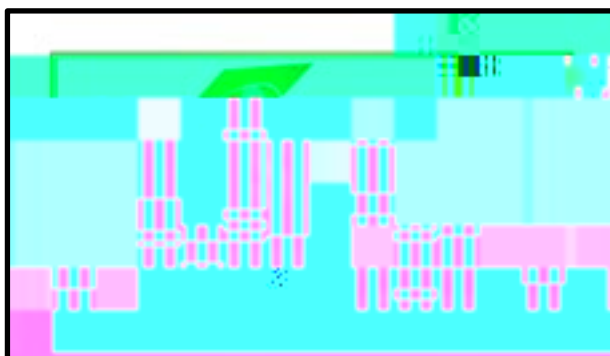
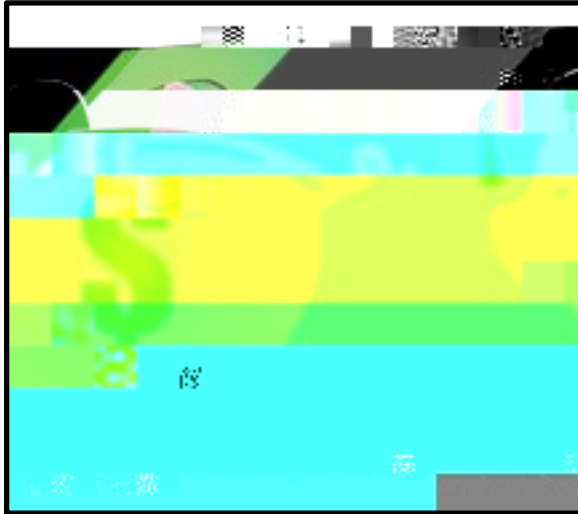
Education - Technology Software



Principal(s): Marvin Li
Locations:

Established: 2016

Stock Scholars



Retail – Mobile Accessory



Principal(s): Shelley Wetzel

Viyan Motorsports

Retail - Motorcycle Accessories



Business Description

Viyan Motorsports specializes in making safety oriented accessories with innovative technology. Viyan is currently using art as a catalyst for conversation between riders and non-riders alike. They have gone around the community and placed their work in stores to show the community how art and motorcycles come together and change how the world views the ride. Viyan's goal is to change the negative stigma associated with motorcyclists, so that they look for each other on the road.

Business History

Megan Newcomer began her first business venture as an undergraduate student at Salisbury University (SU) while earning degrees in Marketing & Management & Fine Arts. Viyan's first venture was Neuro Helmet Systems, which was started with another SU student and Megan's brother Matthew. Their startup was a motorcycle helmet accessory company, specializing in advanced technology, located in Salisbury, Maryland. The first product was a helmet offering a heads-up display. During their first venture, they learned how to create a marketing campaign to establish a market for their product, develop a website, and develop a working MVP. They also learned how to make modifications and changes to keep the product moving forward, and create a trade mark. During the process of creating a trademark, they decided it was best to abandon the heads-up display due to a competitor filing a patent. The team decided to shift focus to motorcycle accessories. In 2017, Megan, Matthew, and Ben Malesh created their new company Viyan Motorsports, which will manufacture and sell motorcycle accessories, staying within the same industry. Viyan began developing new small products to build a revenue

stream and began developing disruptive innovation for motorcycles.

Shore Hatchery Funds, Specific Use, & Role
\$10,000 Fall 2016 & \$15,000 Spring 2017

The Shore Hatchery funds were used to develop their original heads up display prototype, marketing, a website, and a patent search. With the latest round of funds and mentoring they transitioned to the new company, formed the LLC, created a new website, and began product assembly and development.

Additional External Funds & Accelerators

\$29,500 – Salisbury University Student Entrepreneurship Competitions.

Accelerators – Salisbury University's Entrepreneurship Hub

Results, Expansion, & Significant Milestones

In 2017, the team started a new market research study with TEDCO to prove there was a market for smart mirrors. With the transition to the new company it broadened their product portfolio to begin the development of disruptive innovation, to develop technology to increase situational awareness, and partnered with existing companies within the industry. In 2018, Viyan launched its website and made its first sale! At the end of 2018, Ben Malesh left Viyan Motorsports.

IP, Copyrights, & Trademarks

Coming soon.

Promotional Opportunities & Giving Back

They will begin a used gear

Principal(s): Megan Newcomer & Matthew Newcomer

Locations: 1 – Mount Airy, MD

2018 Revenue: \$240.98

Estimated 2019 Revenue: \$1,000

Alumni: Salisbury University '17 – Megan Newcomer

Phone: (443) 605-4451

Social Media: Facebook, Instagram, & Twitter @ViyanMotorsports Website: www.viyanmotorsport.com

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

Established: 2016

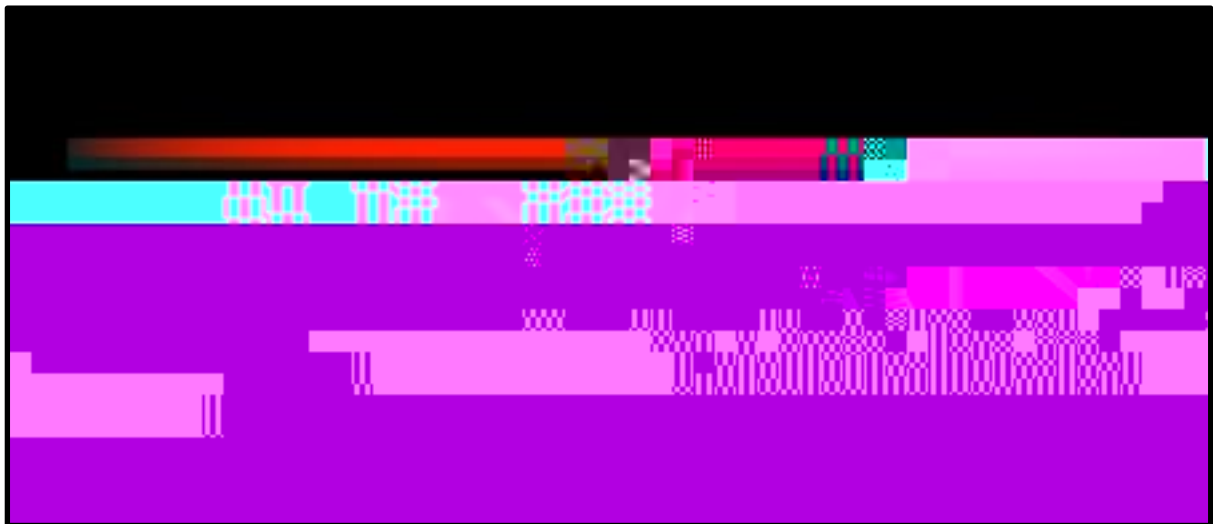
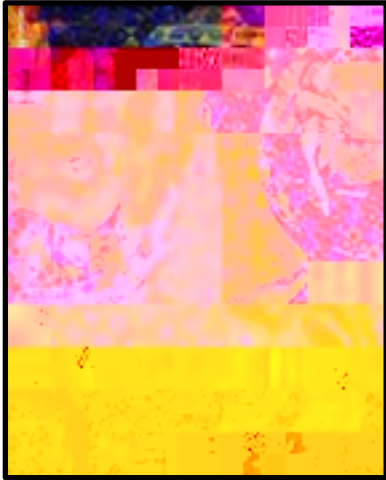
Shore Hatchery Funds: \$25K – 2016/17

Stage of Business: Existing

Employees: 0 - 2019

Email: info@viyanmotorsport.com

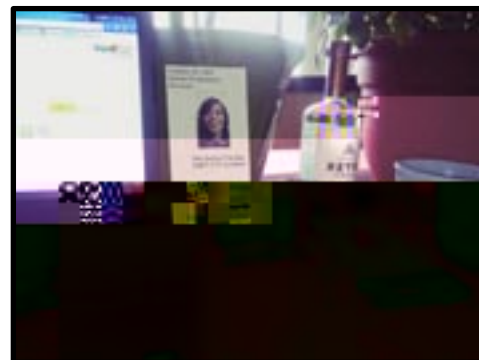
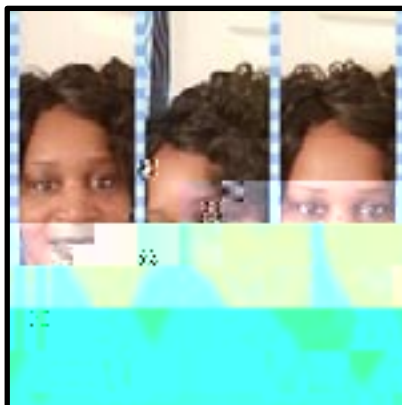
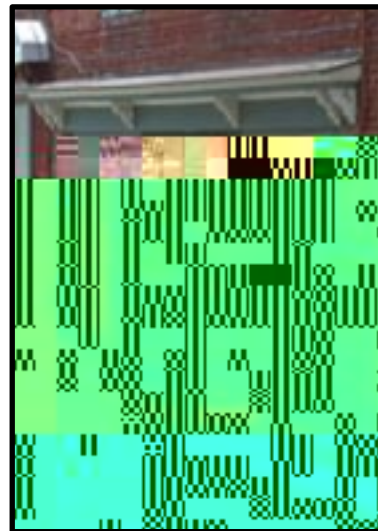
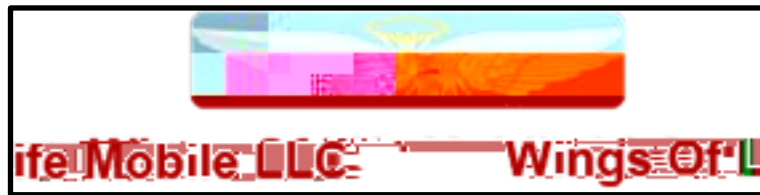
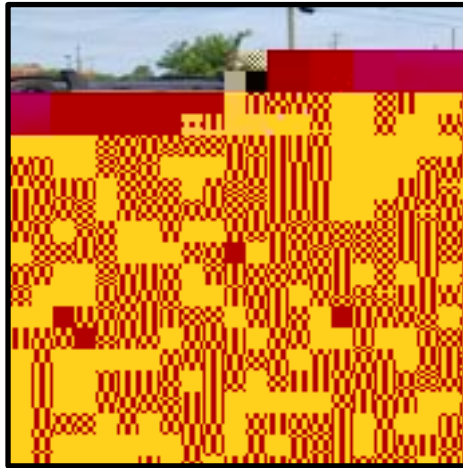
Viyana Motorsports



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Wings of Life Mobile, LLC



Zero Gravity Creations/Topology/DBA Magma Build Studios

Retail - Fabrication and Production of Lighting, Furniture, Faucets, Fine Art, & Décor



Principal(s): Tim McFadden
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Zest Tea

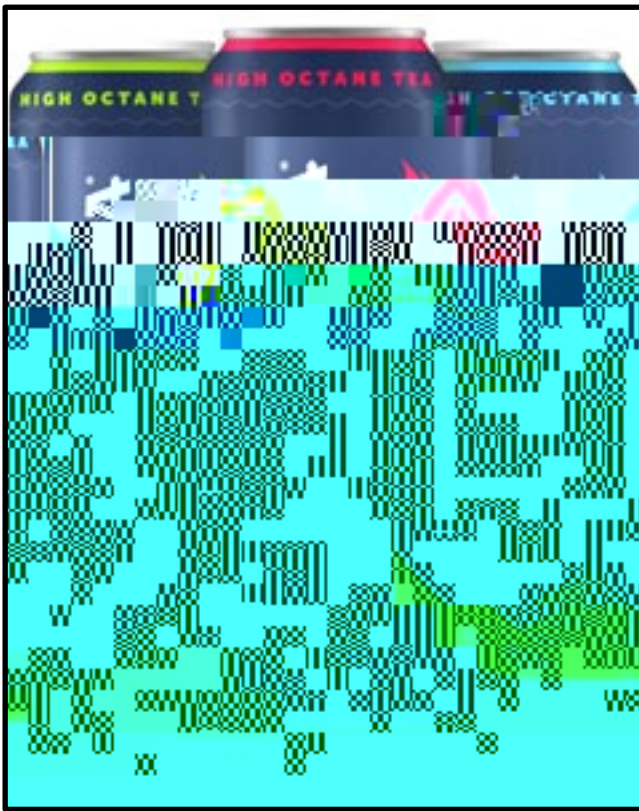
Beverage - Tea Based Energy Beverage Company



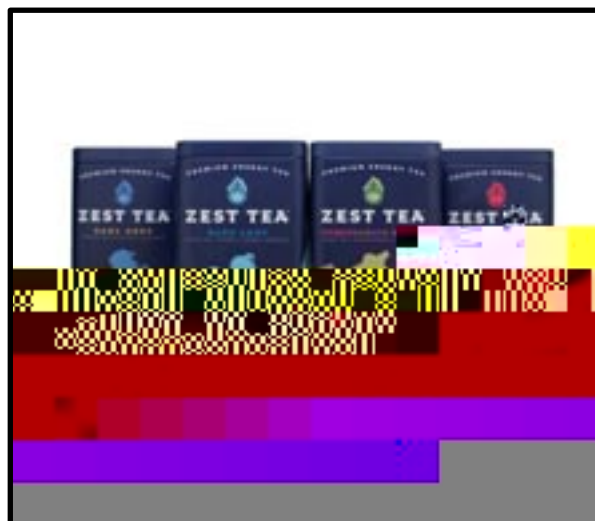
Principal(s): James Fayal
Locations:

Established: 2014

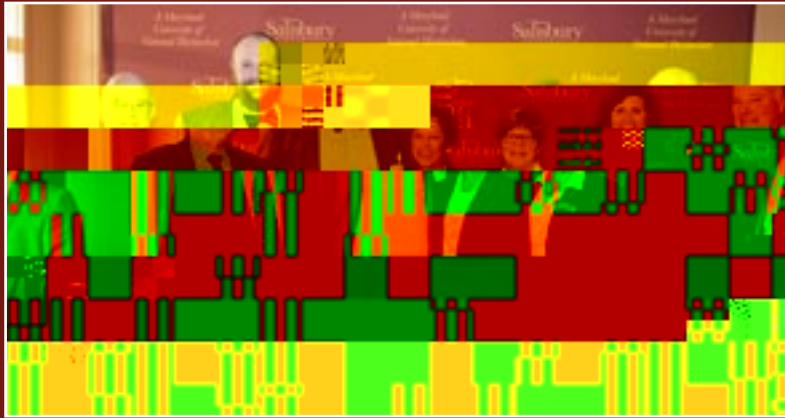
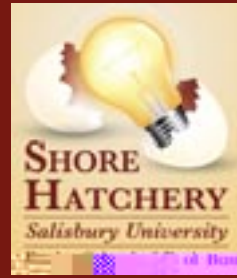
Zest Tea

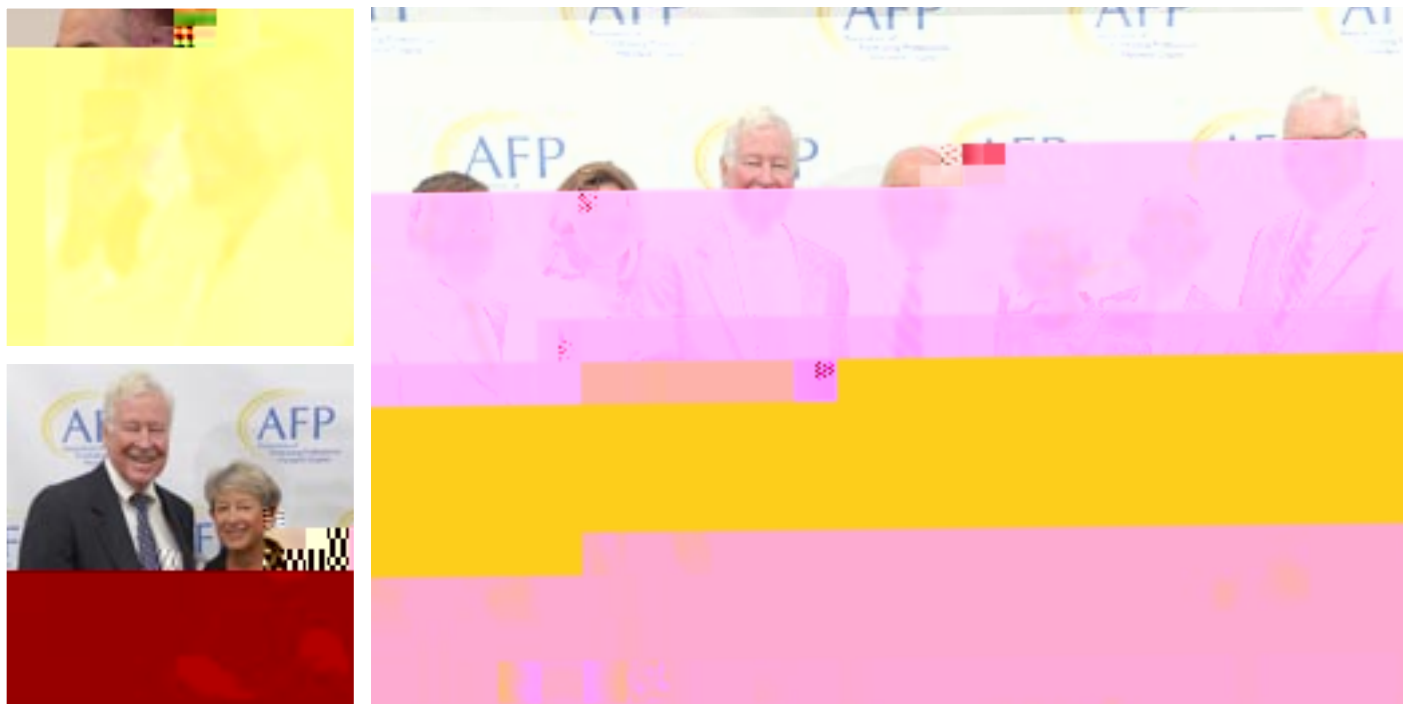


ZEST  **TEA**



PHILIP E. & CAROLE R. RATCLIFFE FOUNDATION





Carole Ratcliffe was the matriarch of the Philip E. & Carole R. Ratcliffe Foundation that supports our Shore Hatchery Competition. We are thankful for her ongoing support of our Entrepreneurship Program in the Perdue School of Business at Salisbury University. Her presence in her front row seat of the Shore Hatchery will be greatly missed.

PHILIP E. & CAROLE R.
RATCLIFFE
FOUNDATION

www.theratcliffefoundation.org



shorehatchery.salisbury.edu

