

Philip E. and Carole R. Ratcliffe Foundation

Shore Hatchery Program at Salisbury University

ANNUAL REPORT 2024



PHILIP E. & CAROLE R.
RATCLIFFE
FOUNDATION



SHORE
HATCHERY

FRANKLIN P. PERDUE
SCHOOL OF
Business

Salisbury
UNIVERSITY

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Foundations of INNOVATION

The Story of the Shore Hatchery Competition

The Shore Hatchery competition was established in 2013 with generous contributions from the Philip E. and Carole R. Ratcliffe Foundation. Over the past 11 years, the competition has distributed over \$2 million in funds to Mid-Atlantic startups and aspiring entrepreneurs. Our goal is to help entrepreneurs overcome critical obstacles to venture formation and growth with cash grants of up to \$50,000, leading to the creation of new jobs.

Around 60 companies apply for funding each year. Half are selected to compete in all-day competition events, which occur twice a year during the fall and spring semesters. Each event consists of an exhibit tradeshow and a pitch competition. The competition judges are business and community leaders from the Eastern Shore and representatives of the Ratcliffe Foundation. Between 10-15 companies are ultimately awarded a share of the \$200,000 in funds distributed

annually. Winners are also matched with members of the judging panel for mentorship.

Winners have self-reported estimated profits of \$98 million and created over 1,000 jobs over the past decade. The Shore Hatchery has drawn national attention, including auditions for the ABC-TV series *Shark Tank*. Winners like Tania Speaks organic skincare, The Frozen Farmer ice cream, and Tip Tough finger protector have appeared on national TV networks, securing investment deals and showcasing the competition's success in fostering entrepreneurship.

The Shore Hatchery Competition continues to honor the vision of Philip and Carole Ratcliffe, supporting young entrepreneurs and contributing to the regional economy. With ongoing support from the Ratcliffe Foundation and a strong network of mentors and resources, the competition remains a cornerstone of entrepreneurial development at Salisbury University and the Mid-Atlantic region.

The Shore Hatchery competition is administered by the entrepreneurship program operated by the Perdue School of Business at Salisbury University. Shore Hatchery complements the program's other initiatives such as the Student Entrepreneurship Competitions and the Dave and Patsy Rommel Center for Entrepreneurship.

Learn more at:

salisbury.edu/entrepreneurship

FRANKLIN P. PERDUE
SCHOOL OF
Business



When SU partnered with Carole Ratcliffe and the Ratcliffe Foundation to create the Shore Hatchery program in 2013, we set out to help local entrepreneurs start or grow their businesses quickly, and the success we've seen from this program is exponential."

- **SU President Carolyn Ringer Lepre**



2024 IMPACTS

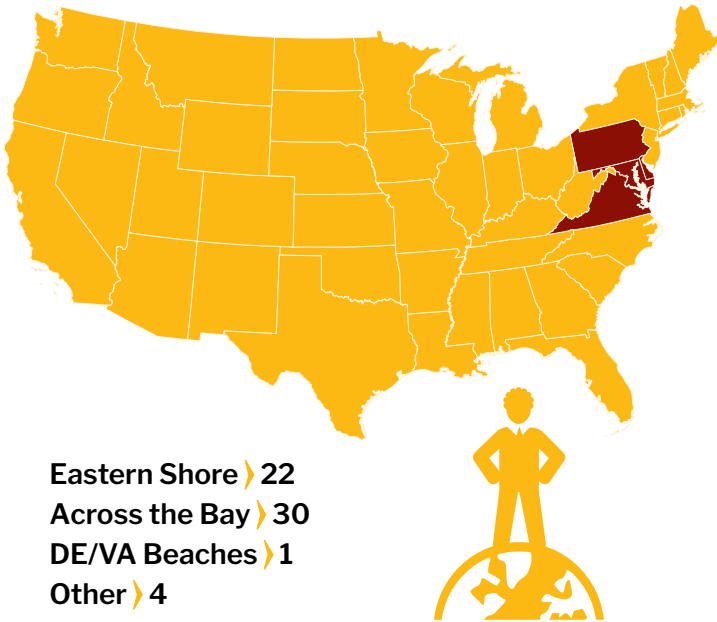


\$22,181,242
ANNUAL REVENUE



98
JOBS CREATED

57 TOTAL BUSINESS LOCATIONS



\$2,190,000
AWARDED TO DATE

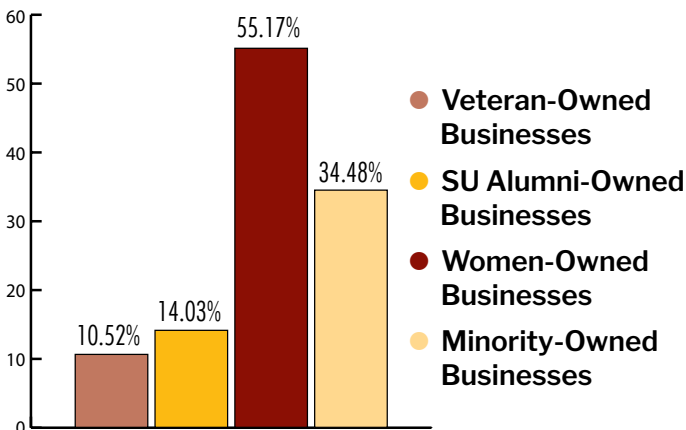


SECTORS REPRESENTED

- Food & Beverage > 14
- Health Care > 10
- Retail > 10
- Technology > 8
- Education > 4
- Manufacturing > 4
- Beauty > 1
- Environmental Services > 1
- Property Management > 1
- Recreation > 1
- Sports Instruction > 1
- Travel > 1
- Workforce Development > 1



106
ESTIMATED EMPLOYEES HIRED IN 2024



Learn more at:
shorehatchery.salisbury.edu



FALL 2023 Competition Winners



Relaxation beverage company
Baltimore, MD • \$35,000



Gift baskets, boxes, and
care packages
Berlin, MD • \$25,000



COUNTER-INTUITIVE COOKING

Countertop freezer and
oven robot
Eldersburg, MD • \$10,000



Wood and digital fabrication shop
Baltimore, MD • \$10,000



Dance instruction, classes,
and performances
Salisbury, MD • \$10,000



Powerless headset that
improves sound quality
Upper Marlboro, MD • \$8,000



Restorative aquaculture company
Baltimore, MD • \$5,000

SPRING 2024 Competition Winners

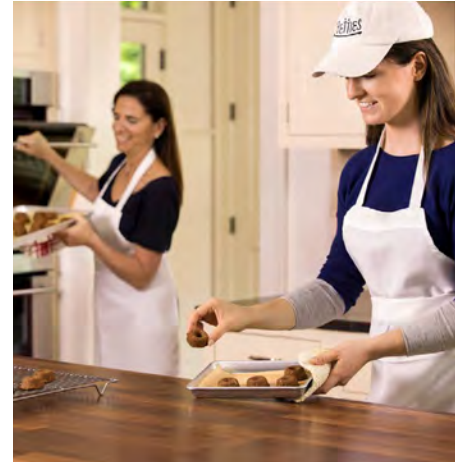


THE SCIENCE NERDS
ENTER THE LABORATORY

Interactive science education
Berlin, MD • \$37,000



Healthy, gourmet donuts
Baltimore, MD • \$26,000



Innovative materials science
Wilmington, DE • \$10,000



Advanced health care solutions
Pittsburgh, PA • \$10,000

MANDALA PIES

beautiful pies for beautiful people



Handcrafted pies and cookies
Berlin, MD • \$5,000



Italian gelato business
Washington, DC • \$5,000



CAST 26 COFFEE
(formerly Iron Skillet Coffee)

Iron-skilled roasted coffee
Berlin, MD • \$5,000

MaQlar
HAIR CARE

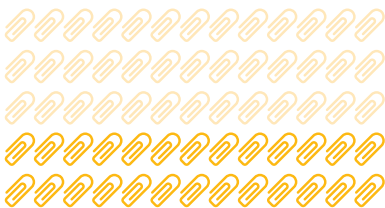
Organic hair remedies
Salisbury, MD • \$2,000

Eastern Shore ECONOMIC DEVELOPMENT

A primary purpose of the Shore Hatchery competition is to **promote economic development** on the Eastern Shore. Over the past five years, we have funded 26 Eastern Shore startups, including seven of the 15 competition winners this past year. These funds often go to **help these local businesses expand** their operating capacity or market reach by purchasing equipment or accessing new professional services. Winners typically have strong market validation and revenue.

98 
Employees: Regional Hiring

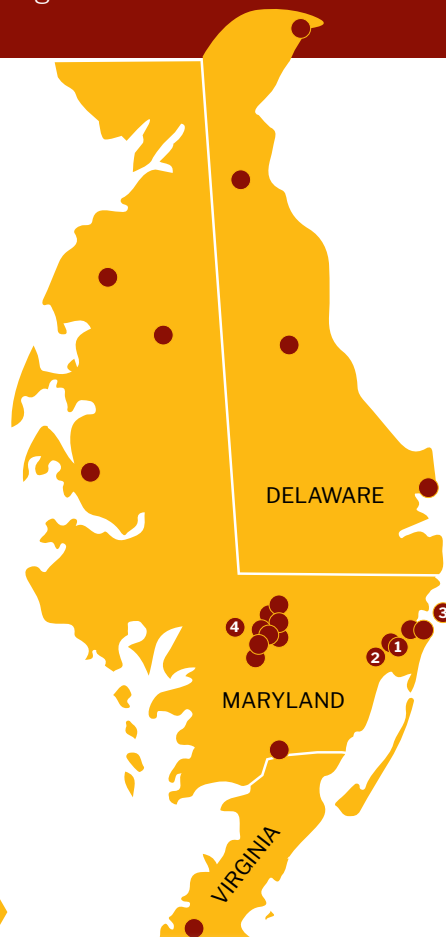
38.60%
Eastern Shore/
Delmarva Companies



26 Eastern Shore-Based
Startups 2019-2024

EASTERN SHORE WINNERS

- 360VR Technology
- An Optical Galleria, LLC
- Atlantic Portable X-Ray
- Beauty in the Scars Corporation, DBA BITS Cleaning
- Breathe Interiors, LLC
- The Buzz Meadery
- Cast 26 Coffee (formerly Iron Skillet Coffee)
- CLUTCH by Tia Dash
- Driven Physiotherapy, LLC
- Earth Systems Management, LLC
- Ferretly
- Friendly Goods Company
- Galaxy Gymnastics
- Gifts Fulfilled, LLC
- K9 Precision, LLC
- Mandala Pies
- MaQLar Hair Care
- Minds in Motion
- Mosaic Counseling and Wellness
- Real Vibez Productions
- Resolved Property Solutions
- Salisbury Dance Academy
- Science Nerds
- Simple Assist Therapeutics, LLC
- Sindri Materials
- World Travel Comix



NEW WINNER!

Cast 26 Coffee¹ (formerly Iron Skillet Coffee) (Spring 2024)

Cast 26 Coffee founder Jeff Smith of Berlin, MD, won \$5,000 to help him build a new roaster machine for his craft coffee business. The company makes roasted coffee in a cast iron pot similar to how the original coffee drinkers in Ethiopia did it a few millennia ago. This process gives coffee brewed from his beans a distinctive, rich flavor. The new device will partially automate the roasting process and increase batch sizes, enabling Cast 26 Coffee to increase production.

Science Nerds² (Spring 2024)

Former Worcester Preparatory School science teachers Jennifer Corron (SU alumnus '04) and Lindsey MacWha (SU alumnus '06), of Berlin, MD, impressed the judges with their mission of inspiring and educating while making science fun. Launched during the pandemic to support distance learning, Science Nerds sells science kits to help teachers implement exciting hands-on science activities in the classroom. The duo makes every kit by hand and tailors scientific experiences to all learning levels. Science Nerds received \$37,000 to add production capacity to expand their market reach and hire additional employees.

NEW WINNER!



All of the assistance through Shore Hatchery has been phenomenal. Between Rick helping us with the outline of the competition to the press after we won, meeting and networking with other business owners, it has all been a huge asset.”

Atlantic Portable X-Ray³ (Spring 2023)

Atlantic Portable X-Ray (APX) of Ocean City, MD, is still developing their portable ultrasound technology. However, the company more than doubled their income in 2023 to over \$100,000; expanded services to Sussex County, DE; and signed their first corporate contract with a facility. This past year President Sara Aquino was nominated for the 2023 MCE Palmer Gillis Entrepreneur of the Year Award and was voted the 2024 Community Partner in Coastal Hospice's Excellence in Quality-of-Life Award.



We are overwhelmed with gratitude for the support we have received from our community over the last three years. Our love for this area and the people in it is locally grown, and feeling like we are making a difference here has been a dream come true.”



Driven Physiotherapy⁴ (Spring 2023)

Driven Physiotherapy of Salisbury, MD, achieved \$155,000 in revenue in 2023. Shore Hatchery funding was used to obtain industry-specific training to expand the company's remote offerings. This past year, Driven Physiotherapy opened a new location in Rehoboth Beach and hired their first full-time physiotherapist.

TECHNOLOGY & COMMERCIALIZATION

The Shore Hatchery competition also supports technology startups. These businesses leverage new technology to produce **innovative products or services**. Tech companies have the potential to scale rapidly and generate many jobs. However, technology startups are risky ventures, and the majority do not survive to become large businesses. It is a high-risk, high-reward proposition. We often invest early on in a technology startup's lifecycle when the risk is highest and funding is very hard to find. Our awards typically go to assist with prototype development and securing intellectual property protection during the pre-revenue period. Shore Hatchery provides essential funding that helps these entrepreneurs continue to **advance their concepts** and bring new products to market.

40%

Firms with Some Form of Intellectual Property (IP)



\$4,257,500

Tech-Based Funding Secured (All Time)

13 Technology-Based Startups 2019-2024

TECHNOLOGY FUNDED BY SHORE HATCHERY



Korion Health
Electronic Stethoscope (Spring 2024)



Rip Current Sports
Bilateral Kickboards (BKBs) (Spring 2021)



Simple Assist
Mobility Assisting Therapeutic Apparatus (Spring 2022)



Counter-Intuitive Cooking

(Fall 2023)

Counter-Intuitive Cooking received \$10,000 from Shore Hatchery to help advance the prototype Celcy, a home meal preparation appliance and software platform. The Eldersburg, MD, company has subsequently begun its first production unit run with a manufacturing partner, with sales expected by the end of the year. Counter-Intuitive Cooking raised an additional \$440,000 from grants, venture capital funds, angel investors, a crowdfunding campaign, and other sources last year.

Sindri Materials (Spring 2024)

Sindri Materials is a very early-stage startup company commercializing a unique method for graphene production. The Wilmington, DE-based company was awarded \$10,000 from Shore Hatchery to advance their capabilities and their first-generation system has officially gone live. The company was listed in Technical.ly's Delaware RealLIST Startups as one of the top 10 startups in health care and established a new collaboration with the University of Delaware to develop prototypes for important gene therapy research.

NEW WINNER!



Shore Hatchery has provided Sindri Materials with \$10,000 in funds to accelerate their year-one, go-to-market initiatives by supporting critical product development needs. This will enable initial revenues and lead to the expansion of Sindri's workforce with multiple new hires over the next year. Additionally, Shore Hatchery has begun making mentor introductions to support Sindri in key growth areas surrounding IP management and market strategies."

BrickRose Exchange (Spring 2023)

The \$10,000 in funding awarded to BrickRose Exchange by Shore Hatchery in 2023 was used for technology infrastructure investments and staffing. The Baltimore, MD, company provides training and consulting for the application of advanced technologies such as artificial intelligence (AI) and virtual reality (VR). The firm achieved significant milestones this past year, including acquisition of a TEDCO grant, a major client doubling the value of their contract, and new international project engagements in Jamaica and the Bahamas. The company has now upskilled 600 local community members in these emerging technologies.



Shore Hatchery has played a pivotal role in our business by providing press exposure, internship resources, and valuable business advice."



Maryland Energy and Sensor Technologies (Spring 2021)



Shore Hatchery awarded Maryland Energy and Sensor Technologies \$25,000 in funding for prototype development and market analysis in 2021. This past year the company has received new funding to advance their project, including a \$143,000 SBIR award from the Department of Defense (DoD) and \$5,000 from a Maryland Energy Innovation Accelerator (MEIA) grant. The company now reports six employees and works with local high schools to demonstrate AI robotic education to inspire young minds.

SUSTAINABILITY & SOCIAL IMPACT

The Shore Hatchery competition takes an interest in companies that make a positive impact in our region and around the world. The program seeks to support social entrepreneurs and, occasionally, nonprofit startups that are **committed to making a difference**. We also track how our funded companies **give back to their communities** in other ways.

55.17%  Women-Owned Businesses



 **34.48%** Minority-Owned Businesses

12 Companies That Give Back

CREATING A POSITIVE IMPACT >



Gifts Fulfilled
Bringing joy and comfort through thoughtful gift-giving and creating jobs for people with disabilities in our local community.



SIMPLi
Creating regenerative organic-certified supply chains that empower farmers and provide healthy, sustainable food to communities.



Chow Corp
A nonprofit designed to provide services for military veterans through cooking therapy, cookware donations, and culinary education, and business advice for anyone from home chefs to aspiring food truck or restaurant owners.



SIMPLi (Fall 2021)

SIMPLi has grown to be a global leader in regenerative agriculture. The Baltimore company exceeded \$9 million in revenue in 2023 and employs over 40 people. Its business model pays local farmers above market-price to alleviate extreme poverty and inequality in global farming communities. SIMPLi also proudly supports medical campaigns and donates infrastructure, equipment, and goods in these villages for long-term impact. This past year Ernst & Young LLP named co-founder of SIMPLi, Sarela Herrada, Entrepreneur of the Year for being the leading maker of regenerative organic pantry staples.

Gifts Fulfilled (Fall 2023)

Gifts Fulfilled, based in Berlin, MD, is a social enterprise that employs individuals with disabilities to make gift baskets for sale online. The company used the \$25,000 awarded last fall to purchase new equipment that allowed it to create customized gifts. This has added a new revenue stream for the organization.

NEW WINNER!



Our company mission is job creation for people with disabilities. As we grow revenues, we will be able to add additional employees. Thank you for allowing us to be part of the Shore Hatchery alumni!”

An Optical Galleria (Spring 2023)

An Optical Galleria (Centerville, MD) was awarded \$15,000 in 2023 to purchase new manufacturing equipment to expand its production capacity for Hook Optics polarized sunglasses. The company now employs 15 people and achieved \$1.7 million in sales in 2023. An Optical Galleria gives back to the community through donations of its products to the Ocean City Beach Patrol and the Freedom Alliance, a wounded war veterans group. This past year, the company supported Tuna and Tiaras, a ladies-only fundraising tuna fishing tournament for Women Supporting Women in Salisbury. Women Supporting Women is a nonprofit that offers free services assisting individuals affected by cancer.



We express our sincere appreciation for the grant funding, but most importantly, we are even more grateful to the Shore Hatchery Committee for believing in our family business. A heartfelt THANK YOU for everyone’s time and efforts, especially to the Perdue family for their impactful support, which has made a significant difference in so many communities and businesses, including ours. We are grateful.”



Chow Corp (Spring 2021)

Chow Corp (DBA Let’s Chow) was awarded \$15,000 from Shore Hatchery back in 2021 to purchase a food truck. The Annapolis, MD, nonprofit now operates five food trucks across the country. Chow Corp supports America’s veterans and military spouses by providing a pathway to learn vocation skills in the culinary arts. Veteran owner/operators of the organization’s food trucks receive training, supply chain support, branding, and technical support. In addition, 18 veteran-owned businesses support the company as suppliers and business partners. Profits generated from these trucks are funneled into cooking therapy, cookware donations, and culinary education for veterans and military families.

BUSINESS INDEX

This business index provides information regarding Shore Hatchery winners within the last five years.

Absurd Snacks >



Principal(s): Grace Mittl, Eli Bank

Location(s): 1 - Richmond, VA

Year-End Revenue 2023: \$53,000

Estimated Year-End Revenue 2024: \$105,000

Phone: 610-392-3925

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

Industry: Food and Beverage

Business Address: 1717 E. Cary St. | Richmond, VA | 23223

Established: 2022

Shore Hatchery Funds: \$20,000 - 2022

Stage of Business: Existing

Employees: 0 - 2024, Add 1 - 2025

Email: info@absurdsnacks.com

Website: absurdsnacks.com



An Optical Galleria, LLC/Hook Optics >



Principal(s): Niki Pino, Robert Pino

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

Year-End Revenue 2023: \$1,700,000

Estimated Year-End Revenue 2024: \$1,800,000

Phone:

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

Social Media:

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

Industry: Retail

Business Address:

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

Established: 2002

Shore Hatchery Funds: \$15,000 - 2023

Stage of Business: Existing

Employees: 15 - 2024, Add 0 - 2025

Email: anopticalgalleria@yahoo.com

Website: eyesandart.net, hookoptics.com



Atlantic Portable X-Ray >



Principal(s): Sara Noyes Aquino, Gavin Aquino, Mike Noyes
Location(s): 2 - Ocean City, MD; Bethany Beach, DE
Year-End Revenue 2023: \$113,781
Estimated Year-End Revenue 2024: \$170,000
Phone: 410-433-4747 or 888-524-XRAY(9729)

Social Media: Facebook, Instagram, & LinkedIn: @atlanticportablexray
Industry: Health Care
Business Address: 9748 Stephen Decatur Hwy. | Suite 113 | Ocean City, MD | 21842
Established: 2021
Shore Hatchery Funds: \$40,000 - 2023
Stage of Business: Existing
Employees: 0 - 2024, Add 2 - 2025
Email: info@apxray.com, atlanticportablexray@gmail.com
Website: apxray.com



Beauty in the Scars Corporation, DBA BITS Cleaning >



Principal(s): Liz Day
Location(s): 1 - Salisbury, MD
Year-End Revenue 2023: N/A
Estimated Year-End Revenue 2024: N/A

Phone: 410-849-9078
Social Media: Facebook, Instagram, & TikTok: @BITSCLEANING
Industry: Environmental Services
Business Address: PO Box 3883 | Salisbury, MD | 21802
Established: 2021
Shore Hatchery Funds: \$20,000 - 2022
Stage of Business: Existing
Employees: 4 - 2024, Add 0 - 2025
Email: info@bitscleaning.com
Website: bitscleaning.com



BUSINESS INDEX

Benson Outfitters, DBA Fin Outdoor Recreation, LLC >



Principal(s): Kelly Benson

Location(s): 1 - North East, MD

Year-End Revenue 2023: \$42,000

Estimated Year-End Revenue 2024:
\$60,000

Phone: 833-736-8346

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

Industry: Recreation

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

Established: 2021

Shore Hatchery Funds: \$10,000 - 2022

Stage of Business: Existing

Employees: 2 - 2024, Add 1 - 2025

Email: kelly@bensonoutdoors.com

Website: <https://findf.in>



Breathe Interiors >



Principal(s): Jessica McCarthy

Location(s): 1 - Salisbury, MD

Year-End Revenue 2023: \$75,000

Estimated Year-End Revenue 2024:
\$75,000

Phone: N/A

Social Media: Facebook & Instagram:
@breatheinteriors.sby

Industry: Retail

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

Established: 2022

Shore Hatchery Funds: \$7,000 - 2023

Stage of Business: Existing

Employees: 1 - 2024, Add 0 - 2025

Email: breatheinteriors.sby@gmail.com

Website: N/A



BrickRose Exchange >



Principal(s): Bianca Jackson
Location(s): 1 - Baltimore, MD
Year-End Revenue 2023: \$154,877
Estimated Year-End Revenue 2024: \$400,000

Phone: 667-210-2138
Social Media: LinkedIn: @biancajjackson
Industry: Technology
Business Address: 2216 Boston St. | Baltimore, MD | 21231
Established: 2019
Shore Hatchery Funds: \$10,000 - 2023
Stage of Business: Existing
Employees: 9 - 2024, Add 2 - 2025
Email: info@brickroseexchange.org
Website: brickroseexchange.org



Buzz Meadery >



Principal(s): Megan Hines, Brett Hines
Location(s): 1 - Berlin, MD
Year-End Revenue 2023: \$23,000
Estimated Year-End Revenue 2024: \$25,000

Phone: 240-997-2211
Social Media: Facebook, Instagram, & Twitter: @thebuzzmeadery
Industry: Food & Beverage
Business Address: 21 Jefferson St. | Berlin, MD | 21811
Established: 2020
Shore Hatchery Funds: \$20,000 - 2020
Stage of Business: Existing
Employees: 0 - 2024, Add 0 - 2025
Email: info@thebuzzmeadery.com
Website: thebuzzmeadery.com



BUSINESS INDEX

Capsulomics, Inc. Rebranded as Previsе >



Principal(s): Daniel Lunz,
Stephen Meltzer

Location(s): 1 - Baltimore, MD

Year-End Revenue 2023: \$352,000

Estimated Year-End Revenue 2024:
\$1,200,000

Phone: 877-844-4487

Social Media: LinkedIn: @previsedx

Industry: Health Care

Business Address: 1450 S. Rolling Rd. |
Suite 3013 | Halethorpe, MD | 21227

Established: 2018

Shore Hatchery Funds: \$15,000 - 2020

Stage of Business: Existing

Employees: 9 - 2024, Add 11 - 2025

Email: dlunz@previsedx.com

Website: previsedx.com



CarrTech Corp >



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

Location(s): 1 - Frederick, MD

Year-End Revenue 2023: 0

Estimated Year-End Revenue 2024:
\$504,000

Phone: 301-694-2999

Social Media: Twitter: @carrtechllc

Industry: Health Care

Business Address: 321 Ballenger
Center Dr. | Suite 125 | Frederick, MD |
21703

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

Shore Hatchery Funds: \$10,000 - 2020

Stage of Business: Startup

Employees: 2 - 2024, Add 1 - 2025

Email: sue@carrtechcorp.com

Website: carrtechcorp.com



Cast 26 Coffee (formerly Iron Skillet Coffee) >



Principal(s): Jeff Smith
Location(s): 1 - Berlin, MD
Year-End Revenue 2024: \$28,000
Estimated Year-End Revenue 2025: \$50,000

Phone: 646-229-4175
Social Media: Facebook & Instagram: @ironskilletcoffee
Industry: Food & Beverage
Business Address: 101 Davis Ct. | Berlin, MD | 21811
Established: 2020
Shore Hatchery Funds: \$5,000 - 2024
Stage of Business: Existing
Employees: 1- 2024, Add 1 - 2025
Email: Jeff@cast26coffee.com
Website: cast26coffee.com



Chow Corp DBA Let's Chow >



Principal(s): Jordan Foley, Charlie Magovern
Location(s): 4 - Annapolis, MD; San Diego, CA; Ft. Lauderdale, FL; Atlantic City, NJ
Year-End Revenue 2023: \$350,000
Estimated Year-End Revenue 2024: \$300,000

Phone: 412-860-8812
Social Media: Facebook, Twitter, Instagram, Spotify, & LinkedIn: @Chow_Nonprofit
Industry: Food and Beverage
Business Address: 626 Admiral Dr. | Annapolis, MD | 21403
Established: 2020
Shore Hatchery Funds: \$15,000 - 2021
Stage of Business: Existing
Employees: 1 - 2024, Add 2 - 2025
Email: charlie.magovern@letschow.org
Website: letschow.org



BUSINESS INDEX

Counter-Intuitive Cooking, Inc. >



Principal(s): Max Wieder,
Eddie Holzinger

Location(s): 1 - Eldersburg, MD

Year-End Revenue 2023: 0

Estimated Year-End Revenue 2024: 0

Phone: 908-377-0914

Social Media: Facebook, Instagram &
LinkedIn: @CelcyLife

Industry: Technology

Business Address: Eldersburg, MD

Established: 2018

Shore Hatchery Funds: \$10,000 - 2023

Stage of Business: Existing

Employees: 1 - 2024, Add 0 - 2025

Email: Max@celcy.com

Website: celcy.com



DiPole Materials, Inc. >



Principal(s): Materic, LLC

Location(s): 1 - Baltimore, MD

Year-End Revenue 2023: \$97,852

Estimated Year-End Revenue 2024:
\$250,000

Phone: 410-401-9796

Social Media: Facebook, Twitter, &
LinkedIn: @dipolematerials

Industry: Manufacturing

Business Address: 1300 Bayard St. |
Baltimore, MD | 21230

Established: 2015

Shore Hatchery Funds: \$15,000 - 2019

Stage of Business: Existing

Employees: 2 - 2024, Add 0 - 2025

Email: chris.ewing@matericgroup.com

Website: dipolematerials.com



Driven Physiotherapy >



Principal(s): Kate James

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

Year-End Revenue 2023: \$155,000

Estimated Year-End Revenue 2024: \$215,000

Phone: 410-713-4227

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

Industry: Health Care

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

Established: 2012

Shore Hatchery Funds: \$5,000 - 2023

Stage of Business: Existing

Employees: 1 - 2024, Add 1 - 2025

Email: kate@drivenpt.com

Website: drivenpt.com



Earth Systems Management, LLC >



Principal(s): Joseph Betit, Amy Betit

Location(s): 3 - Pungoteague, Wachapreague, & Machipongo, VA

Year-End Revenue 2023: \$55,000

Estimated Year-End Revenue 2024: \$50,000

Phone: 703-725-6132

Social Media: LinkedIn: @JosephBetit

Industry: Technology

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

Established: 2020

Shore Hatchery Funds: \$25,000 - 2021

Stage of Business: Existing

Employees: 2 - 2024, Add 1 - 2025

Email: joseph@earthsystemsmanagement.com

Website: earthsystemsmanagement.com



BUSINESS INDEX

Elucidi, LLC >



Principal(s): Early Charm Ventures, LLC
Location(s): 1 - Baltimore, MD
Year-End Revenue 2023: \$5,000
Estimated Year-End Revenue 2024: 0
Phone: 410-754-4297 ext. 705

Social Media: N/A

Industry: Technology

Business Address: 1300 Bayard St. |
Baltimore, MD | 21230

Established: 2021

Shore Hatchery Funds: \$5,000 - 2023

Stage of Business: Startup

Employees: 1 - 2024, Add 0 - 2025

Email: suker.li@earlycharm.com

Website: earlycharm.com



Friendly Goods Company >



Principal(s): Samuel Shoge,
DeLia Shoge

Location(s): 1 - Chestertown, MD

Year-End Revenue 2023: \$22,944

Estimated Year-End Revenue 2024:
\$28,500

Phone: 302-223-4150

Social Media: Facebook & Instagram:
@friendlygoodscompany

Industry: Retail

Business Address: 212 Waldo Dr. |
Chestertown, MD | 21620

Established: 2023

Shore Hatchery Funds: \$5,000 - 2023

Stage of Business: Existing

Employees: 2 - 2024, Add 1 - 2025

Email: hello@friendlygoodsco.com

Website: friendlygoodsco.com



Galaxy Gymnastics >



Principal(s): Chelsea Lahey
Location(s): 1 - Salisbury, MD
Year-End Revenue 2023: \$726,620
Estimated Year-End Revenue 2024: \$850,000

Phone: 410-572-4992
Social Media: Facebook & Instagram: @galaxy_gymnastics1
Industry: Sports Instruction
Business Address: 337 Civic Ave. | Suite 300 | Salisbury, MD | 21804
Established: 2016
Shore Hatchery Funds: \$20,000 - 2022
Stage of Business: Existing
Employees: 36 - 2024, Add 5 - 2025
Email: galaxygymnastics2016@gmail.com
Website: galaxygymnast.com



Gifts Fulfilled, LLC >



Principal(s): Kim Shanahan
Location(s): 1 - Berlin, MD
Year-End Revenue 2023: \$500,000
Estimated Year-End Revenue 2024: \$600,000

Phone: 866-316-2787
Social Media: N/A
Industry: Retail
Business Address: 10441 Racetrack Rd. | Unit 5 | Berlin, MD | 21811
Established: 2018
Shore Hatchery Funds: \$25,000 - 2023
Stage of Business: Existing
Employees: 4 - 2024, Add 0- 2025
Email: kim@giftsfulfilled.com
Website: GiftsFulfilled.com



BUSINESS INDEX

Keppel and Kismet, LLC ›



Principal(s): Nichole Sullivan

Location(s): 1 - Baltimore, MD

Year-End Revenue 2023: \$88,000

Estimated Year-End Revenue 2024:
\$96,000

Phone: 410-375-9293

Social Media: Instagram & LinkedIn:
@keppelandkismet

Industry: Manufacturing

Business Address: 1400 Greenmount
Ave. | Unit F07 | Baltimore, MD | 21202

Established: 2018

Shore Hatchery Funds: \$10,000 - 2023

Stage of Business: Existing

Employees: 4 - 2024, Add 1 - 2025

Email: nichole@keppelandkismet.com

Website: keppelandkismet.com



Korion Health ›



Principal(s): Anna Li, Akshaya Anand

Location(s): 1 - Pittsburgh, PA

Year-End Revenue 2023: \$0

Estimated Year-End Revenue 2024: \$0

Phone: 919-599-5828

Social Media: Instagram & LinkedIn:
@korion-health

Industry: Health Care

Business Address: 520 Coyne Terr. |
Pittsburgh PA | 15207

Established: 2022

Shore Hatchery Funds: \$10,000 - 2024

Stage of Business: Existing

Employees: 2 - 2024, Add 6 - 2025

Email: akshaya@korionhealth.com

Website: korionhealth.com



La Marmotta Gelateria



Principal(s): Francesco Brown
Location(s): 1 - Washington, DC
Year-End Revenue 2023: \$30,000
Estimated Year-End Revenue 2024: \$40,000

Phone: 240-350-6831
Social Media: Facebook & Instagram: @lamarmottagelateria
Industry: Food and Beverage
Business Address: 703 Edgewood St. NE | Washington, DC | 20017
Established: 2021
Shore Hatchery Funds: \$5,000 - 2024
Stage of Business: Existing
Employees: 2 - 2024, Add 3 - 2025
Email: fbrown@lamarmottagelateria.com
Website: lamarmottagelateria.com



Lightwork Publishing, LLC



Principal(s): Gregory Collins, Shannon Collins
Location(s): 1 - Aberdeen, MD
Year-End Revenue 2023: \$60,000
Estimated Year-End Revenue 2024: \$100,000
Phone: 240-853-3229

Social Media:
Instagram: @lightworkpublishing,
Facebook: @TheAfterGraduationPlan
Industry: Education
Business Address: 1013 Beards Hill Rd. | Suite 198 | Aberdeen MD | 21001
Established: 2020
Shore Hatchery Funds: \$3,000 - 2023
Stage of Business: Existing
Employees: 2 - 2024, Add 2 - 2025
Email: admin@lightworkpub.com
Website: lightworkpub.com



BUSINESS INDEX

Lytos Vodka >



Principal(s): Billy Fanshawe

Location(s): 1 - Severna Park, MD

Year-End Revenue 2023: \$112,000

Estimated Year-End Revenue 2024: \$127,000

Phone: 443-848-3730

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

Industry: Food and Beverage

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

Established: 2019

Shore Hatchery Funds: \$20,000 - 2022

Stage of Business: Existing

Employees: 6 - 2024, Add 1 - 2025

Email: social@lytosvodka.com

Website: lytosvodka.com



Mandala Pies >



Principal(s): Caitlin LaComb

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

Year-End Revenue 2023: \$298,000

Estimated Year-End Revenue 2024: \$310,000

Phone: 443-614-7978

Social Media: Facebook, Instagram: @mandalapies

Industry: Food and Beverage

Business Address: 15 William St. | Berlin, MD | 21811

Established: 2020

Shore Hatchery Funds: \$5,000 - 2024

Stage of Business: Existing

Employees: 5 - 2024, Add 2 - 2025

Email: caitlin@mandalapies.com

Website: mandalapies.com



MaQlar Hair Care >



Principal(s): Priscilla Tabi-Gyansah, Lawrence Tawiah
Location(s): 1 - Salisbury, MD
Year-End Revenue 2023: \$900
Estimated Year-End Revenue 2024: \$10,000

Phone: 443-614-1930
Social Media: Facebook, Instagram, & TikTok: @MaQLarhaircare
Industry: Beauty
Business Address: 212 W. Main St. | Suite 205 | Salisbury, MD | 21801
Established: 2023
Shore Hatchery Funds: \$2,000 - 2024
Stage of Business: Startup
Employees: 1 - 2024, Add 2 - 2025
Email: tabigyansahpriscilla@gmail.com
Website: maqlarhaircare.com

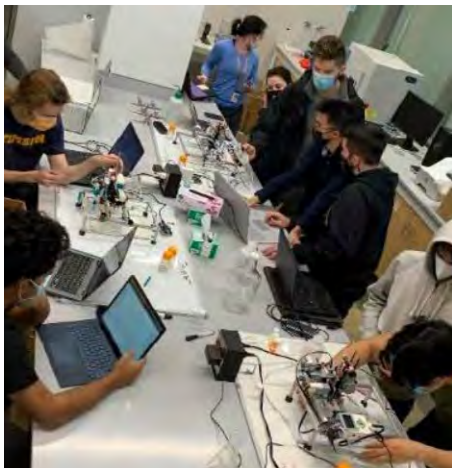


Maryland Energy and Sensor Technologies, LLC >



Principal(s): Dr. Ichiro Takeuchi, Sherry Xie
Location(s): 1 - College Park, MD
Year-End Revenue 2024: By Request
Estimated Year-End Revenue 2025: By Request

Phone: 240-565-0280
Social Media: N/A
Industry: Technology
Business Address: 4467 Technology Dr. | Suite 2125 | Bldg. 387 | College Park, MD | 20742
Established: 2009
Shore Hatchery Funds: \$25,000 - 2021
Stage of Business: Existing
Employees: 6 - 2024, Add 2 - 2025
Email: info@energysensortech.com
Website: energysensortech.com



BUSINESS INDEX

Minds in Motion Children's Museum



Principal(s): Vira Ogburn

Location(s): 1 - Salisbury, MD

Year-End Revenue 2024: \$30,000

Estimated Year-End Revenue 2025:
\$50,000

Phone: 443-736-8411

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

Industry: Education

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

Established: 2017

Shore Hatchery Funds: \$15,000 - 2019

Stage of Business: Pre-Venture

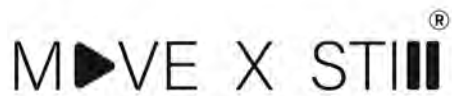
Employees: 0 - 2024, Add 0 - 2025

Email: info@mindsinmotionsby.org

Website: mindsinmotionsby.org



Move And Still, LLC



Principal(s): Dominiece Clifton

Location(s): 1 - Baltimore, MD

Year-End Revenue 2024: \$20,000

Estimated Year-End Revenue 2025:
\$75,000

Phone: 443-675-2511

Social Media: LinkedIn:
@Dominiece R. Clifton

Industry: Health

Business Address: 4709 Harford Rd. |
#68 | Baltimore, MD | 21214

Established: 2022

Shore Hatchery Funds: \$5,000 - 2022

Stage of Business: Existing

Employees: 1 - 2024, Add 0 - 2025

Email: dom@movexstill.com

Website: movexstill.com



Nina's Cookie Explosion >



Principal(s): Nina Ross
Location(s): 1 - Baltimore, MD
Year-End Revenue 2024: \$70,000
Estimated Year-End Revenue 2025: \$83,000

Phone: 443-457-3452
Social Media: Facebook, Instagram, & Tiktok: @Ninascookieexplosion
Industry: Food & Beverage
Business Address: 1617 Olive St. | Baltimore, MD | 21230
Established: 2020
Shore Hatchery Funds: \$10,000 - 2021
Stage of Business: Existing
Employees: 4 - 2024, Add 0 - 2025
Email: info@ninascookieexplosion.com
Website: ninascookieexplosion.com



Omega 3 Nutrition >



Principal(s): Edwin Bright Djampa
Location(s): 1 - Rockville, MD
Year-End Revenue 2024: \$970,000
Estimated Year-End Revenue 2025: \$1,400,000

Phone: 301-302-5629
Social Media: Facebook & Instagram: @eatomega3
Industry: Food and Beverage
Business Address: 4800 Auburn Ave. | Suite 1204 | Bethesda, MD | 20814
Established: 2019
Shore Hatchery Funds: \$30,000 - 2022
Stage of Business: Existing
Employees: 12 - 2024, Add 4 - 2025
Email: edwindjampa@eatomega3.com
Website: eatomega3.com



BUSINESS INDEX

Perphora, LLC >



Principal(s): Early Charm Ventures, LLC

Location(s): 1 - Baltimore, MD

Year-End Revenue 2024: \$0

Estimated Year-End Revenue 2025: \$0

Phone: 601-818-0612

Social Media: N/A

Industry: Manufacturing

Business Address: 1300 Bayard St. |
Baltimore, MD | 21230

Established: 2020

Shore Hatchery Funds: \$30,000

Stage of Business: Existing

Employees: 0 - 2024, Add 0 - 2025

Email: perphora@earlycharm.com

Website: earlycharm.com



Quantum Senses >



Principal(s): Justin Lee

Location(s): 1 - Upper Marlboro, MD

Year-End Revenue 2024: \$3,000

Estimated Year-End Revenue 2025:
\$50,000

Phone: 301-906-1229

Social Media: Facebook & Instagram:
@earcoustic

Industry: Retail

Business Address: 13701 Hebron Ln. |
Upper Marlboro, MD | 20774

Established: 2021

Shore Hatchery Funds: \$8,000 - 2023

Stage of Business: Existing

Employees: 1 - 2024, Add 5 - 2025

Email: justinlee@thearcoustic.com

Website: thearcoustic.com



Resolved Property Solutions >



Principal(s): DeVanna Young
Location(s): 1 - Salisbury, MD
Year-End Revenue 2024: By Request
Estimated Year-End Revenue 2025: By Request
Phone: 410-726-2925

Social Media: Facebook & Instagram: @resolvedps
Industry: Property Management
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: 2 - 2024, Add 0 - 2025
Email: devanna@resolvedpropertysolutions.com
Website: resolvedpropertysolutions.com



Rip Current Sports >



Principal(s): Jose-Luis Gallagher
Location(s): 1 - Kensington, MD
Year-End Revenue 2024: \$16,372
Estimated Year-End Revenue 2025: \$19,000
Phone: 301-949-4205

Social Media: Facebook & Instagram: @ripcurrentsports, TikTok: @ripcurrentsport, YouTube: @ripcurrentsports511
Industry: Health
Business Address: 3516 Astoria Ct. | Kensington, MD | 20895
Established: 2021
Shore Hatchery Funds: \$10,000 - 2021
Stage of Business: Existing
Employees: 1 - 2024, Add 1 - 2025
Email: josegallagher@ripcurrentsports.com
Website: ripcurrentsports.com



BUSINESS INDEX

RunMitts, LLC >



Principal(s): Susan Clayton

Location(s): 1 - Baltimore, MD

Year-End Revenue 2024: \$45,000

Estimated Year-End Revenue 2025: \$150,000

Phone: 443-990-1577

Social Media: Instagram: @whitepaws_runmitts, Facebook: @whitepawsrunmitts, Twitter: @Runmitts, TikTok: @whitepawsrunmitts, LinkedIn: @susanclayton

Industry: Retail

Business Address: 1100 Wicomico St. | Suite 415 | Baltimore, MD | 21230

Established: 2016

Shore Hatchery Funds: \$17,000 - 2020

Stage of Business: Existing

Employees: 3 - 2024, Add 1 - 2025

Email: runmitt16@gmail.com

Website: RunMitts.com



Salvaton, LLC >



Principal(s): Lankenau Ventures, LLC

Location(s): 1 - Baltimore, MD

Year-End Revenue 2024: \$0

Estimated Year-End Revenue 2025: \$0

Phone: 601-818-0612

Social Media: N/A

Industry: Health Care

Business Address: 1300 Bayard St. | Baltimore, MD | 21230

Established: 2021

Shore Hatchery Funds: \$10,000 - 2021

Stage of Business: Existing

Employees: 0 - 2024, Add 0 - 2025

Email: salvaton@earlycharm.com

Website: earlycharm.com



The Science Nerds >



THE SCIENCE NERDS
ENTER THE LABORATORY

Principal(s): Jenn Corron,
Lindsey MacWha

Location(s): 1 - Berlin, MD

Year-End Revenue 2024: \$270,000

Estimated Year-End Revenue 2025:
\$400,000

Phone: 443-235-1509

Social Media: Facebook:
@the2sciencenerds,
Instagram: @thesciencenerds

Industry: Education

Business Address: 370 Schooner Ln. |
Berlin, MD | 21811

Established: 2021

Shore Hatchery Funds: \$37,000 - 2024

Stage of Business: Existing

Employees: 6 - 2024, Add 4 - 2025

Email: nerds@thesciencenerds.com

Website: thesciencenerds.com



The SHELLER >



Principal(s): Shelby Blondell

Location(s): 1 - Linthicum, MD

Year-End Revenue 2024: \$70,000

Estimated Year-End Revenue 2025:
\$90,000

Phone: 443-827-7897

Social Media: Facebook & Instagram:
@THESHELLER

Industry: Retail

Business Address: 326 Tulip Oak Ct. |
Linthicum, MD | 21090

Established: 2017

Shore Hatchery Funds: \$30,000 - 2021

Stage of Business: Existing

Employees: 1 - 2024, Add 2 - 2025

Email: shelby@thesheller.com

Website: thesheller.com



BUSINESS INDEX

Simple Assist Therapeutics, LLC >



Principal(s): Karen McNamara

Location(s): 1 - Rehoboth, DE

Year-End Revenue 2024: \$0

Estimated Year-End Revenue 2025: \$0

Phone: 302-841-1440

Social Media: N/A

Industry: Retail

Business Address: 6 Doolin Ln. |
Rehoboth, DE | 19971

Established: 2022

Shore Hatchery Funds: \$25,000 - 2022

Stage of Business: Startup

Employees: 0 - 2024, Add 0 - 2025

Email: karen@simpleassist.org

Website: simpleassist.org



SIMPLi >



Principal(s): Matt Cohen, Sarela Herrada

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

Year-End Revenue 2024: \$910,000

Estimated Year-End Revenue 2025:
\$17,000,000

Phone: 443-254-8534

Social Media: Instagram & TikTok:
@eatsimpli

Industry: Food & Beverage

Business Address: 729 E Pratt St. |
Suite 460 | Baltimore MD | 21202

Established: 2020

Shore Hatchery Funds: \$10,000 - 2021

Stage of Business: Existing

Employees: 41 - 2024, Add 12 - 2025

Email: matt@eatsimpli.com

Website: eatsimpli.com



Sindri Materials, Corp. >



Principal(s): Christopher DiMarco
Location(s): 1 - Wilmington, DE
Year-End Revenue 2024: \$0
Estimated Year-End Revenue 2025: \$500,000
Phone: 610-715-9011

Social Media: LinkedIn: @sindrimaterials
Industry: Technology
Business Address: 200 Powder Mill Rd. | Bldg. E500/2206 | Wilmington, DE | 19803
Established: 2021
Shore Hatchery Funds: \$10,000 - 2024
Stage of Business: Startup
Employees: 1 - 2024, Add 4 - 2025
Email: christopher.dimarco@sindrimaterials.com
Website: sindrimaterials.com



Treehouse Juicery >



Principal(s): Todd Sheridan, Nichelle Roane
Location(s): 1 - Baltimore, MD
Year-End Revenue 2024: \$170,514
Estimated Year-End Revenue 2025: \$180,000

Phone: 833-584-2379
Social Media: Instagram: @treehousejuiceryonline, Facebook: @treehousejuice
Industry: Food & Beverage
Business Address: 1821 N. Charles St. | Baltimore, MD | 21201
Established: 2016
Shore Hatchery Funds: \$20,000 - 2021
Stage of Business: Existing
Employees: 3 - 2024, Add 2 - 2025
Email: info@treehousejuiceryonline.com
Website: treehousejuiceryonline.com



BUSINESS INDEX

World Travel Comix



Principal(s): Ronen Poddar, Ronit Poddar, Amit Poddar

Location(s): 1 - Berlin, MD

Year-End Revenue 2024: \$200

Estimated Year-End Revenue 2025: \$400

Phone: N/A

Social Media: Facebook & Instagram: @worldtravelcomix

Industry: Education

Business Address: N/A

Established: 2022

Shore Hatchery Funds: \$10,000 - 2023

Stage of Business: Existing

Employees: 1 - 2024, Add 0 - 2025

Email: ronen.poddar@gmail.com

Website: worldtravelcomix.com



Zenology



Principal(s): Mack Anderson, Tim Brumbaugh, Daniel Osborne

Location(s): 1 - Towson, MD

Year-End Revenue 2024: \$180,000

Estimated Year-End Revenue 2025: \$500,000

Phone: 443-255-3013

Social Media: Instagram: @drinkzenjoy

Industry: Food and Beverage

Business Address: 307 Washington Ave. | Towson, MD | 21204

Established: 2022

Shore Hatchery Funds: \$35,000 - 2023

Stage of Business: Existing

Employees: 3 - 2024, Add 5 - 2025

Email: mack@drinkzenjoy.com

Website: drinkzenjoy.com



PROGRAMS & PEOPLE

CREATING CONNECTIONS >

Participation in the Shore Hatchery program can benefit competitors even if they do not win funding. Aquatic Circle, based in Frostburg, MD, was not awarded funding in the fall 2023 round. However, the company founder was connected to an oyster farm operator at the event, via one of our judges, to test their industrial-scale water filtration unit. The company subsequently won \$25,000 in investment from TEDCO's Rural Business Innovation Initiative (RBII) Rural Pre-Seed Fund and recently applied for a Maryland Industrial Partnerships (MIPS) project.



< ENCOURAGING INVESTMENTS

Sometimes our funding encourages additional investment in startups. Keppel and Kismet (Fall 2023) invested their \$10,000 in Shore Hatching funding to acquire new equipment that increased the company's production scope and capacity. This included a new laser cutter and sublimation equipment. The funding also allowed the company to acquire an additional \$84,000 in funding from Ignite Capital and, later, \$20,000 from the Loyola Angel Fund. With these funds, Keppel and Kismet moved to a new commercial building and hired three new team members. The company also started a relationship with a new supplier that provides wood from felled trees from the streets of Baltimore – enhancing their commitment to local sustainability.



Shore Hatchery funding has assisted us tremendously. Your investment and belief in Keppel and Kismet gave others confidence in doing the same.”

BUSINESS SUPPORT >

Ecosystem Partner, SBDC Eastern Region, supports Shore Hatchery applicants with vital consulting services such as business plan development, pitch practice, and financial planning and analysis.



14
businesses
mentored

A yellow icon depicting three stylized human figures sitting around a table, representing a meeting or mentoring session.

122
hours of consulting

A yellow icon of a clock face with a circular arrow around it, indicating a cycle or duration of time.

PROGRAMS & PEOPLE

GA PROVIDES KEY INPUT

Our 2023-2024 Ratcliffe Shore Hatchery Graduate Assistant Casey Counts led efforts to gather and analyze feedback from competitors, judges, donors, staff and volunteers. His research provided key input for our team's continuous improvement process, which is enhancing the competition experience for participants.



SCHOLARSHIPS FOR ENTREPRENEURSHIP

The Ratcliffe Foundation provides \$40,000 to support transfer students from area community colleges who have an interest in studying entrepreneurship at Salisbury University. Lauryn Damron, one of our Ratcliffe Scholarship recipients, was president of the Collegiate Entrepreneurs Organization (CEO) club and a student worker with our entrepreneurship program. This past year, she organized lectures by local entrepreneurs, provided training on the student competition, participated in the student competition, and organized a club fundraising campaign.

MURAL COMPETITION

The Ratcliffe Foundation Food for Thought Café in the Rommel Center is a popular meeting room for community organizations and business leaders, including those listed on page 39. This year, a winner of our mural competition, Corey Houlihan, painted *Clear Vision*, which represents an innovator's ability to envision something special amidst the chaos of life's day-to-day mundane static.



BUSINESS PARTNERS WHO HAVE USED THE FOOD FOR THOUGHT CAFÉ

- ACE Mentoring Group
- City of Salisbury
- FoodWorks Culinary Program
- Haitian Business Association (HBA)
- Imagine Living Well
- KindSBY
- Life Management of Maryland, LLC
- Lower Shore Enterprises
- Lower Shore Workforce Alliance (LSWA)
- Maryland Capital Enterprises (MCE)
- PEO
- Salisbury Chamber of Commerce
- Salisbury University Chemistry Department
- Salisbury University Development Office
- Salisbury University Office of the Provost
- Salisbury University Presidential Citizen Scholars Program
- Salisbury University Seidel School of Education
- Senior Core of Retired Executives (SCORE)
- Shared Service Solutions, LLC
- Small Business Development Center (SBDC)
- Snow Hill Middle School
- Wicomico County Department of Planning, Zoning, and Community Development





rewarding
entrepreneurial
efforts



korion HEALTH
AN AMERICAN HEART ASSOCIATION PARTNER

Heart Disease	Good News	Bad News
Of all deaths, 32% are preventable.	80% are preventable.	80% are preventable.
Monitoring for Heart Disease needs to be more accessible.	Existing Electronic Stethoscopes: > \$350	For clinician use, not patients. Require patients to be shirtless on camera.
Progress to Date	Next: FDA	Our Plugship Product
Halcyon: 2023 FDA Review	Next: FDA	Electronic Stethoscope
Partnerships: MVP	Next: FDA	Cloud Edge Interface
Use of Funds	Use of Funds	We Prioritize
Regulatory: 30%	Use of Funds	Affordability
Legal: 20%	Use of Funds	Quality
Manufacturing: 50%	Use of Funds	Financial Projections
Partnerships: 20%	Use of Funds	Revenue (\$M)

creating
and growing
businesses



positively
impacting
regional
employment



Board of DIRECTORS



Debbie Abbott
Retail Executive,
LinkBank



Maurice Ames
Executive Director,
Maryland Capital
Enterprises



Carlene Cassidy
Chief Executive Officer,
Philip E. & Carole R.
Ratcliffe Foundation



Matt Cohen
Co-Founder, SIMPLi



Mike Cottingham
President/CEO, Rommel
Chesapeake, Inc.



Sandy Fitzgerald-Angello
Vice President/Dealer
Operator, Pohanka Automotive
Group of Salisbury



Kathy Kiernan
Principal, Open to the
Possible Coaching



David Landsberger
Entrepreneur



Jennifer Layton
General Manager,
Layton's Chance Vineyard
& Winery



Chris Perdue
Vice President of Digital,
Perdue Farms



Jim Perdue
Chairman of the Board,
Perdue Farms



Bruce Rogers
Former President/CEO,
Sherwood of Salisbury
& Board Member, Salisbury
University Foundation



Dave Rommel
Owner, Rommel
Chesapeake, Inc.



Pat Royak
Chief Executive Officer,
Royak Consulting
& Board Advisor,
OmniChannel & Perdue
Executive Advisory Council



Jean Sewell
Vice President of
E-Commerce, NFP
Corporate Benefits



Erinn Tucker-Oluwole
Hospitality & Tourism
Department Chair/
Associate Professor,
University of Maryland
Eastern Shore



Doug Wilson
Managing Principal/
Chartered Retirement
Planning Counselor,
Private Wealth Partners,
LLC



Jim Wright
President, Philip E.
& Carole R. Ratcliffe
Foundation

WELCOME TO OUR NEWEST MEMBERS!

- Maurice Ames
- Matt Cohen
- Erinn Tucker-Oluwole





THANK YOU!

Thanks to the Philip E. and
Carole R. Ratcliffe Foundation for
their longstanding commitment
and support of cultivating
entrepreneurship through the
Shore Hatchery competition.



SHORE HATCHERY

Salisbury University

Perdue School of Business

salisbury.edu/entrepreneurship

1101 Camden Ave. | Salisbury, MD 21801
shorehatchery.salisbury.edu