

PHILIP E. & CAROLE R. RATCLIFFE ENTREPRENEURSHIP FELLOWS

2022 ANNUAL REPORT

Academic Year
2021-2022



UNIVERSITY OF
BALTIMORE

Merrick School of Business

CONTENTS

Philip E. & Carole R. Ratcliffe Entrepreneurship Fellows Program	3
The Center for Entrepreneurship and Innovation	4
The E-Fellows Program	6
E-Fellow Offerings	7
Entrepreneurship Competitions, Showcases, & Other Events	8
The Maryland Innovation Extension	
Collaboration with the Klein Family School of Communications Design	
Real Estate and Economic Development Fellows	
Leonard and Phyllis Attman Competitive Business Prize	
StartUp Maryland Day	
How we Collaborate	10
ThinkUBator Workshops	11
Rise to the Challenge	12
Access to Capital	13
In the News	14
Individual Student Achievements	16
Amivi Atsu	
Jennifer Bowie-Morton	
Clarrissa Cozart	
Ariel Brown-Wicks	
Laura Harrison	
Joanne Jones	
Na'Quon Willett	
Stephané McCleary-Lee	
Jonah Willard	
E-Fellow Alumni Updates	21
Brian Furr (Cohort 7)	
Emily Kim (Cohort 2)	
Samantha Mellerson (Cohort 6)	
Nicole Mighty (Cohort 7)	
Achievements by the Numbers	24
Demographics	25
Gender Breakdown	
Ethnicity Breakdown	
Our Vision for the Future	27
Testimonials	28

Philip E. & Carole R. Ratcliffe Entrepreneurship Fellows Program

The Ratcliffe E-Fellows Program continues to develop entrepreneurs who are equipped with the skills, knowledge, and support they will need to start and grow innovative businesses. Thanks to the Philip E. and Carole R. Ratcliffe Foundation's support and commitment to the E-Fellows Program, we are able to educate the next generation of entrepreneurs in Maryland — and beyond. The University of Baltimore is happy to provide this report to show our progress over the past year.



By Entrepreneurs, for Entrepreneurs

The University of Baltimore (UBalt) was founded in 1925 by entrepreneurs, for entrepreneurs, and we have been contributing in this capacity to the change, growth, and continued improvement and success of Baltimore City for nearly a century.

There are several ways that our students and staff, particularly those who are committed to entrepreneurship, are involved in projects and initiatives that have a far-reaching impact on the Baltimore region. The resources offered through the Center for Entrepreneurship & Innovation (CEI) are designed to provide students and alumni with a clear understanding of venture development. And,

as an anchor institution, UBalt serves as a catalyst to attract and retain residents, create jobs, and drive economic growth.

OVERVIEW

The Center for Entrepreneurship and Innovation

The Center for Entrepreneurship and Innovation (CEI) continues to be an exceptional resource for the E-Fellows. The Center encourages and facilitates entrepreneurial learning among students, alumni, and faculty. CEI also directly assists and supports students and young alumni interested in building or growing an enterprise.

An integral part of CEI's mission is its emphasis on collaboration, both on campus and in the community — specifically among the organizations and individuals who are a part of the innovation ecosystem. Over the past 15 years, the CEI has served as the “Front Door to Entrepreneurship,” encouraging and supporting entrepreneurial learning among UBalt students, faculty, and alumni, helping them launch and grow business ventures while providing opportunities to educate, engage, and collaborate with the Baltimore business community.

That collaborative spirit was especially evident recently when

the CEI was selected, along with Loyola University Maryland's Center for Innovation and Entrepreneurship, to co-host the 2021 Global Consortium of Entrepreneurship Centers' annual meeting. This world-wide gathering of experts represents higher education and its connections to policymakers, business leaders, and consumer interests. It is also designed to “advance excellence in entrepreneurship through the unique role” of university-based

centers where entrepreneurship is taught and nurtured. The theme of the event, “Leading with



Center for Entrepreneurship and Innovation
William H. Thumel Sr. Business Center
Main Phone: 410.837.4892 | Email: cei@ubalt.edu



Entrepreneurship: Succeeding in Revitalization," was intended to provide clear examples of how higher education and entrepreneurs are leading the way to create new companies that are transforming communities. The organizers chose Baltimore as the host city because they recognize its potential as a "surge city," and the ideal place to start and grow a business. More than 5,000 people chose to attend GCEC, with 320 members participating in-person. The major sponsors of the event included: The Kauffman Foundation, JP Morgan Chase, PNC Bank, VentureWell, and Blackstone Launchpad. The Ratcliffe Entrepreneurship Fellows (E-Fellows) were encouraged to attend the keynote addresses, presentations, networking sessions, and gala events.



Henry Mortimer

Director, University of Baltimore's Center for Entrepreneurship and Innovation

Henry Mortimer has served as the director of The University of Baltimore's Center for Entrepreneurship and Innovation since August 2017.

The E-Fellows Program

Thanks to the Philip E. and Carole R. Ratcliffe Foundation, UBalt and the CEI have been able to create a model for groundbreaking and innovative entrepreneurship education with the Ratcliffe Entrepreneurship Fellows Program (E-Fellows). The E-Fellows Program has proven its ability to develop entrepreneurs who are equipped with the skills, knowledge, and support they need to start and grow an innovative business. The program balances classroom theory with practical, hands-on experience while working side-by-side with expert entrepreneurs and faculty.



Entry into this unique program is based on a demonstration of entrepreneurial acumen and motivation, as well as an excellent academic record. The E-Fellows program is designed for a select group of students, primarily upperclassmen, who are encouraged to nurture and launch a business in their final two years at UBalt.

2021 - 2022

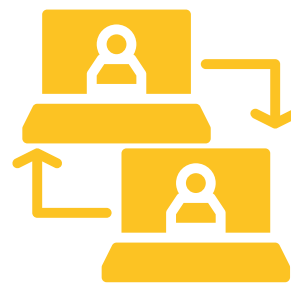
E-Fellow Offerings

One of the CEI's main goals is to provide the E-Fellows and other emerging entrepreneurs with the resources they need to interact with the Baltimore community. We seek collaborations on and off campus and have formed partnerships with numerous prominent local companies and organizations. These include: Startup Maryland, the ETC, Betamore, Open Works, TEDCO, and our University System of Maryland sister schools as well as other local universities. We offer workshops and seminars and several business pitch competitions throughout the year and provide access to numerous experts who volunteer their time and are available to UBalt students and alumni, as well as faculty and students from other universities.

Despite the continued campus shut-down due to the COVID-19 pandemic from March 2020 through December 2021, the CEI was able to continue to provide its many activities virtually, and in a hybrid format during the partial reopening in the spring of 2022.

● Weekly E-Fellows Meetings

From the start of the pandemic in the spring of 2020 through the end of the 2022 spring semester, the E-Fellows met weekly as a group, via Zoom, for wide-ranging discussions on a variety of topics. Featured speakers included: Kimberly Davis, CPA, Chief Financial Officer, Versant Health; Jimmy McNamara, founder of Trademarked; and Tammira Lucas, TEDCO Venture Growth Advisor for Baltimore. Perhaps the highlight of each semester was having our distinguished alumni – including former Ratcliffe Entrepreneurship Fellows Matthew Jung (BS '18), co-founder of Dead Veggies; Emily Kim (BS '15), founder and CEO of Over Rice, Zety Taste, and Uma Uma; and Meejee Kim (BS '17), CEO of MISKOFITS and MV Studios – join to share their experiences and provide an update on their journey from undergrad to successful business owner.



Entrepreneurship Competitions, Showcases & Other Events

The Maryland Innovation Extension

The Center for Entrepreneurship and Innovation is now a partner in The Maryland Innovation Extension, an Economic Development Administration (EDA) University Center. This program allows UBalt and the University of Maryland, along with partner institutions, Bowie State University, Morgan State University, and Coppin State University to collaborate and bring entrepreneurial resources to the entire state of Maryland. The program is focused on assisting underrepresented groups in the entrepreneurship community. The primary resources offered to the E-Fellows, as well as other current and aspiring entrepreneurs, include: Startup Fundamentals Workshops, an Entrepreneurs-in-Residence Program, and I-Corps Customer Discovery short courses.

Real Estate and Economic Development Fellows

Over the past several years, the Center for Entrepreneurship and Innovation has been instrumental in supporting the launch and growth of the Real Estate and Economic Development (REED) program. The REED Program works with dedicated students from the Baltimore region who are trained in business and real estate principles with a focus on applied learning and social entrepreneurship. These aspiring real estate entrepreneurs are interested in addressing critical development needs within Baltimore's middle-market neighborhoods. The students meet in the CEI's co-working space to participate in a 10-week mentoring program with seasoned professionals from the metro area. Participants identify a neighborhood, create a project, complete a development plan, and complete an application for financing. The winning proposal is awarded financing of up to \$1 million in a Guidance Line of Credit from Baltimore Community Lending (BCL) to proceed with the project. The 2022 cohort of REED students included current E-Fellow, Na'Quon Willett. One of our E-Fellow alums, Mikita Thompson (Cohort 6) was also part of the REED program when she was a student.

Collaboration with the Klein Family School of Communications Design

For the fourth year in a row, the Center for Entrepreneurship and Innovation partnered with Professor Megan Rhee in the Klein Family School of Communication Design to support students and faculty in the Integrated Design MA program. This project encourages greater interaction between schools and fosters collaboration among UBalt students. Teams of two to three design students worked with selected E-Fellows as clients to develop various design and communications materials to support their businesses.

The projects included new logo designs, usage guidelines, as well as a process guide and implementation plan. Students delivered their capstone presentations and displayed their final personal portfolios via Zoom in May 2022. Teams were allowed a 10 -minute presentation, followed by a question-and-answer session. The 2022 Erin Kvedar Memorial Seminar Award went to the AfriVariety design team. AfriVariety is Amivi Atsu's business that "aims to deliver West African goods to your front door."

“ It is imperative that the business community continually foster business innovation, create jobs for our neighbors and ultimately strengthen Maryland’s economy. I see my commitment to the Merrick School of Business as an investment in our community’s finest resource—our people. ”

- Len Attman



StartUp Maryland Day

Since 2012, budding entrepreneurs from The University of Baltimore have shared their ideas and concepts for new businesses with several successful business leaders, when Startup Maryland’s “Pitch Across Maryland” bus tour makes its annual stop at UBalt for a rally and pitch competition. Finalists are also given the opportunity to compete for seed money during the spring legislative session in Annapolis. The event was postponed in 2020 and 2021 due to restrictions related to the COVID-19 pandemic. However, we are happy to announce Startup Maryland Day will be held in late 2022. Past E-fellows who have participated in the event and were selected to record their pitches on the STRT1UP Roadshow tour bus include:

- Brianna Billups - Fully Grown
- James Gerst - Hooyo’s Teas
- Willow Hendershot - Prevail
- Kareema McClendon - Kareema McClendon Designs
- Melvin Clark - AMJ Fishing Gloves
- Mikita Thompson - ExclusiveKouture

Leonard and Phyllis Attman Competitive Business Prize

The Leonard and Phyllis Attman Competitive Business Prize provides seed funding, professional services, and office space for Business Ventures for University of Baltimore students and alumni. The event, which started in 2011, is normally held in mid-November during Global Entrepreneurship Week. It was postponed in 2020 and 2021 due to restrictions related to the COVID-19 pandemic. However, we are happy to announce the event will be held in late 2022. Past winners have included the following E-Fellows:

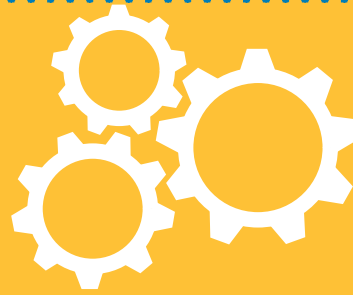
- Nikia Madison - SafePI8
- Willow Hendershot - Prevail
- Kareema McClendon - Kareema McClendon Designs
- Hiba Mohammad - Asli
- Mustafa Wahid - TransitioningU
- Meejee Mina Kim - MISKO



How we Collaborate

Collaboration is a key pillar for UBalt and the CEI, both on campus and in the community. A recent example of our growing list of external local collaborations includes: The Urban Business Innovation Initiative (UBII), which was formed in 2021 by TEDCO to provide technical and business assistance to underserved, early-stage companies in Baltimore and Prince George's County. Programs available to the E-Fellows through this initiative include various funding and partner opportunities. Additionally, as part of UBII, UBalt and its USM partners, Coppin State University, and Bowie State University, provided E-Fellows with office space and access to external advisors and mentors. The collaboration also provided additional access to workshops, pitch competitions, community programs, and networking opportunities.





ThinkUBator Workshops

ThinkUBator workshops are designed to help individuals develop their entrepreneurial talents. These hands-on, how-to courses were held biweekly throughout the year and included the following topics: The Entrepreneur's Guide to the Art of Selling, Learning Effective Networking Skills, The Power of Female Entrepreneurship, and The Entrepreneurial Mindset. Several of the workshops were conducted by UBalt E-Fellows alumni, including Nick Whited ('18), who is now working for Whitebox Inc. — which is a venture capital funded company. Nick hosted a discussion on Support Systems for e-commerce. We also partnered with experts from other USM schools and the local business community to create a series of workshops.

Center for Entrepreneurship and Innovation
THINKUBATOR Workshop

**John Zuknick -
The Entrepreneurial Mindset**

Thursday, February 10th
12:00PM - 1:00PM ET
on Zoom

Register at:
<https://www.eventbrite.com/e/253313697087>



Center for Entrepreneurship and Innovation
THINKUBATOR Workshop

**Sarahbeth Ramsey-
Social Media Marketing for
Entrepreneurs**

Wed, Nov 10th
12PM - 1PM EDT on Zoom

Meeting ID:
986 7579 4392
Passcode: 907419



Center for Entrepreneurship and Innovation
THINKUBATOR Workshop

**Alan Tsao-
Crowdfunding and Launching
your New Product**

Thurs, Nov 18th
12PM - 1PM EDT on Zoom

Meeting ID:
989 5408 0417
Passcode: 202306



Center for Entrepreneurship and Innovation
THINKUBATOR Workshop

**Andrew Buerger -
Carrying a Flag from Pain to Passion
— 3 Lessons Every Young
Entrepreneur Should Know**

Wed, Dec 1st
12PM - 1PM EDT on Zoom

Meeting ID:
934 6074 5029
Passcode: 273804



Center for Entrepreneurship and Innovation
THINKUBATOR Workshop

**Cyrus Etemad-Moghadam:
Understanding the
Product Development
Process**

Thursday,
September 29th
2:00pm - 3:00pm
ET on Zoom

Register at:
<https://www.eventbrite.com/e/410850144637>



RISE TO THE CHALLENGE

IN April 2022, several teams led by E-Fellows at the undergraduate, graduate, and alumni levels participated in the 10th annual Rise to the Challenge Business Pitch Competition for the chance to win a portion of the nearly \$30,000 in prize money. The event was conducted in-person for the first time in three years, and is supported annually by generous donors of The University of Baltimore and the CEI to showcase many of the UBalt community's most talented and driven entrepreneurs.

Participants included:

- Clarrissa Cozart, a Ratcliffe Entrepreneurship Fellow, and founder of Tailored Fit, a fashion line for tall boys that will allow customers to shop waist to inseam, was chosen as the evening's "Most Promising Business" — walking away with the \$15,000 check. The award, established in 2018 through the Jay Ripley Entrepreneurship Fund, is given to the student whose business, in either category, has the best prospects for growth, as determined by the judges. Cozart also earned the \$500 "Hustle Award," provided by Jason Tagler, founder of Pitch Creator. The cash prize is awarded to the finalist who shows the most improvement during the multi-week presentation.
- The winner in the "Existing Business Ventures," category was recent grad, Samantha Mellerson (BS '21), a former Ratcliffe Entrepreneurship Fellow and creator of HeART Sam, a maker of premium-quality knitted fabrics that combine Afrocentric depictions and wearable art. Samantha was awarded a \$5,000 prize for her efforts.
- Other winners included Ratcliffe Entrepreneurship Fellow, Jonah Willard, who earned the top award in the category of "Aspiring Business Ventures." Jonah won \$2,000 for his business idea, Grease Garage. Grease Garage is a shared garage space where car enthusiasts can gather to work on their vehicles. Jonah was also a double-winner—taking home the Crowd Favorite award of \$1,000.
- Another Ratcliffe Entrepreneurship Fellow emerged as the winner of the \$5,000 Dean's Challenge Award. Na'Quon Willet, is the founder of Investment Neighbor, a subscription service that provides financial, market, and economic data to help retail investors make independent decisions. Thanks to the private support of the Dean's Fund at the Merrick School of Business, Dean Dalziel was able to establish the Dean's Challenge Award. This award is given to the competitor or competitors who best demonstrate the social impact of their venture.
- Former Ratcliffe Entrepreneurship Fellows, Emily Kim (BS '15) and Ike Opaigbeogu (BS '16), presented Zety Taste, a company that will offer frozen, ready-to-eat, nutritious meals for busy young adults.



The archived livestream of the event can be found on the Merrick School's YouTube page:



<https://www.youtube.com/watch?v=7yeYzw1UKmU>



ACCESS TO CAPITAL

One of the key ingredients for any successful startup is money, and UBalt tries to provide the E-Fellows with access to working capital to support their developing business ventures. For example, the CEI offers funding through grant opportunities, such as the University of Maryland venture sponsored Baltimore Fund, which allows qualified founders to receive an award of up to \$2,000. The CEI also sponsors two business competitions each year, which provide access to more than \$30,000 in seed funding and professional services.



IN THE NEWS

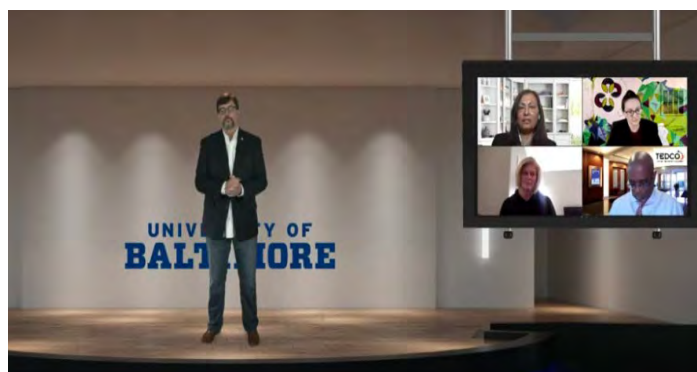
UBalt, CEI and the E-Fellows were mentioned in the following articles published by Technical.ly, CityBizList, and other media outlets:

Winners Announced for UBalt's 'Rise to the Challenge' Business Pitch Competition

Five winners, including undergraduate students and recent alumni, emerged from the "Rise to the Challenge" Business Pitch Competition on April 21, each receiving their own version of "the big check" and a portion of the nearly \$30,000 in prize money. The event, conducted in-person for the first time in three years, is supported annually by the University of Baltimore's Center for Entrepreneurship and Innovation to showcase many of the UBalt community's most talented and driven entrepreneurs.

To read the full article and for more information:

<https://www.citybiz.co/article/250881/winners-announced-for-ubalts-rise-to-the-challenge-business-pitch-competition>



Upcycled Fashion and a DIY Project Platform Topped UBalt's Pitch Night

Environmentally friendly apparel. DIY project parties. Guitar pedal management.

Those were the products of businesses that took home top earnings at the University of Baltimore's Rise to the Challenge Pitch Competition in 2021.

Organized by UBalt's Center for Entrepreneurship and Innovation, the annual pitch event returned virtually for its second year with a full studio production that felt more like a TV show than a Zoom event.

To read the full article and for more information:

<https://technical.ly/startups/ubalt-pitch-winners/>

University Entrepreneurship Centers are a Growing Economic Engine for Baltimore



Universities have long nurtured the development of new ideas. Over the last decade, they've increasingly become key incubators of new ventures. Throughout the Baltimore region, university leaders are seeing students and faculty just as interested in entrepreneurship as they are in an academic discipline. In response, they've invested a wave of new resources to bolster these activities. Every nearby university now has a hive of startup activity, educating community members on starting new businesses and showcasing their work through pitch competitions.

To read the full article and
for more Information:

<https://technical.ly/startups/university-entrepreneurship-centers-gcec/>

Prof. Greg Walsh Named University of Baltimore's Parsons Professor of Digital Innovation



Greg Walsh, associate professor in the Division of Science, Information Arts and Technologies in The University of Baltimore's Yale Gordon College of Arts and Sciences, has been named the University's Parsons Professor of Digital Innovation. In this role, Prof. Walsh will expand his vision for UBalt's Center for Digital Communication, Commerce, and Culture, evolving it into what he calls its "third phase" as a resource for students, researchers and educators to connect with community organizations working on important issues that have disproportionately affected Baltimore. Those issues range from effective learning and access to transportation, to business opportunities that, according to Prof. Walsh, have potential to improve life in the city.

Prof. Walsh says the Center will focus on the University's place within the city and how that place can be woven into research, education, and service, with the local community as a steady partner.

To read the full article and
for more Information:

<https://www.citybiz.co/article/274316/prof-greg-walsh-named-university-of-baltimores-parsons-professor-of-digital-innovation/>

Individual Student Achievements

Amivi Atsu

Business: AfriVariety

Achievements:

- Chosen as a finalist for the Klein Family School of Communication Design Capstone Presentation. AfriVariety's design was also the recipient of the 2022 Erin Kvedar Memorial Seminar Award.
- Registered the business as a sole proprietorship and obtained an EIN.
- Purchased inventory (traditional clothing and necklaces) from the Ivory Coast, West Africa.

Funding:

- Received a \$1,000 working capital grant from the University of Maryland's Baltimore Fund.

Milestones:

- Used the working capital grant to create marketing materials, such as: launching a website (AfriVariety.com), setting up a social media presence on Facebook, Instagram, and Twitter, and starting a blog.

Jennifer Bowie-Morton

Business: Blessed Bunny Events

Achievements:

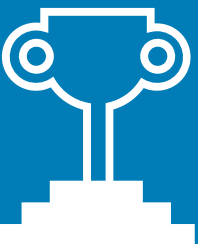
- Created partnerships with several new vendors, including a table and chair rental company and another entrepreneur who makes desserts and treats. These complementary businesses serve as key referrals to the business and help in acquiring new business.
- Began working on a rebrand to reflect changes that occurred due the pandemic. Plans include a new look for social media and a new website with a la cart services.

Funding:

- No funding to report.

Milestones:

- Plan to secure a location in 2023 that will serve as an event hall. This will create an additional revenue stream by offering a rental space for customers who do not need decorating or event planning services.



Clarrissa Cozart

Business: Tailored Fit

Achievements:

- Received two awards for the Rise to the Challenge 2022 pitch competition including the Ripley "Most Promising Business" award, and the \$500 "Hustle Award," provided by Jason Tagler, founder of Pitch Creator.
- Completed the first prototype of Tailored Fit pants in June 2022 and discovered that it takes 48 steps to complete a pair of pants from start to finish!
- Completed the first initial pattern and sourced material from different vendors to decide on the fabric, buttons, zippers, product labels, and pocketing design.

Funding:

- Received a \$1,000 working capital grant from the University of Maryland Baltimore Fund.
- Awarded \$15,000 for the "Most Promising Business" at UBalt's Rise to the Challenge event.
- Given \$500 for the "Hustle" award at UBalt's Rise to the Challenge event.

Milestones:

- Planning to begin "time trials" to determine exactly how much each pair of pants will cost to be produced on a product assembly line.
- Scheduled an initial meeting with a web designer to determine the total costs involved for the website launch.
- Planning to meet with a seamstress/pattern maker to review final materials and place an order of supplies to determine how many pants can be produced from a bolt of fabric.
- Will continue to complete customer discovery profiles.

Ariel Brown-Wicks

Business: Diamond Business Filing

Achievements:

- Reached the 50th customer milestone in Summer 2022.
- Extended services to provide grant research information to clients.
- Raised the business credit score of our first client using the business credit program Diamond Business Filing provides.

Funding:

- Received a \$2,000 working capital grant from the University of Maryland Baltimore Fund
- Received a \$6,000 grant to work with a designated HBCU.

Milestones:

- In fall 2022, we are projected to launch our first interactive office website.
- Diamond Business Filing will have its 3-year anniversary in November 2022 and will host a celebratory business photoshoot to support the website launch.

Individual Student Achievements
CONTINUED

Individual Student Achievements

CONTINUED

Laura Harrison

Business: JMLP Community Resources

Achievements:

- Invited to Speak at an Entrepreneurs Brunch given by D7etta Lifestyle to support and network with other entrepreneurs and non-profit organizations.
- Partnered with D7etta for a prom attire giveaway for Patterson Park and Forest Park High Schools.
- Successfully completed several giveaway events and clothing drives.

Funding:

- No funding to report.

Milestones:

- Completed a non-profit course to learn more about the structure, tax designation etc.
- Completed articles of incorporation and drafted bylaws for JMLP.
- Formed the initial board of directors—consisting of the president, vice president, secretary, treasurer, and committee chairs.
- Obtained a temporary housing space for JMLP's inventory at a local school.

Joanne Jones

Business: Kenyan Kutie

Achievements:

- Initiated a new marketing and customer-discovery strategy in summer 2022. We are seeking to engage with current customers to introduce new merchandise and promote new sales.
- Optimized website database to collect data, including email and cell numbers. Data is used to send emails about new items, sale merchandise, and follow-up on past purchases.
- Following these outreach efforts—one out of five customers purchased a new item. These efforts were also able to generate new visits to the website.

Funding:

- No funding to report.

Milestones:

- Acquired official trademark for Kenyan Kutie from the US Patent Office.
- Implemented new design and branding elements created by UBalt students in the Klein Family School of Communication Design, Integrated Design MA program.
- Will continue to complete customer discovery profiles.

Na'Quon Willett

Business: Investment Neighbor

Achievements:

- Chosen as a finalist in the 2022 UBalt Rise to the Challenge Competition.
- Named the winner of the "Dean's Challenge Award" in the 2022 Rise to the Challenge competition.
- Chosen as a finalist in UBalt's 2022 Real Estate and Economic Development (REED) "Pitch For a Million" competition.

Funding:

- Received \$5,000, for the "Dean's Challenge Award" in the Rise to the Challenge competition.
- Received a \$1,200 award for the Real Estate and Economic Development "Pitch For a Million" competition.
- Received \$1,200 in working capital as part of owner equity.

Milestones:

- Chosen to participate with UBalt students in the Klein Family School of Communication Design, Integrated Design MA program.
- Implemented new design and branding elements across various social media platforms.
- Created a YouTube Channel and initiated a web design process.
- Constructed a database for storing and interpreting weekly economic data.

Stephané McCleary-Lee

Business: SymTeam

Achievements:

- SymTeam has seen a 7x growth in placements since 2021.
- Partnered with several legal recruitment firms.
- Certified as an Equal Business Opportunity Business and a Minority Woman-Owned Business in Howard County.

Funding:

- No funding to report.

Milestones:

- Currently training a team of independent contractors to work as legal recruiters.

Individual Student Achievements

CONTINUED

Individual Student Achievements

Jonah Willard

Business: Grease Garage

Achievements:

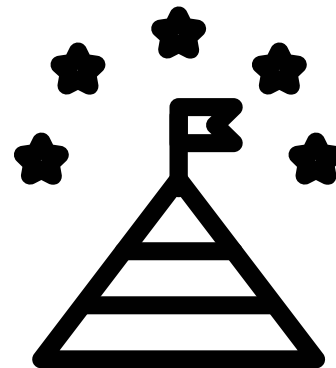
- Chosen as a finalist in the 2022 UBalt Rise to the Challenge Competition.
- Named winner in the category of Best Aspiring Business Venture, a \$2,000 prize, and chosen as the \$1,000 Crowd Favorite award winner.

Funding:

- Received \$2,000 in the category of Best Aspiring Business Venture, 2022 UBalt Rise to the Challenge Competition.
- Received \$1,000 for the Crowd Favorite award, 2022 UBalt Rise to the Challenge Competition.

Milestones:

- Conducted a feasibility study and market research for the business.
- Compiled list of building/warehouse specifications, equipment/tools, and insurance coverage needed for Phase 1 of the business plan.
- Calculated startup costs, including— one-time expenses and ongoing expenses.
- Developed a market analysis to ensure that the potential pricing model will meet the expectations of customers, while covering costs and turning a profit.
- Conducted a location analysis. Created a list of possible areas for the business and started the search for properties within the Baltimore area that meet our cost and location requirements.



E-Fellows Alumni Update

Brian Furr (Cohort 7)

Business: Mindful Designs/My Furr's Guitar

Achievements:

- Sustained Mindful Design's manufacturing space and formed a strategic partnership with Zeke's Coffee Café on Harford Road in Baltimore.
- In 2021, Furr was hired to serve as Operations Manager for the Baltimore-based start-up Clymb. Clymb is an emotional wellness software program created to help young people manage challenging emotions.

Funding:

- Gross revenues of \$35,000 in 2021.
- On target to triple revenues by 2023.

Milestones:

- Currently working on an improved version of the My Furr's DIY guitar kit to be mass-produced and sold in retail markets.
- Plan to hire a shop manager in late 2022.
- Invited to participate in TechStars DC in fall 2022.



Emily Kim (Cohort 2)

Business: Over Rice, 808 Donuts, and Zety Taste

Achievements:

- Kim and a business partner founded a small shop called Over Rice, in Ellicott City. Kim also started another business called 808 Donuts in the Towson Mall. 808 Donuts is scheduled to open in late November 2022.
- Additional plans include:
 - ◊ Starting a licensee business throughout the US.
 - ◊ Plan to operate as a manufacturing company by distributing donut powders as a B2B business.
 - ◊ Plan to use Over Rice and 808 Donuts as a business model for licensees.

Funding:

- Accepted into the Union Kitchen Accelerator Program.
- Received \$20,000 in seed funding in February 2021.

Milestones:

- 808 Donuts will be opening a kiosk location in Towson Mall.
- Launched a newly branded website and plan to make multiple hires.

Samantha Mellerson (Cohort 6)

Business: HeART SAM, LLC.

Achievements:

- Received a \$5,000 prize as the top earner in the “Existing Business Ventures” category in the 2022 Rise to the Challenge competition.

Funding:

- Received a \$1,000 working capital grant from the University of Maryland Baltimore Fund.
- Received a \$5,000 award from the Rise to the Challenge competition.

Milestones:

- HeART Sam’s revenue grew by 12% according to 2021 reports and gross profits are projected to surpass \$160,000 in 2023.

E-Fellows Alumni Update

E-Fellows Alumni Update

Nicole Mighty (Cohort 7)

Business: Spiked Orchids, LLC.

Achievements:

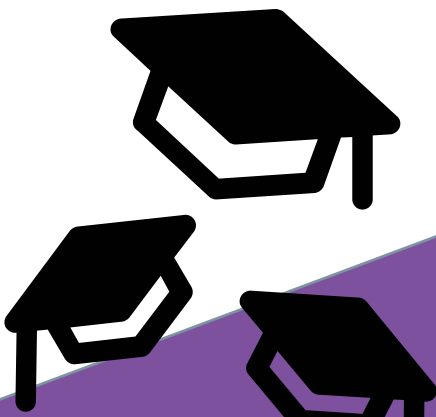
- Received two major awards, including the Ripley “Most Promising Business” award and a co-winner of the \$5,000 “Existing Business Venture” Award in the 2021 Rise to the Challenge competition.
- Purchased additional sewing machines to start training a small staff of sewing technicians.
- Redesigned and created inventory for the e-commerce website. The launch date is TBD.
- Started a collaboration with the Hotel Revival to create a satin accessory line for the hotel’s in-house boutique.
- Started a partnership to help launch the Great Trade Company— a startup focused on supplying the restaurant business with aprons and uniforms.

Funding:

- Received a \$2,000 working capital grant from the University of Maryland's Baltimore Fund.
- Received a \$15,000 award for the “Most Promising Business” at the Rise to the Challenge competition.
- Received a \$5,000 “Existing Business Ventures” award at the Rise to the Challenge competition.

Milestones:

- Seeking to hire a website designer to create an interactive website that offers vintage apparels and accessories, as well as customized products.
- Planning to turn one-off creations into NFTs.
- Looking for funding to purchase a building that will serve as a production and corporate office location.
- Planning to launch a campaign to get more clothing donations for the “Stop the Fast Fashion” cause.



Achievements By the numbers

ACADEMIC YEAR 2021-2022

6 FULL-TIME
STUDENTS

4 SUMMER
SESSION
STUDENTS

4 PART-TIME
STUDENTS

GRADUATES SPRING 2023

● **Clarissa
Cozart**

● **Joanne
Jones**

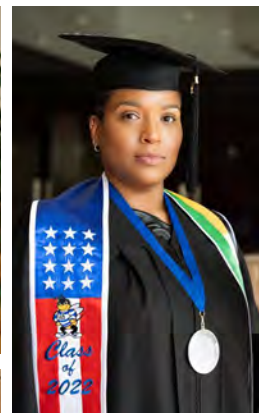
● **Na'Quon
Willett**

ACADEMIC YEAR 2022-2023

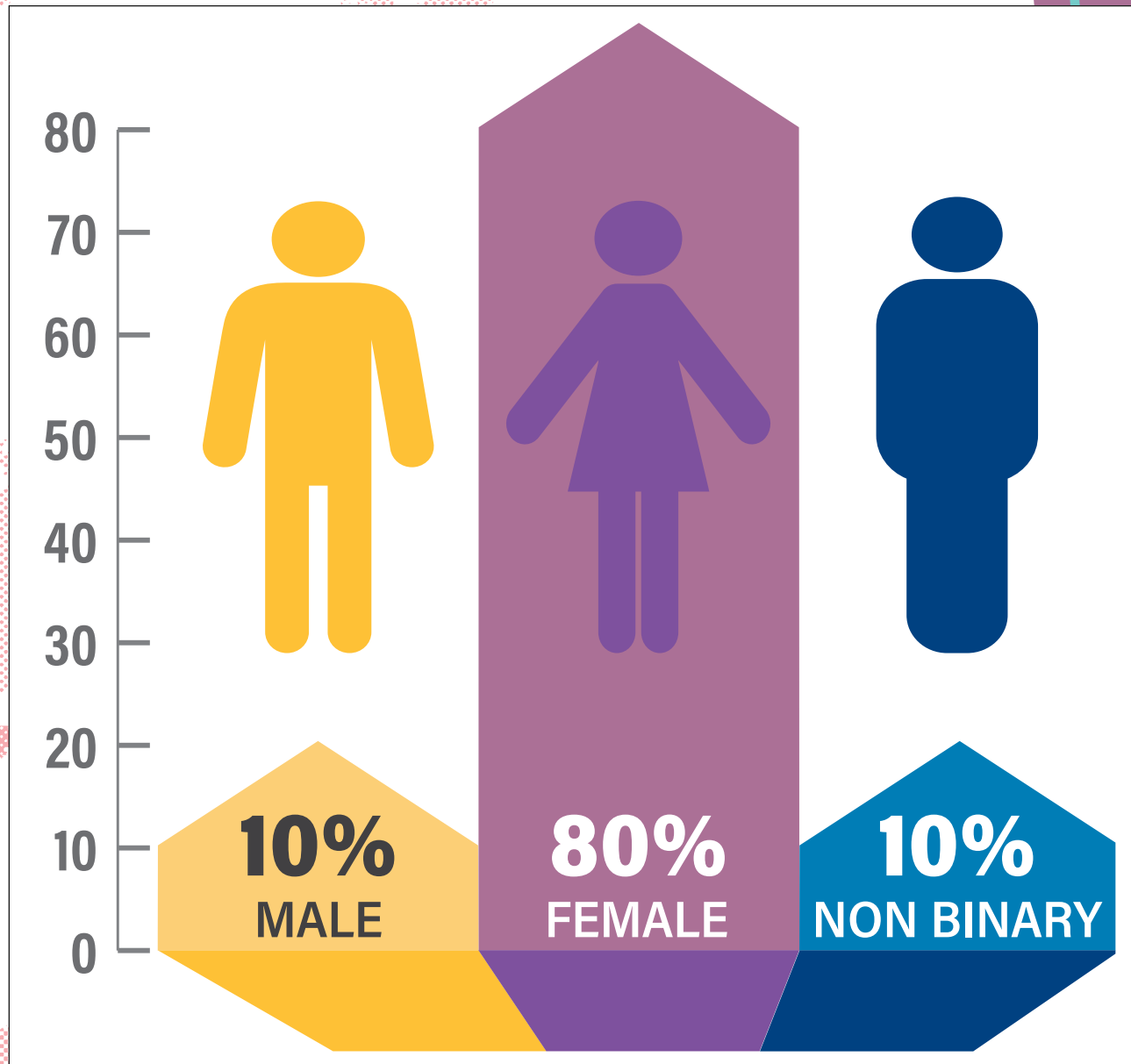
8 FULL-TIME
STUDENTS

5 SUMMER
SESSION
STUDENTS

1 PART-TIME
STUDENT
E-Fellow minor
candidate

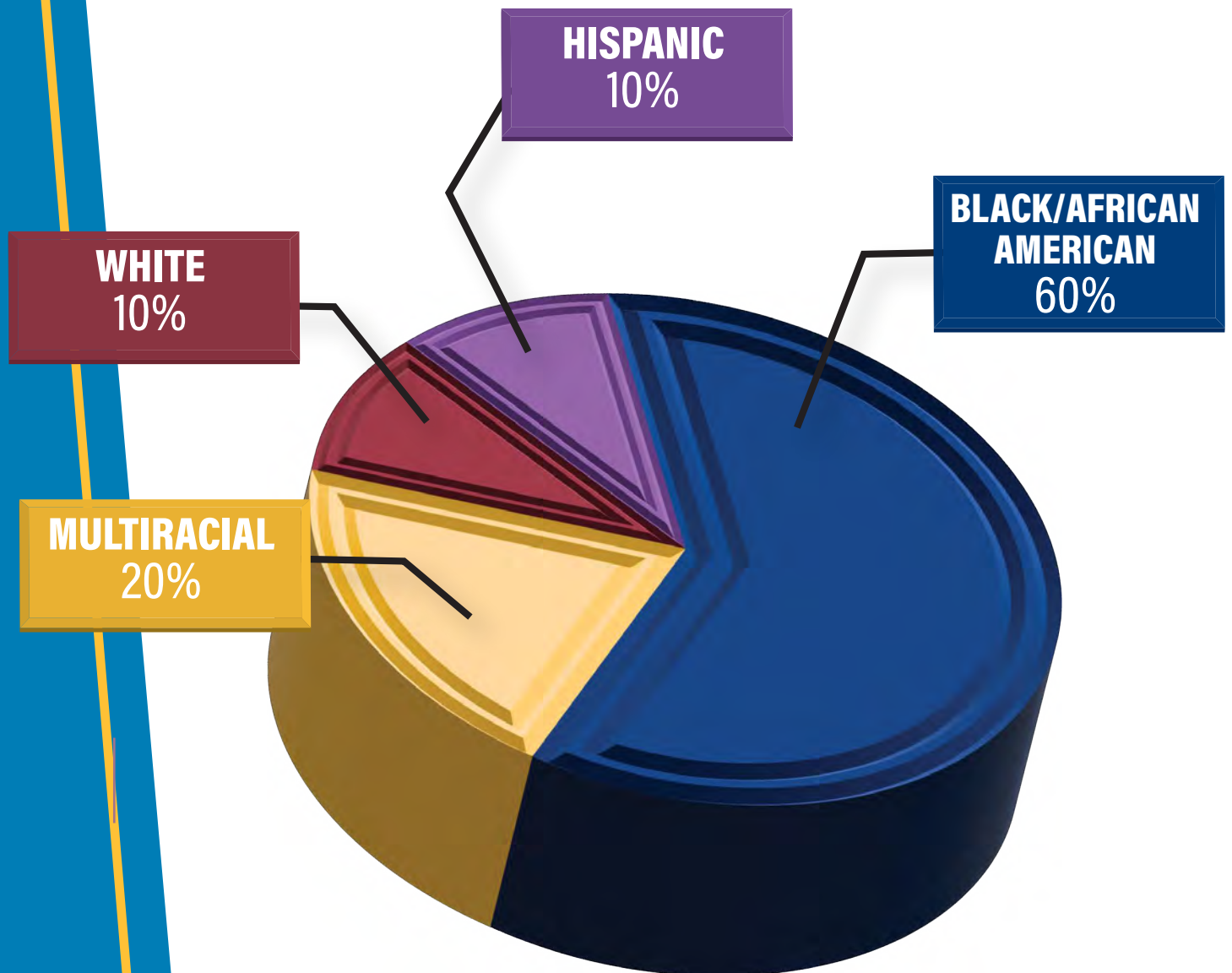


Gender Breakdown



DEMOGRAPHICS

DEMOGRAPHICS



Ethnicity Breakdown

OUR VISION FOR THE FUTURE

In 2022, we were awarded a three-year grant from the **Philip E. and Carole R. Ratcliffe Foundation Board** in support of UBalt's **E-Fellows** Program. Since 2012, the **E-Fellows** has been transformational for many students and has become an integral program within the **Merrick School of Business**. We are proud of what we have accomplished over the past decade, and we look forward to what we can achieve in the years to come. We are truly grateful to the **Ratcliffe Foundation's** commitment to The **University of Baltimore** and the **Ratcliffe E-Fellows Program**.

Our top priority over the next three years is to continue to support the scholarships and stipends of students in our target market: students enrolled as business majors, specializing in entrepreneurship and seeking to start and grow their own successful business entities.

Additional plans include supporting new offerings that are designed to broaden the appeal and impact of the E-Fellows program.

Specifically, we will:

- Introduce a new entrepreneurship track that will attract non-business students and increase our pool of applicants.
- Create a specialization for graduate students interested in studying entrepreneurship by launching their own business entity.

Our goal is to broaden our pool of

applicants by creating a nine-credit specialization for graduate students, in all colleges, with coursework aligned with the undergraduate level, by the start of Fall 2023.

Additionally, we are planning to:

- Create an Entrepreneur Development Fund to help the E-Fellows cover the costs of venture-related needs.

Specifically, this fund would offer entrepreneurs access to working capital to pay for necessary but often expensive business needs, such as legal fees for entity development, paying for website creation, or hiring a prototype developer.

Support activities that bolster the students' knowledge of entrepreneurship in Maryland and provide them with additional

opportunities to develop networking and other professional skillsets. We also plan to create special events designed to encourage students to develop leadership and other professional skillsets.

The University of Baltimore recognizes the important role emerging businesses play in the economic health of the Baltimore region and we are grateful to the Philip E. and Carole R. Ratcliffe Foundation for fostering an entrepreneurial spirit in our students. The Ratcliffe Entrepreneurship Fellows Program is a valued part of The University of Baltimore and we believe it can truly make a difference for our students and the greater Baltimore community.



TESTIMONIALS

We believe that by offering the E-Fellows Program, along with the means to earn a college degree, The University of Baltimore can truly change the course of a person's life. But don't just take our word for it.

“

Following graduation, I accepted a position with Whitebox Inc., a Baltimore based e-commerce company and one of the fastest growing startups in Maryland. Although, I have put my own business idea on hold for now, **I am thankful** for all that I gained as an **E-Fellow**, especially getting connected to Baltimore's entrepreneurial community. You've not only helped me to get here but have given me the **confidence** to go anywhere else life takes me.

Nicholas Whited (BS '20)

“

Being an E-Fellow & going to the University of Baltimore has been a key contributor to my success.

Brian Furr (BS'22),
Mindful Designs/My Furr's Guitar

“

Everything that my professors taught me — in terms of understanding **financials**, **management**, **ethics**, & the complications of starting up a business has been helpful.

”

Emily Kim (BS '15),
founder and CEO | Over Rice, Zety Taste, & Uma Uma



UNIVERSITY OF
BALTIMORE
Merrick School of Business

2022