

PROGRAM

# startup302

## Pitch Competition Finals

5•16•2024  
9 AM•3 PM

Delaware Art Museum • 2301 Kentmere Parkway • Wilmington, DE



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### **What is Startup302?**

Startup302 held its first pitch competition in 2021 with a goal to support emerging companies with high-growth potential being led by founders from underrepresented backgrounds. How? By connecting investor and venture funds with the founders while providing an infusion of nondilutive cash. Since its launch, DPP and its partners have awarded more than \$640,000 in grants to 37 companies, supporting local firms and introducing out-of-state companies to the Delaware innovation ecosystem.

**\$640,000  
IN GRANTS TO  
37 COMPANIES**

Playing a vital role in supporting the local and regional startup community.

### **Thanks to Our Partners**

Startup302 truly is a community-led effort, with partners from throughout “the 302” and beyond playing a vital role in supporting the local and regional startup community. DPP is grateful to have had planning and steering committee assistance from the following organizations: Delaware Small Business Development Center, Horn Entrepreneurship Program and University of Delaware, The Innovation Space, the Delaware Sustainable Chemistry Alliance, the Emerging Enterprise Center, the Delaware Black Chamber of Commerce, StartOut, EVA Enterprises, Chesapeake Agriculture Innovation Center, Women’s Business Center at True Access Capital, Bronze Valley and Blondie Mansion.

# Corporate Sponsors

## Innovator



## Business+



## Supporter+



## Supporter



## Basic



## In-Kind



# Agenda

**8:30** - Registration and Networking (Lobby of Auditorium)

**9:00** - Opening Remarks (Auditorium)

- **Keynote Speaker:** Michelle Harris, District Director, Delaware SBA

**9:30** - Break

**9:40** - Pitches

- Early Stage (Auditorium)
- FinTech (Jefferson Meeting Room)
- Life Sciences (Thronson Board Room)

**10:50** - Break

**11:00** - Pitches

- Delaware Impact (Auditorium)
- Environmental Impact (Jefferson Meeting Room)

**12:10** - Lunch (Outdoor Pavilion)

**1:00** - Education Panel Discussion – Preparing for Funding (Auditorium)

**2:00** Awards Ceremony (Auditorium)

- **Keynote Speaker:** Erika Lucas, Founder, StitchCrew

- **Awards**

- Early Stage
- Environmental Impact
- FinTech
- Life Sciences
- Delaware Impact
- Blue Hen Prize

**3:10** Dismissal



## Keynote Speakers



**Michelle Harris**  
**Delaware District Director**  
**U.S. Small Business Administration**

Ms. Harris is responsible for the delivery and management of the federal agency's programs throughout the State of Delaware. She brings to the SBA decades of experience supporting entrepreneurship in Delaware and across the nation.

Before taking on the role of Delaware Director, Ms. Harris headed the U.S. Department of Transportation's Regional Assistance Division in the Office of Small and Disadvantaged Business Utilization. In this role, she assisted the department with meeting its contracting small business goals. Additionally, she had oversight of the agency's Minority Resource Center Program. This program provided direct assistance to small and disadvantaged businesses with increasing their competitiveness for contracting opportunities. As a career public servant with over 30 years of service, she has held many positions across several agencies.



## The New Majority Economy: Economics of Why We Need to Invest in Diverse Founders

**Erika Lucas**  
**Founder of StitchCrew**

Erika Lucas is the Founder of StitchCrew, an organization providing capital and resources to the New Majority entrepreneurs. Erika also founded VEST, a peer network for women professionals and investment fund investing in women-led companies building solutions for the intersection of the Care Economy and Future of Work. Erika is a thought leader, sought-after speaker and LinkedIn Top Voice on Venture Capital and Entrepreneurship. She is on the Board of Arvest Bank, the Diversion Hub and the Oklahoma City County Health Department, as well as a member of the Latino Corporate Directors Association, Familia VC and Somos VC. Prior to StitchCrew and VEST, Erika was a Partner at a Private Equity firm investing in Aerospace & Defense. Before that she was Global Director at the Oklahoma Department of Commerce.

## Moderator



**Troy Farmer, MSW, MCC, CPC, CLAC, CGC**  
**Owner of EVA Enterprises, LLC**

Troy Farmer partners with numerous organizations offering her expertise in program design, development, and delivery. Troy supports and partners with various projects that includes working within the private and public sector that services diverse stakeholders at all levels.

Troy also works with the States Small Business Credit Initiative (SSBCI), Program Manger focusing on access to capital and funding for socially and economically disadvantaged small businesses throughout Delaware.

Troy will be overseeing an Initiative designated by Delaware Small Business Development Center, providing advise and training for those seeking funding through SSBCI as well.

Troy graduated with honors from Widener University with a Master's in Clinical Social Work. She earned a dual Bachelor's Degree in Business and Marketing from Delaware State University.

## Education Panel



**Christine Parrish**  
**VP of Technology Solutions, Ardent Technology Solutions**

Christine Parrish has a background in Chemical Engineering and has held various roles such as Business Development Lead, Research and Development Engineer, and Vice President of Technology Solutions. Christine has experience in translating technical attributes into tangible value propositions, developing custom separation solutions, and leading multidisciplinary teams to bring cutting edge technology from lab to field. Christine has also worked as a Research and Development Intern at various companies and conducted research on hydrogel polymers for tissue regeneration during their time at the University of Pittsburgh.

Christine is a graduate of the University of Delaware with a BE in Chemical Engineering



**RoseAnn B. Rosenthal**  
**Managing Director, Delaware First Fund**

RoseAnn B. Rosenthal was the recent President, CEO and member of the Board of Directors of Ben Franklin Technology Partners of Southeastern Pennsylvania (Ben Franklin) since 1996, and has over fifty years of experience in business investment, regional planning, and economic development. She is Managing Director of Delaware's First Fund, an early-stage investment fund. She is also Co-Founder and Chair Emeritus of Broad Street Angels, a 120+ member angel investment group housed in Philadelphia's Union League.

Rosenthal garnered 18 years of her economic development experience at the Philadelphia Industrial Development Corporation (PIDC). As Senior Vice President for Strategic Development, she launched regional initiatives including the PIDC Penn Venture Fund, the Southeast Pennsylvania Export Consortium, now the World Trade Center of Greater Philadelphia, and was a founder and leader of Strategy 21.

She is a graduate of Temple University.



**Marcie Reilly**  
**Marcie Reilly, Director, External Engagement & Partnerships, The Innovation Space**

Marcie Reilly currently serves as the Director, External Engagement & Partnerships for The Innovation Space. In this role, Marcie leads The Innovation Space's strategic engagement with partners to enhance collaboration and connection across the ecosystem.

Prior to joining The Innovation Space, Marcie co-founded a tech startup in the events industry after several years of commercializing technologies across the healthcare continuum. Notably, she held multiple roles at Cleveland Clinic Innovations, culminating as Director, Global Healthcare Innovation Alliance, where she supported innovation efforts within the organization and across its global network of industry and academic partners. Her earlier tenure at Kensey Nash Corporation, now a part of DSM Biomedical, involved developing and marketing biomaterial and cardiovascular products.

Marcie holds a Master of Science and Bachelor of Science in Materials Engineering from Drexel University in Philadelphia, PA.



**Blessy Thomas**  
**Partner, Innovative Capital Growth Fund**

Innovate Capital Growth Fund is a growth equity fund focused on investing in minority & women-owned lower middle market companies primarily in the Mid-Atlantic region. Blessy Thomas is a finance management professional with 17+ years of experience driving growth strategies and profitability initiatives. She has worked with large commercial teams and small businesses in diverse industries such as Biopharma, Manufacturing, Petrochemical, Food Products & Services, Consumer Products, and Healthcare.

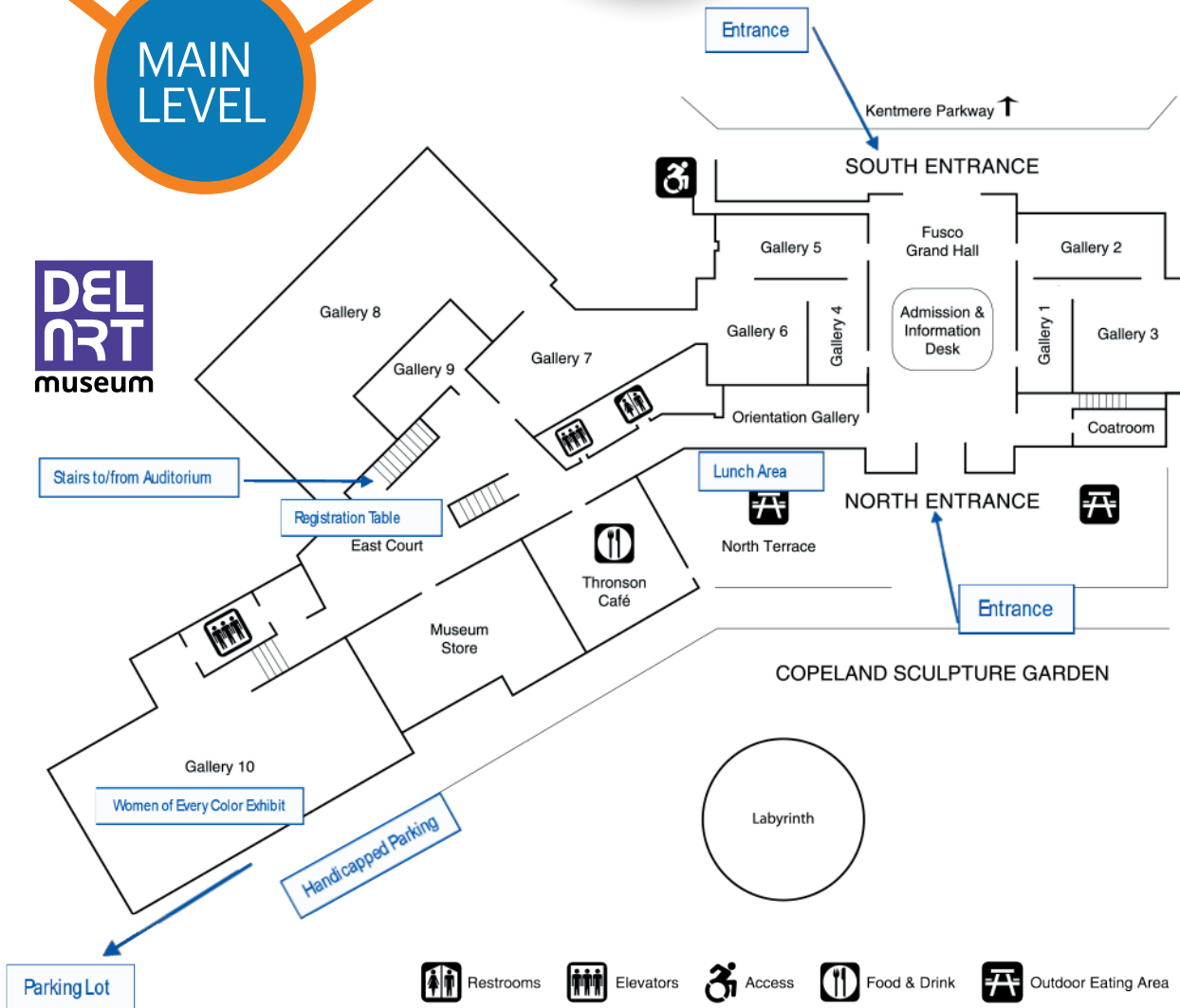
Since joining The Enterprise Center (TEC) in January 2019, Blessy has been instrumental in investing, expanding, and managing the portfolio of debt and equity investments, implementing procedures, and advising minority-owned enterprises on their strategic and financial options. Before joining TEC, Blessy was a strategic director at VWR International (Avantor Sciences) for 10+ years, a product and service supplier to the life science sector.

Blessy received her Bachelor of Science in Business Administration with a focus in Finance and Marketing from Drexel University in Philadelphia.

# Gallery Map

MAIN LEVEL

**DEL**  
**ART**  
museum



**Galleries 1 – 3:** Radical Beauty (British Pre-Raphaelites)

**Galleries 4 – 6:** Picturing America (American Art through 1900)

**Galleries 7 & 16:** Modern Metropolis: John Sloan and the Eight

**Galleries 8:** Illustration: America's Imagination (Howard Pyle)

**Galleries 9:** The Artist Legacy of James E. Newton: Poetic Roots, Jan 27 – May 19, 2024

**Galleries 10:** There is a Women in Every Color: Black Women in Art



Many of the artworks on view cannot be photographed due to copyright restriction. Restricted works are identified with a no photography symbol located on the object label. Feel free to ask our security staff any questions before taking pictures. The use of flash tripods or video cameras is prohibited in the Museum without prior permission.

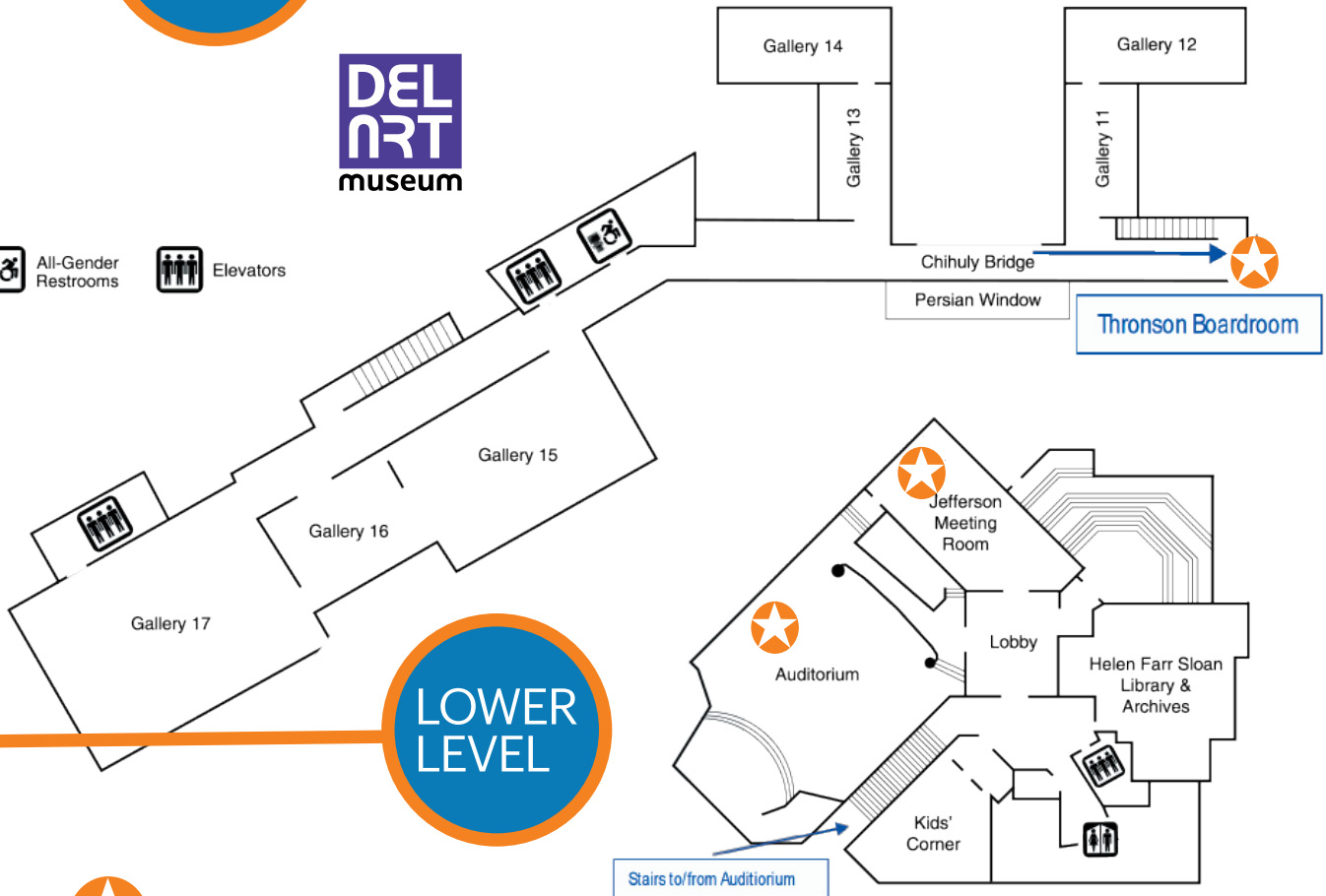


Even the lightest touch can damage a work of art. Please do not touch or climb on the art or outside sculpture. Be careful to keep your hands, bags, bodies and other people accompanying you a safe distance from the artwork. Your great-great-grandchildren will thank you.



# Gallery Map

UPPER LEVEL



LOWER LEVEL



Presentations/Pitches

**Galleries 11 & 12:** In Focus: Photography from the Collection, Feb 24 - June 23, 2024

**Galleries 13 & 14:** American Illustration and Howard Pyle Murals

**Galleries 15 & 16:** Modern American Art

**Galleries 17:** American Art After 1960

**Chihuly Bridge:** Persian Window by Dale Chihuly

# About the Finalists

## DELAWARE IMPACT:



### Futures First Gaming (FFG)

Futures First Gaming (FFG) is a STEM.org Accredited Ed Tech, Media, and Esports Entertainment organization dedicated to fostering diversity and inclusion within the esports and gaming industry, particularly focusing on underserved and minority communities. As an official State of Delaware technology skills workforce development partner, FFG plays a significant role in enhancing digital literacy and technology skills among young individuals. Notably, FFG has co-designed Delaware's first Esports Undergraduate Certificate program, in partnership with Wilmington University, demonstrating its commitment to academic advancement in gaming. Additionally, FFG hosts a variety of educational and recreational esports programs and events, providing valuable opportunities for engagement, learning, and competition in the community. Through these initiatives, FFG aims to empower participants with valuable technology skills and leadership experiences in a supportive environment.



### The LeGrand Company LLC

The LeGrand Company LLC is a developer and purveyor of adaptive medical equipment. Our principal product, the Bed Ledge, is the first leave-in-place device that allows its user to safely move from a sitting position on the edge of a mattress to supine in bed through incremental movement. Founded by husband and wife physical therapists, The LeGrand Company LLC believes safe, independent mobility is the right of all people.



### Tri-State 3D Tech & Design Firm, LLC

Tri-State 3D Tech & Design Firm LLC. a boutique 3D visualization firm utilizing cutting-edge technology to accelerate architecture and construction projects in a bold, innovative way.

Our signature Scan to Plan Survey Solution uses state-of-the-art drones and LiDAR scanning cameras to capture key data and details of any physical space with precision and efficiency. Tailored for the architecture-engineering-construction (AEC) industry, our solution is indispensable for property renovations, historic preservations, and roof inspections. Our clients save time, money, and stress, so they can be more efficient, collaborative, and creative.

Tri-State 3D's mission is to accelerate the growth and advancement of the great state of Delaware and beyond, so we, TOGETHER, can cultivate a more beautiful and functional community to live, work and play for all.

# About the Finalists

## EARLY STAGE:



### HouseCall VR

HouseCall VR is revolutionizing patient education and tackling low health literacy, a challenge costing the US \$200 billion annually. We offer immersive VR technology to enhance patient education, making complex medical information accessible and engaging for everyone, while creating greater clinical efficiencies for clinicians pressed for time in today's healthcare environment. Imagine going into your body to learn about your health.



### Inclusion Unpacked

Inclusion Unpacked is on a mission to make Diversity, Equity, and Inclusion simple and easy for startups and small businesses. The tech-enabled platform allows companies to pay a monthly subscription fee and gain access to diversity experts and resources on demand. Inclusion Unpacked has been featured in Forbes, Women's Health Magazine, and Crain's New York, and they currently work with some of today's leading startups as member companies.



### Kazi Konekt

Kazi Konekt is an all women-led startup bridging African talent with the global job market. Our AI platform empowers career growth by offering income opportunities and learning courses to Africans. Companies worldwide can access top-quality African talent at an affordable cost.

## ENVIRONMENTAL IMPACT:



### Baleena

Baleena builds best-in-class, next-generation filtration devices to tackle microplastics fiber pollution in the fashion supply chain. Baleena's flagship offering is an easy-to use, highly-efficient, in-drum microfiber trapping device to reduce microplastic emissions at the point source — laundry. Baleena is currently piloting with OEMs and CPGs in the laundry sector to take crucial steps toward refining the technology and expanding B2B, ultimately paving the way for broader implementation across the textile supply chain.



### Dunya Analytics

Dunya Analytics is SaaS platform offering companies science-based risk analytics for biodiversity and nature, enabling them to meet ESG disclosure requirements, and empowering them with insights in actionable financial terms to drive sustainability strategy. Founded in mid-2023, our team of risk, biodiversity, and technology experts is making biodiversity and ecology science accessible to companies, and illuminating the pathway to a sustainable and equitable economy.



### Sundial Foods

At Sundial Foods, our goal is to make clean eating accessible for all Americans with healthy, sustainable, and affordable center-of-plate protein options. Over the past five years, we have developed a proprietary manufacturing process for creating clean label plant-based meats with an unparalleled taste and texture. Made with seven clean, plant-forward ingredients, our chickpea "chicken" not only delivers delicious taste and texture, but is also packed with protein and fiber and sells at price parity with conventional meat.

# About the Finalists

## FINTECH:

### instarails

#### Instarails

First intelligent decentralized payout network that makes cross-border payments instant, inexpensive, and inclusive to all. We provide a single connection to the world's real-time payment rails, which means banks and businesses can make real-time bank accounts, mobile wallets, and cash payouts for their customers (in supported countries). We offer a simple SaaS API for a decentralized infrastructure. With just one integration, our clients can start making payouts for B2B, B2C, and C2C transactions using our global payment rails.

### Lipaworld

#### LipaWorld

Lipaworld is an innovative digital voucher marketplace that revolutionizes the way you remit back home to Africa. With digital vouchers, you can effortlessly support your loved ones by empowering them with instant access to essential goods and services, all while enjoying low fees and total transparency. Digital vouchers are sent via SMS text or via WhatsApp and redeemed by the receiver at the point of sale or online.

### Sharely

#### Sharely

Sharely is a B2B2C fintech venture that helps brokerage firms attract and retain purpose-driven clients by embedding measurable impact into their existing portfolios. Our flagship product is a first-of-its-kind plug & play add-on that enables individuals to invest as usual, automatically donate a fraction of their returns to a curated group of high-impact nonprofits, and receive tax benefits and research-backed impact statements in return. Sharely's brokerage product is just the first step of a social movement uniting consumers and corporations in a coordinated effort to make a tangible difference in the world. Future Sharely products include bank shared-interest products, credit card round-ups, and corporate giving program integration – all with impact reporting detailing the real-life impact of individual and collective contributions.

## LIFE SCIENCES:

### BioLattice

#### BioLattice

We are addressing the need for tissue repair solutions, beginning with cornea. One in 70 patients who need cornea tissue obtain it. Globally 2 million per year suffer from corneal blindness while only 200,000 per year receive vision restoration via cornea transplant. There is no standard of care alternative to donor cornea tissue for full thickness cornea transplant material. Our engineered cornea will be a true alternative to donor cornea.

### Graftable

#### Graftable

Graftable aims to help people live free of scars and past trauma. Despite 70M wounds acquired yearly in the US, treatments for scars are ineffective. Our therapy delivers oxygen directly to wounds to reduce scars during early healing.

### SWAN NEUROTECH

#### Swan NeuroTech

Swan NeuroTech is a medical device company revolutionizing the treatment of nerve injuries. We have developed an implantable, biodegradable drug-delivery technology that regenerates severed peripheral nerves, addressing a \$1 billion market opportunity. Founded by Dr. Kacey Marra, a Professor at the University of Pittsburgh, and led by Dr. Jeremy Kimmel, a seasoned medtech executive, Swan NeuroTech is uniquely positioned to help the millions of patients suffering from peripheral nerve injuries. We are currently raising seed capital to fund a first-in-human clinical trial of our technology.

## About the Judges



**Regina Barry**  
**Subject Matter Expert, Ashland Chemical**

Regina is a regulatory expert with extensive IT experience in SAP EHS as a “functional + technical” hybrid. She’s the Primary corporate contact for SAP support. She works with SAP support to correct / implement. Regina develops global data management policies for regulatory affairs and product stewardship information, and coordinates data migration from multiple disconnected systems. She has expertise in global regulatory and chemistry knowledge. Specialties: SAP EHS classic product safety, dangerous goods and regulatory data management, end-user and technical system education and documentation, familiarity with S4/HANA for chemicals.

Regina is a graduate of Georgetown University and received her PhD in Chemistry from the University of Delaware.



**Jonathan Burbaum**  
**Entrepreneur in Residence, The Innovation Space**

Dr. Jonathan Burbaum currently serves as the sole Principal of Gnosys, Inc., a company based in San Francisco. He is also a venture partner with Innovating Capital, an early-stage venture fund. He formerly held a similar position with Genoa Ventures and was an EIR with Spruce Capital Partners. Gnosys provides life science business development and technology consulting.

Jonathan received his B.S. in Chemistry from Rensselaer Polytechnic Institute in 1981, and his Ph. D. from Harvard University – where he worked for Jeremy R. Knowles on the energetics of enzymatic catalysis – in 1988. From 1988 to 1991, Jonathan conducted post-doctoral work at the Massachusetts Institute of Technology with Paul Schimmel, focusing on protein structure, function and folding. He received his M.B.A. from the Rady School of Management at the University of California, San Diego in 2009.



**Dora Cheatham**  
**Vice President, Sales & Commercialization, First State Hydrogen**

Dora Cheatham is Vice President of Sales & Commercialization at First State Hydrogen, where she is responsible for commercialization, business development and communications of First State Hydrogen’s green hydrogen production. Prior to joining First State Hydrogen, Dora led DESCA as its Executive Director, helping DESCA build its presence and validate its hypotheses, as well as leading on Delaware’s Hydrogen Hub efforts resulting in a DOE Grant of \$750M to establish a Mid-Atlantic Clean Hydrogen Hub.

Dora spent her early years studying and/or working in the UK, France, Spain and Cyprus, holds degrees in foreign languages and international business from Thames Valley University and the University of London, and speaks fluent French, Spanish, and Greek.

## About the Judges



**Cynthia Conway**  
**Founder & CEO, Oakwise Marketing, LLC**

Cynthia brings nearly four decades of global, intrapreneurial work across five major industries and 15 business sectors. As founder and CEO of OakWise Marketing, LLC., an independent professional services firm that helps leaders and their teams strategically transform and successfully compete in today's digital economy, she guides organizations through a specific time of transition, upheaval or transformation as a C-suite advisor, digital strategist and partner of transformational change and growth. Cynthia is also a part-time adjunct faculty member of the Alfred Lerner School of Business & Economics at the University of Delaware. She holds a Certificate in Business Analytics (with distinction), from Harvard University, an MBA in leadership, technology and globalization (with honors), Drexel University and a BFA in advertising and design and art education certification K-12 (with honors) from University of Wisconsin-Eau Claire.



**Daniel Freeman**  
**Associate Professor of Marketing,**  
**Director, University of Delaware's Horn Entrepreneurship Program**

Dan Freeman (Ph.D., University of Arizona) is director of the Horn Program in Entrepreneurship and associate professor of marketing at the University of Delaware. Since his appointment as director in 2011, Dan has transformed the Horn Program into the Mid-Atlantic's preeminent entrepreneurial education provider, helped to raise almost \$4 million and co-founded Start It Up Delaware. Dan is currently responsible for all the University's entrepreneurship-related academic programs (undergraduate, graduate and executive), which emphasize marketing and the important role of "raising customers" for any new venture. He also oversees signature components of the Horn Program including Startup eXperience, Hen Hatch (startup funding competition), Venture Development Center (a student business hatchery and incubator), Diamond Challenge for High School Entrepreneurs, and Entrepreneurial Resource Exchange & Support Network.

Dan's research has been published in several top-tier journals, including *Addiction*, *Journal of Personality and Social Psychology*, *Journal of Consumer Psychology*, *Journal of Public Policy & Marketing*, and *Personality and Social Psychology Bulletin*. His research centers on moral behaviors, substance abuse prevention, social marketing, consumer socialization and symbolic aspects of consumption behaviors.



**Dr. Christine Galib**  
**Venture University Venture Partners**

Dr. Christine Galib is a strategic visionary, systems thinker, community and innovation ecosystem builder, founder, early-stage startup advisor across numerous verticals, adjunct professor, and author with a vast and deep, non-linear career. She has experience and expertise in helping others discover their creative strengths, develop their entrepreneurial and investor mindsets, and works with investors to build and scale their enterprises and startups. She holds her bachelor's from Princeton University, master's from the University of Pennsylvania, and doctorate from Drexel University.

Prior to joining Venture University Venture Partners, Christine served as Senior Director of Entrepreneurship and Innovation at the Ion, Houston's headquarters for innovation.

When she is not working with startups, investors, and students, she loves exploring the road less traveled and writing.

## About the Judges



**Juliana Green**  
Principal, FMC Ventures

Juliana's background is in ag-tech, climate initiatives and global environmental health. Over the past several years, she's gained insights into the ag-tech, food-tech, and life sciences industries to support investment decisions. Her experiences range from diligence, sourcing, deal structuring and investment strategy, to board level decision making and advisory activities. She seeks to drive change by addressing agriculture and environmental health challenges. She also has an interest and experience in venture capital, and mergers & acquisitions.

Prior to working at FMC Ventures, Juliana worked at Unovis Asset Management, served as Senior M&A Analyst for the Precision Medical Group, and was a Principal at King Philanthropies in the San Francisco Bay Area. She is a graduate of the University of California Berkeley, and has a Master of Accounting degree from the University of Virginia.



**Elyce Hall, MBA**  
Technology Business Advisor, SBDC

Bringing a wealth of experience in strategic marketing and product management to SBDC, Elyce works with a wide variety of clients across technology and innovative industries as they grow and commercialize. With a breadth of industry experience in financial services, energy, chemical, and manufacturing, clients turn to Elyce for refining their business strategy. Clients may also recognize Elyce for her leadership of the iDEa Lab Program for the SBDC, both in Kent and New Castle County. Before working for SBDC, Elyce worked for MOPO Life, ITW and TXU Energy. She graduated from George Mason University and received her MBA from the Alfred Lerner College of Business & Economics at the University of Delaware.



**Martin Hunt**  
CEO, Swanlaab USA Ventures

Martin currently serves as CEO of Swanlaab USA Ventures, and is a former Fortune 100 executive and tech CEO with \$20 billion of transactional experience. He is a seasoned international technology investor, with previous tenures serving as CEO of HWI Technologies, founder and managing director of a private SPAC and advisor for a boutique high technology investment bank.

Martin also worked at MBNA where he managed the turnaround of a \$60 million marketing budget for a \$16 billion loan business and led the strategy for a \$5.6 billion special interest credit card portfolio.

Martin is also the co-author of "The History of Black Business" and a former president of the Harvard Business School Alumni Club of Philadelphia. Martin graduated from Swarthmore College with a BA in Economics and an MBA from the Harvard Business School.

## About the Judges



**Anastasia Jackson**  
**Kent County Regional Business Manager, Delaware Division of Small Business**

Anastasia Jackson is a Delaware native who firmly believes that Delaware is the best place to work, live, and raise a family. With its tight-knit community and strong sense of belonging, Delaware has always been home to Anastasia.

As a business manager, Anastasia is passionate about supporting and encouraging business owners to start and expand their ventures in Delaware. She works at the Delaware Division of Small Business, where she helps entrepreneurs navigate the state's business landscape and connect with the resources they need to succeed.

Whether you're just starting out or looking to take your business to the next level, Anastasia is the person to turn to. With her extensive knowledge of Delaware's business community and her commitment to supporting local entrepreneurs, she is uniquely positioned to help you achieve your goals. Before working in her current role, Anastasia owned a small business, served as a Quality Control Auditor for the Delaware Department of Labor, and is a graduate of Wilmington University.



**Randy Kunkle**  
**Senior Vice President/Regional CRA Manager, M&T Bank**

Responsible for developing and implementing Community Reinvestment Act (CRA) programs to meet the credit and banking needs of the low-to-moderate income population in Delaware, Eastern Shore of Maryland, Greater Philadelphia, and South Florida. Executive with more than 25 years of experience in support of financial services and banking industries. Community Development expertise includes CD lending, investment and services, Community Reinvestment Act (CRA) compliance, community relationship cultivation and management, bank Community Development lending products, foundation grant review and approval process, and non-profit volunteer need and governance. Before his time at M&T Bank, Randy worked for over 20 years at Bank of America and is a graduate of Goldey-Beacom College.



**Nicholas Moriello**  
**Segment President, Highmark Blue Cross Blue Shield Delaware**

Before joining Highmark Blue Cross Blue Shield Delaware, Mr. Moriello ran his own agency, Health Insurance Associates (HIA). Under his leadership, HIA grew to be one of the largest independent health insurance agencies in the tri-state area of Delaware, Pennsylvania, and Maryland, serving the regional community for over 40 years.

Mr. Moriello has a strong commitment to Delaware's businesses and communities. He is a 14-time recipient of the NAHU Leading Producers Round Table's highest award, the Lifetime & Qualifying Soaring Eagle, and he received the NAIFA 2013 Carl Hill Memorial Award for dedication to the industry and community.

Mr. Moriello completed The Wharton School's "Leading to a Higher Mark" program to a LUMA Institute Certified Practitioner of Human-Centered Design. He is a Registered Health Underwriter (R.H.U.) from the American College. He earned his Bachelor of Arts in Management, Summa Cum Laude, from DeSales University.



## About the Judges



### **Dwayne Parker**

**VP of Operations, Strategic Solutions and Delivery, Highmark Health Options**

Born and raised in Wilmington and with over 20 years of experience working in the healthcare industry and more than 15 years in the Medicaid market, Dwayne's goals are to enhance state and community relationships while working with the Highmark Health Options (HHO) team to deliver outstanding service to key constituents across Delaware.

Since joining Highmark in 2016, Dwayne has held several leadership roles and is currently the VP of Operations, Strategic Solutions, and Delivery for Delaware Medicaid. During his tenure, Dwayne has led several critical consumer initiatives, facilitated strategic vendor and provider meetings to negotiate agreements within the market, and worked across all business units to successfully implement a new clinical platform and transformation initiative. Finally, with a core group of HHO team members and collaborating with State and community partners, Dwayne is leading the Delaware Medicaid Redetermination process for HHO members.

Dwayne graduated Summa Cum Laude from Strayer University with a bachelor's degree in business administration with a concentration in management.



### **Janet Reed, Ph.D.**

**Partner, Potter Anderson**

Dr. Janet E. Reed is the head of the firm's intellectual property transactional and counseling practice. Though she counsels in all aspects of intellectual property, Janet focuses her practice on patents related to biotechnological inventions in food, medicine and agriculture. Her clients span a variety of industries and include large and small pharmaceutical and biotechnology companies, agricultural and food companies, and academic institutions. Janet has extensive experience in domestic and foreign patent prosecution, patent portfolio management and strategic planning, evaluation of new technology, drafting of license and other commercialization agreements, conducting and responding to due diligence inquiries, and preparation of opinions on patentability, infringement and freedom to operate.

In addition to her law degree, Janet holds a Ph.D. in biochemistry and a Master's degree in plant pathology. Prior to entering patent law, Janet accumulated ten years of laboratory experience in biochemistry, molecular biology and plant physiology/pathology, in graduate-level research and as a visiting postdoctoral research scientist at DuPont.



### **Luz A. Sellers**

**Program Director, Women's Business Center, True Access Capital**

Luz A. Sellers, with an MBA in Project Management, brings a diverse set of experiences to her role as Program Director at the Women's Business Center, True Access Capital. Her career has touched upon several sectors, including lottery and gaming, biotechnology, real estate, and library services. Her varied career path equips her with the ability to offer practical and relevant advice to new entrepreneurs.

Luz believes in creating an environment that supports and encourages entrepreneurial endeavors. She is dedicated to helping each person she works with advance and succeed, showing her commitment to both her role and the broader business community.

Luz is a graduate of Salem International University and obtained her MBA, Project Management from Southeastern Oklahoma State University.

## About the Judges



**Leilani Decena-Shepherd**  
Title IX Coordinator, Goldey-Beacom College

As the Title IX coordinator, Decena-Shepherd serves as the primary compliance officer for state and federal laws relating to sexual misconduct and violence prevention. She manages the College's efforts to ensure that faculty, staff and students are aware of their legal rights under Title IX as well as through the institution's policies, procedures and practices.

In addition to Title IX, she serves in the human resources department where she is responsible for training and development for the College's faculty and staff. Previously, Decena-Shepherd worked for Delaware's Division of Small Business, formerly known as the Delaware Economic Development Office, where she served as a portfolio administrator and was integral to the Council on Development Finance Committee. She has also served as an AmeriCorps member and worked for the Delaware Tourism Office. She is an award-winning television producer and writer, as well as a former television anchor and reporter.

Decena-Shepherd holds a B.S. in Radio, Television and Film from Temple University and an associate in applied science degree in Nuclear Medicine Technology from Delaware Technical Community College.



**Billy Taki**  
Senior Associate, ResilienceVC

Billy is a Senior Associate at ResilienceVC, a seed-stage fintech fund that invests in companies that drive financial resilience for all Americans. He has prior experience working with companies seeking to improve financial health in underserved communities across 4 continents, most recently serving as Head of Strategy for Pluang, a Indonesian retail investments startup. Previously, Billy worked in investment management and investment banking with Mesirow Financial Private Equity and Bank of America Merrill Lynch. Billy holds an MBA from Wharton, an MA from Johns Hopkins SAIS, and a bachelor's degree from the University of Illinois.



**Amy Walls**  
Senior Principal, Community Reinvestment, Discover Bank

Amy Walls is the Senior Principal, Community Reinvestment for Discover Bank. In the position Amy manages community development activities including managing the bank's charitable giving in Delaware, providing technical assistance to non-profits, coordinating volunteer initiatives, and supporting CRA investments and community development loans, totaling over \$100 million annually in the mid-Atlantic region.

Amy is also a board member of Philanthropy Delaware, Easter Seals of Delaware and Maryland's Eastern Shore, Diamond State Community Land Trust, and the Leon N. Weiner Education Foundation.

Amy was honored in 2013 with Housing Opportunities of North Delaware's (HOND) Leon N. Weiner Fair Housing Award and in 2011 with the James H. Sills Jr. Leadership Award by the Delaware Community Reinvestment Action Council for her personal and organizational commitment to the state of Delaware and the council.

## About the Judges



### **Troy Wilford**

**Director, Commercialization Programs, Horn Entrepreneurship, University of Delaware**

Troy has decades of strategic and tactical experience in HealthTech product development, marketing, business development and operations. Before working for the University of Delaware, Troy spent eight years as an independent consultant supporting the commercialization efforts of healthcare startup and early-stage companies. Prior to that, Troy built a career working for a variety of MedTech companies, including Johnson & Johnson and Stryker. Troy is a graduate of Drexel University, where he earned a BS in Mechanical Engineering as well as an MBA.

When not at the Science Center, Troy looks for opportunities to enjoy some combination of family, friends, food, and The Beautiful Game.



### **Laura Wisler**

**Deputy Director, Delaware Division of Small Business**

Laura E. Wisler is a seasoned professional with over a decade of experience in public service and economic development. Currently serving as the Deputy Director of the Division of Small Business for the State of Delaware, Laura has demonstrated her dedication to fostering economic growth and supporting small businesses. Her extensive background includes 11 years of service in United States Senator Tom Carper's office, where she honed her expertise in policy development and constituent relations.

A graduate of Wilmington University with a degree in Business Management, Laura's commitment to lifelong learning and her passion for empowering entrepreneurs make her an asset in the field.

Beyond her career, Laura enjoys exploring tropical destinations with her husband of 15 years, savoring a good cup of coffee, and immersing herself in the world of literature

# With Appreciation

## Many Thanks to Our Judges from Rounds One, Two and Three

<b>Nathaniel Brese</b>	DuPont Laureate	<b>Liz Nutting</b>	Discover Bank
<b>Desa Burton</b>	ZipCode Wilmington	<b>Dwayne Parker</b>	Highmark BCBSD Inc.
<b>Leopoldo Carbajal</b>	DuPont Laureate	<b>Mike Rinkunas</b>	Flying Pig Ventures
<b>Cora Castle</b>	OmniPotential Energy	<b>Maggie Schano</b>	Highmark Health
<b>Ryan Hamilton</b>	Ashland	<b>Lori Sefton</b>	University of Maryland
<b>Ellyn Herbert</b>	Small Business Administration	<b>Jeff Snellberg</b>	Pennsylvania Angel Network
<b>Lisa Hoffman</b>	FMC	<b>Lauren Swain</b>	Delaware Division of Small Business
<b>Garry Johnson III</b>	First Founder	<b>Xavier Thomas</b>	DuPont Laureate
<b>Katherine Lakofsky</b>	Delaware BioScience Association	<b>Joe Zilcosky</b>	Delaware Division of Small Business
<b>Jeff Meth</b>	DuPont Laureate	<b>Deb Travers</b>	Entrepreneur in Residence at The Innovation Space
<b>Michael Mills</b>	DuPont Laureate	<b>Matthias Weber</b>	Mighty Capital
<b>Pedro Moore</b>	Fintech Incubator Mentor/ True Access Capital Mentor		

## Much Gratitude to the Startup302 Steering Committee

<b>Salaika Adams</b>	Women's Business Center at True Access Capital	<b>Ayanna Khan</b>	Delaware Black Chamber of Commerce
<b>Daniel Anzueto</b>	StartOut	<b>Sarah Mailloux</b>	Small Business Development Center
<b>Alyse Bortolotto</b>	New Castle County Chamber of Commerce	<b>Marcie Reilly</b>	The Innovation Space Inc.
<b>Sara Crawford</b>	Sara Crawford Consultant	<b>Darren Stephenson</b>	Bronze Valley Gener8tor
<b>Emiliano Espinosa</b>	Chesapeake Agriculture Innovation Center	<b>Linda Walck</b>	University of Delaware Horn Entrepreneur Program
<b>Troy Farmer</b>	EVA Enterprises, LLC.	<b>Troy Wilford</b>	University of Delaware Horn Entrepreneur Program
<b>Cathy Holloway</b>	Emerging Enterprise Center		

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