

# 1909

**ACCELERATOR | DELRAY BEACH**

*Final Report | September 2019*

**PALM BEACH COUNTY WAS FOUNDED ON APRIL 30, 1909**

...AND WE BELIEVE THAT RIGHT NOW EVERYONE CAN BE THE FOUNDER OF SOMETHING GREAT. OF A NEW BUSINESS... OR ART PROJECT... OR SOCIAL INITIATIVE... OR WAY OF LIFE FOR YOURSELF OR YOUR COMMUNITY.

**“WE ARE A COLLECTIVE OF CREATORS WHO BELIEVE THAT IF WE WORK TOGETHER THAT OUR IDEAS, PROJECTS AND INNOVATIONS WILL BETTER OUR COMMUNITY. WE ARE UNAPOLOGETICALLY EXPERIMENTING. WE ARE A PLACE FOR THE PROCESS, THE MESS, THE IMPERFECTION. WE ARE A PLACE FOR THE UNKNOWN TO BECOME KNOWN.”**

**WE ARE 1909**



# PARTNERS



**KNIGHT  
FOUNDATION**



**ADAMS CENTER FOR  
ENTREPRENEURSHIP**



**COMMUNITY FOUNDATION**  
for Palm Beach and Martin Counties  
*Your Philanthropy Our Community Better Together*



**PALM BEACH TECH  
ASSOCIATION**



**DELRAY BEACH CRA**  
COMMUNITY REDEVELOPMENT AGENCY



Greater Delray Beach  
Chamber of Commerce



**CITY OF  
BOYNTON  
BEACH**



**WEST PALM BEACH**



**RESEARCH PARK  
AT FLORIDA ATLANTIC  
UNIVERSITY**



**Junior  
Achievement**



# ACCELERATOR | DELRAY BEACH

## WHAT IS AN ACCELERATOR?

The 1909 Accelerator is a 6-month program designed to help founders develop their ideas into successful businesses.

## COURSE DETAILS | *Held 4/22/19 - 6/17/19*

- **COHORT** - 15 Local Founders, 12 companies (*\$300 per Founder*)
- **FREQUENCY** - 1 weeknight /week | 6:00pm - 9:00pm
- **VENUE** - Delray Beach Chamber of Commerce

## ADDITIONAL | *Held 6/18/19 - 9/30/19*

- **MENTORSHIP** - Mentorship from local business leaders.
- **WORKSHOPS** - Business Workshops with local experts.
- **PITCH EVENT** - Pitch event for all companies to present.





# THE 1909 FACILITATORS



**SHANA OSTROVITZ**

*Accelerator Director*

**Shana** is the Accelerator Director at 1909, leading all programs, workshops, and mentorship. She oversees partnerships with local governments and organizations to scale programs like Startup Spark.

Before joining 1909, Shana spent 4 years building the startup Rooster Local in Delray Beach with 2 other local Co Founders. The company's mission was to build resources and communities that support entrepreneurs



**RYAN WALDEN**

*Entrepreneur Director*

**Ryan** is the Entrepreneur Director at 1909, working with our founders to help them realize their full potential. This includes facilitating programs, developing curriculum, and building our mentor community.

Before joining 1909, Ryan was a successful entrepreneur who built and exited two companies in 6 years. He's also spent 4 years as a product manager and digital strategist who now offers his full talents to help local companies.

# 1909 ACCELERATOR MENTORS



**TERRY BENTLEY**  
*Entrepreneur*

Bentley has closed more than 40 large tech M&A investments and transactions, made investment decisions concerning hundreds of business plans and proposals, and delivered 25 network products to market. With an extensive startup advisory experience, he has been closely involved in M&A, Corporate Development, Marketing, Strategic Business Development and Product Management. He is an instructor at the Broward Innovation Hub, the US Dept of Labor Startup Now program, and twice-instructor for the Florida Veterans Entrepreneurship Program.



**RYAN VOCCOLA**  
*YouTube*

Accomplished strategy and operational leader with 10+ years experience shaping product strategy, developing go-to-market plans, and building operational structures across large global organizations.

Prior experience includes leading cross-functional teams to deliver against aggressive goals in the technology, marketing, and media industries at Google & YouTube. I am devoted to - and excel at - helping new businesses grow and scale across geographies which incorporates my love of travel and passion to learn from diverse individuals.



**MARY ANN KNAUS**  
*Jarden*

As SVP of Strategic Development & Global Marketing for Jarden Consumer Solutions, Ms. Knaus spent the last 12 years leading global business expansion initiatives and drove new-to-market innovations contributing more than \$100M in sales, developing new capabilities such as ecommerce, direct to consumer sales & digital marketing and mentoring outstanding future leaders. She managed the P&L for globally recognized brands including Mr. Coffee, Oster and Sunbeam, defining consumer segmentation, brand strategy, new product development, channel & distribution strategy, sourcing & manufacturing strategy.



**JASON WALKOW**  
*Entrepreneur*

Co-Founder of Tallience Staffing and Recruiting. Launched, managed and grew Tallience from inception to over \$4.5M in annual revenue. Earned a spot on the INC 5000 list of the 5000 fastest growing privately held companies in the USA in 2016. Earned a spot on the Gator 100 list of the 100 fastest growing University of Florida alumni owned businesses. Exited in Q2 2018.

Founded JayScott Systems in 2018 delivering engineering solutions utilizing modern software engineering practices and the latest technologies. Consultant for PGA of America.

# SOME GUEST SPEAKERS

**Jason Walkow**  
***Co-Founder at Tallience***

“My business partner and I made a game out of cold calling in the beginning. We used a white board to track calls and sales. It seems silly, but that’s the way we built our business and did the hard things.”



**Dov Quint**  
***Co-Founder at MyPhoto***

“Every business evolves and being open to the evolution and adaptation of your business is important. We made a change from retail to e-commerce and it saved our business and gave us the growth opportunities we have leveraged today. We had to be open to completely changing this for this to work.”



# GRANT FINANCIALS



## CITY OF DELRAY BEACH CRA GRANT

In 2018, the CRA Board approved \$25,000 in funds for the 1909 Accelerator Program, to be hosted and administered through the Greater Delray Beach Chamber of Commerce.

\$20,000 was allocated for course facilitation, and \$5,000 for marketing and operations associated with hosting the program at the Chamber offices in Downtown Delray Beach.

- **File:** #18-0100 CRA
- **Date:** 8/27/18

## USE OF FUNDS

Funds were expended starting January 1st, with the final funds being expended in July 1st, and accounting current of September 15th.

Overruns covered through Knight Foundation Grant.

### Delray Beach

Facilitation - Delray	(20,000.00)
Government Grant - Delray	25,000.00
Advertising & Printing - Delray	(1,804.40)
Meals & Entertainment - Delray	(419.25)
Supplies - Delray	(2,720.58)
Transportation, Parking & Gas - Delray	(60.50)
<b>Total Delray Beach</b>	<b>(4.73)</b>

# ECONOMIC IMPACT

## WHAT IS OUR ECONOMIC IMPACT?

Our Cohort members are asked to respond to surveys tracking their company's progress, providing us with measurable Key Performance Indicators (KPI's)

## COMPANY METRICS | *Aggregate*

- **FULL TIME EMPLOYEES - 11**
- **PART TIME EMPLOYEES - 15**
- **TOTAL FTE's - 18.5**

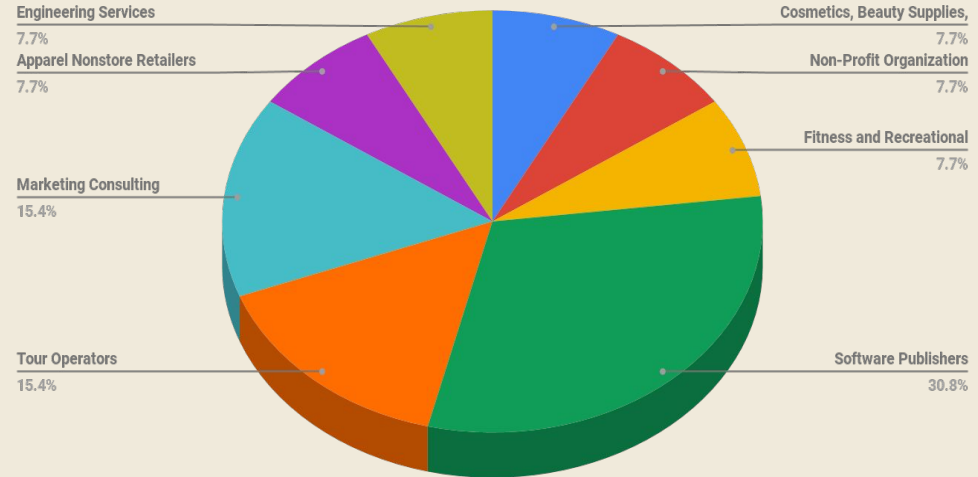
## FINANCIAL METRICS | *Aggregate*

- **TOTAL CUSTOMERS / USERS - 5,180**
- **REVENUE GENERATED - \$371,100**
- **MONEY RAISED - \$200,000**

*\*Raw data available upon request*

## INDUSTRY DEMOGRAPHICS

We utilize the North American Industry Classification System (NAICS) to note our founders' perceived industry focus.



# COHORT ANONYMOUS FEEDBACK

**4.2 out of 5.0**

**OVERALL COURSE SCORE**

**4.8 out of 5.0**

**FACILITATOR SCORE**

**4.0 out of 5.0**

**SPEAKER SCORE**

“Realizing I need to restructure some things with my business but did it in a way that gave me more clarity in my business rather than overwhelm (like in the past). The program is helping to keep me on track and know what my day/week/month looks like while being able to make business decisions that align with it all.”

“The weekly meetings provided a marking point to drive productivity. Inadvertently the meetings in themselves provided motivation throughout the week to accomplish more for my business.”

“I learned that I’m not alone and there is an awesome community of people who are available to support entrepreneurs”



# VIDEO OVERVIEW



<https://www.youtube.com/weare1909>

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**2019 COHORT**

# 2019 ACCELERATOR COHORT

Participants	Email	Company	NAICS
Lesley De La Uz	lesley@ldluniverse.com	LDLU	446120
Roy Hinson III	royh@rh3group.com	All Nets Inc	813219
Joy Waugh	waughjoy@yahoo.com	Joy	511210
Michelle Pratt	mbpratt@gmail.com	Ask For Belle	713940
Rick Kleinhans	kokodiablo@gmail.com	Undercut	511210
Matthew Guidice	Matt@craftfoodtours.com	Craft Food Tours	561520
Anthony Guzman	anthony@craftfoodtours.com	Craft Food Tours	561520
Ryan Moran	ryan@kodacreatives.com	Koda Creatives	541810
Michelle Firswell	michelle@kodacreatives.com	Koda Creatives	541810
Allyson Lipnack	allysonlipnack@gmail.com	We All Need Inspiration	454110
June Adams / James Khalil	jadams@powercalc.co	PowerCalc(tm)	541330
Aaron Caplan	aaron@roomaters.com	ROOMATERS	511210
Samuel Bitaraf	Samuel@ahhto.com	Ahhto Corp	511210
Andres A Robelo	Andres@playbycourt.com	Playbycourt	511210

*\*Companies in Red did not complete the program.*

# PlaybyCourt

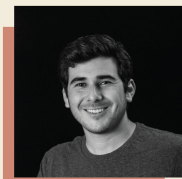
- **About:** We provide a management and payments platform for tennis facilities that empower their consumers to discover, book and pay for their offerings online.
- **We need help with:** Marketing, Legal, Sales
- **Company Website:** <https://playbycourt.com/>
- **Founders:** Andres is the founder and CEO of Playbycourt. A SAAS Platform that provides the best in class payments solution for the tennis industry. Playbycourt is the fastest growing technology provider in the industry leading the transition to a digital-first world.

Prior to Playbycourt, Andres worked for Cisneros Corp is a single-family office that invests in public and private equity markets focusing on the technology, media and telecommunications industries. During his tenure there he led the growth technology investments for companies like Uber, Wish, Spotify, HIVE, M-Particle, and BOXED. Prior to Cisneros Corp, Andres worked in finance and partnerships for a Micro-VC Fund, Incubator, and Business accelerator that supports early-stage entrepreneurs in Latin America.

Andres was born in Miami and raised in Nicaragua graduated from the University of Miami.  
<https://www.linkedin.com/in/andresrobelo/>

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**ANDRES  
ROBELO**



**"I strongly believe in the power of sports and physical fitness to bring people together and lead healthy and happy lives. Playbycourt's platform bridges the gap within the industry between players and facilities with a single solution."**

## I inspire Others

- **About:** I Inspire Others is about owning your personal power & using that power to INSPIRE THE WORLD! It will include branded clothing, content and programs for people to purchase and share.
- **We need help to:** Marketing, technical development, financial modeling, social media, website development
- **Company Website:** <https://weallneedinspiration.com/>
- **Founders:** I have been known as "Miss Creative" in the promotional products industry for over 20 years. For the past 16 years I've also been on a spiritual journey and through that have been able to help others through coaching, which has given me the additional title as "Miss Inspiration." I have been able to work with people who are stuck and helpless get clear. I coach 1 on 1 in person or over the phone. I'm combining the skills and experience from my career in promotional products with my passion for helping and inspiring others.  
<https://www.linkedin.com/in/allysonlipnack/>

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ALLYSON  
LIPNACK



"The words "I INSPIRE OTHERS" has been a vision of mine, my WHY is that I want to create a movement, I want people out there to know that they should feel proud that their life mission is not going unnoticed, they are helping change the world."

# All Nets

- **About:** All Nets is a non profit organization dedicated to helping young athletes and at risk youth succeed in the classroom and cultivate an interest outside of sports. We focus on education, leadership development and life skills.
- **We need help with:** cultivating an MVP with research showing that the program I have put together works. To be able to make a successful Grants with supported data of our program.
- **Company Website:** <http://theallnet.org/>
- **Founders:** Roy is a Lynn University MBA Graduate and Clinton Global Initiative Alumni Roy's work and passion revolves around providing access to education and leadership development to the next generation of athletes.  
<https://www.linkedin.com/in/royhinsoniii/>

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ROY  
HINSON III

"I was a young athlete once, and missed out on some opportunities previously, and this organization gives me the chance to be that person I wish I had when i was younger and going through the college selection process. I believe All Nets is an important program because it provides a way to get to kids through sports without using sports."



# PowerCalc

- **About:** *PowerCalc™* is patented software that automates the electrical design of the power distribution system in buildings. 1<sup>st</sup> in the cloud. 1<sup>st</sup> with an automated 1 Line Diagram. Saves 40% in design time, 7%+ in energy use, no training necessary. Incredibly powerful, but unexpectedly easy.
- **We need help with:** Sales strategy (direct and setting up channels)
- **Company Website:** [www.powercalc.co](http://www.powercalc.co)
- **Founders:** Passionate leader of technology startup. Strategic thinker with over 20 years of experience as an attorney and executive in major corporations. Co-founder of a company whose vision is excellence in engineering with the goal to design power distribution systems to function optimally in buildings as well as facilities in educational, industrial and health facilities. PowerCalc makes electrical engineering easy, fast, accurate, and green.  
[www.linkedin.com/in/juneadams](https://www.linkedin.com/in/juneadams)

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**JAMES  
KHALIL**  
**JUNE  
ADAMS**



"Currently, engineers use off-the shelf, legacy products that are difficult to install and time consuming to use. The result is millions of dollars lost in commercial development through inaccuracy, inflated budgets and missed deadlines. We've designed PowerCalc™ to be the solution."

# Undercut

- **About:** "Undercut" is an online marketplace where buyers can find products and services they are seeking to buy from sellers. Unlike Amazon or Ebay though, where the buyer spends his time scrolling through the many sellers trying to find the best deal at a fixed price or the buyer competes against other buyers to bid on an auction, with Undercut, sellers compete against each other to outprice each other to win the buyer's business.
- **We need help with:** Technical/Software development,Funding,Legal
- **Company Website:** Not yet
- **Founders:** Executive with experience in Real Estate, Contracts, Finance, Budgeting, Project Management and Strategic Planning.

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**RICK  
KLEINHANS**



"As I get older, I am more selective in how I choose to spend my time and money. I value them differently now. My idea provides a vehicle for both, optimizing time and saving money on the purchase of consumer goods, providing customers with more of each to spend how they want."

## Bar Belle

- **About:** My company is a Delray Beach lifestyle fitness center. The center is driven by the effectiveness, convenience, and ease of access to an energizing and desirable workout. The center will utilize a proprietary process and equipment (only offering for this geographic area). The core of the facility is training. The center is also a supply chain of formal instruction by providing CEU and guidance for certified fitness professionals.
- **We need help with:** Locating and negotiating a long term lease, dedicated parking, and state of the art build out of the facility or simply fitness rooms. I will also need support with a second set of eyes with financials and expectations once the business breaks even and turns a profit (ie. taxes, investing, insurance, etc.). Lastly, I will need support with marketing, PR strategies, and awareness campaigns.
- **Company Website:** Not yet
- **Founders:** Consultant, Solution Architect and Strategist. Database solution architect and strategist whose expertise includes implementing and upgrading enterprise resource planning systems for Fortune 500 companies and other global organizations. Specializes in leading and designing the software integration of new and existing instances of Talent Management, HCM, Benefits, Time and Labor, NA Payroll, Global Payroll, and Finance modules as a project manager and functional lead. Over 15 years of experience working with PeopleSoft as a customer and managed client services.

<https://www.linkedin.com/in/prattmichelle/>

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**MICHELLE  
PRATT**

"I believe in empowering people through a healthy mind and body. When we are strong, things come to us easily and barriers seem to disappear mentally and physically. Strength can be underestimated if you do not have the right coach that believes in you. We need each other to be powerful together."

# Roomaters

- **About:** We are a roommate and rental searching platform that detects commonalities, similarities and compatibility between users so that they can search confidently and live comfortably.
- **We need help to:** Product (feedback loop, A/B testing, UX/UI), Marketing (growth, digital, KPIs, budgeting), Team Building, Legal, Fundraising
- **Company Website:** [www.Roomaters.com](http://www.Roomaters.com)
- **Founders:** I'm an aspiring tech and travel entrepreneur dedicated to simplifying unnecessarily stressful situations in the lives of young adults. I believe that through the power of connection and convenience lies the solution to many 'first world problems' that exist for our students and young professionals. I'm excited to be spending the rest of my career identifying and solving those problems for not only myself, but the countless others who can relate to my mission.  
<https://www.linkedin.com/in/aaron-caplan-b6268a69/>

# 1909



"The Roomaters platform will help to create better roommate relationships and cultivate new friendships during a critical point in life where we need to feel connected and comfortable with the people we live with."

**AARON CAPLAN**

## LDLU

- **About:** LDLU is a company that combines both morals and cosmetics. We create products that embrace all ages, races, and gender identities while also formulated with environmental/health conscious ingredients.
- **We need help to:** Accounting / Legal, Sales, Raising Capital
- **Company Website:** [www.ldluniverse.com](http://www.ldluniverse.com) (currently under edit)
- **Founders:** Founder of LUDU where I Curated the individual fashion collections, photographed and edited the ad campaign, designed the website, and currently create and manage the social media content. Now building out cosmetics brand. <https://www.linkedin.com/in/lesley-de-la-uz-342140143/>

# 1909



LESLEY  
DE LA UZ

"You should never have to choose between your morals and your cosmetics. That's why creating cosmetics that embraces all races, ages, and gender identities while also formulated with environmental/health conscious ingredients is extremely needed in this day and age. This is where LDLU steps in."

# ahhto

- **About:** ahhto uses real-time data collection to develop risk-based insurance for automotive dealerships. Providing dealerships tools to reduce insurance cost.
- **We need help to:** Assist with go to market strategy, Networking opportunities within the automotive and/or insurance industry, knowledge regarding insurance premiums.
- **Company Website:** [www.ahhto.com](http://www.ahhto.com)
- **Founders:**

**Samuel Bitaraf:** I've been involved in the automotive industry over 10 years in one aspect or another. I see so many aspects of the industry that can be improved and disrupted. My goal is to start with the best value prop of reducing upfront cost for customer and then move into the other aspects that can improve operations and customer satisfaction.

**Adam Jermann-** I wrote my first line of code when I was 10 in BASIC on my Commodore 64. Fast-forward 20 years and combine my passion for technology and training in business and finance: I have built a kick-ass engineering team in the heart of Europe to help entrepreneurs with web and mobile application development in the US. At Streambright we help fast-growing software startups extend their engineering team. We successfully built and integrated outsourced, remote dev teams with our clients in-house core engineers in NYC, SF and DC.

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**SAMUEL  
BITARAF**

"I've been involved in the automotive industry over 10 years in one aspect or another. I see so many aspects of the industry that can be improved and disrupted. My goal is to start with the best value prop of reducing upfront cost for customer and then move into the other aspects that can improve operations and customer satisfaction."



# Craft Food Tours

- **About:** Guided walking food & drink tours to experience the top-rated eateries in Delray Beach. You will taste your way through South Florida's up-and-coming neighborhoods as local foodies provide a behind-the-scenes VIP culinary experience by introducing you to the owners and chefs that help shape the food scene in South Florida.
- **We need help to:** Need help with local hotel partnerships, finding new marketing channels, branding, financial planning, paid advertising, planning a 5-year road-map.
- **Company Website:** <https://www.craftfoodtours.com/>
- **Founders:**

**Matt Guidice** -Since graduating college, I have been globe-trotting while sampling some of the best cuisines the world has to offer. With 15 food tours completed, I set my sights on starting my own tour where my love for food began. Growing up in South Florida, Delray Beach has always been a hidden gem of mine. It has quickly become a must see destination. This recent growth has caused all out EXPLOSION for the restaurant scene, providing in my opinion the best craft food and drink Florida has to offer. <https://www.linkedin.com/in/matthew-guidice-61a78176/>

**Anthony Guzman** -Before being able to call myself a resident of Delray Beach, I was raised in South Florida where I started to develop my aspiring passion for food and cooking. Worldwide travels have helped open my eyes on the diversity of food and the individuality of the chefs, recipes and restaurants that help shape the world we savor. <https://www.linkedin.com/in/anthonycguzman/>

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"A few years ago we were taking food tours around the world as guests and now we own one, in the best city in Florida, Delray Beach! Food and drink bring people together. We hope that through our tours people can mingle and Create Relationships Around Food Tourism!"

**MATT GUIDICE**  
**ANTHONY GUZMAN**

# Koda Creative

- **About:** So many small businesses struggle with telling their story. We believe with quality photo, and video content, as well as consistent storytelling we can help them reach new audiences, and grow their businesses.
- **We need help with:** Legal/ contracts, financial modeling, finding and retaining clients
- **Company Website:** Not Yet
- **Founders:** We've been working on content creation and marketing for the past 7 years. Our experience in the sports industry helped us learn how to turn content around very quickly and how to capture a story to evoke emotion and drive action. Our projects helped grow attendance, ticket sales and donations for FAU. Through engaging content and digital ad campaigns we were able to generate over \$250,000 in ticket sales and annual giving.

We've been really working on this for about 2 months and it's already become one of the most fun things we've been apart of. We are at a stage where we have a minimum viable service, now we just need feedback on how to improve the service and processes around it.

<https://www.linkedin.com/in/ryan-moran-8675b491/>

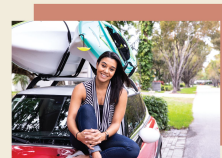
<https://www.linkedin.com/in/michelle-friswell-4a126abb/>

# 1909

RYAN  
MORAN



MICHELLE  
FRISWELL



"Our passion is making cool content that tells businesses stories.

Digging into what drives their business, what makes them unique, and what their why is can create a compelling and powerful story."

# Joy

- **About:** Our platforms purpose is to showcase holistic healers varying modalities of healing and connect them to clients on a personal journey of healing and self discovery. I see this platform as a one stop shop for all things spiritual, offering information, education, and connection.
- **We need help with:** software development, marketing and sales
- **Company Website:** N/A
- **Founders:** Joy Waugh - an Experienced e-commerce business professional with 10+ years of consistent and unsurpassed performance as the founder and principal of [Willow Beans](#). Currently administer the company's website for high-quality infant and baby products and actively update content and design website. Monitor web traffic and performance and capacity to identify, prevent and resolve issues. I also develop and improve relationships with product manufacturers all over the U.S. and China. <https://www.linkedin.com/in/joywaugh/>

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**JOY  
WAUGH**

"I am creating a space connecting holistic providers with clients on a personal journey of healing and self discovery. Our community will be a place for people to connect, learn and grow."

Follow along  
@weare1909