



For Immediate Release

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Shenandoah Valley's Business Accelerator Program Announces Second Cohort

Shenandoah Valley, VA (May 13, 2021) – Ten (10) companies have been selected to join the next cohort of the Shenandoah Valley's virtual accelerator/incubator program for growing businesses. Managed by SCCF, an entrepreneur support organization that services the business owners of the region, Startup Shenandoah Valley (S2V) is a virtual accelerator/incubator program that supports entrepreneurs with scalable business ideas in the following sectors: light manufacturing, value-added food, agriculture, technology, healthcare, logistics, and professional services. S2V received nearly 30 applications for the program and narrowed that list down to ten companies with high-growth potential. This program is possible due to a GO Virginia Region 8 grant awarded to SCCF in 2020.

This is the second group of businesses to participate in the program. The first was selected in late 2020 and completed an initial eight weeks of coaching in March 2021. The inaugural group is now implementing what they have learned during coaching and will receive support from SCCF over the coming months. Notable achievements from the first cohort include:

- [Panoramic Infosec](#) signed service contracts totaling over \$1 million over the next year. The company plans to hire over 30 cybersecurity professionals over the coming year.
- [Mouse Loves Pig](#) is working with Virginia's VEDP to plan for increased export sales and plans to hire their first employees over the next year.
- [Öl Dominion](#) launched their website and signed contracts with Skipping Rock Brewery in Staunton and Octonia Stone Brewery in Ruckersville.
- [Newtown Fitness Club](#) is finalizing plans to open its first franchise location in Lexington, VA.

"We are amazed by the achievements of our first S2V cohort and can't wait to see what this cohort achieves in the coming months. The fact that we are seeing the impact of this program



in such a short amount of time really speaks to the incredible talent of the region's entrepreneurship and support for entrepreneurship from numerous partners in our region," said Debbie Irwin, SCCF's Executive Director.

Community members are invited to virtually meet the second S2V cohort on Thursday, May 13, at 6 PM. Registration is free and open to the public.

TO REGISTER: <https://sccfva.eventbrite.com>.

QUESTIONS? hello@sccfva.org.

About SCCF

SCCF is a 501©3 non-profit organization that equips entrepreneurs in the Shenandoah Valley with the tools needed to be empowered in their entrepreneurial journey. For more information visit www.sccfva.org or contact SCCF at hello@sccfva.org.

About GO Virginia

GO Virginia is an initiative by Virginia's senior business leaders to foster private-sector growth and job creation through state incentives for regional collaboration by business, education, and government. Region 8 consists of the cities of Buena Vista, Harrisonburg, Lexington, Staunton, Waynesboro, Winchester; and the counties of Augusta, Bath, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah, and Warren. Support from these cities and counties, in the form of business knowledge and insight and monetary and in-kind contributions, is critical to the project's success.

Announcing Second Cohort – Startup Shenandoah Valley

Apps Twenty-Four Seventeen enables small businesses, restaurants, and non-profit organizations to cost-effectively build and manage apps across operating systems and devices. Apps Twenty-Four Seventeen's app builder is highly customizable and offers low code/no code mobile solutions on iOS and Android devices. Apps Twenty-Four Seventeen is located in Winchester.

BeCardless, a digital business card application, enables professionals to network online and offline. Using the application, users can create a personalized business card, collect and manage new cards, and seamlessly exchange cards via QR code, search, or text message. Located in Harrisonburg.

Central Virginia Prep is a logistics and warehousing solution for third party Amazon sellers. Acting as the hands and eyes for thousands of entrepreneurial sellers, the company offers a variety of services to improve trust and transparency in a complex and opaque supply chain. Located in Waynesboro.

D.A.H. Cuisines is a catering and meal delivery service providing American-style cuisine with a



French flair. The founder is a classically-trained, ServSafe, and Allergen-certified chef, ready to meet all of their customers' dietary needs and culinary desires. Located in Stephens City.

Dryad Cookery designs and sells high-quality titanium tools and accessories for cast iron cooking with a strong foothold in the adventure and overland travel crowd. The company was founded as part of a successful Kickstarter campaign that raised \$5,000 more than its goal. Located in Shenandoah County.

Initial Inspiration offers custom apparel and personalized gifts with embroidery, full color digital printing, and laser engraving. The founder has over 20 years of experience guiding customers through the process of creating a one of a kind gift or branded business goods. Located in Waynesboro.

Jon Henry General Store specializes in local, regional, and fair-trade eats, treats, and gifts. The company's weekly food boxes are all the rage as a source of local eats at affordable prices. Located in Shenandoah County.

New Life Delight Logistics is a woman-owned trucking company based out of Winchester, VA. The firm serves the Eastern seaboard and beyond, hauling dry goods in 26 foot straight trucks. Located in Winchester.

POP Plastic collects local plastic and refabricates it into furniture and home goods. The company's products are designed to be mass-manufactured, keeping plastic out of our land, air, and water. POP Plastic also provides education on sustainability through circular economy practices, partnerships and co-branding. Their motto is Refabricate, Reproduce, Relearn. Located in Staunton.

Valley UAV Services will provide aerial application of pesticides via drone to agricultural producers in need of pest control. The company will provide application services to customers in many situations where traditional ground rigs are impractical, unsafe, or potentially harmful to crops. Located in Rockingham County.

