

# LatinTech Recap Report

## 2023-2024 ACCELERATOR PROGRAM REVIEW



### LatinTech 2023 Accelerator



Allergood



TBLC  
THE TAMPA BAY LATIN  
CHAMBER OF COMMERCE

POWERED BY



U.S. Small Business  
Administration

## EXECUTIVE SUMMARY

## SUBTITLE GOES HERE

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*Linda*

Linda Olson  
CEO, Tampa Bay Wave

# LatinTech 2023 Accelerator



**Allergood**

**Company Name:** Allergood  
**Description:** Allergood, a first-generation, Latina-owned B2B tech solution, curates food service menus for allergens and dietary preferences, providing safe options.  
**Founder(s):** Michelle Addison  
**Website:** [allergood.com](http://allergood.com)



**Company Name:** Asacra Tech  
**Description:** Maximize agricultural production with our technology focusing on precision agronomy, enabling the detection and correction of issues in dense spaces, such as intensive agriculture, targeting desert regions and future space agriculture development.  
**Founder(s):** Patricia Arlas  
**Website:** [asacrattech.com](http://asacrattech.com)



**Company Name:** COCO Digital  
**Description:** COCO Technologies leads a transformative healthcare movement, prioritizing life-saving solutions and enhancing healthcare procedures, influencing major markets and preventing over 20,000 annual premature deaths in 2022.  
**Founder(s):** Robert Zukaga  
**Website:** [cocodigital.ai](http://cocodigital.ai)



**Company Name:** David's Wearables  
**Description:** A wearable health and wellness platform for active females, offering a proprietary liner, a user-friendly app that syncs data with 3rd-party tools, and tailored sport-specific recommendations for peak performance, preferences, providing safe options.  
**Founder(s):** Chirley Fernandez-Cull  
**Website:** [davidswearables.com](http://davidswearables.com)



**Company Name:** H+Trace  
**Description:** AI platform embedding healthcare and food and beverage supply chains, delivering high-quality data for actionable logistics insights and decision-making improvements.  
**Founder(s):** Javier Casillo  
**Website:** [h+trace.com](http://h+trace.com)



**Company Name:** Hitch  
**Description:** An end-to-end HR SaaS utilizing advanced technology for autonomous recruitment, offering a self-service platform with intelligent video interviews and gamified cognitive skill assessments without human contact.  
**Founder(s):** Daniel Pardo Salazar and José Miguel Arredá  
**Website:** [hitch.gethitch.ai](http://hitch.gethitch.ai)



**Company Name:** Keyba  
**Description:** Keyba is a B2B SaaS leveraging Gen AI to optimize sales conversions and minimize response times by consolidating customer data and enabling scaled-oriented sales through text channels.  
**Founder(s):** Samuel Urquiza  
**Website:** [keyba.ai](http://keyba.ai)



**Company Name:** MissBerni  
**Description:** Miss Berni is a "Teacher Hunter" who recruits Latin American teachers for schools in the United States.  
**Founder(s):** Israel Villanueva  
**Website:** [missberni.com](http://missberni.com)



**Company Name:** Nufi  
**Description:** Nufi streamlines background checks, offering swift, affordable identity verification for businesses, enhancing trust and compliance with an AI tech-driven approach.  
**Founder(s):** Hans Villa and RICH Nunez  
**Website:** [nufi.us](http://nufi.us)



**Company Name:** OTIF  
**Description:** Revolutionizing supply chain visibility and integration with OTIF—an all-in-one platform enabling automatic quoting, booking, and tracking of logistics services across various supply chains.  
**Founder(s):** Pamela Villanuel  
**Website:** [otif.mx](http://otif.mx)



**Company Name:** Prosal  
**Description:** Prosal is a B2B SaaS platform that helps agencies and consultants find and win requests for proposals.  
**Founder(s):** Nick Lopez and Alfredo Ramirez  
**Website:** [prosal.io](http://prosal.io)



**Company Name:** TELL  
**Description:** TELL provides an AI-driven speech analysis technology for comprehensive brain health assessments, offering scalable, personalized, reliable, and accessible insights to empower individuals, healthcare experts, and pharmaceutical research for enhanced brain health monitoring and optimization.  
**Founder(s):** Fernando Johane and Adolfo Garcia  
**Website:** [tellapp.us](http://tellapp.us)



**Company Name:** VideoSmart  
**Description:** VideoSmart is the only blockchain-powered video-on-demand marketplace designed to disrupt Hollywood by giving users the ability to buy an sell their digital movies and filmtracks a better ROI.  
**Founder(s):** Mairale Zaneva  
**Website:** [videosmart.club](http://videosmart.club)



**Company Name:** WAS CO  
**Description:** Specializes in innovative, sustainable building materials, transforming plastic, construction, and reusing waste into materials that meet environmental goals, offering low-emission, high-quality and cost-effective solutions for the mining and cement industries.  
**Founder(s):** Walter Daniel Maza  
**Website:** [wascocompany.com](http://wascocompany.com)



**Company Name:** Zila  
**Description:** We are building a world class no-code platform that empowers companies to infuse Generative AI into their sales and customer support workflows, allowing them to focus on strategic challenges instead of boring operational ones.  
**Founder(s):** Alexandre Masliza  
**Website:** [zilaapp.com](http://zilaapp.com)



**TBLC**  
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U.S. Small Business  
Administration



# Tampa Bay Wave Hosts LatinTech Announcement Event - Feb 2023

Great interest from the community



Sen. Janet Cruz



Cesar Hernandez, President of Tampa's Latin Chamber of Commerce



New Partnership Signed  
with Prospera



# Scenes from Throughout the Cohort

Wave alumni companies mentored and mingled with a great cohort



Latin-heritage Founders  
met in Tampa

Classroom curriculum and networking



# Fireside Chat Hosted by Accenture November 2023

Great way to kick off the Accelerator Global Entrepreneurship Week

## accenture TAMPA BAY wave GLOBAL ENTREPRENEURSHIP WEEK Fireside Chat with LatinTech Founders

CELEBRATING GLOBAL ENTREPRENEURSHIP WEEK

NOVEMBER 15, 2023 | 11:30AM - 1:00PM

ACCENTURE | 140 FOUNTAIN PKWY N SUITE 500, ST PETERSBURG



DR. RICHARD  
MUNASSI, MD, MBA  
Accelerator  
Managing Director  
TAMPA BAY wave



RENÉ ESPINOZA  
JIMENEZ  
CEO



ERICK  
MALTAIS  
CEO  
Immertec



JUAN CARLOS  
HERNANDEZ  
Investor, Mentor,  
Startup Founder



ROCÍO FREJ  
VÍTALLE  
CEO  
Improving  
Vitalion



MAX  
ECHEVERRÍA  
Founder & CEO  
eskuad



TAMPA BAY wave

Fireside Chat with LatinTech Founders

CELEBRATING GLOBAL ENTREPRENEURSHIP WEEK





# Welcome Reception November 2023

Great crowd at 1920 in Ybor City, reflecting Tampa's long Latin heritage



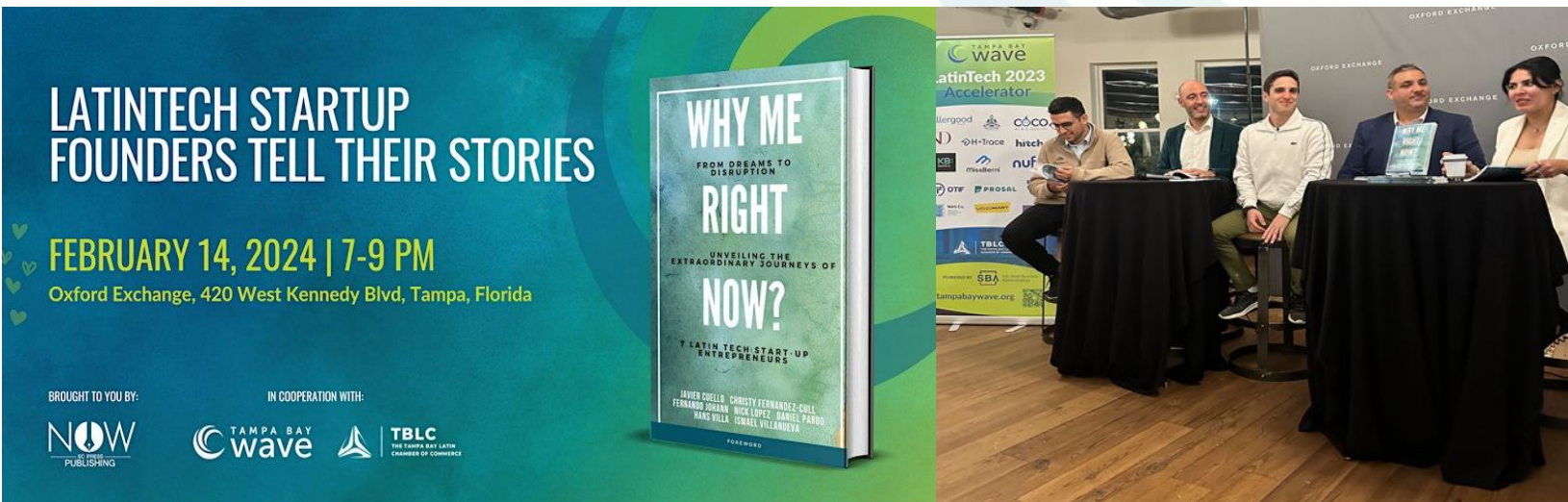
Congresswoman Kathy Castor, Mayor Castor and Tax Collector Nancy Milan were just a few of the participating dignitaries

Krewe of the Knights of Sant Yago added color



# Now Publishing Published a Collection of Latin Founder Stories

This incredible book signing was hosted at Oxford Exchange on Feb 14, 2024



What an honor: to be published!

Memorable Experience



# PITCH NIGHT and CONCLUDING RECEPTION – Feb 15, 2024

## Hotel Flor Welcomed our Guests and Cohort



**Strong Support from  
Dignitaries, Board and  
Community Members**

**Lots of Connections Made**



# CITY of CLEARWATER HOSTED LATIN FOUNDERS POST PROGRAM

Tampa Bay Wave was honored to have our neighboring city host lunch



**Regional Welcome from  
Across Tampa Bay**



# LATINTECH HAS INSPIRED MORE CONVERSATIONS

DaVinci Wearables, an Alumni Company and Now Publishing, publisher of “Why Me, Right Now: LatinTech Founders Tell Their Stories” Featured on a Panel Hosted by a Wave Community Partner: **Enterprising Latinas**

## Latina Founders Who Didn't Wait

Expanding Opportunity  
through Entrepreneurship  
in celebration of National Small Business Week

As part of the empowerment campaign  
**Latinas Can't Wait**  
join us for a conversation about entrepreneurial  
journeys with Latina founders in different sectors  
and industries who didn't wait to create economic  
opportunities for themselves and others.

**April 30, 2024**  
**6:00 pm**  
Embarc Collective  
802 E Whiting St,  
Tampa, FL 33602

### Panelists:



Liz Gutierrez  
Enterprising Latinas



Liza Marie Garcia  
NOW Publishing



Dr. Christy Fernandez-Cull  
DaVinci Wearables

Register:  
[tinyurl.com/rf23jwyy](https://tinyurl.com/rf23jwyy)




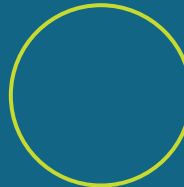
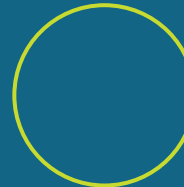




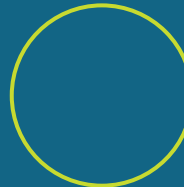




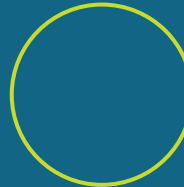



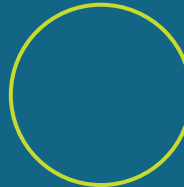
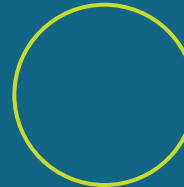
Information & Sponsorships:  
Ileana Cintrón  
813.699.5815  
[ileana.cintron@enterprisinglatinas.org](mailto:ileana.cintron@enterprisinglatinas.org)

**Latinas Can't Wait**  
An Empowerment Campaign of **enterprising**  
Join Our Campaign!



# THANK YOU ADVISORY COUNCIL

A special thank you to our XXX Accelerator Advisory Council!  
Members of this council included XXX experts from Wave’s Mentor Network, as well as other representatives from the program’s funding partners and other strategic partners, all of whom generously shared their time and talents with this year’s cohort companies.

				
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IMPORTANT TEXT  
OR STAT CAN GO HERE



# RECRUITMENT & SELECTION

## Benefits of a Multi-Year Program

Since Tampa Bay Wave launched its downtown Tampa venture center and accelerator programming in 2013, the region's technology sector has seen transformative change. In just ten short years, the local ecosystem is hardly recognizable as the region seems to regularly boast about its startups getting national and global attention. With 2023 as the sixth year of the TechDiversity Accelerator program, Recruiting benefited from the brand awareness and reputation that comes from a multi-year program like this. Many applicants come from referrals by prior cohort companies as well as from individuals and organizations who are familiar with Wave's programs and benefits. They notice the success rates of our member companies and the mentoring and coaching that lead to long-term growth.

### Key Recruiting Metrics

- XX Total Applications received
- X Cities, Y states and Z foreign countries in the applicant pool
- XX% of applications from outside Florida
- XX% of applications from outside the US
- 30 Semi-Finalists selected from initial screenings
- 15 Companies selected for the cohort

## Recruiting Efforts

insert where and how we recruited

# RECRUITMENT & SELECTION - cont'd.



**83%**

Applications  
Outside of FL



**41%**

Applications  
Outside of US



**15**

Companies  
Selected

## Year-Round Recruiting Impact on [Year] Cohort

The XXX Program enjoyed nearly a full-year of recruiting. The importance of **year-round recruiting** cannot be understated because as the accelerator industry knows... the startups choose the program, and not the other way around.

## The most market mature cohort in Tampa Bay Wave history

The XXX cohort has several serial entrepreneurs, many boasting prior exits. Combined. The group has over **100 years of XXX experience**, some engaged since the dawn of the industry. They have also **collectively raised over \$30 million dollars** prior to entering the program.

## Continued Success in Recruiting International Startups

The XXX cohort featured X international startups, but even more applied. Utilizing international partnerships, particular XXX, Wave is able to extend its reach and establish Central Florida as a valuable emerging tech space.

## Tampa Based XXX Startup

The cohort's Tampa-based XXX startup is advancing XXX and drawing attention to the developing XXX ecosystem here.

**There are XXX million XXX jobs globally.**

- *Forbes, XXX*

Quote

Name  
Title



# PRESS, PR & MEDIA COVERAGE

As anticipated, community interest was very high, from both inside and beyond Tampa's Latin community. Many community partners participated and media coverage was strong. Below are listed the print articles and photos from news interviews are provided as well.

Catalyst - Jan 2023

Kathy Castor in Florida Politics

Tampa Bay Times Jan 2023

Inside Startups - Jan 2023

LinkedIn

Lazarillo + City of Tampa

LatinTech on LI

Axios

Forbes

TBBJ Applications open

OmniPublic + Wave LatinTech partnership

Tampa Beacon re Pitch Night

CentroTampa

Forbes Mexico re Nufi

Catalyst - Jan 2023

Kathy Castor in Florida Politics

Tampa Bay Times Jan 2023

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TBBJ Applications open

OmniPublic + Wave LatinTech partnership

Tampa Beacon re Pitch Night

CentroTampa

Forbes Mexico re Nufi



# PROGRAMMING



Wave member companies have access to **over 500 hours** of mentoring and other support including 70 workshops and training sessions utilizing an incredible line-up of expert speakers. Startup founders also benefit from numerous 1:1 mentoring and coaching hours with members of Wave's Staff and with our 150+ Mentor Network of professionals who donate their time and expertise.

## Featured Speaker Examples

- **Government/Military**
  - Cmdr. Taylor Johnston, Chief of Innovation at MacDill AFB
  - Kirk Burton, Tight Loop Solutions
  - Andy Wilson, Quiet Professionals
- **Venture Capital**
  - Danyell Jones, Raymond James
  - Kathy Chiu, Deepwork Capital
  - Ryan Whittemore, Florida Funders
  - Brian Mongeau, First In
  - Andreas Calabrese, TampaBay.Ventures
  - Joe Panettieri, Channel Angels
  - Scott Lopano, Tech Square Ventures
  - Ken Daniels, KnowBe4
- **Industry Experts & Founders/Alumni**
  - Cesar Hernandez, Omni Public
  - Nathan Beckord, Founder, FounderSuite
  - Mike Lingle, CEO, Rocket Proforma
  - Derek Barnett, Cogent Bank
  - Zachary Eikenberry, CEO, Hook Security
  - Kailah Matyas, Redwood Partners
  - Ari Palmer, CEO, TaxTaker
  - Michael Fraser, CEO, Refactr (Alumni)
  - Erik Maltais, CEO, Immertec (Alumnit)
  - Amanda Levay, CEO, Redactable
  - Matt Livak, JPMC
  - Cathy Ryan-Reneer, JPMC

## Featured Topic Samples

- SBIR Funding, Process, and Hacks
- Exploring the US Government as a Customer
- Venture Capital for Cybertech
- Financial Projections and Modeling Best Practices
- Alternative Funding Sources (Family Office, Venture Debt, RBF, Crowdfunding)
- Building with an Exit in Mind
- Tax-Advantaged Strategies
- Enterprise Sales Strategies & Hacks
- Enterprise Marketing Strategies
- HR Best Practices
- Professional Business Presentations
- Growth Strategies and Scaling Up
- Insights from an Enterprise CTO
- Sourcing and Hiring Top Talent
- Targeting and Managing Talent
- Securing Development Tax Credits
- Avoiding Burnout



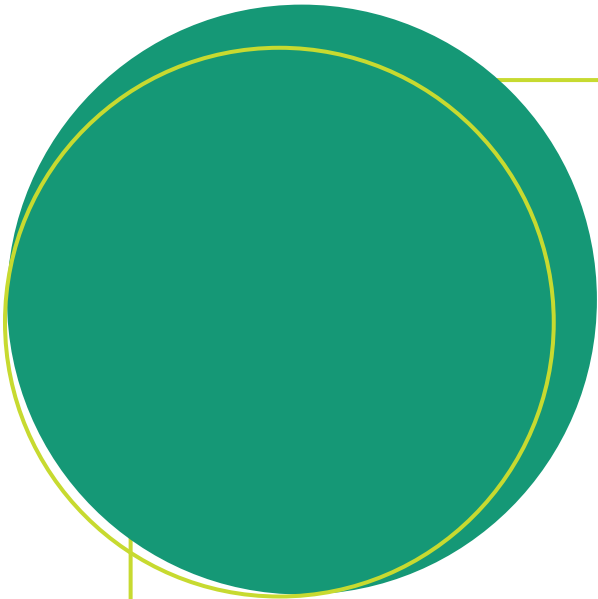
# COHORT SUCCESSES AND CHALLENGES

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# STARTUP SPOTLIGHT



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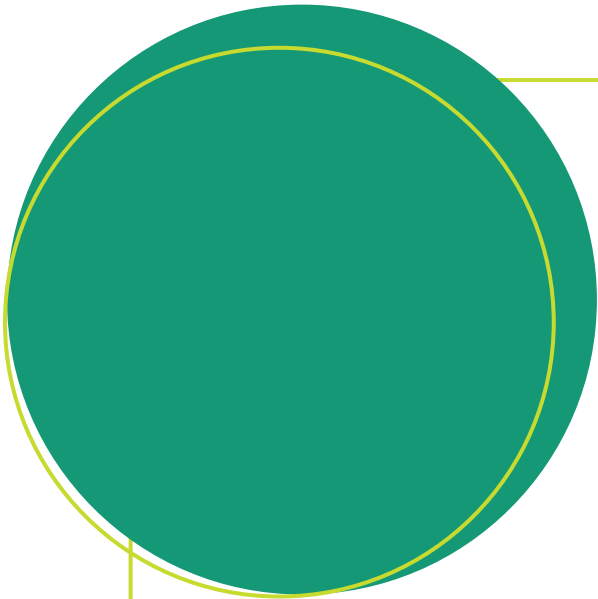
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# STARTUP SPOTLIGHT



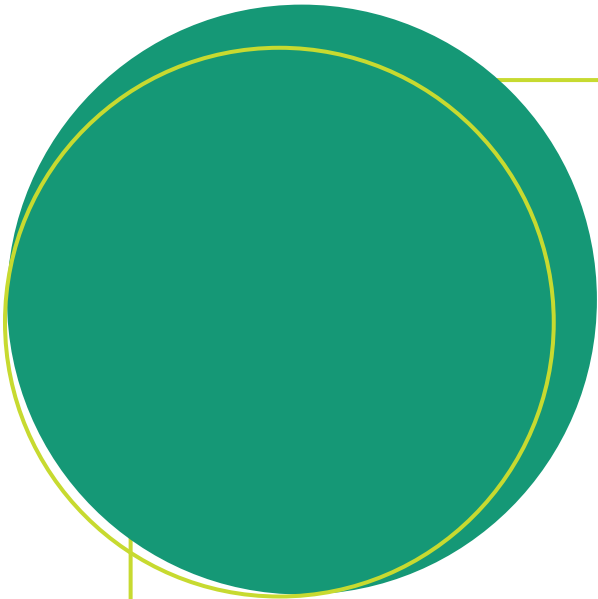
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Success Story Description

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# STARTUP SPOTLIGHT



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*Title*

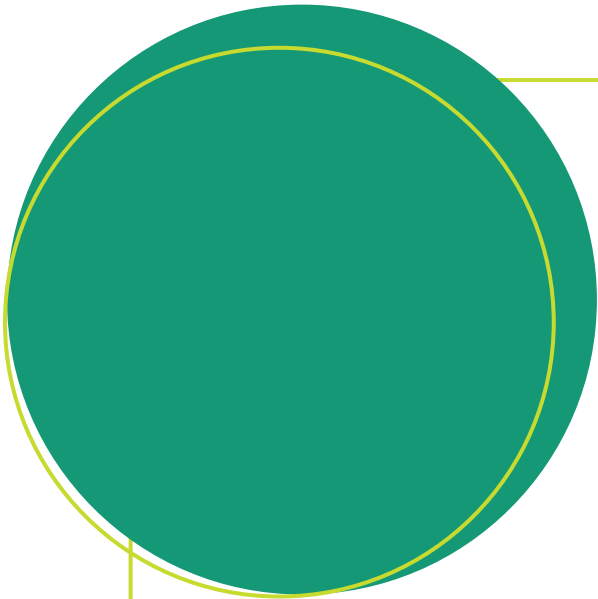
Success Story Description

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# STARTUP SPOTLIGHT



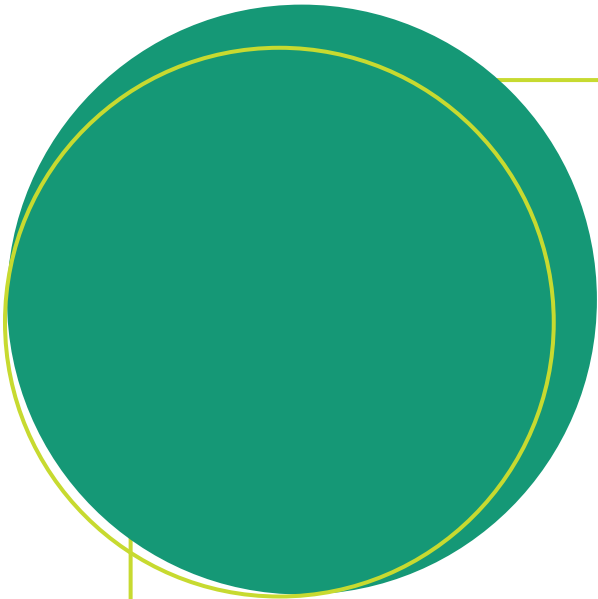
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Success Story Description

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# STARTUP SPOTLIGHT



Name  
Title

Success Story Description

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## IN OTHER NEWS

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## “Quote Text”

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# MAKING BIG WAVES

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The first months of 2024 reflects even more success for delivery on Tampa Bay Wave's mission. The second half will be filled with even more action, as we add a new bluetech accelerator focused on supporting ocean resiliency thanks to new funding from NOAA. We continue to grow our portfolio of startups as we add new verticals. We are committed to supporting talented founders and enhancing the region's and state's reputation as a tech hub.

Wave has continued to expand its reach and delivery across the region and beyond, tapping both its Tampa headquarters and a satellite office opened in downtown St. Petersburg. Our formal and informal partnerships within our community continue to expand. Our joint pursuit of funding through a partnership with the University of South Florida is just one example of how we collaborate to enhance this region's tech reputation, bringing talent and exposure here

We anticipate 2024 will prove even more amazing, thanks to all who support us. Securing multi-year funding allows us to build upon the work of the prior year, which is critical to long-running programming.

Wave continues to expand its networks and looks forward to celebrating success at our December Hall of Fame event.

## WATCH US MAKE MORE WAVES!





# LOCAL ECONOMIC IMPACT

BUILDING THE REGION'S TECH ECOSYSTEM

SINCE OUR PROGRAM LAUNCHED IN 2013

GUIDING ENTREPRENEURS FROM STARTUP TO UNICORN

ACCELERATING  
TECHNOLOGY COMPANIES

INSPIRING  
INNOVATION

CREATING A  
COLLABORATIVE ECOSYSTEM

SUPPORTING A BROAD RANGE OF EMERGING TECH

- AI
- EdTech
- Hospitality

- MedTech
- CyberTech
- FinTech

- IoT
- SaaS
- eCommerce

- HealthTech
- MarTech
- CleanTech

FOSTERING GREATER DIVERSITY & INCLUSION



**NOW 46%**

WOMEN FOUNDERS



**NOW 86%**

DIVERSE & UNDERREPRESENTED FOUNDERS



STARTUP FOUNDERS FROM  
**30** COUNTRIES SHOWCASED TAMPA  
AS AN INNOVATION HUB

LOCAL ECONOMIC IMPACT



**22**

COMPANIES RELOCATED TO TAMPA BAY



**1300**

HOTEL ROOMS



**450**

FLIGHTS THROUGH TPA

2022 WAVE ACCELERATOR PROGRAMS



**403**

TOTAL APPLICANTS



**11%**

APPLICANTS ACCEPTED  
(HIGHLY SELECTIVE)



**9.2**

NET PROMOTER SCORE

## WAVE'S EXECUTIVE TEAM

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**Linda Olson**  
CEO & Founder



**Jay Powers**  
COO



**Dee Garcia**  
Director of Development &  
Strategic Partnerships

## OPERATIONS & EVENTS TEAM

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**Jennifer Ptack**  
Manager, Strategic  
Branding & Events



**Michael "Mike" Lynn**  
Manager, Venture  
Center Operations

## WAVE'S PROGRAMS, MENTORS & INVESTOR MGMT TEAM

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**Dr. Richard Munassi**  
Accelerator Managing  
Director



**Jonathan Truong**  
Sr. Mgr, National Programs  
and Partnerships



**Prathyusha Pappi Reddy**  
Accelerator Associate



**Amit Agrawal**  
Director Investor  
Relations & Ops Platform



**Mariah Ramos**  
Manager, Accelerator Ops  
& Mentor Relations



**Matt Ymiolek**  
Investor Relations  
Specialist



# WAVE'S BOARD as of February 2024



**Santo Cannone**  
Board Chair



**Linda Olson**  
President/CEO



**Alfred Goldberg**  
Vice President



**Madeline Dent**  
Secretary



**Catherine Wilhelm**  
Treasurer



**Kailah Matyas**  
Program Strategy Committee Chair



**Kostas Stoilas**  
Fundraising Committee Chair



**Greg Celestan**  
Sustainability Committee Chair



**Diana Hayes**  
Gov. & Ethics Committee Chair



**Charlotte Baker**  
Immediate Past Chair



**Marcus Adolfsen**



**Rob Brown**



**Kathy Chiu**



**Brian Deming**  
Past Chair



**David Eason**



**Dr. Andy Hafer**



**Amanda Milligan**



**Brian Model**



**Jack Murray IV**



**Nick Outman**



**Penny Parks**



**Miraj Patel**



**Lance Raab**



**Cathy Ryan Reneer**



**Inga Schmitzer**



**Yvette Segura**



**Alex Sink**  
Past Chair



**Andrew Smith**



**Lauren Weiner**

# INVESTOR & CUSTOMER NETWORKS

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## Wave's Investor Network

Wave has built a deep network of local investors and mentors, including several former Wave alumni founders who have sold their companies in recent years. Wave also has a strong relationship with various co-investor targets in Florida including DeepWork Capital, Tampa Bay Ventures and Florida Funders, to name just a few. More are shown in the logos below. Here is the [link](#) to the Investor page on Wave's website for more information; some are depicted in the Pillars of Innovation section for their support across programs; Tampa Bay Ventures has specified its contribution for investor readiness.

In all, Wave member companies have access to a 400+ network of investors known to make investments in early stage startups. DeepWork Capital also runs the Florida Opportunity Fund, which is a huge connection advantage.

Additionally, Wave deploys its unique relationship with PitchBook as a tool and resource to curate matches between its member companies and active investors.

## Customer Networking

Wave team members also work their connections to provide introductions to potential customers for our member startups, so that they can build critical customer capital, revenues and profits as part of their business growth success. Below are some examples.

## INVESTOR READINESS & DEMO DAY SPONSORS

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# INVESTOR & CUSTOMER NETWORKS (cont.)

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## HOW WAVE ENGAGES OTHERS

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### HOW CAN YOU SUPPORT TOMORROW'S BRIGHTEST COMPANIES?



*Scan QR Code to Contact Us  
and Learn More*

Here are a few ways to engage our Accelerator and CORE Programs to help innovators:

- Volunteer Mentor
- Accredited Investor
- Sponsor or Financial Supporter
- Community Partnerships



# MENTOR & COMMUNITY PARTNER NETWORKS

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## Wave's Mentor Network

Wave member companies have access to a wide network of professionals in our 150+ all volunteer Mentor network. These professionals have a passion for helping early stage startups. Some offer their expertise on specific topics (such as HR or trademark laws), while others may coach a startup on an ongoing basis, depending on what support the founder(s) need. We host regular Mentor mixers to build strong trusted relationships.

Here is the [link](#) to the page on Wave's website, showcasing our Mentor network.

## Wave's Community Partner Network

Wave has also built a strong community partner network, with both formal and informal agreements in place. We connect our member companies to a wide range of community partners, such as our economic development partners and others who can help our startups build their base in our community.

We also provide introductions to others ESO (entrepreneur support organizations) in the ecosystem to encourage their participation and to magnify their visibility and exposure. Logos from several of our community partners are shown below but may also be found under this [link](#) on our website.

## NOTABLES FROM TAMPA BAY WAVE'S PARTNER NETWORK

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# COMMUNITY PARTNERSHIPS

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Tampa Bay Wave is proud of its' many community partnerships

CAPTION TEXT

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# SPONSORS & PARTNERS

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## Wave's Sponsorships

In the past year, Wave has added national, regional and local sponsors, representing brands with a commitment to supporting diverse and underrepresented founders. Organizations like Delta Airlines and Southwest Airlines have donated flight vouchers to make it possible for Wave founders to travel back and forth and to compete on national and international stages. Corporates have contributed either directly through their business units or through their foundations to underwrite programming and scholarships. The link to that page on Wave's website can be found [here](#).

Wave successfully won federal grants in 2022 through the EDA, the SBA and is competing for more grants in 2023, through the EDA, helping lead a regional consortium that includes academic partners like the University of South Florida, the three surrounding counties of Hillsborough, Pasco and Pinellas plus the City of Tampa and, economic development partners, plus the Port of Tampa, Tampa Airport and so many others.

We are eternally grateful for the support of Congresswoman Kathy Castor, for her advocacy in our securing \$500,000 in funding to launch a LatinTech Accelerator in 4Q23 that will specifically support founders of Latin heritage, thereby magnifying the impact of JPMorgan Chase's funding for Latina founders.

Wave has grown its Pillars of Innovation (\$25k+) sponsors as well as all levels of sponsorship support, allowing to expand our programming.

## ECONOMIC DEVELOPMENT PARTNERS

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### Federal Support



### Economic Development Partners





# SPONSORS & PARTNERS (cont.)

## Pillars of Innovation



## Tidal Wave Sponsors



## Corporate Friends of Wave



## Partners





# THANK YOU!

For questions, please reach out to:  
**Linda Olson, CEO, Tampa Bay Wave**  
[linda@tampabaywave.org](mailto:linda@tampabaywave.org)

Follow Wave on social media:



SCAN TO  
LEARN MORE



Many thanks to Congresswoman Kathy Castor