

# LatinTech Recap Report

## 2023-2024 ACCELERATOR PROGRAM REVIEW



### LatinTech 2023 Accelerator



Allergood



COCO  
AI & E-HEALTH



H+Trace



hitch



MissBerni



nufi



OTIF



PROSAL



VIDEOMART



WAS Co.



TBLC  
THE TAMPA BAY LATIN  
CHAMBER OF COMMERCE

POWERED BY  U.S. Small Business  
Administration

# EXECUTIVE SUMMARY

---

## LatinTech Was an Incredible Success

This inaugural LatinTech Accelerator was an incredible success, starting with the moment it was announced. As anticipated, the Tampa Latin community fully welcomed the tech founders and lent their expertise in many ways, from event hosting to being Advisory Council members. Accenture hosted a fireside chat luncheon during Global Entrepreneur Week and the City of Clearwater hosted the founders at a luncheon and tour post event. Now Publishing published a collection of personal stories from our Latin startup founders.

This Accelerator attracted the attention of the Miami tech ecosystem and exploratory conversations are underway for a potential future collaboration. National brands also took notice and exploratory conversations are in process about funding supporting a second Accelerator in 2025.

The Welcome Reception was hosted in Tampa's Ybor City Latin Quarter, with business owners, politicians, dignitaries and Gasparilla Pirate Krewe, the Knights of Sant Yago, adding beads, color and history. Congresswoman Kathy Castor and Mayor Jane Castor both provided welcoming remarks and the media featured stories about the Accelerator. Several founders have gone on to present at major conferences, including Christy Cull-Fernandez, who was a panelist for Enterprising Latinas to encourage local Latinas to start their own businesses; she will be a panelist in October on the topic of AI (Artificial Intelligence) at the University of South Florida Women in Leadership & Philanthropy Annual Symposium.

The inaugural cohort included 17 founders representing 15 tech startups recruited from across the US and beyond. More than 180 startups applied, with many referred from Wave ecosystem and network members, including alumni companies. Details are provided on the following pages and this [LatinTech web page link](#) showcases sponsors and Advisory Council members. Photos and success stories are also included herein.

As a nonprofit 501(c)(3), Wave takes zero equity from the participating companies. This Accelerator was fully funded by the generous support of the US Economic Development Agency through the Small Business Administration. The 15 startups participated in a multi-week intensive program that included dedicated mentors, one-on-one coaching with notable tech founders, sales training, pitch coaching and investor introductions in an environment designed to support high-scale growth. Beyond the program, the participating companies enjoy ongoing support through Tampa Bay Wave's connections and access to further accelerate company development.

As of this report, collectively, over 500 hours of mentoring and other support have been provided to these companies, as well as invaluable exposure opportunities through press, social media and Wave's signature events that showcased this cohort. Capital raised aggregated \$9.3 Million with 183 new jobs.



honored to host this inaugural Accelerator and looks forward to LatinTech 2.0.

Linda Olson  
CEO, Tampa Bay Wave



# LatinTech 2023 Accelerator



Allergood

**Company Name:** Allergood  
**Description:** Allergood, a first-generation, Latina-owned B2B tech solution, swiftly filters food service menus for allergens and dietary preferences, providing safe options  
**Location:** Durham, NC, USA  
**Founder(s):** Michelle Addison  
**Website:** allergood.com



**Company Name:** Ancestral Tech  
**Description:** Maximize agricultural projections 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.  
**Location:** Arica, Chile  
**Founder(s):** Patricio Arias  
**Website:** ancestraltech.com



**Company Name:** COCO Digital  
**Description:** COCO Technologies leads a transformative healthcare movement across Latin America, prioritizing life-saving solutions and enhancing healthcare procedures, influencing major markets and preventing over 20,000 annual premature deaths in 2022.  
**Location:** Colombia  
**Founder(s):** Robert Zuluaga  
**Website:** cocodigital.co



**Company Name:** Davinci 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  
**Location:** Sunnyvale, CA, USA  
**Founder(s):** Christy Fernandez-Cull  
**Website:** davinciwearables.com



**Company Name:** H+Trace  
**Description:** AI platform enhancing healthcare and food and beverage supply chains, delivering high-quality data for actionable logistics insights and decision-making improvements.  
**Location:** Miami, FL, USA  
**Founder(s):** Javier Cuello  
**Website:** 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.  
**Location:** Mexico City, CDMX, Mexico  
**Founder(s):** Daniel Pardo Salazar and José Miguel Arreola  
**Website:** hello.gethitch.ai



**Company Name:** Keybe  
**Description:** Keybe is a B2B SaaS leveraging Gen AI to optimize sales conversions and minimize response times by consolidating customer data and enabling scaled-assisted sales through text channels.  
**Location:** Miami, FL, USA  
**Founder(s):** Samuel Urquijo  
**Website:** keybe.ai



MissBerni

**Company Name:** Miss Berni  
**Description:** Miss Berni is a "Teacher Hunter" who recruits Latin American teachers for schools in the United States.  
**Location:** Santiago, Chile  
**Founder(s):** Ismael Villanueva  
**Website:** missberni.com



**Company Name:** Nufi  
**Description:** Nufi streamlines Mexico's background checks, offering swift, affordable identity verification for businesses, enhancing trust and compliance with an AI tech-driven approach.  
**Location:** Monterrey, Nuevo Leon, Mexico  
**Founder(s):** Hans Villa and Illich Nunez  
**Website:** nufi.mx



**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.  
**Location:** Monterrey, Nuevo Leon, Mexico  
**Founder(s):** Pamela Villarreal  
**Website:** otif.mx



**Company Name:** Prosal  
**Description:** Prosal is a B2B SaaS platform that helps agencies and consultants find and win requests for proposals.  
**Location:** Miami, FL, USA  
**Founder(s):** Nick Lopez and Alfredo Ramirez  
**Website:** 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.  
**Location:** Montevideo Department, Uruguay  
**Founder(s):** Fernando Johann and Adolfo Garcia  
**Website:** tellapp.org



**Company Name:** Videomart  
**Description:** Videomart is the only blockchain-powered video-on-demand marketplace designed to disrupt Hollywood by giving users the ability to buy and sell their digital movies and filmmakers a better ROI.  
**Location:** Los Angeles, CA, USA  
**Founder(s):** Moisés Zamora  
**Website:** videomart.club



WAS Co.  
WORLDWIDE ACCOUNTABILITY SOLUTIONS

**Company Name:** WAS CO  
**Description:** Specializes in innovative, sustainable building materials, transforming plastic, construction, and mining waste into materials that meet environmental goals, offering low-emission, high-quality, and cost-effective solutions for the mining and cement industries.  
**Location:** Monterrey, Nuevo Leon, Mexico  
**Founder(s):** Walter Daniel Mata  
**Website:** wascompany.com



**Company Name:** Zaia  
**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  
**Location:** São Paulo, State of São Paulo, Brazil  
**Founder(s):** Alexandre Messina  
**Website:** zaia.app



TBLC  
THE TAMPA BAY LATIN  
CHAMBER OF COMMERCE

POWERED BY



U.S. Small Business  
Administration

# PROGRAMMING ACTIVITIES SUMMARY

The 15 LatinTech cohort companies had 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 benefited from numerous 1:1 mentoring and coaching hours with members of Wave's Staff and with our 200+ Mentor Network of professionals who donate their time and expertise.

Three signature events were hosted for the 17 founders, supplemented by four community visibility events:

- 1) Pre-Launch Announcement
- 2) Welcome Reception
- 3) Global Entrepreneurship Week Fireside Chat
- 4) Demo Day
- 5) Latin Founder Stories Book Launch
- 6) Pitch Night and Concluding Reception
- 7) City of Clearwater Luncheon



## Featured Speakers

### • Venture Capital

- Danyell Jones, Raymond James
- Kristopher Lancaster, Deepwork Capital
- Brian Neer, Neer Venture Partners
- Scotty L, Las Olas Ventures
- Ryan Whittemore, Florida Funders
- Brian Mongeau, First In
- Andreas Calabrese, Tampa Bay Ventures
- Joe Panettieri, Channel Angels
- Scott Lopano, Tech Square Ventures

### • Industry Experts & Founders/Alumni

- Cesar Hernandez, Omni Public
- Nathan Beckord, Founder, FounderSuite
- Maria Burbridge, Bochner PLLC
- Katerina Barquet, Barquet Stege Immigration Law
- Juan Barrero, Lazo (Alumni)
- Max Echeverria, Eskuad (Alumni)
- René Espinoza Jimenez, Lazarillo (Alumni)
- Rocio Vitale, Improving Aviation (Alumni)
- Erik Maltais, Immertec (Alumni)
- Reid Buchanan, Trenam Law
- Marcus Herring, GoGlobal
- Sam Li, Thoropass

## Featured Topics

- 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
- Key Leadership Skills for Growth
- Avoiding Burnout



# RECRUITMENT & SELECTION

## Successful 1st Year Program

Since Tampa Bay Wave launched its downtown Tampa venture center and accelerator programming in 2013, our region's technology sector has seen transformative change. In just ten short years, the local ecosystem is hardly recognizable as the region regularly boasts about its startups getting national and global attention. With 2023 marking the inaugural year of the LatinTech Accelerator program, Tampa Bay Wave is excited about the fresh perspectives and opportunities this new initiative offers. As a first-year program, LatinTech offers unique benefits, allowing Wave to tap into a vibrant and growing Latin-heritage tech community that brings diverse ideas to Tampa Bay. The program's newness provides flexibility to adapt based on real-time feedback, ensuring it meets the specific needs of Latin-heritage entrepreneurs while establishing strong connections between Tampa Bay and Latin-based tech ecosystems.

### Key Recruiting Metrics

- 349 Total Applications received
- 78% of applications from outside Florida
- 60% of applications from outside the US
- 57 Semi-Finalists selected from initial screenings
- 15 Companies selected for the cohort

## Recruiting Efforts

Wave staff leveraged their extensive national and international network of partners, as well as various media channels, to raise awareness about the CyberTech|X Accelerator program.

- Global and national recruiting partners involved included: Morrow (GAN.co), Gust, F6s, Global Entrepreneurship Network, Startup Champions Network, and others.
- Referrals were received through Wave startups and founder connections, including alumni from the FinTech|X program and members of other Wave accelerator programs.
- Referrals were also obtained from Mentor and Advisory networks associated with Wave.
- Investor networks provided additional referrals.
- Sponsors and Donors contributed referrals as well.
- Community partner referrals and connections were utilized.
- Cold inbound leads were another source of applicants.
- A combination of paid digital advertising campaigns, email marketing, and social media outreach was employed.

# RECRUITMENT & SELECTION - cont'd.



**78%**

Applications  
Outside of FL



**60%**

Applications  
Outside of US



**15**

Companies  
Selected

## Year-Round Recruiting Impact

The LatinTech Accelerator benefitted from 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, not the other way around. Wave's reputation as "best in class" ensures top quality applicants bringing viable real world solutions to market.

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

The LatinTech cohort had several experienced serial entrepreneurs, many boasting prior exits (company sales). Combined, the group reflected over **100 years of experience**, some engaged since the dawn of the industry. They also had **collectively raised over \$30 million dollars** prior to entering the program, evidencing the investment market's positive reaction to their offerings.

## Continued Success in Recruiting International Startups

The LatinTech cohort ultimately featured 9 international startups, with applications across the globe. Utilizing international partnerships, particularly, Pro Chile, Wave was able to extend its reach and advance West Central Florida as a valuable emerging tech hub visible globally. Wave's accreditation from Morrow makes Wave top 100 in the world.

## Focused on Expanding Jobs in the US

This cohort has already expanded their teams and added well-paying tech jobs in the US, further advancing and drawing attention to the developing tech ecosystem here. We look forward to upcoming metrics collection periods to monitor those expansions.



*"We're filmmakers, Wave's program helped us build our organizational structure to launch our product, introduced us to capital sources, connected us to hire a growth-focused CEO (job add), and positioned us for our media/marketing strategy. Best of all, we met 14 other great founders and are now part of a valuable startup community."*

Moises Zamora  
CoFounder - Videomart

# THANK YOU ADVISORY COUNCIL

A special thank you to our LatinTech Accelerator Advisory Council!

The council united experts from the region to empower startups across public, private, and government sectors. Its members shared the journey of startup founders, often with relatable backgrounds and heritages. This extraordinary gathering of influence and expertise is truly valued for their selfless dedication of time and talents.



Ana Cruz  
Ballard Partners



Andre Toaldo  
Consultant, ex-Google



Cesar Hernandez  
Omni Public



Daniel F. Martinez, III  
FBDC



Daniel McDonald  
Lake Michigan Credit Union



Danielle Alvarez  
Accenture



Jared Rodriguez  
MadMobile



Javier Marin  
City of Tampa



Jose Bello  
Encore Bank



Julio Esquivel  
Shumaker, Loop & Kendrick LLP



Karen Perez  
Hillsborough County  
Public Schools



Lina Teixeira  
City of Clearwater



Lisset Hanewicz  
City of St. Petersburg



Melissa Morin  
University of South Florida



Michael Flores  
J.P. Morgan Chase



Nancy Millan  
Hillsborough County Tax  
Collector



Santiago Corrada  
Visit Tampa Bay



Yvette Segura  
Consultant, ex-USAA

Tampa, St. Petersburg, and Clearwater are all represented on the Council to showcase the Tampa Bay area.

# 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



The banner features the logos for Accenture, Tampa Bay Wave, and Global Entrepreneurship Week. The main title is "Fireside Chat with LatinTech Founders" in large white letters. Below it, in smaller white text, is "CELEBRATING GLOBAL ENTREPRENEURSHIP WEEK" and "NOVEMBER 15, 2023 | 11:30AM - 1:00PM". The location is listed as "ACCENTURE | 140 FOUNTAIN PKWY N SUITE 500, ST PETERSBURG". On the left, a circular portrait of Dr. Richard Munassi is shown with his name and title: "DR. RICHARD MUNASSI, MD, MBA, Accelerator Managing Director". At the bottom, there are five circular portraits of the guest founders: René Espinoza (CEO), Erick Maltais (CEO), Juan Carlos Hernandez (Investor, Mentor, Startup Founder), Rocio Frej Vialle (CEO), and Max Echeverria (Founder & CEO). Each portrait is accompanied by their name and title in white text.

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

RENÉ ESPINOZA  
CEO

ERICK MALTAIS  
CEO

JUAN CARLOS HERNANDEZ  
Investor, Mentor, Startup Founder

ROCIO FREJ VIALLE  
CEO

MAX ECHEVERRIA  
Founder & CEO





# Welcome Reception November 2023

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



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

Krewe of the Knights of  
Saint 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

[tampabaywave.org](http://tampabaywave.org)

City Councilwoman Gwen Henderson,  
Hillsborough Tax Collector Nancy Milan,  
Florida CFO Alex Sink Attended



# 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



# 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 links plus photos from news interviews 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](#)

[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](#)



# Outputs Achieved Summary Post Accelerator

Cohort Company Name	Description	Industry	Location	Outputs Achieved
<b>Allergood</b>	Allergood, a first-generation, Latina-owned B2B tech solution, swiftly filters food service menus for allergens and dietary preferences, providing safe options.	Enterprise SaaS	Ponte Vedra, FL & Durham, NC	\$30k in initial investment, pre-revenue, sole female founder. Founder is a Duke University MBA graduate. Founder used Wave's curriculum to hone product messaging and better approach raising capital.
<b>Ancestral Tech</b> now <b>Ultracrop Care</b>	Enhances agricultural production, using high-density monitoring and control technology in closed spaces.	AgTech	Arica, Chile	2 founder team with 9 employees. Extensively used Wave's connections to build relationships with the University of South Florida and other AgTech leaders across the country.  The founder is exploring relocating to Tampa Bay as a home base.
<b>Coco Digital</b>	COCO Technologies leads a transformative healthcare movement across Latin America, prioritizing life-saving solutions and enhancing healthcare procedures, influencing major markets and preventing over 20,000 annual premature deaths in 2022.	HealthTech	Miami, FL & Medellin, Colombia	Employs over 50 people and has revenues nearing \$5 million annually. Has raised over \$600k in external capital. The founder used Wave's introductions to leading healthcare experts in the region to extend partnerships here. They also utilized Wave's connections to valuable service providers and growth resources.  Founder moved from Colombia to build the company out of Miami.

# Outputs Achieved Summary Post Accelerator - cont'd.

Cohort Company Name	Description	Industry	Location	Outputs Achieved
<b>Davinci Wearables</b>	Davinci is a wearable health and wellness platform for active females, offering a proprietary liner, a user-friendly app that syncs real time athletic performance data with 3rd-party tools, and tailored sport-specific recommendations for peak performance.	HealthTech	Sunnyvale, CA	MIT Sloan MBA & Duke PhD founder who lead wearable teams at Google and Apple. Founder was able to utilize Wave's mentor network and extensive connections to connect with local universities, including University of South Florida where she will be a panelist at an October, 2024 symposium for Women in Leadership & Philanthropy. They also connected with leading global tech firm LG and their innovation team. Employs 12 people.
<b>H Trace</b>	H Trace is an AI platform enhancing healthcare supply chains, delivering high-quality data for actionable logistics insights and decision-making improvements.	HealthTech	Miami, FL & Buenos Aires, Argentina	Employs 8 people and has raised over \$300K in external funding. Used the program to get introductions to health systems and providers to hone in on a customer segment.  Founder moved from Argentina to Miami to build the company. The founder is considering relocating to Tampa Bay as a home base.
<b>Hitch</b>	Hitch is 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.	HR Tech	Miami, FL & Mexico City, Mexico	Employs 9 people and has raised over \$2M in external funding. Revenues are beginning to top \$500k annually. Founder was able to use Wave to facilitate intros to venture capital firms and corporate partners.  Founder has relocated to Miami from Mexico.



# Outputs Achieved Summary Post Accelerator - cont'd.

Cohort Company Name	Description	Industry	Location	Outputs Achieved
<b>Keybe</b>	Keybe is a B2B SaaS leveraging Gen AI to optimize sales conversions and minimize response times by consolidating customer data and enabling scaled-assisted sales through text channels.	Enterprise SaaS	Miami, FL & Medellin, Colombia	Employs over 50 people and raised over \$2M in external capital, and annual revenues are over \$3M. The team engaged Wave team for investor resources, key customer and mentor connections, and setting up growth resources. Keybe presented at the 2024 Florida Venture Forum Annual Conference. They are rapidly making their name across the state and are expanding sales into the U.S. market.
<b>Miss Berni</b>	Miss Berni is a "Teacher Finder" who recruits Latin American teachers for schools in the United States.	EdTech	Santiago, Chile	<p>Employs 3 people and has raised over \$400k in external funding. Founder was able to connect with local and city officials to understand the education system and how best to expand throughout the state. Wave also connected the team with investors across the country.</p> <p>The founder is considering relocating to Tampa Bay as a home base.</p>
<b>Nufi</b>	Nufi streamlines Mexico's background checks, offering swift, affordable identity verification for businesses, enhancing trust and compliance with an AI tech-driven approach.	Enterprise SaaS	Monterrey, Mexico	Employs 10 people and has raised over \$900k in external funding. Founder has built relationships with local government and financial services leaders to expand further into the U.S.

# Outputs Achieved Summary Post Accelerator - cont'd.

Cohort Company Name	Description	Industry	Location	Outputs Achieved
<b>OTIF</b>	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.	Enterprise SaaS	Austin, TX & Monterrey, Mexico	Employs over 20 people and has over \$5M in annual revenue. The company used Wave's network to open conversations to logistics leaders and investors. They are looking to expand further into the U.S.  Founder has moved to Austin from Mexico.
<b>Prosal</b>	Prosal is a B2B SaaS platform that helps agencies and consultants find and win requests for proposals.	Enterprise SaaS	Miami, FL	Was able to close a \$1.18M Seed round during the program to accelerate growth. Team employs 3 people and is currently expanding to service new growth.
<b>TELL</b>	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.	HealthTech	Montevideo Department, Uruguay	Team employs 9 people and has raised over \$300k in external funding. Founder used Wave's extensive healthcare network to refine and enhance the product, as well as navigate pathways with customers. They were also invited to the 2024 Voice AI Symposium held at USF Health (University of South Florida).



# Outputs Achieved Summary Post Accelerator - cont'd.

Cohort Company Name	Description	Industry	Location	Outputs Achieved
<b>Videomart</b>	Videomart is the only blockchain-powered video-on-demand marketplace designed to disrupt Hollywood by giving users the ability to buy and sell their digital movies, giving filmmakers a better ROI.	Enterprise SaaS	Los Angeles, CA	Employs 4 people, all with filmmaking experience. The company was able to launch their marketplace and the initial film, and showcased at Sundance Film Festival. The team found a full-time CEO during the program.
<b>WASCo</b>	WAS Co specializes in innovative, sustainable building materials, transforming plastic, construction, and mining waste into materials that meet environmental goals, offering low-emission, high-quality, and cost-effective solutions for the mining and cement industries.	Advanced Manufacturing	Monterrey, Mexico	Team employs 8 people and has over \$1M in external capital. The team used Wave's program to understand the U.S. market and see how to expand and craft the messaging to appeal buyers here.
<b>Zaia</b>	Zaia is 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 addressing strategic challenges beyond just operational ones.	Enterprise SaaS	Miami, FL & São Paulo, Brazil	Team employs 8 people and has raised over \$600k in external capital. They used Wave's network to gain introductions to small-to-medium businesses and have post-launch revenues of over \$50k.  Founder moved their business to Miami from Brazil.
	Aggregate capital raised \$9.3 Million		Jobs: 183	

# STARTUP SPOTLIGHT

---



**Nick Lopez**  
*Co-Founder & CEO*  
*Miami, FL*



**Closed a \$1.18M pre-seed to make it easier for businesses to find and win RFPs**

**Prosal**, an innovative RFP marketplace, transformed its business model through participation in the Tampa Bay Wave 2023 LatinTech Accelerator. The program provided crucial mentorship and networking opportunities, positioning Prosal to attract significant investor interest.

Following the accelerator, Prosal secured a \$1.18 million seed funding round led by Fusen Fund, enabling the company to expand its team and develop AI-powered features. With its enhanced platform and thriving user community, Prosal is now poised to revolutionize how businesses discover and win lucrative contract opportunities through RFPs.

[prosal.io](https://prosal.io)



# STARTUP SPOTLIGHT

---



**Pamela Villarreal**  
*Co-Founder & CEO*  
*Monterrey, Mexico*



## **From Tampa Bay to Mexico: OTIF's Accelerated Journey to Success**

**OTIF**, a pioneering logistics platform founded by Pamela Villarreal, leveraged the Tampa Bay Wave 2023 LatinTech Accelerator to refine its innovative approach to global transportation services. The company's potential caught the eye of AT&T Mexico and Endeavor, resulting in its selection for the eNovadoras program and a \$20,000 seed capital award as one of Mexico's top five women-led tech startups.

They've achieved rapid growth and have over \$5 million ARR and are preparing to raise their Series A funding round.

[otif.mx](https://otif.mx)

# STARTUP SPOTLIGHT

---



**Samuel Urquijo**  
*Co-Founder & CEO*  
*Miami, FL*



## **Revolutionizing Sales Opportunities using AI-driven Lead Gen and Engagement**

**Keybe** is a B2B SaaS leveraging Gen AI to optimize sales conversions and minimize response times by consolidating customer data and enabling scaled-assisted sales through text channels. Samuel and his team engaged the Tampa Bay Wave team for investor resources, key customer and mentor connections, and setting up growth resources. Keybe presented at the 2024 Florida Venture Forum Annual Conference. They are rapidly making their name across the state and are expanding sales into the U.S. market.

**keybe.ai**



# STARTUP SPOTLIGHT

---



**Christy Fernandez-Cull, PhD**  
*Founder & CEO*  
*Sunnyvale, CA*



## **Former Professional Athlete Created a Solution for Women's Health Monitoring**

**Davinci Wearables** is an innovative women's health and fitness platform, providing active females with personalized recommendations for optimal workout routines. Dr. Cull is one of our most accomplished founders, being a graduate of both MIT and Duke University, as well as a former technical lead at Lyft, Waymo, and Apple.

She utilized the accelerator's mentors and advisors to explore new customer pathways with Tampa Bay Wave's connections to local universities.

[\*\*davinciwearables.com\*\*](https://davinciwearables.com)

# STARTUP SPOTLIGHT



**Patricio Arias**  
*Co-Founder & CEO*  
*Arica, Chile*

**Paolo Minguzzi**  
*Managing Partner*

 **UltraCropCare®**

fka Anchestral Tech

## **From Desert to Space: Ultra Crop Care's Cosmic Leap at Tampa Bay Wave**

**Ultra Crop Care** is creating space-age agriculture with its high-density crop monitoring technology designed for extreme environments, including attempting to grow crops on Mars.

Continuing Tampa Bay Wave's strong track record of supporting Chile's thriving startup ecosystem, the Ultra Crop Care team leveraged local and national resources to expand its vision from desert farming to potential space agriculture applications. The team was able to create a partnership with the University of South Florida and other AgTech leaders.

[ultracropcare.com](https://ultracropcare.com)

# 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/rt23jwyy](https://tinyurl.com/rt23jwyy)

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

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

A project of

In partnership with

TBLC  
TAMPA BAY  
LATIN CHAMBER



# MAKING BIG WAVES

---

The first half of 2024 reflects even more success for delivery on Tampa Bay Wave's mission as we continue to deliver Accelerations focused on: CyberTech, FinTech, HealthTech and TechDiversity. 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 reputations of our region and state as an innovation 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 Awards Celebration 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

---



**Linda Olson**  
CEO & Founder



**Jay Powers**  
COO



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

## OPERATIONS & EVENTS TEAM

---



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



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

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

---



**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 Adolfsson**



**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

---

## 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 500+ 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

---



# INVESTOR & CUSTOMER NETWORKS (cont.)

## HOW WAVE ENGAGES OTHERS

### 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

## EXPANDING CONNECTIONS & REMOVING ECONOMIC BARRIERS

In 2023, Wave reached out to SouthWest Airlines and Delta Air Lines, requesting their help to help remove an economic barrier for cash-strapped startup founders. While Wave's programs are offered at no charge, the founders pay their own travel expenses to and from Tampa plus their lodging costs. We have long enjoyed being able to offer these traveling founders an incredible discount from the Hyatt House/Hyatt Place hotel next door but the cost of airfare was still a challenge for some. We were honored and delighted when both of these airlines offered us vouchers that we can distribute based on financial need to reduce this economic barrier.

And one unanticipated outcome will be the upcoming announcement of additional direct Delta Air Lines flights from Latin countries to Tampa and Orlando, thereby improving the accessibility and travel experience for future founders. We are seeking funding for a repeat of LatinTech in the coming year and look forward to sharing this great news with those applicants.



# MENTOR & COMMUNITY PARTNER NETWORKS

---

## Wave's Mentor Network

Wave member companies have access to a wide network of professionals in our 220+ 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

---



# SPONSORS & PARTNERS

---

## 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 that launched a LatinTech Accelerator in 4Q23 specifically to support founders of Latin heritage.

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

---

### 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