

# FIFTEEN SMALL BUSINESSES THAT ARE MAKING A SPLASH IN THE BIG CITY

EDITED BY  
MICHELLE BOYLES AND  
CATHERINE DEMURO

# [SMALL]

## THERE IS NO DENYING

that our area is home to some of the nation's oldest and most prestigious corporations and that these have influenced the economic stability of the region. This month, however, we pay homage to another set of equally influential businesses, who are also making a significant impact on our community. Mahatma Gandhi once said, "A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history."

This year's Small Business Award winners work every day to utilize every tool at their disposal to drive their industries forward and improve the lives and livelihoods of those who live and work here.

### DELPHIC DIGITAL

**Founded:** 2004

**Top executives:** Mark Patten and Lance Hollander, Managing Partners

**Total staff:** 75

Delphic Digital fuses design, storytelling and analytics to create beautifully effective digital marketing strategies and enjoyable experiences to help their clients grow. They are committed to delivering bold ideas and deep, actionable insights to achieve meaningful and measurable results. Based in the artistic Manayunk neighborhood of Philadelphia, Delphic Digital is a Sitecore Gold Partner and repeatedly named one of the fastest-growing businesses in the area.

### EIGEN X

**Founded:** 2012

**Top executive:** Stanley Pittman, Founder/CEO

**Total staff:** 25

Eigen X strives to support a culture of continuous learning for both their clients and their employees. They keep clients "in the know"; continuously sharing best practices and bringing the latest thinking to help solve their biggest challenges. They encourage the type of entrepreneurial and problem-solving culture that provides significant opportunities for personal and professional growth for both their employees and their clients.

### FERMENTO

**Founded:** 2016

**Top executive:** Shashwata Narain, CEO

**Total staff:** 4

Fermentec uses its patented technology in microfluidics to expedite the speed of fermentation at industrially relevant volumes by at least three times.

### GMH MORTGAGE SERVICES

**Founded:** 2008

**Top executive:** Joe Nattans, President

**Total staff:** 197

GMH is a different kind of mortgage lender. By focusing on people instead of profits, they build lasting relationships with customers and colleagues—relationships built on trust, confidence and community.

### GREENPHIRE

**Founded:** 2008

**Top executive:** Jim Murphy, CEO

**Total staff:** 108

Greenphire's mission is to transform the way payments are made in the clinical trial setting by replacing burdensome, fragmented and inaccurate manual processes with global payment and planning solutions. Their best-in-class payment solutions remove barriers and burdens from



MILKCRATE

patient participation in clinical trials, allow medical staff to focus more on treating patients and less on administration, and enable sponsor organizations to improve workflow efficiency, financial visibility and transparency.

### MILKCRATE

**Founded:** 2014

**Top executive:** Morgan Berman, CEO, Founder

**Total staff:** 6

MilkCrate encourages both individuals and whole communities to rally around making sustainable lifestyle choices. They support the idea that the potential to create a sustainable future is in all of us.

### MITOCHON PHARMACEUTICALS

**Founded:** 2014

**Top executive:** Robert Alonso, President and CEO

**Total staff:** 6

Mitochon's mission is to bring forward meaningful drugs that work at the root of insidious neurological diseases. By harnessing the power of the mitochondria, they believe that devastating diseases like Huntingtons disease, Duchennes muscular dystrophy and multiple sclerosis can be hastened and lives can be more fully lived.

# BUT MIGHTY

## MOBILE OUTFITTERS

**Founded: 2007**

**Top executives: (Owners and Co-founders)**

**Eric Griffin Dennis O'Donnell**

**Total staff: 16**

Mobile Outfitters' mission is to inspire people by sharing their entrepreneurial spirit through innovative products.

## MONETATE

**Founded: 2008**

**Top executive: Lucinda Duncalfe, President & CEO**

**Total staff: 190**

Monetate empowers brands to interact uniquely with each customer across Web, email and mobile apps so they can deliver engaging experiences that drive great business results.

## PERRYMAN BUILDING AND CONSTRUCTION

**Founded: 1954**

**Top executive: Angelo Perryman, CEO**

**Total staff: 20-plus**

Perryman Building and Construction is one of the leading, full-service construction companies on the East Coast, self-

performing project planning, management and construction projects for pharmaceutical companies, hospitals, transportation, energy, parks and others.

## PROMPTWORKS

**Founded: 2013**

**Top executive: Greg Sterndale, CEO**

**Total staff: 19**

Great software isn't an accident. It takes a team of skilled experts. Not only is PromptWorks passionate about building great software, but they have the technical expertise to bring it to life. They love solving complex problems and building user experiences that surprise and delight users.

## TERN WATER

**Founded: 2015**

**Top executive: Mohamed Zerban, CEO, Founder**

**Total staff: 10**

Tern Water's mission is to provide smart, sustainable and healthy water for consumers. This will be accomplished through modular products that can fit into existing homes and convenient services that can

ensure users always have access to this quality water.

## TONIC DESIGN

**Founded: 2010**

**Top executive: Brian Brossman, Jason Allum and Mac Morgan, Co-founders**

**Total staff: 60**

Tonic Design is a digital experience agency that's focused on cutting-edge, emerging technologies. They work with some of the world's biggest brands to create human experiences through tech to improve lives and empower end users. Every day they hone their craft, and always have their eyes on what's coming next.

## TOWERVIEW HEALTH

**Founded: 2014**

**Top executive: Rahul Jain, CEO**

**Total staff: 7**

TowerView Health is a medication adherence startup founded after their co-founder was diagnosed with leukemia. By focusing on simplicity and ease of use, TowerView helps the 1 in 3 Americans with a chronic illness better manage complex medication schedules. Patients on TowerView's service receive pre-sorted medication trays filled by a pharmacy that insert into a smart pillbox that can read when patients forget a dose and automatically sends a text, phone, email, or on-box reminder to patients and their caregivers.

## WILD MANTLE

**Founded: 2015**

**Top executive: Avi Loren Fox, Founder and Designer**

**Total staff: 1**

Wild Mantle presents cozy hooded scarves called mantles that turn anything into a cozy hoodie. Customers say it feels like a hug! Their mission is to deliver confidence and courage as the individual discovers and takes up the mantles of their own life. ▶



TONIC DESIGN