



6751 Columbia Gateway Drive, Suite 300, Columbia, MD 21046

To Whom It May Concern:

I am writing to express my strong support for SB 0388/HB 0898. As the Founder and CEO of App Beacon, a Maryland-based technology company focused on delivering branded mobile client engagement platforms for service businesses and community organizations, I have experienced firsthand how critical it is for startups to operate within a business environment that is accessible, efficient, and supportive of growth.

App Beacon has been built and scaled here in Maryland, working closely with organizations such as MMG Capital, TEDCO, the Maryland Innovation Center, and Howard County Economic Development Authority. Through these partnerships, we have been able to grow our footprint, support local and national businesses, and contribute to Maryland's innovation economy. However, like many early-stage companies, we also encounter operational and administrative challenges that can slow momentum and limit our ability to scale efficiently.

Why This Legislation is Critical for Maryland's Innovation Economy:

- 1. Reducing Friction for Growing Businesses**
Early-stage and growth-stage companies must move quickly to survive and scale. Any unnecessary complexity in processes, compliance, or administrative requirements creates friction that pulls focus away from innovation and customer growth. SB 0388/HB 0898 represent an important step toward streamlining these processes and creating a more business-friendly environment for companies operating in Maryland.
- 2. Supporting Scalable Technology Companies**
At App Beacon, we are building a platform designed to help service-based businesses deliver personalized service experiences at scale. Our growth depends on our ability to continuously innovate, onboard customers efficiently, and expand into new markets. Policies that simplify operations and reduce overhead allow companies like ours to reinvest more time and resources into product development and customer success.
- 3. Strengthening Maryland's Competitive Position**
States across the country are making deliberate efforts to attract and retain high-growth companies. Maryland has a strong foundation, but continued leadership requires ongoing improvements to how businesses are supported at every stage of growth. SB 0388/HB 0898 help ensure Maryland remains competitive by addressing barriers that can otherwise push companies to look outside the state for more favorable operating conditions.
- 4. Enabling Local Ecosystem Growth**
Through our partnerships with organizations like MIC and HCEDA, we see the direct impact that strong policy and support systems can have on local entrepreneurs and small

businesses. When startups are able to grow more efficiently, that success compounds across the ecosystem, creating jobs, supporting local service providers, and strengthening the broader economy.

Conclusion:

Maryland has built a strong and vibrant innovation ecosystem, but continued progress depends on reducing barriers and enabling companies to grow with speed and confidence. SB 0388/HB 0898 are meaningful steps in that direction, helping to create a more efficient and supportive environment for startups and scaling businesses alike.

I strongly urge you to support SB 0388/HB 0898 and continue advancing policies that empower Maryland's entrepreneurs and innovation economy.

Sincerely,
Hector Ocasio
Founder & CEO
App Beacon