

# Kepley BioSystems Chosen as Finalist in NC Idea Fall 2016 Grant Cycle

*KBI has invented an alternative bait for recreational anglers that is being recognized as finalist in the prestigious 2016 NC Idea seed fund competition.*

GREENSBORO, NORTH CAROLINA, U.S.A., November 28, 2016 /EINPresswire.com/ -- November 28, Greensboro, NC - [Kepley BioSystems](#) (KBI) announced today that the company has been selected as a finalist among ten other North Carolina start-ups vying for one of five \$50,000 [NC Idea](#) grants totaling \$250,000. Each firm will present to a blue-ribbon panel of experts on December 2, as they compete in the 22nd NC Idea Grant Cycle, underlining the prominence of North Carolina as a center of excellence dedicated to innovation and entrepreneurship.

Kepley BioSystems is an academically-driven life sciences company that has discovered and developed patent-pending attractants for use in commercial and recreational fishing as a means to conserve wild fish. Also called baitfish, these nutritional dynamos comprise an endangered and vital link in the food web sustaining not only the rest of the fish, marine mammals and seabirds, but also increasingly consumed in aquaculture, agriculture, nutritional supplements and domestic pet food and as bait for commercial and recreational fishing. The KBI product branded as [OrganoBait™](#) is synthetically formulated to release a molecular symphony of primal, olfactory stimulants calibrated and shown to elicit

foraging and feeding behaviors in crustaceans and fish, without fish or animal ingredients.

About NC Idea



Dr. Anthony Dellinger, President of Kepley BioSystems and Murphy, his trusted fishing companion, prepare for a day on the water wielding a bucket of the KBI patent pending synthetic fish bait, OrganoBait.



NC Idea's selected finalist Kepley BioSystems has invented OrganoBait, an alternative fishing technology that will stem the use of forage fish in recreational baiting industries worldwide.

NC IDEA is a private foundation committed to supporting business innovation and economic advancement in North Carolina and serves as a catalyst for young, high-growth companies. Today, the organization fulfills this mission through four initiatives. The Ecosystem Partner Grant program funds organizations across the state that executes creative programs to support entrepreneurs. Over the last decade, the Seed Grant program has awarded over

\$4.5M to 109 high-growth companies across the state. Since 2011, more than 100 companies have participated in the Groundwork Labs startup program. SoarTriangle, a program founded in 2012 to address the proven funding gap for female entrepreneurs, formally became a foundation program in August 2016.

For more information, visit: <https://www.ncidea.org>

#### About Kepley BioSystems

Kepley BioSystems originated at the Joint School of Nanoscience and Nanoengineering (JSNN), North Carolina A&T State University and The University of North Carolina at Greensboro; the company is now located at the Gateway University Research Park proximal to JSNN. Kepley BioSystems is a proud National Science Foundation (NSF) research grant recipient and an academically-driven company led by Professor Christopher Kepley and Dr. Anthony Dellinger, a recent graduate, working in collaboration with lead inventor Terry E. Brady, located on the Caribbean island of Anguilla, British West Indies.

For more information, visit: <http://www.kepleybiosystems.com>

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This press release can be viewed online at: <http://www.einpresswire.com>

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