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A TASTE FOR INNOVATION:

Entrepreneurial Initiative
www.ecu.edu/rds/ei



When MBA student Gabe Dough developed a new way to process and market fresh crabmeat, he catapulted another ECU innovation into the spotlight. Both an innovator and an entrepreneur, Dough founded Shure Foods with an emphasis on commercialization of a patent-pending seafood product called “Naked Crab.” He created a mechanism for extracting crabmeat from the shell without cooking it, replacing the manual labor involved with picking crabmeat and yielding a higher percentage of meat per pound of raw material. The Roanoke Island native also devised a method of refining the texture and consistency of fresh crabmeat so it can be formulated into medallions, nuggets or patties. The fresh crabmeat is treated with a protein-binding agent that allows it to be quickly shaped, portioned and frozen so it can be shipped uncooked to restaurants worldwide and prepared as fresh crabmeat.

GABE DOUGH

Dough’s pursuits in forming his businesses were aided by ECU’s Department of Chemistry, the Office of Technology Transfer, the College of Business, the Entrepreneurial Initiative, and the ENC—Investor Network. Through “Naked Crab” Shure Foods hopes to make more efficient use of one of eastern North Carolina’s precious natural resources, blue crab, with the end result supporting sustainability of the resource and a profitable venture for eastern Carolina.