AccessFlora Wins Grand Prize in 2026 Wolff New Venture Competition



(left to right) Greg Wolff, Keegan Jalbert (winner), and Gary Wolff

Sustainable aquaculture company AccessFlora swam off with the grand prize - $40,000 cash and $5,000 in Wolff Financial Group services - at this year's Wolff New Venture Competition on October 13 at Pratt & Whitney Stadium at Renschler Field in East Hartford.

Founded by UCONN graduate Keegan Jalbert, AccessFlora is developing a proprietary omega-3 aquafeed that helps oysters grow larger and healthier in controlled, land-based environments.

"I saw a growing vulnerability: ocean unpredictability was making our oyster supply inconsistent. So I created AccessFlora. Using a proprietary natural aquafeed, we raise oysters that are safe, rich in Omega-3s, and fully controlled in flavor — meaning year-round consistency," Jalbert says.

AccessFlora was one of five UCONN-affiliated startups that competed in this year's event.

Build-A-Brush, a customizable children's toothbrush that strives to increase children's interest in brushing, won the second-place award, and beverage company SEAWELL took third prize for its new non-alcoholic, juice-infused, sparkling beverage. For more details and the full list of winners, see UConn Today.

The Connecticut Center for Entrepreneurship and Innovation (CCEI) hosts the annual event, with the Wolff Family sponsoring the grand prize. This year's top prize reflects a $10,000 increase over prior years.

The event honored the late Bette Wolff, who co-founded the Wolff New Venture Competition with her husband, Thomas John Wolff.



Wolff Financial Group Partner Greg Wolff

“My mother had an entrepreneurial spirit,” Wolff Financial Group Partner Greg Wolff said.

“She had a natural instinct for creating value and was committed to this competition and the success of young entrepreneurs. Our entire family is honored to continue the legacy she began with my father.”